

The Kentucky Press



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Kentucky Newspapers

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KPA To Sponsor Test Case Of Financial Publication Law

The Kentucky Press Association, meeting for the seventy-second mid-summer outing at Mammoth Cave, June 5-7, approved two important measures. The first was an agreement to sponsor a test case of the State law governing publication of governmental financial statements, and the second, to approve the appointment of a representative at Frankfort during the coming session of the Legislature who will make reports on bills affecting newspapers and publication laws to the KPA legislative committee.

It was agreed that a test case would be sponsored and the verdict will be directed to the Court of Appeals for final decision. Courts previously held that city and county fund-handling officials must publish annually their audited statements in newspapers having the largest circulation in their vicinity. However, the method of publication is not clear in some respects and the KPA desires that the law should be made clear by the higher court authority. Location and date of the test case has not been designated.

Interesting Programs Held

More than 120 persons registered for the meeting which opened Thursday evening with a buffet supper, served outdoors on the tennis courts, through the courtesy of Joe Richardson, editor of the Glasgow Times and Vice-chairman of the Kentucky Park Commission. It was an enjoyable occasion to open the festivities.

The Friday business session was held in the amphitheater of the Park. Joe Richardson's address of welcome was responded to by Vance Armentrout, chairman of the executive committee. An address, which made a deep impression on the members on the subject of "Safety On Kentucky Highways," was delivered by Lieutenant G. W. Carr, Kentucky Highway Patrol. "State and National Advertising" was discussed by Claude G. Brodhecker, Field Representative Greater Weeklies, Brownstown, Indiana. A round-table discussion followed on this and other problems of the trade.

The afternoon was devoted to recreation, following a barbecue luncheon on the banks of the Green river as guests of the Kentucky Utilities Com-

pany. A tour of the cave area, under personal direction of R. Taylor Hoskins, acting superintendent of the Cave National Park, trips through the cave, shuffle board, bridge, and "just visiting" occupied the attention of the visitors. A dinner dance, as guests of the Cave officials, closed the day's festivities. An address on the history of the Cave development by Chairman Max B. Nahn, Kentucky National Park Commission, and the presentation of the newspaper prizes closed the banquet proper.

Saturday Morning Session

Following an executive committee session at a breakfast as guests of President Dyche, the business session opened in the hotel parlor. Chairman Vance Armentrout presided on a round-table on "District Press Meetings" and reported on two meetings in the Fifth and First-Second districts. Many took part in the discussion. Gracean M. Pedley, Publicity Director, State of Kentucky, and editor of "In Kentucky," led a round-table on "Telling Kentuckians of Kentucky" after an interesting address on the state's activities in publicity. The members decided that more emphasis should be placed on the Sesqui-centennial celebration of 1942 and appropriate action was taken to bring the matter before the Governor and the Legislature.

Acting on two matters that were carried over from the mid-winter meeting according to the constitution, the members unanimously approved an amendment to the constitution and elected Col. Robert L. (Bob) Elkins to life membership in the Association. The last sentence in Article V, Section 3 which read: "The secretary-treasurer shall receive a salary of \$100 a year for his services" was amended to read "The executive committee shall have power to set the salary of the secretary-treasurer."

New members of the Association, approved by the executive committee and by vote of the members are: Mt. Vernon Signal; Ohio County News, Hartford; Three States, Middlesboro; Marshall Courier, Benton; Green River Republican, Morgantown; Herald-News, Hodgenville; Sturgis News; Shepherdsville Pioneer-News; and Jackson Times. The University of Kentucky Alumni

News was admitted to associate membership.

Article IV, Section 4, of the constitution was amended by the inclusion of the words "the immediate Past-President" so that the last line of this section shall read: "The President, Vice-President, Secretary-Treasurer, and immediate Past President shall be ex officio members of this committee."

Every person present enjoyed an interesting and helpful weekend and voted the meeting to be one of the best held in many years.

Resolutions Passed Unanimously

The Resolutions Committee of the Kentucky Press Association's 72nd Annual Mid-summer Meeting, in session at Mammoth Cave National Park, June 5, 6, 7, respectfully submits the following:

WHEREAS, the program for this meeting has been of outstanding excellence, we recommend that the members of the Program Committee be given a vote of thanks by the entire membership for their efforts and their service. We further commend the efforts of President Russell Dyche in behalf of the Association at this meeting; and we also express appreciation for his fine leadership during the entire first half of his term in office. Other officers and members of the Association who have assisted in the Association's program thus far in 1941 are also commended for their services.

