

The Kentucky Press



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

September, 1941

Volume Twelve Number Eleven

A Shot In The Arm For Dead Town

What do you do when a merchant who carries only an occasional ad, or a small ad, is not satisfied with his business? Or does your community seem to be "dead" while others appear to be doing a rushing business? The *Georgia Press Bulletin* suggests that it may not be a bad stunt to point out that merchants in a "live" town do advertise. It advises the editor to sit down with his exchanges and clip out all the larger advertisements of merchants with the same line of goods as the local mer-

chant who is the occasional advertiser. Paste up those large advertisements on sheets of paper or cardboard and just drop them on the desk of that "occasional" merchant. He may get some ideas without your saying a word.

Make Use Of Publicity Pictures

There is no use throwing away publicity if it can be made to add a few shekels to the cash drawer. Several mid-west publishers are taking the plates of movie stars, sawing them in half just below the eyes, and running them in

local grocery ads. The grocer offers a prize of \$1.00 a week to the first person who brings in the correct names of the movie stars portrayed in the pictures. The *Hoosier Press Bulletin* reports that the extra interest in grocery store advertising gives the grocer an ideal-check on how much his ad is read.

Editor Frank Bell, Trimble Democrat, Bedford, again issued his "green edition" the latter part of last month to encourage he planting of winer cover crops in Northern Kentucky.

in peace or war . . .

the RAILROADS SERVE KENTUCKY and the NATION

Railroads Spent \$71,322,897 in Kentucky in 1940

paid \$18,646,339 in 377 Kentucky cities and towns. In wages they paid \$47,376,558 to 28,694 Kentucky citizens. And in taxes they paid more than \$5,300,000 to the State, counties, cities and school districts. Thus, their total contribution to Kentucky's economic welfare in 1940 amounted to \$71,322,897. Similar payments were made in all other states.

★

Efficient Mass Transportation Is Essential

Preparation for national defense largely depends on mass transportation by railroad. The emergency and magnitude of the defense pro-

gram impose a stupendous burden on the railroads. The railroads are doing the job. They will continue to do it because they have the plant, the manpower, the skill, the tradition of service that such a task requires.

★

The Twofold Contribution to National Welfare

carry over their own roadways the bulk of the national transportation load in peace and in war. Most of the \$4,297,000,000 which the public paid for railroad services last year was turned back to the public in wages of employees, purchases of materials and supplies, and direct tax support of the schools and of city, county, State and Federal governments. Less than 1% on the investment in railroad property was paid to the stockholders who own the railroads and furnish the service.

KENTUCKY RAILROAD ASSOCIATION

One-order, One-bill Plan For Increased Efficiency

By James Seymour

Manager, the Georgia Press Association
A talk at the N. E. A. Convention

It is useless to discuss what we call the one-order plan without giving some of the background and the reasons for its inception. This makes a tremendous subject, and we can only hit the high spots in this discussion.

Weeklies and small town dailies deserve a greater percentage of the national advertising dollar than they are now receiving. I can't imagine anyone doubting this statement, especially when it is considered that at present weeklies get only a little over 1 percent of the national advertising dollar.

Some twenty years ago, small town papers got a certain amount of advertising simply because there was no place else to put it. Along in 1918, a publisher got up in a state press association meeting and made the statement that soon there would be so much national advertising that there would be no room for local advertising! But unfortunately, radio came along. Radio sold advertising in chain networks, and in so doing was able to concentrate its efforts. In essence, the various broadcasting stations pooled their resources, and operated under two or three gigantic networks. Daily newspapers, magazines, billboard companies, and other media immediately felt the pressure and developed their own selling organizations. An era of intensive competition has taken place in the past 15 years, and weeklies haven't been even a competitor in that fast and furious battle. The selling effort for weekly papers has been puny compared to those of competitors in the field. As a matter of fact, who in the country except possibly two or three salesmen from the APA cares whether your weekly gets an advertisement or not? That, as against literally thousands of salesmen for competitive media.

A Long Fight

Certain disadvantages of weekly newspaper advertising have shown up in this struggle, when there has been practically no one to give the weekly side of the picture. One of these disadvantages has been the milline rate, and it is only in the last few months, under the leadership of Charley Allen, that there has been any active attempt to fight the milline rate propaganda under which weeklies have suffered. Even now, we have just begun the fight to counteract the milline rate story, and it will take years of intensive selling effort. We can't sell Charley Allen's story in a day.

