


1941

THE KENTUCKY PRESS

State Publicity Campaign
Outfitted By KPA Officials

The Kentucky Press



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

March, 1941

Volume Twelve Number Five

State Publicity Campaign Outlined By KPA Officials

Plans for statewide publicity on Kentucky historic and scenic spots were completed at the spring meeting of the executive committee of the Kentucky Press Association in the Brown Hotel at Louisville, March 15.

The publicity plan will cover each of the nine congressional districts and will consist of 14 stories. Each officer and member of the association's executive committee will furnish one of the stories.

The articles will be released at two-week intervals to the approximately 200 newspapers in the state, and will run through November. Costs of photographs and newspaper mats will be furnished by the local citizens and the articles sent to the secretary of the Kentucky Press Association to be mailed.

The first of the series of articles will be released April 15th by Fred Wachs, of the sixth district, who will write a story on the horse industry. Next in the series will be an article on the Mountain Laurel Festival by President Russell Dyche, of London, to be released May 1st.

On May 15th Vance Armentrout, chairman of the KPA executive committee, Louisville, the third district will release a story on "The Falls of the Ohio," followed by a story from the first congressional district written by Joe LaGore, of the Paducah Sun-Democrat, June 1st.

Joe Richardson, editor of the Glasgow Times and member of the Mammoth Cave commission, fourth district, will prepare an article on Mammoth Cave National Park, to be released June 15th. Next will be a story on Cumberland Falls, by Harold Browning, editor Williamsburg Republican, ninth district, released July 1st, followed by a story on the steel industry, written by Chauncey Forgev, Ashland Independent, released July 15th.

An article on Audubon Park, by Tyler Munford, County Advocate, Morganfield, second district, will be released on August 1. This will be followed on August 15 by a story on "The Big Sandy," by Walker Robinson, of the Paintsville Herald, seventh district.

Frank Bell, of the Bedford Democrat,

fifth district, will write an article on the Butler Memorial State Park, to be released September 1st, and Harry L. Waterfield, of Clinton, KPA vice-president, will release a story on September 15th on the Columbus Belmont Park.

Tom Wilson, Cynthiana Log Cabin, eighth district, will release a story on the Blue Lick Battlefield on October 1st, and Prof. Victor R. Portmann, Lexington, will write a story about Fayette County, to be released October 15th. Secretary J. Curtis Alcock, Danville, will complete the series of articles with a story of the Kentucky sesquicentennial, to be celebrated in 1942, released November 1st.

The committee endorsed a safety educational campaign which is being conducted by the State Highway Patrol. The campaign is headed by Col. Jack Nelson of Paducah.

Plans for district meetings of members and non-members of the Kentucky Press Association were discussed. At these meetings, which will be attended by K. P.A. President Russell Dyche of London and Secretary Alcock of Danville, uniform advertising rates and other subjects will be discussed.

Mammoth Cave Selected

The executive committee selected Mammoth Cave for the association's annual summer meeting, to be held June 5, 6 and 7. Joe Richardson of Glasgow was named chairman of the convention program committee. Other members are C. M. Gaines, Bowling Green; J. G. Denhardt, Bowling Green, and Carlos B. Embry, Munfordville.

Rates at Mammoth Cave for the meeting are appended. Manager W. W. Thompson suggests that reservations, indicating accommodation desired, date and time of arrival, etc., should be made as soon as possible.

HOTEL ROOMS

| | | |
|---|-------|--------|
| Room without bath for one person | | \$1.50 |
| Room with bath for one person | | 3.00 |
| Room without bath for two persons | | 2.50 |
| | and | 3.00 |
| Room with bath for two persons (double bed) | | 4.00 |
| Room with bath for two persons (twin beds) | | 5.00 |
| Combination of two rooms with connecting bath for three persons | | 7.00 |

Combination of two rooms with connecting bath, for four persons 8.00

HOTEL COTTAGES

| | | |
|-----------------|-------|--------|
| For one person | | \$3.00 |
| For two persons | | 5.00 |

HOTEL CABINS

One-, two-, three-, and four-room cabins with all modern conveniences. Rates \$2 and \$2.50 for one person to the room and 50c additional for each person in the same room.