The program of the Legislative Committee and the Executive Committee, as formulated and outlined in this session, is approved by the Association; and its execution as speedily as possible is respectfully urged.

The Kentucky Press Association, realizing the need for a greater effort in promoting a Sesqui-centennial celebration for Kentucky in 1942, and feeling that such a celebration, if properly conducted, would be of untold value to the state, respectfully asks that the State Government through proper procedure, make available adequate funds for supervision and promotion of a Sesqui-centennial celebration.

The Kentucky Press Association, as an association and through its individual members, has always supported the establishment of a Federal Park at Mammoth Cave, and it is with pleasure and a certain amount of justifiable pride that we observe the realization of this dream of a great recreational center here. We desire to commend the work that has been here.

The Park City Daily News, the Courier Journal and the Louisville Times have been delivered to members of the K.P.A. during this session through the courtesy of the publishers of these papers, and we appreciate this service.

The management of the Mammoth Cave National Park has been gracious indeed to the members of the K. P. A. and their families, and we tender our sincere thanks for this consideration.

To Joe Richardson editor of the Glasgow Times; to G. W. Carr of the Kentucky Highway Patrol; to Roy Clippinger, Pres. Greater Weeklies, for permitting Claude G. Brodhecker of Brownstown to speak; to the Kentucky Utilities Company and its ever gracious officials; to R. Taylor Hoskins, Superintendent of the Mammoth Cave National Park; to Max B. Nahm, Chairman of the Kentucky National Commission; to Victor R. Portmann of the Department of Journalism of the University of Kentucky; to Vance Armentrout, Chairman of the K.P.A. Executive Committee; to G. M. Pedley, Director of Publicity of the State of Kentucky; to Honorable Keen Johnson, Governor of Kentucky; and to all others who aided in any way in making this session the outstanding success that it was, we express our appreciation.

Prize winners in the various contests sponsored by the KPA were announced as follows:

The Union County Advocate, Roy and Tyler Munford, publishers, Morganfield, was named the best all-round community weekly and was awarded the silver trophy presented by the Lexington Herald-Leader. Second place was awarded to the Princeton Leader, Gracean M. Pedley, editor, while a tie for third place resulted in merit certificates for both the Somerset newspapers, the Somerset Commonwealth, George Joplin, Jr., editor, and the Somerset Journal, Cecil Williams, editor. Honorable mention was given the Ohio County News, Percy Landrum, editor, and the Lyon County Herald, Gracean M. Pedley, editor.

The silver trophy, presented by President Russell Dyche, KPA, to the best community daily, was awarded to the Harlan Daily Enterprise, C. E. Clark, editor.

The Louisville Courier-Journal silver trophy for the best news story was won by the Kentucky Standard, Bardstown, A. S. Wathen, editor. Second and

third place certificates of merit were awarded to the Princeton Leader and the Cadiz Record, Mrs. John S. Lawrence, editor. Honorable mention was accorded the Lyon County Herald and the Somerset Journal.

For the best editorial page the Princeton Leader was awarded a "leg" on the Ben Cozine Memorial Trophy. Certificates of merit were presented to the Hickman County Gazette, Clinton, Harry E. Waterfield, editor, and the Lyon County Herald. Honorable mention was accorded the Union County Leader and the Providence Enterprise, J. La Marr Bradley, editor.

The Providence Enterprise was adjudged to be the winner of the best front page contest and was awarded the silver trophy presented by the Kentucky Post, Covington. Second and third places, respectively, were awarded the Somerset Commonwealth and the Shelby Sentinel, Shelbyville, Daniel O'Sullivan, editor. Honorable mention was accorded the Lyon County Herald and the Princeton Leader.

The name of the Cumberland Courier, Charles K. Steele, editor, was inscribed on the Grehan Memorial Plaque for the best editorial. Certificates of merit were awarded the Ohio County Messenger, Carlos B. Embry, editor, and the Ohio County News, McDowell A. Foyle. Honorable mention was accorded the Hart County News, Carlos B. Embry, and the Pineville Sun, Herndon J. Evans.

In the best advertising contests, a cash prize was awarded first place winners and certificates of merit to the second and third place winners, as follows:

Best full-page—1st. Kentucky Standard, Bardstown; 2nd. Ohio County News, Hartford; 3rd. Providence Enterprise.

Best half-page—1st. Union County Advocate, Morganfield; 2nd. Ohio County Advocate, Hartford; 3rd. Providence Enterprise.