I won't go into all the disadvantages in weekly newspaper advertising, such as poor reproduction of advertising, lack of cooperation by weekly publishers, etc. My subject is the one-order plan, and before describing it I want to impress on you the need of fighting one other disadvantage in weekly newspapers advertising—that of the high cost of handling space orders.

Agencies figure as the cost of handling insertion orders, from 30 to 60 cents per insertion, depending on individual agency costs. Those are agency figures. Now the average national rate for weeklies is a little over 30 cents per inch—let's call it an even 30. If an agency sends out a 10 inch ad to weeklies, the gross would be \$3.00 and the agency commission of 15% would be 45 cents. A commission of 45 cents, and a cost ranging from 30 to 60 cents! That

doesn't make for profit, does it? Saturday Evening Post commission might be \$1,000 with cost of only 30 to 60 cents.

In addition to this high cost of handling, is the tremendous number of headaches involved. You gentlemen who attend a convention like this are careful in your business policies, and never fail to send a tear sheet or bill, I presume. Even in your case, however, I suppose there are few who can boast that they do not make at least one error a year. Multiply that one error by 10,000 newspapers, and you have a lot of headaches for agencies! However, the average weekly publisher, to say nothing of the publisher below average, is not as efficient as you are. And the average publisher makes not one mistake a year, but several. I could give you some strange cases, if I had the time. Publishers who are written to for a couple of months, and finally are called long distance, and then report they have been too busy to open their mail. You think that is an exaggeration? I can prove that it happened.

I haven't seen the 1941 APA rate book, and understand it's better than last year, especially where information has been supplied by press associations. But in the 1940 book, about 25 percent of the weeklies were listed without any rate. Why? Because they wouldn't send their rate to APA, which is the only national rate book where an agency can get weekly rates for every state in the Union. And if even a large corporation like General Foods were to send a special request for rates to the 10,000 weekly newspapers, I would bet my last dollar they wouldn't get a response from over 50%. That would be a safe bet; I doubt if they would get a 25% response.

Unless you know the situation, this sounds incredible, but believe me it's the gospel truth. It is not true, however, in the states where the one-order, one-billing, one-check plan has been set up.

One-Order Plan

Briefly, under this plan, the state press association office takes a blanket order from the agency or the advertiser, mails out individual insertion orders to the papers, collects tear sheets and presents one bill to the agency, and mails out individual checks to the papers.

The exact procedure each press association office follows varies considerably. In my own office, and in the Minnesota office, the plan is quite simple. The advertising orders are mimeographed on a printed sheet. You will note we do not ask for either bills or tear sheets. We have a printed rate book with full rate information, so that we can make out our own bills without receiving an invoice from the newspaper.

We are on the mailing list of all newspapers in Georgia, and when the paper comes in we simply pull a tear sheet at that time. As a result, each Monday we know pretty well just what ads have been run, and what left out. Incidentally, we can save the papers money by doing this. If a paper has left out an ad, we can write the publisher Monday, authorizing a make-good the following week, whereas if we waited until the end of the month to get tear sheets, it would often be too late for securing the make-good authorization. Also, we can render much better service to the agency and advertiser, for we can keep them constantly advised of the exact situation.

Look at it this way: if the agency is handling the order direct, they wait until the end of the month for you to send in a tear sheet—perhaps until the 10th of the month following publication. Then they write you for a tear sheet. But you're busy, and

put off writing them back that you didn't run the ad, and that it was left out by mistake. And so, perhaps two or three months drift by, and the agency isn't sure at the end of that time whether the schedule has been cleared up or not. In fact, many times, agencies report, publishers have billed for advertisements from a year to as much as 10 years later—long after the agency had quit writing for tear sheets and had finally come to the conclusion that the ad had not been run, or the paper was out of business.

Well, we bill the agency on a simple form like this. Then we enter up the net amount due each paper in a book, add up the various accounts, and remit our check on the 10th or 15th of the month following. Now some of the press associations go into complicated forms, type out orders individually, require publishers to send in special tear sheets and bills, and have many other requirements. But the essential plan is the same.

Need National Plan

So far as it goes, the state one-order plan is fine. Local agencies appreciate the service very much, and are much more interested in using weekly advertising than under the old system where they had to carry the expense and trouble themselves. Some agencies from without the state also use the local plan, although it is a little more difficult for us to deal with an agency in New York, for instance, than one in Atlanta. In Georgia we handled some \$40,000 worth of advertising last year, while in other states it ranged up into the hundreds of thousands, I understand.