Editor Of "In Kentucky" Endorses Publicity Campaign

President Russell Dyche and his executive committee appear to me to be making a most auspicious start. The publicity campaign of and for Kentucky, announced in the February issue of The Kentucky Press, is the sort of activity the KPA should engage in and will have a tremendously helpful effect upon the State, while showing the members of our organization to be the same generous and forward looking men and women who for many years have taken the lead in advancing the interests of the people they serve are benefited. Of course, I am especially interested in selling Kentucky attractions to the outside world and this program is therefore vitally interesting to me. I am sure it will have great appeal to all forward looking Kentuckians and serve as a strong factor in bringing the Kentucky newspapers into more favorable position with their readers. Russell Dyche, Vance Armentrout, Harry L. Waterfield and the members of the executive committee are to be congratulated upon this program.

GRACEAN M. PEDLEY

Simple Ads Always Best

Advertising specialists report that simple ads are always best in that smart-aleck ads are losing favor, especially for goods that appeal to the great mass of people. Because the common minds are more interested in the common things of life, the simple, common ad will attract attention and make sales. Sophisticated, smart-aleck ads only cause amusement without the necessary sales appeal.

J. Warren Cunningham, 70 years old, long-time publisher and printer, and resident of Middlesboro, died in a local hospital, March 4, from a paralytic stroke.

Press Women Of Kentucky Organize State Chapter

Miss Mary Elizabeth Hutton, of Harrodsburg, was elected president of the Kentucky Press Woman's club at an organization meeting Saturday, March 22, at the Brown hotel in Louisville.

Other officers chosen were Miss Mildred Babbage, of Cloverport, first vice-president; Mrs. Jewel Duncan, of Dixon, second vice-president; Mrs. Frank C. Bell, of Bedford, third vice-president; Mrs. J. R. Wallace, Walton, recording secretary, and Mrs. J. La Marr Bradley, of Providence, treasurer; Miss Urith Lucas, of Maysville, corresponding secretary.

Miss Jane Hutton, of Harrodsburg, was named regional voice president to represent the club on the Board of the National Federation of Press Women, Inc., with which the Kentucky unit will be affiliated. The annual convention is scheduled for June 26-28 in Milwaukee.

Mrs. John E. Kleinhenz, president of the Woman's Press club of Indiana and regional vice-president of Indiana for the national federation, met with the group to explain the purpose and history of the organization.

Purpose of the club is to secure the benefits of organized effort, to make improvements through association, and to stand for the highest ideals of American journalism. Those eligible to membership are women residing in the state of Kentucky who may be newspaper publishers, engaged in the journalistic or advertising field, or free lance writers of a professional nature. An annual meeting will be held in the spring and two other sessions will be called during the year to transact business.

Founded in May 6, 1937, the National chapter was organized in Chicago, Ill., by the Women's Press club there. At present there are nine state belonging to the group with Kentucky as the tenth to enter. States are Illinois, Indiana, Iowa, Massachusetts, Missouri, New Jersey, New York, Texas, and Wisconsin. Mrs. B. J. Bless, Jr., of the Western Chronicle, Weston, Mo., is national president.

Wanted - Every Kentucky publisher to enter his newspaper in the KPA excellence contests. Details of contests, prizes, and rules will be published in the April Press. Non-members can make themselves eligible for the contests by becoming members of KPA. Why not join today?

Trade In Your Old Metal

Why not clean up that old metal that is cluttering up your cases and storage places and invest the returns in needed new type and material? Last quotation prices from the New York market are:

Table listing metal prices: Small foundry type, Monotype, Linotype, Electrotype (free from wood), Printer's lead rules, Dross, Copper Half-tones, Brass rules, Zinc plate.

Cincinnati quotations, from the Consolidated Metals, Inc., Spring Grove and Western avenue, include:

Table listing metal prices: Zinc, Copper edging, Electrotype, Routings.