Best quarter-page—1st. Providence Enterprise; 2nd. Cadiz Record; 3rd. Blue Grass Clipper, Midway.

In the job-printing exhibit held at the cave, a tie was declared between the exhibits of the Pineville Sun and the Ohio County News. These papers divided the award as presented by President Thomas F. Smith of the Louisville Paper Co.

Beauty treatments seem to do the least for those who need 'em most.

Paper Shortage Is Predicted *By Oklahoma Paper Executive*

A scarcity of newsprint and other papers of lower grade undoubtedly will be felt in the future, predicted O. P. Erickson, vice president of the Tulsa Paper company, who recently returned from the east where he attended sessions of merchandising and advertising boards.

Erickson said that a shortage of fine writing papers would develop before a shortage in newsprint.

"The serious situation in the paper industry is not generally recognized," he said. "Most people don't know that the pulp for 30 per cent of our fancy writing paper came in recent years from Scandinavian countries. And now that supply is gone.

The federal government is consuming about 30 percent of the paper output of the United States, and the amount is increasing daily, he said.

Mrs. Cozine Sells Half *Interest In Shelby News*

Sale of half interest in the Shelby News to Bennett Roach was announced May 29 by Mrs. Mason R. Cozine, publisher of the Shelby weekly newspaper.

Roach, a native of Lawrenceburg, Ky., has been connected with the Louisville Courier-Journal for the past eight years. He will take over the editorship and management of the News. Before joining the Courier-Journal, Roach was engaged in the weekly newspaper field.

The Shelby News was founded in 1886 and has been published by Mrs. Cozine since the death in 1934 of her husband, Ben B. Cozine, a former president of the Kentucky Press Association.

Wade McCoy, editor of the paper for the last seven years, has been called to active duty as a reserve first lieutenant in the army.

Bradley Adds New Linotype

J LaMarr Bradley has added a Model 31 Linotype to the equipment of the Providence Enterprise which is almost a complete printing plant in itself. In the five magazines are included 6, 8, and 12 Excelsior body type with Memphis Bold, 14 pt. Memphis Bold and Italics, and 24 pt. Memphis Medium and Bold Condensed. These new faces give the Enterprise a versatile selection for every demand in news, advertising and head-letter typography. Congratulations on the improved makeup of the Enterprise!

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

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

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County Advocate, Morganfield; Fourth, Joe Rich-
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ble Democrat, Bedford; Sixth, Fred B. Wachs,
Lexington Herald-Leader; Seventh, W. W. Robin-
son, Paintsville Herald; Eighth, T. T. Wilson, Log
Cabin, Cynthiana; Ninth, H. A. Browning, Wil-
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Chauncey Forgey, Ashland Independent.


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Harry Lee Waterfield, Clinton Gazette; Thomas
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erset Journal.

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Mark Ethridge, Prospect; Col. V. W. Richardson,
Danville Messenger-Advocate; Jerry Freeman,
Tri-County News, Cumberland.

NATIONAL EDITORIAL
ASSOCIATION
1941  Active Member

MEMBER 
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

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Enforcement of Publication Law Demanded By Tax Association

The often-taken position of the KPA that the publication law should be strictly enforced and responsible county officials should live up to the letter of the law and publish their complete financial statements, was given unqualified support when the Fayette County Taxpayers Association went on record, this month, in demanding strict enforcement of the statute's provisions.

The statute in reference is designated as Section 3747-1 and provides that "every public official of any county shall at the expiration of each fiscal year prepare an itemized, sworn statement of such funds so collected, received,

held or disbursed by him during the fiscal year just closed, which statement shall show the amount of public funds collected and received and from what source received."

It is further provided that the official shall have his statement published in full in a county newspaper within 30 days after the close of the fiscal year.

The section also provides that the Fiscal Court "shall publish annually a statement showing the financial condition of the county, . . . include a list of claims . . . against the county during the preceding year and to whom allowed, and the names of all persons returned by the sheriff on his return of tax warrants and the amount due from each."

Every taxpayer in the state should recognize and realize the import and need for such publication which is designed for a two-fold purpose, first, to permit public study of the financial condition of the body politic and to show how and where the tax-dollar is used and spent, and, second, it acts as an all-important safeguard against dishonest officials and unauthorized and ill-advised expenditure of public monies.