But the plan is not yet complete on a national scale. Just as an agency doesn't want to deal with 200 individual newspapers in Georgia, it doesn't want to deal with 48 separate press associations—even if all 48 state association offices had the one-order plan, which they do not. I believe some 18 have it now, however. An agency doesn't want to keep 48 separate rate books for its information. This rate book is fine for Georgia agencies and Georgia advertisers, who are only interested in Georgia papers. But get outside Georgia, and the agency wants a complete listing. I have been strongly hopeful that we can get out such a national rate book, covering every weekly newspaper and giving full information, in the near future.

It will be difficult getting this information for such a national rate book, however, in the states where there are no field managers. It will also be difficult to handle advertising in such states where there are no field managers.

My idea, and I hope it can some day be worked out, is for each state to have a field manager, and for that manager to have some sort of system for handling orders, and that we all work together through some national selling agency. The national representative, in other words, would make the sale, get the contract, send it out to each state office, and each state office would do the work and get its billing and set of tear sheets back into the national office promptly. We could render a much better service in that way than at present.

I don't wish to enter into any discussion here on APA. It is sufficient to say that I had hoped, at least until fairly recently, that some such sort of cooperative arrangement could be worked out with APA.

It is true, of course, that publishers will have to pay for this kind of a set-up. At

Please turn to Page Five

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Russell Dyche, President, London Sentinel-Echo
Harry L. Waterfield, Vice-Pres., Clinton Gazette
J. Curtis Alcock, Secy.-Treas., Danville Messenger

District Executive Committeemen

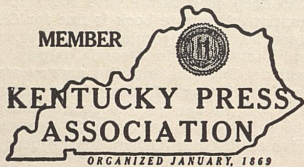
Vance Armentrout, Louisville Courier-Journal (Third), Chairman; First, Joe LaGore, Paducah Sun-Democrat; Second, Tyler Munford, Union County Advocate, Morganfield; Fourth, Joe Richardson, Glasgow Times; Fifth, Frank Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Lexington Herald-Leader; Seventh, W. W. Robinson, Paintsville Herald; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Williamsburg Republican; State-at-large, Victor R. Portmann, Kentucky Press, Lexington, and Chauncey Forgey, Ashland Independent.

Legislative Committee

Tyler Munford, Morganfield Advocate, chairman; Harry Lee Waterfield, Clinton Gazette; Thomas R. Underwood, Lexington Herald; Henry Ward, Paducah Sun-Democrat; George R. Joplin Jr., Somerset Commonwealth; Cecil Williams, Somerset Journal.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Chairman; Miss Jane Hutton, Harrodsburg Herald; Mrs. Mark Ehridge, Prospect; Col. V. W. Richardson, Danville Messenger-Advocate; Jerry Freeman, Tri-County News, Cumberland.



Volume 12, Number 11

Newspapers Must Make Own Job Classifications

Within a short time the Wage-Hour Division will release a newspaper job classification manual prepared in collaboration with a committee from the newspaper industry listing all of the various types of work functions that go into production of newspapers and classifying these functions as exempt or non-exempt. Based upon this manual, each employer will be expected to make determinations as to whether or not employees now classed as professional, executive, administrative, outside salesman, or other exempt group have been properly assigned.

If the employee's duties are conditionally eighty per cent or more covered by classifications in the exempt list the employee himself will be exempt from the act. If an employee's duties are conditionally twenty per cent or more in the non-exempt list of classifications the employee will be non-exempt and entitled to the benefits of the act. The manual is being given a final check and it is expected that it will be made available to publishers soon.

Wage-Hour Exemption

Newspapers which are entitled to an exemption under Wage and Hour Law because of less than 3,000 paid subscribers, will lose this exemption if they distribute extra copies above the 3,000 mark. "Circulation," according to the Wage and Hour Division means all copies, whether paid or free, which are actually distributed.

Break For Local Printers

The National Association of Retail Grocers has agreed not to enter into competition with the local newspapers and commercial printers by furnishing letterheads and envelopes to its members at prices so low the local plants cannot meet the prices.

Back Pay Procedure

Publishers who are obliged to make restitution to employees in accordance with rulings of the Wage and Hour Division have frequently asked for an explanation of the official procedure. Inquiry by the NEA Washington office reveals that the Division has made several changes in its policies since enforcement proceedings were instituted. At this time a combination of three methods of checking the restitution are in effect. The field forces of the Division have adopted a form letter to the employees asking if they had received back wages and in what amount and on what date was sent out.