All prices, f.o.b., your city.

Copyright

H. R. 3640, introduced by Rep. Keogh of New York, to amend the Copyright Act limiting injunction processes for infringement. Some of the sections relate to newspaper in the process of publication or distribution and to copyright material used in advertising matter to protect publishers who have acted innocently or in good faith. Referred to the House Committee on Patents.

Reading Habits

Evidence that the popularity of radio has not dimmed the public's demand for reading matter is given by the Census Bureau's latest report on the publication of books, pamphlets, and maps. The aggregate of these publications increased from 518,074,304 in the census taken in 1937 to 784,987,969 in 1939, a gain of 266,913,665. The job printing trades were busy in this two-year period as the output of pamphlets doubled. Radio thrillers did not cut the sale of juvenile books as the 1939 total of 34,848,416 represented a substantial advance. It is noteworthy that newspaper circulation increase likewise reflected the public's requirements for reading material.

The Press has received an interesting trade booklet published by the Bardstown Kentucky Standard for a real estate and insurance firm in its city. It was a neat job and a credit to the printers.

Kentuckian-Citizen, Paris, Purchases The Bourbon News

Purchase of the newspaper plant of the Bourbon News, one of the two semi-weekly newspapers published in Paris, was announced March 5 by the other, the Kentuckian-citizen.

The price involved in the transaction, which includes the transfer of all physical properties of the Bourbon News printing plant and job shop, along with the goodwill of the newspaper and its circulation lists, was not made public.

The Bourbon News will continue publication on its present schedule, Tuesday and Friday mornings, the announcement said. The Kentuckian-Citizen, issued continuously since 1807, is published on Wednesdays and Fridays.

Carl M. Johnson, owner and publisher of the News since 1925, will be associated with the new owners and will continue active in management of the paper, the announcement said. The News was founded in 1880.

The Kentuckian-Citizen has been owned and published since last July by E. H. Muehsler, Laurence Shropshire, James Shropshire and Coleman Smith, who acquired the property then from A. S. Thompson, who had been its owner for 20 years.

Mrs. Florence C. Simpson, 76, widow of W. G. Simpson, Frankfort merchant, died at her home of pneumonia March 8. She was the mother of William G. Simpson, president of the C. T. Dearing Printing Company, Louisville, and vice president of the State Journal Printing Company, Frankfort; a daughter, Mrs. John O. Bigelow, Newark, N. J., and another son, Robert H. Simpson of Louisville.

Final arrangements were made last week whereby R. M. Hall, former newspaper publisher of Lake Geneva, Wisconsin, acquires an interest in and the management of The Ledger & Times, according to R. R. Meloan, publisher.

Mr. Hall is in a way, coming "home" to Kentucky, being born and raised in Evansville, Ind., of Kentucky parents and southern lineage from early history. Mr. Meloan will continue his interests in The Ledger & Times and remain in charge of production.

We find that we enjoy life more if we avoid the company of well-informed people.

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 Rich-
ardson, Glasgow Times; Fifth, Frank Bell, Trim-
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-
liamsburg 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, Somer-
set Journal.

Newspaper Exhibit Committee

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

NATIONAL EDITORIAL
ASSOCIATION
1940  Active Member

MEMBER

KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume 12, Number 5

Social Security Legislation

State publishing groups interested in current restrictions regarding publication information dealing with old-age assistance in the Federal statutes will find a partial solution to their problem in H. R. 3533, introduced by Rep. Carlson of Kansas, to amend Section 2 of the Social Security Act. This bill proposes to permit "the publication of information concerning recipients of old-age assistance when required by State law." It would be accomplished by new language in clause (8) of Section 2 (a) to read as follows:

"(8) effective July 1, 1941, provide safeguards which restrict the use or disclosure of information concerning ap-

plicants and recipients to purposes directly connected with the administration of old-age assistance, except to the extent publication of any such information may be required by State law." The bill has been referred to the House Committee on Ways and Means.