This law has met with much opposition by some county and corporate officials. These men may be honest in their convictions as to every provision of the law, but the Press believes that much opposition and non-compliance is based upon the false assumption of economy. The Press, in this statement, does not imply, in any manner whatsoever, that any county or corporate official in the state is dishonest or corrupt. We merely state that they are mistaken in their convictions that the law was designated to spend public money for the publication thereof or to enhance the treasury of the newspaper concerned.

In passing this publication law, the State Legislature followed the example of every state in the union which has passed a similar law. It is a worthwhile and necessary act to protect the taxpayer and citizen, and incidentally, to protect the official from rumors and innuendoes of dishonesty, corruptness, and favoritism.

Worthwhile Editorial Projects

Two facts were self-evident at the mid-summer meeting as developed by two speakers on the program. These were that the newspapers of the state are taking the initiative in giving publicity in promoting the state parks and

recreational possibilities as potential attraction for tourists, and the extension of the safety campaign of the Highway Patrol throughout the state. However, it was emphasized that far more work needs to be done to attract tourists to the state and to make the roads safe for the tourists as well as Kentuckians. No better editorial campaigns could be planned from this time on than on these two important projects. The newspapers should be congratulated for their participation in the KPA's own project in publicizing the different sections of the state thru the historical series. But much work needs yet to be done and our newspapers have pledged themselves to "carry on" with greater motivation and renewed allegiance to the work well started.

Great Improvement Shown

The reports of the judges in the newspaper contests, which emphasized the difficulty in selecting the winners in the various events, emphasizes the great improvement that has been made by many of our community newspapers within the past few years. This improvement is noticed in all phases of newspaper production, typography and makeup, news content, and editorials and editorial pages. That the Kentucky editor is taking pride in his newspaper and is giving his readers a publication that ranks with the nation's best, should be a source of gratification to every member of the Fourth Estate.

Army May Buy Printing

An order issued by the Adjutant General of the Army permits the commanding officers of the several corps areas, departments, divisions, brigades, districts or other headquarters to purchase necessary printing in the field. Heretofore the Government Printing Office or the field printing plants have refused waivers permitting private printers to bid on these jobs. Under the Adjutant General's order of May 28, the Army may buy under contract and with thirty days' notice job printing necessary in the various military regions. Bids will be invited and contracts made in accordance with the form of proposal and circular of instructions furnished by the Quartermaster General. The period of the contract will not extend beyond the end of the fiscal year in which made, and the contract will be submitted to the corps area or department commander concerned for the scrutiny required.

*Make It Easy to Pay
Delinquent Subscriptions*

By Floyd Hockenhull

Collecting money for past-due subscriptions is the problem of hundreds of circulation executives, particularly those on non-metropolitan newspapers.

Why? Simply because most small-town newspapers have no planned system of collecting. Many do not even send renewal notices—or, if they do, they stamp on the label, "Your subscription has expired," or merely send one or two postcard notices.

Naturally such notices don't get many renewals. Chief reason: they make it hard for the reader to renew. He must hunt up paper, pencil or pen, and envelope, write a letter, address an envelope, and find a stamp.

Most persons are inert. They put things off. They fully intend to subscribe or renew, but they put it off until tomorrow. The hard circulation job is not to sell the newspaper; it is to overcome this human trait of putting off the task until "some other time when I'm not so busy."

So, to get renewals as they fall due, and to make the most net profit, use a

series of six or seven good letters, and enclose a generous-sized order blank and a self-addressed return envelope. Make it easy for the do-it-tomorrow mass of readers to renew promptly.

Once the subscription list is paid-in-advance, it's no trick to keep it that way by using a systematic renewal system.

How can money be collected for delinquent subscriptions?

Q. These people owe for the newspaper. Why not just dun them?

A. Such a cold method doesn't work for a lot of reasons.

1. It doesn't collect money.
2. It brings stop orders.
3. It makes past-due subscribers unfriendly. (Especially in smaller towns where everybody knows everybody else, it is of utmost importance for the publisher to make and keep friends.)

A good delinquent-subscription collection method not only gets the back-money, but also gets paid-in-advance subscriptions.

Q. Then what can I do?

A. Fundamentals of a good collection program are these:

1. *A series of letters.* Work out a

series of six or more collection letters. Bringing in the money without making enemies or losing subscribers depends upon tactful persistence. Send your letters with clockwork regularity. And remember that each letter will bring in only a part of the collections—but the total pull of the letters will amount to a high percentage of collections. A series of six or seven well-written letters will usually collect upwards of 80 per cent of the delinquent subscriptions. And you can ordinarily collect from the few deadbeats through special personal letters or personal contact.