Investigation for kickback is only made if there is reason to believe a kickback had been paid. Sometimes employers have asked to have an official of the Division present to witness the payment of back wages. Where there is reason to believe that the employer is paying reluctantly and will attempt to

circumvent restitution due, the Division will now physically witness the actual payment of the money to the individual. During the early days of enforcement only one method of witnessing restitution was recognized in the Division. This sole initial method was to have a Wage and Hour inspector physically present at the point at which the check or the cash was handed to the employee. At this time the employee signed a standard release form. Usually, thereafter the inspector took special precaution to see that there were no kickbacks.

Later this procedure was liberalized where on specific instances field agents were asked to view the checks or the receipts and to tally them off against the restitution figures which under both systems had been computed by the Division. At this time a combination of all three methods or any one of the three methods or any two of the three methods or even checking by telephone or by interview of a cross-section of the employees are used with discretion in the proper instance for checking restitution.

National Newspaper Week

We believe that every Kentucky editor will take full advantage of his opportunities in telling his subscribers, and the world, during the week, October 1-8, of the ideals for which his newspaper stands, of its place in the development and service to his community, of its function as a guardian of free speech and liberties in a free country. It is each editor's opportunity to gain closer cooperation with his readers through an extension of knowledge of the functions of a worthwhile newspaper in the social and economic development of a community. It is a great opportunity. Let's make the best of it!

Promotion Calendar

	October
National Newspaper Week.....	1-8
Nationally Advertised	
Brands Week	2-12
Hardware Open House.....	2-11
Furniture Week	4-11
Fire Prevention Week.....	5-11
Business Women's Week.....	6-11
Columbus Day	12
Nat'l Pharmacy Week.....	19-25
Girl Scout Week.....	Oct. 26-Nov. 1
Hallow'en	31

A Good Editorial

Here's the testament of the editor of the Pleasant Hill, Mo. Times. It can readily be used by every weekly newspaper:

"We like the people who give us news items. We adore club reporters who get their news in the day after instead of the week after the club meeting. We are fond of folks who know typewritten copy should be double spaced, and of correspondents whose handwriting requires no special decoding.

"We appreciate readers who realize that no conclave is held in the newspaper office each press day to decide which small item will appear on the front page and which inside. While we do plan to give front-page space to the several most important stories each week, there is, in our minds, an equality of importance between the Smiths' 'company' on Page 1 and the Joneses' dinner guests on Page 7. We are grateful for fellow citizens who do not make a gleeful practice of pointing out typographical mistakes that get into the paper. We invariably find them ourselves the moment the paper is off the press, and seldom think them funny.

And we greatly esteem those fine souls who take the trouble to compliment us when they have enjoyed 'a piece' in the paper. There are, indeed, some very nice people in the world."

Telephone Ads Build Linage

The Henryetta (Okla.) *Daily Free-Lance* captioned a large illustration of a telephone with the phrase, "Who Is It?", followed by an announcement of cash prizes for readers who identified the telephone numbers in the ads appearing below. Displayed at the top of each ad was the telephone number of a merchant, picture of a person telephoning, and space for the name, address, and line of business of the merchant to be filled in by the contestant. The scheme proved to be a lineage builder.

Oldster-Youngster Interviews

Dress up a pair of interviews with a youngster and a prominent member of the community with a 20-years-from-now angle and you will have tapped a wealth of human interest. The *Georgia Press Bulletin* explains that the idea is

to find out from some prominent citizen what he was doing at this time 20 years ago and run the interview in a box at one side of the page. On the other side, run a box containing an interview with some youngster of the community based on what he plans to be doing 20 years hence.

Are You One?

The flea jumps on the association membership rolls one year, jumps off the next. Usually he joins up after the association has pulled a master-stroke of some kind, or sometimes, sensing a threatening development, he jumps to association shelter until the storm passes, then discontinues membership. If he's lucky enough to survive, he does his flea act whenever propitious, and so on ad infinitum. The flea never discontinues his life insurance, but business insurance—that can do a fade-out any time. From our contacts with the flea we find that usually the real reason for his resignation is his desire to save money, but his methods indicate to anyone experienced in business practices that he's blind as a bat.

Letters From Boys At Camp

Encourage the boys at camp to drop a few lines to the home town paper. Every village, town, and city has its representatives in the army today as trainees, national guardsmen, reserve officers, or enlisted regulars, and one of the prime interests of the community is how the boys are getting along. A few letters printed in *Vox Pop* would cater to this community curiosity and give your readers first hand accounts about army life.