"Pure Politics" Legislation

Two bills, S.989 and S.990, dealing with political campaigns, have been introduced in the Senate by Sen. Gillette of Iowa. S.989 calls for an amendment to the so-called Hatch Act making it "unlawful to print, type, writ mimeograph, multigraph, lithograph, photostat, photoengrave, or otherwise cause to be published or to distribute, display, or otherwise cause to be circulated, whether for sale or otherwise, any book, pamphlet, circular, card, dodger, brochure, poster, handbill, or paper concerning a candidate for election" to practically any office from President down when such publication tends to "incite hatred against any religious sect or creed or against any race" or "to incite arson, murder, assassination, or riot." It is also proposed that this printed matter dealing with campaigns shall conspicuously display the name and address of the sponsors.

S.990 has a similar purpose although it is more extensive in its scope and if passed would presumably require extreme care on the part of newspapers engaged in publishing news and other comments regarding elections. This bill would be known as the "Propaganda Exposure Act, 1941." Under the terms of it full disclosure would be required for "all published matter which exposes, or tends or seeks to expose, to public hatred or contempt any group or class of persons, comprised of or including persons who are citizens of the United States or subject to the jurisdiction thereof, because of race, religion, descent, or nationality, and which is designed to influence any election at which any person is to be elected to the office of President, Vice-President . . ." While it is aimed primarily at "smear" campaigns, it might conceivably be construed to affect editorial comment.

Documents, papers, etc., coming within the purview of the Act would be obliged to carry full disclosure of names, addresses, etc., of those "supporting, printing, publishing, or knowingly circulating such publications . . ." In the case of any periodical which has been accorded second-class mailing privileges,

the maintenance of a list of such names and addresses subject to public inspection at the principal office of such periodical shall be deemed a compliance with the requirements of this section." Both bills referred to the House Committee on Patents.

Postal Measure Proposed Which Affects the Press

Representative Gillie of Indiana has introduced a bill (H. R. 2262), which author which passed the house last year. The bill, which requires that publications sent through the mails or introduced into interstate commerce contain the name of the publisher and the place of publication, has been referred to the House Committee on the Post Office and Post Roads. When the hearings on this legislation were held by the House Committee, the NEA Legislative Committee endeavored to amend the bill so that it would not apply to publications having a second-class entry, but the House Committee concluded that it should apply to all publications without exception.

The Gillie bill is not aimed at legitimate publications but is specifically designed to place a check on lewd or indecent literature. The pending measure would make it mandatory that a publication have conspicuously printed on one of its pages "the name and address of the publisher thereof, the place of publication, and the names of the editor, managing editor, business manager, and owner or owners thereof, and if such publication is published by a corporation."

The FM Situation

State press associations all over the nation are taking up the discussion of frequency modulation broadcasting and the effect it will undoubtedly have on local newspapers when it comes into widespread use. Experts predict that it will not be long before the weekly publisher will have to decide how he intends to meet the competition which FM will bring. For there can be no doubt that there will be more radio stations than ever before, each one serving a relatively small area.

One of the best recent statements concerning radio and the press is an

editorial entitled "Gunning for Radio," written by Don Robinson and appearing in the March issue of *The American Press*. Agreeing that FM stations will strike to the heart of newspaper advertising," Mr. Robinson says, "the solution shouldn't be to pass a law banning FM, or taxing FM—but newspapers should, if necessary, see to it that they own the best FM station in town. Meanwhile, the best insurance that newspapers can take out for their future is to publish such a good newspaper that it is admired, respected and carefully read by every person in their community." Mr. Robinson attacks in particular proposals that publishers support legislation aimed at restricting the sale of commercial time on radio and imposing heavy taxes on broadcasting stations."

—New York Press Bulletin

Demonstrate Better Printing By Using It Yourself

When will the average publisher awaken to the fact that by using high-class printing for his own business he automatically shows the way to possible customers for this class of work?