2. *Tactful attitude.* In all letters and collection efforts, work from the point of view of the delinquent subscriber instead of from your own point of view. Above all things, give the delinquent subscriber a way out, a way to save his face and pay up without hurting his pride.

Remember the subscriber's personal pride. It is often the key to collection success. Don't get mad; don't get tough. People are sensitive. Give the delinquent an easy way to pay without hurting his sensitive feelings.

3. *Overcome inertia.* The hard job

Maybe This Is Your Opportunity

I have decided to sell the Lyon County Herald, at Eddyville, Ky., because demands on my time are too great to permit me longer to operate it to my satisfaction.

The Herald is one of Kentucky's best known weekly newspapers, is unopposed in its county, has the only job printing plant in its county, is I believe among the best paying smaller weeklies in Kentucky.

It must be clearly understood that no working partners, editor-managers, or part owners are wanted; also, that sale must be final, with sufficient cash payment to guarantee purchaser will fulfill terms of sale in toto, with no risk that the deal will result in my having to take over and correct mistakes of inefficient operation.

If interested, write

Gracean M. Pedley

The Leader,
Princeton, Kentucky.

in collecting for delinquent subscriptions is very much the same as in getting new or renewal subscriptions; it is to get people to act—to pay today instead of tomorrow. How can you get them to pay promptly, to pay for advance subscriptions, and to stay friendly? The best way is to make some kind of special offer for promptness. The reasons are obvious, and are time-tested and proved; the reader himself benefits by paying now, instead of "some other time when I'm not so busy," and you also are giving him a way to pay up and save his face.

Says Frank Egner, vice-president of McGraw-Hill Book Company and one of the country's best direct-mail sellers: "In direct-mail sales, action must be hastened by some special inducement." His statement is an axiom.

4. *Make your series progressive.* Start with reasonable gentleness. Hold your heavy artillery for the last small residue of tough delinquents—and then don't offend them either. The best heavy artillery for late in the series is more of a theme of, "I depended on you; you're not going to let me down, are you?" rather than, "If you don't pay what you owe me, I'll turn you over to the law." In your collection letter series, increase pressure on the delinquent by degrees.

5. *Benefits.* You can weave a bit of sales talk into collection letters. That always helps. But translate this sales talk into benefits to the subscriber. Talk benefits, rather than tell what a wonderful paper you have. Write from the "you," not the "I" or "we" point of view.

A Kansas weekly newspaper publisher started the first letter in his collection series:

"You have doubtless just overlooked paying for your subscription to *The Gazette*. Your subscription, now past due, is only \$1.50—and that, for a year's reading, figures less than three pennies a week. Probably the fact that the amount is so small has made you just forget to pay it. We will deeply appreciate it if you will send \$1.50 in the enclosed self-addressed envelope so we can mark your subscription paid. Thank you for your courtesy."

That simple, friendly, tactful collection letter alone brought the money from nearly 35 per cent of the delinquent subscribers. It is warm, friendly, gives the subscriber an "out"—gets the money and holds friendship. Contrast

the above letter with the brutal directness of the following, used by another publisher:

"Your *Gazette* subscription is long overdue and we would like to have it paid. Kindly remember that while the \$1.50 you owe is not much in itself, a good many other people owe us for back subscriptions, and the total amounts to a considerable sum. Our expenses are higher than ever. We are constantly improving our paper and are giving this community one of the best weekly newspapers in the state. You can save enough on advertised bargains alone in a month to pay your subscription for a whole year—to say nothing of getting all the city and county news. If you cannot see your way clear to pay for your subscription, just tell us and we will be obliged to stop the paper, for we continue subscriptions with the distinct understanding that they will be paid for. I hope we will not be forced to stop your paper."

This letter (1) brought in very little cash; (2) brought in a swarm of stop orders; and (3) made many families decide they could do without the paper.

A good ad for a local business in a two-by-eight or larger advertisement written by the business man who has an "itching" pen. Written in a personal style, the ad would use the business man's customers

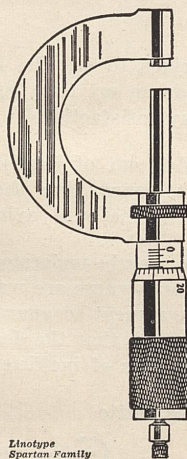
as subjects for copy, giving the details of their visit to his store, whom they were with, etc. Such an ad would resemble the editor's own column that is run in many papers and could be adaptable to almost any business. However, cafes, theaters, gasoline stations, grocery stores, and drug stores would probably find the ad profitable. The advertiser would arouse plenty of comment with his "personals" and also plenty of business.