Rural Correspondence Survey

Answers to a questionnaire sent to a representative group of Iowa publishers show that about 80 per cent of the county correspondents in that state are housewives. Next in number are school teachers, high school students, telephone operators, and ministers. More than half of the 111 editors answering the questionnaire pay their correspondents by the column inch, at rates varying from one cent to five cents an inch. (Iowa Publisher).

Student Operators Needed

The Kentucky Kernel, University of Kentucky has openings for student machine operators. This offers a wonderful opportunity for high school graduates with experience, who wish to pursue a University training, to earn all, or part, of their expenses thru college. Editors who know of such young men are requested to assist them in writing to the Business Office, Kentucky Kernel, University of Kentucky, for further information.

Toot Your Own Horn

Under the caption "Over 400 Pages for 150 Pennies," a newspaper runs a promotional ad for itself, pointing out how much its subscribers get for their money. "There's no other way you could get, compiled in printed form, such an accurate record of the comings and goings, the births and deaths of the people you know in your community," says the ad.

The Corbin, Ky., Tribune received honorable mention for an editorial relative to the American Legion program during the national convention.

The Legion committee supervising the Stephen A. Chadwick editorial appreciation contest announced no first place award would be made this year because "... the committee felt sincerely it could not make a choice." Congratulations to Editor Crawford.

Continued from Page Three

present, we charge no extra commission to newspapers for handling advertising, in Georgia. Other states range from 3% extra commission to 13% extra commission. If a national selling organization were to be set up, some of the field managers have suggested that the state press association keep 3% for handling the advertising, and that 10% be given the national representative for keeping a sales force in the field. That would make a total of 30% off your gross check, just as you paid APA and you paid Wood-yard.

In this connection, whoever does the job of selling weekly newspapers and handling the orders, must be paid in some form or another, and you will get what you pay for. If half a dozen publishers pay the representative commission and the others coast along without paying, not much of a job will be done.

This is a big subject, and will take a lot of study. I have just touched the high points here. But the future looks much more optimistic than the past, and I fully believe that we are moving forward and that one of these days you will see action on a national scale.

Regulations For Printing Tickets

All tickets of admission must show the price for which they are to be sold, the tax, and the total, in that part of the ticket which will be taken up by the management, according to regulations issued by the Internal Revenue Service of the U. S. Treasury Department. If certain conditions are compiled with, the law provides that exemptions from Admsion Tax may be graned on behalf of religious, educational or charitable organizations (and others who secure permission under the law) when all the proceeds inure exclusively to the benefit of such organizations.

If an exemption is issued, the tickets should be printed as follows: "Established price (tell amount) Tax Free." Taxes are levied on tickets sold for 21-cents or more the rate being one cent for each 10-cents of the admission price or fraction thereof. Communications about admission tickets should be addressed to the nearest Collector of Internal Revenue.

Survey Shows Fluorescent Lighting More Economical

Fluorescent lighting is proving its worth, both in economy and in giving greater light efficiency to the printing industry, as shown by results of a questionnaire sent out by the Pennsylvania Newspaper Publishers Association. Answers indicated that the illumination received from fluorescent lamps is superior to previous lighting methods, resulting in a noticeable decrease in eyestrain and fatigue.

Less current is used with fluorescent lighting because the new installation requires lamps of less wattage than the incandescent lighting. The cost of fluorescent lighting in some cases amounts to a saving of 22 per cent per year in cost of bulbs and current used.

Lineage Building Scheme

A lineage building scheme for the Henryetta (Okla.) Daily Free-Lance captioned a large illustration of a telephone with the phrase, "Who Is It?", followed by an announcement of cash prizes for readers who identified the telephone numbers in the ads below. Displayed at the top of each ad was the telephone number of a merchant, picture of a person telephoning, and space

for the name, address, and line of business of the merchant to be filled in by the contestant.

Circulation Notices

Some newspapers dramatically warn subscribers that their subscriptions have expired. A 4 x 7 piece of red paper, pasted to the newspaper, turns the trick. Across the top is printed the word "WARNING." Below is printed: "Your subscription to the (name of paper) expires next week. Send in your renewal now and avoid missing a single copy of your newspaper. You need your newspaper every day of the year." To this is added the subscription price.

Circulation Booster

A feature which helped boost circulation for the Curtic (Neb.) Enterprise offered a gift to the person who could prove he was the longest-time subscriber. The publisher invited the printed letters from the long-time subscribers in a special department running several issues.