Not so long ago when the writer had occasion to go through correspondence from approximately 300 publishers in the Rocky Mountain region, he noted that in perhaps fifty per cent of the letters extraordinary guilt was to be placed on the writers because their letterheads showed a vital lack of attention to their own personal stationery. Some of them were atrocious. Remembrances of 1890. They were of the "gay nineties." But such do not appeal to any discerning person today, let alone to buyers of better printing.

Lack of proper display, poor decision in choosing type styles, an absence of anything at the top besides the perennial "job printing," and also a lack of anything to indicate that their newspaper represented its community in an unusual way, plus outmoded styles of setting up and printing letterheads, such as one would do for a village blacksmith, these were all too apparent. Some smelled to high heaven for lack of typography—reflecting an absence of anyone in the offices capable of producing something that smacks of modernity; or else indicating that the letter came from publishers who were too hidebound to change their letterheads, and that somebody—probably in a rush moment—had slammed on the old set-up and run off a couple of hundred or so with ink al-

ready on the jobber, which had been improperly washed after the last time the set-up was used. Some of the letterheads showed letters such as *e*'s and *o*'s as mere black dots.

Other specimens—and these particular publishers in their own opinion are superior in the conduct of their business, for I know them personally—showed preposterous press work. Some of them were reminiscent of the work of a six month's novice. Letterheads showing some ingenuity were spoiled by too much impression, or in cases of two-color work had poor registry. In other cases, bald mistakes.

It is only natural that disgust expresses itself at the manner in which so many publishers neglect their own stationery, when with equipment and time at their command they might easily prove that their own personal printing can point the way to quality, and through that, quietly—yet impressively—urge their fellow business men to want more and better printing than they have been using and this without much additional expense to the publisher.

One conclusion was reached in this particular survey that stands out more than anything else. Publishers, most of whom are also in the commercial printing business, should study and adopt the method of printing plants that are strictly commercial. Few of these stop at ordinary printing. Two colors, three colors, modern typography, colored paper stock with envelopes to match, all showing good presswork—these are essential. If there is no one in their plant capable of reproducing or approaching the modern trend of printing, publishers can refer to samples any paper supply house will gladly give them, if they haven't got them in their files already. If a publisher isn't too lazy, or if he has an employe who wants to do the boss a good turn, either or both will refer to these; and the chances are that with a little thought and planning, the boss will be supplied with a letterhead he won't be ashamed of. There are many such, and yet there are more who are not ashamed of their own stationery, and it is these who should be helped. Poor personal stationery of any newspaper thwarts the very goal a publisher seeks—printing for every home business. His stationery should be outstanding, attractive, exemplary of the new modes of today in printing, and as such serve as a silent salesman for the better

class of printing. Through what other medium can a publisher boost two- or three-color printing than by using it himself on all his important office forms? This might be a wedge toward preventing printing going to outside firms with perfected machinery for two- and three-color work.

It is high time that more attention be paid by the publisher to his own stationery. Even if some think their old-time letterhead is instantly recognized by those with whom he does business, and is used as a symbol of old-time association, the chances are that if a new, up-to-date letterhead greets whomsoever he writes to, the recipient will readily recognize that and in his own mind will reason that his old-time friend or customer is showing new activity by modernizing his stationery—and, perhaps, may even write him a letter to that effect, congratulating him.

All of this is an important matter from any angle. Publishers must get busy and use the argument for better printing by using it themselves. It's just a case of the publisher doing for himself as he wishes others would do. He should lead the way here, as in other endeavors.

—New York Press

Barry Bingham, publisher of the Louisville Courier-Journal, was honored in his appointment as vice-chairman to the Southern Electoral Reform League, Richmond, Va. The League seeks the abolition of the poll tax in southern states which disenfranchises those who do not meet the annual payment.

Roy R. Pitchford, Jr., has taken his position as a member of the staff of the Scottsville Citizen-Times, resigning a similar position on the Hardinsburg Independent. He recently returned from Lancaster, Wis., where he was employed on the Grant County Herald.