Date Lines Needed On All Pages

What day is your newspaper received by subscribers? That is the date that should be printed on the first page and at the top of all succeeding pages. One NYPA weekly came into the Central Office listing four different dates. Such minor mishaps and sloppy makeup tend to hold your paper up for ridicule, eventually harming advertising and circulation prospects.—Service Bulletin.

Vacation Pay Not Compensation

Vacation pay is not payment for hours worked and does not affect the regular rate upon which overtime is computed, even where the employee works through the vacation period and receives his vacation pay in addition to his earnings. This opinion was arrived at by the Wage and Hour Administration, General Philip B. Fleming, after a reconsideration of the problem proposed by the Office of Production Management.



Linotype
Spartan Family

An inaccurate part, manufactured from poor materials, causes quick wear of the other parts with which it comes in contact. Precision manufacture and correct materials assure longer life of both the parts and the machines to which they are applied. Genuine Linotype parts save money.

$\frac{1}{1000}$ of an inch! So what?

Modern printing offices have a great respect for the thousandth part of an inch. For maintaining their Linotypes, they use *genuine Linotype replacement parts*. They know they are made accurately and of the right materials.

These modern plants know that inaccurate parts can cause great damage—cut down the life and efficiency of their Linotypes. That's why modern newspapers and commercial plants specify—

**GENUINE LINOTYPE
Replacement Parts**

TRADE MARK

Precision Plus Service

And So This Newspaper Became The First Daily

Strangely enough, it was not the press of news that caused the *Pennsylvania Packet* and the *General Advertiser* to become America's first daily newspaper (1784). It was the large amount of *advertising*.

Since that day, advertising has played an increasingly significant role in the nation's development. It has facilitated the fast and steady flow of goods from producer to consumer. It has been an integral part of the daily newspaper's growth. And it has been largely instrumental in enhancing the chain store's ability to bring to the people of your community ever better and better merchandise at lower and lower prices.

Better merchandise at low prices naturally means that the people of your trading area can afford to buy more . . . and oftener. And because local well-being depends not only on the number of dollars in the community, but on the speed with which they circulate, chain stores make possible busier communities.

Furthermore, experience has proved that the chain store kind of efficient distribution passes back to producers a greater portion of the consumer's dollar; it gives better wages and hours to the employees who develop it; and it enables consumers to buy more and consequently enjoy a higher living standard, no matter what their income level.

By making available in your community the advantages of efficient mass distribution, chain stores strive toward an objective identical with that of newspapers and other civic institutions—the objective of building busier and better cities and towns throughout America.

**THE GREAT ATLANTIC & PACIFIC
TEA COMPANY**



FIRST of all, people like to go because the Barton home is such a bright, cheerful place. It's the kind you enjoy being in. You can tell at a glance that the Bartons are proud of it and happy in it, and that they do their best to keep it looking fine and friendly.

P. S. One big reason the Barton home is so attractive is that it's just about the best-lighted house in town. Every fixture and lamp has the right-size bulbs. There's plenty of light for card games. Guests don't have to fumble in dark, unlighted closets for their hats and coats. There's a porch light to welcome you and start you safely home.

But the biggest reason is the Bartons themselves, especially Mrs. Barton. You'd never guess she has a grown daughter and two boys in high school; she's young-looking, full of fun. With a home and family to take care of she still finds time to make herself one of the best-informed, most entertaining persons in town. And is her husband proud of her!

P. S. Mrs. Barton gets a lot of work done quickly and easily with devices like her electric ironer, washing machine and vacuum cleaner. The radio brings her information and entertainment all day long. She says it's easy with all those things, to stay young and active and well-informed.

... and Mrs. Barton's right! Electric service improves life in millions of American homes. Best of all, electric service is one of the cheapest things you buy! Rates are about half what they were twelve or fifteen years ago. You can now use about *twice as much* electric service as you did then *for no more money*. You could use about *four times as much* for only *twice* the cost.

The efforts of your electric company's employees make electric service more useful, more reliable and more economical every year—bringing you comfort, pleasure and downright good living. Today it is possible for millions to be as happy and popular as the Bartons are.

KENTUCKY UTILITIES COMPANY

INCORPORATED