Lawrence W. Hager, Owensboro publisher, has been appointed by President Roosevelt as one of the 45 members of the Volunteer Participation committee in the Office of Civilian defense.

Advertising

In laying out a campaign for a store to be used at the time of its anniversary sales—which is a feature of most department stores and long-time merchants—its not a bad idea to find out the date of the sale well in advance in order to solicit for 50-50 advertising of the merchant's national lines. The approximate amount of yearly sales of each nationally advertised product is valuable to know in writing the distributor or manufacturer to show that the product sold well in the territory (or didn't sell and hence, need advertising support). At the same time an effort can be made to find out how much advertising the merchant should be using. These figures incorporated in laying out a campaign will neither over-sell nor undersell the merchant.

Pictures Earn Money

By installing a photographic department, the Belleville (Ill.) *Advocate* also added a money-making unit to its plant. Pages of local advertising pictures were sold under the copyrighted title of "Camerads." All copy was written news style. *The Editor's Forum* in reporting the promotion suggests: "Take a picture of the mayor's six-year-old daughter sitting up at the counter sipping a soda, and lay out an ad using this illustration for the druggist. He'll buy it."



Protect your most valuable asset—
the EYES of your readers.

LINOTYPE newspaper body types—The Legibility Group—assure the utmost in eye-ease for readers. Designed to eliminate ink traps and similar stumbling blocks to good newspaper presswork, the Legibility Group faces have a sharp definition of each character that nevertheless flows easily into word patterns. From the pioneer Ionic to the newest Corona, all five are acclaimed for high readability and easy printability.

Ask your Linotype representative for specimens of these eye-saving, reader-attracting Legibility faces or write to your Linotype agency.

CORONA
EXCELSIOR
IONIC
OPTICON
PARAGON

TRADE MARK
LINOTYPE LEGIBILITY GROUP

Linotype Opticon and Spartan Heavy

Performing A Vital Function

Even Better!

Fast printing presses play a major role in making good newspapers so widely available today. The vital job of keeping information and opinions flowing to the people of this democracy is accomplished because newspapers are not limited to the old 100-an-hour presses of a century ago.

And today there is a revolutionary new development for feeding your community's stomach as effectively as newspapers feed its heart and mind: the startling new A&P super market. By making possible large volume sales, faster turnover of all foods—especially perishables—and by drastically lowering

selling costs, A&P super markets bring to your locality the fullest advantage of the mass merchandising system developed by chain stores.

Full stocks . . . wide varieties . . . easy shopping . . . low prices—these enable your people to eat more of the foods so essential to buoyant good health.

By increasing the speed and efficiency of their services, newspapers and A&P super markets contribute materially to more prosperous, progressive communities, to higher living standards, and to the ever-increasing national strength that is imperative in these times.

**THE GREAT ATLANTIC & PACIFIC
TEA COMPANY**



WHAT'S YOUR SCORE ON THIS QUIZ?

Like to do questions and answers? Run through this 2-minute quiz—it's fun, and full of facts we think you'll be glad to know. No fair peeking at the answers until you've tried!

Q: How much more electric light do you get for your money today than you got 10 years ago?

A: Lamp bulbs give about twice as much light with the same amount of electricity as they did 10 years ago. And you get, for the same money, about twice as much electricity as you did then. Twice as much electricity for twice-as-good lamps means 4 times as much light for your money!

Q: How much per day does the average family using lights, vacuum cleaner, radio, toaster, spend for electricity?

A: In most cases the average cost is less than 10 cents a day.

Q: What do you say to a husband (or wife) who bawls you out for letting a 100-watt light bulb burn all night?

A: "Don't get excited, dear. Believe it or not, it

costs only about a nickel to burn a 100-watt light all night—and maybe it scared a burglar away."

Q: Who owns the electric company?

A: You do. Every family who has a bank account or a life insurance policy is part owner of some electric company. The money you put in the bank, or pay to an insurance company is invested in various businesses, including electric companies. This makes you one of the millions who have a stake in the electric companies.

Q: Just how dependable is electric service?

A: It is just short of perfect. Last year, except for a few areas where there were unusual storms, power plants were giving uninterrupted service 99-99/100% of the time.

Yes, there's no question that electric service has constantly improved and electric rates have steadily gone down. Remember that this improvement at lower cost to you has been brought about by your present electric company—a business operation . . . the only kind of operation in which initiative, planning, and hard work are given an opportunity to benefit all!

→ IT COSTS LESS TO LIVE BETTER ELECTRICALLY ←

KENTUCKY UTILITIES COMPANY

INCORPORATED