Recent Linotype installations include a Model 8 with Thermo-air blower and self-quadder, and 2-letter 18 and 24 point mats, in the Transylvania Printing company, Lexington; and a Blue Streak Model 14 in the Harlan Daily Enterprise. Matrix equipment for this machine includes 6, 8, 10, and 12 point Excelsior with bold; 14 point Metro Medium and Erbar Medium 3/4 point; 24 and 42 point Erbar Bold caps in auxiliary with lower case running pi; and 18 point Metromedium and Metrolite and 18 point Bodoni Bold Italics—all the latter faces intended for a comprehensive headline schedule.

Paper Pricing Is Important Factor

Lack of understanding of paper pricing practices is making many buyers of printing pay 25 per cent and more too much for their paper! Mills must ship paper in certain standard packages for economy. By taking these well-known standard packages into consideration, printers can deliver more printing to their customers for less money, and make a larger profit themselves.

Take the case of letterheads. They are probably the most common item of printing bought by business houses, large and small. It is well known that the large majority of small letterhead orders are placed in quantities of 5,000 and 10,000. What happens when the printer buys the paper to fill such orders?

Take an average sheet of bond paper costing 15 cents a pound in ream lots, size 17x22. The sheet cuts four out, giving 2,000 letterheads per ream. If the order is for 10,000 letterheads, the paper order is five reams. Thus, five reams, 20 lb., is 100 pounds, and at 15 cents equals \$15.

A carton of the same paper containing six reams sells for, say, 12 cents a pound. The cost of enough paper for 12,000 letterheads, therefore, is as follows: six reams, 20 lb., equals 120 pounds; times 12 cents per pound is \$14.40. Paper for 10,000 letterheads actually costs more than the same paper for 12,000 letterheads.

Now, what happens when the printer gets an order for 10,000 letterheads? He sells a press run of 10 M impressions, composition, make ready, lockup, all the other cost factors entering into the order. The negligible cost of printing the additional 2,000 letterheads is obvious. The only real added cost would be the cost of paper—that is a saving instead of an expense.

The same thing can happen with very small orders. When less than 2,000 letterheads are required and the paper must be bought, the broken package price would be about 21 cents per pound. Enough 20 pound paper for 1,000 letterheads would cost \$2.10. Enough of the same paper for 2,000 letterheads would cost \$3.00. Obviously the second thousand sheets of paper cost only 90 cents, or about 40 per cent of the cost of the thousand. Again, isn't it silly, when you have the form set, made up, made ready, and running on the press, not to print 2,000 letterheads for the extra 90 cents?

You will say this is a very small amount of money, hardly worth bother-

ing about. Perhaps. Yet there are hundreds of thousands of orders in just this class every year. And not only from small companies, either. Larger companies very often buy special letterheads, forms, or pieces of advertising matter in these quantities. If they should always keep in mind the advantageous quantities in which to buy paper, they would make the savings indicated.

With these examples for the letterheads printed on bond papers, exactly the same statements could be made about book papers, blottings, bristols, and a host of other types of paper.

The problem of ordering the paper is vital to both the printer and the buyer of printing. By observing these facts, printers can give their customers more for their money. The buyer of printing lowers his over-all cost; the printer increases his profit.—(Condensed from Paper Progress)

Circuit Judge Robert M. Coleman took under advisement an injunction suit filed by Roy R. Pitchford, editor and publisher of The Scottsville Citizen Times, against Mrs. Eunice Pitchford, Scottsville City Treasurer, to prevent her from turning over the city's financial statement for publication in The Allen County News, edited by H. A. Ward. Pitchford asserts his newspaper should be used for publication of the financial statement, since it has the larger circulation.

Requests For Sample Copies

Publishers are advised to look on requests for "sample copies" of their papers from distant sources with suspicion and distrust. Many of these persons, making the request, are just trying to get lists of local names for merchandising purposes. "Don't send them" is a good rule to adopt.

David "Rusty" Lipscomb, advertising manager of the Hazard Daily Herald, joined the staff of the Harlan Daily Enterprise on March 24. Lipscomb will serve as sports editor in addition to serving in the advertising department. He has had 13 years experience in newspaper work, having been employed by the Nashville Tennessean, Nashville, Tenn., following completion of his school work at Vanderbilt University.

Miss Edythe Harrell, editor of the Williamstown News, returned to her desk early in March after a month's absence on account of illness.

The Kentuckian-Citizen, Paris, is conducting a subscription contest that is attracting great attention in Bourbon county.

When your wife looks at a wreck of a farmhouse she says, "I could do a lot to that house." That's probably what she said to herself when she first looked at you.

**Tight Squeeze Eliminator**

Modern papers are using Blue Streak Linotypes to eliminate tight squeezes at

press time. When the clock seems to be racing around, a Blue Streak keeps abreast of it—pouring out everything from body matter to display composition easily and efficiently. Keep up with the clock with a Blue Streak.

Ask your Linotype man to show you how these simple, speedy, efficient features will save time, money and effort.

Linotype One-Turn Shift
Fastest, Simplest, Easiest.

Linotype Micro-Therm
Precision Heat Control.

Linotype In-Built Vertical Lift
Effortless, speedy front change of magazines.

Linotype Simple Distribution
No complications—full protection of matrices.

Linotype Swinging Keyboard
Maintenance reduced to a minimum.

Linotype Spartan Family
and Fairfield

TRADE MARK
LINOTYPE

THE A&P WIRE SERVICE

Flashes Vital News While It's Hot!

As part of its facilities for large-scale distribution of foods, the A & P maintains a wire service furnishing news as vital to farmers—and ultimately to consumers—as press association or syndicate news is to newspapers. This service flashes market and crop information as often as hourly to and from A & P's buyers in key distribution centers throughout the nation. They in turn pass it on to farmers in their areas.

This significant service to U.S. agriculture helps farmers greatly reduce losses due to glutted markets and delays and mistakes in shipping perishables. It enables farmers to realize more for their crops, making it possible for them to buy more city-made goods.

A & P's wire service is an example of the organizational services possible in the chain-store system. It illustrates why modern

mass distributors can do an efficient job which, at the same time, is of material benefit to several major social groups. Besides returning to producers a larger share of the consumer's dollar, efficient mass distribution provides better wages and hours for the employees who develop it; it enables consumers to buy more for their money—to enjoy more—and thus to attain a higher living standard no matter what their income level.

When the families of your community can buy more food, clothing, drugs, furniture, and other needs and comforts brought them through chain stores, the business tempo of the entire community steps up. And in thus helping to assure better living and better community business, mass distributors work toward an objective identical with that of the Press itself.

**THE GREAT ATLANTIC & PACIFIC
TEA COMPANY**



“... All this was built for me”

WHAT builds America? Basically, it is the desire of Americans—you and 130,000,000 others—for better things.

Your desire for better transportation resulted in the automobile, the streamline train, and the airplane.

Because of you, laboratories worked months and years to produce fabrics out of test tubes. Corn becomes oil for cooking or flaked food; soybeans become milk, flour, paint, plastics.

Your desire for better living has put science and industry to work to make all the electric appliances you use: electric lights, vacuum cleaner, refrigerator, toaster, electric fan, radio and many others.

Because you use so many of these tools for better living, you help yourself to get electric service in such quantity and quality as was hardly dreamed of thirty years ago. You have made possible the development of the marvelous system of interconnected power plants from which this company and

other electric companies supply reliable service day and night.

All this is possible because you use more and more electricity, year after year. When you buy a new electric appliance, you don't dispose of one you already have; you keep adding appliances, each one of which makes some household task easier.

Your increased use of electric service, plus the economies of this company's operation, have cut rates to about half what they were twelve or fifteen years ago. Under modern promotional rates, now in effect, you can automatically reduce the average rate you pay still further: the more electricity you use each month, the lower your average rate will be.

Thus your desires have helped this company and other electric companies build a great industry. We members of that industry are proud to be able to serve you so well. We pledge ourselves to continue our work, thereby keeping pace with your desire for better living at lower cost.

KENTUCKY UTILITIES COMPANY
INCORPORATED