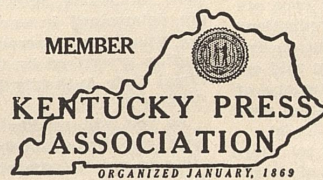




The Kentucky Press



**Volume Six
Number Four
September, 1934**

Cost Determination Schedule Is Declared

At their August 15, 1934, meeting the Joint National Code Authority passed the following resolution unanimously:

Cost Determination Schedules

"This Committee recommends that the Franklin Printing Catalog as of August 15, 1934, be declared as the cost determination schedules for establishments engaged in commercial relief printing as provided in Paragraphs (b) and (d) Section 26, Article III of the Code of Fair Competition for the Graphic Arts Industries, provided, however, that until such schedules are revised and declared as contemplated in the Code, such cost determination schedules shall be ten (10) per cent less than the prices as published in said Franklin Printing Catalog; and provided, further, that variations from such schedules shall be effective for establishments of a region or a locality upon the terms and conditions recommended by a Regional Code Authority or an authorized local Administrative Agency and approved by the Joint National Code Authority for Industries A2A5 and the Joint Commission."

This means that from August 15, 1934, A2A5 establishments may use the Franklin Printing Catalog, as of August 15, 1934, as one basis for determining their costs, when selling printing. The figures in said Franklin Printing Catalog, less 10 per cent are declared to be the "cost of production" below which no establishment in Industries A2A5 may sell, unless said establishment is prepared to use one of the other two cost determination procedures provided in Section 26 (c).

In other words Section 26 (c) gives the establishment the option of determining its costs, (below which it must not sell or offer to sell) in one of three ways:

1. In conformity with the principles and methods of accounting and cost finding, as provided by Section 26 (a), or

2. Upon departmental economic hourly cost rates and production standards, as provided by Section 26 (b), or

3. Upon cost determination schedules as provided by Section 26 (b).

The action of August 15 by the JNCA as quoted above, provides the third of these three ways of determining costs.

The first—principles of accounting and cost finding—and the second—economic hourly cost rates and production standards—have also been worked out by the Joint National Code Authorities under the Graphic Arts Code.

The use of the Franklin Printing Catalog (less 10%) as schedules of cost figures which an A2A5 establish-

ment may use in the absence of an approved accounting system and cost finding method will now protect said establishment from being guilty of Code violation, provided such establishment does not sell or offer to sell below these declared costs: i. e. 10% less than the Franklin Printing Catalog prices, as of August 15, 1934. It is permissible for the establishment to add whatever "profit" it desires to these determined cost figures.

The Price Determination Schedule as approved by Administrator Johnson remains in full effect in accordance with his order of April 27, 1934.

While the Franklin Printing Catalog (less 10%) is declared as a Cost Determination schedule and the PDS (less 10%) is a Price Determination schedule, the fact that as far as these two schedules cover the same products their practical effectiveness merges because each is declared as the "floor" under certain conditions.

Instead of the PDS (less 10%) an A2A5 establishment may use its own cost finding system as its basis for selling after it has had the accuracy of the costs so determined approved by the Joint National Code Authority for A2A5, as provided in Administrator Johnson's Order of April 27, 1934.

Instead of the CDS (the Franklin Printing Catalog, less 10%, as Cost Determination Schedules) the establishment may use its own costs as a basis for selling, provided those costs are determined in accordance with the principles of accounting and cost finding prescribed by the Joint National Code Authority for A2A5, under Section 26 (a).

As you will readily see the difference for the establishment that decides to use its own costs as its basis for selling is mostly a matter of procedure.

Instead of either the PDS, the CDS, or its own costs an A2A5 establishment may use the economic hourly cost rates and production standards declared by the Joint National Code Authority, after those rates and standards have been properly coordinated with similar rates and standards declared by the other National Code Authorities under the Graphic Arts Code, and are released by the Joint National Code Authority for A2A5.

Particular attention is called to the latter part of the JNCA resolution, quoted above, which reads:

"that variations from such schedules shall be effective for establishments of a region or a locality upon the terms and conditions recommended by a Regional Code Authority or an authorized local Administrative Agency and approved by the Joint National Code Authority for

Industries A2A5 and the Joint Commission."

This provision was included to take care of special Regional and local conditions.

C. A. BAUMGART
Administration Mgr.

BENJAMIN B. COZINE

Benjamin B. Cozine, 57 years old, editor of the Shelby News for nearly forty years, died suddenly following a heart attack suffered Saturday, September 22, en route to the Mayo Clinic at Rochester, Minnesota.

Mr. and Mrs. Cozine had been spending the summer at Petoskey, Michigan, when the return of an old organic trouble made it necessary for Mr. Cozine to undergo another operation. They were en route to Rochester when Mr. Cozine suffered a heart attack at Neillsville, Wisconsin, 100 miles from Rochester. He was removed to the Neillsville hospital, where he died before an ambulance from Rochester could reach him.

For many years Mr. Cozine had been active in the work of The Kentucky Press Association, serving as president and later as chairman of legislative committee. It was in the latter capacity that he performed work of particular interest to the public. It was he that, working almost single-handed, secured the passage of legislation requiring the publication of audits, showing the manner in which all public funds were expended by officials.

Mr. Cozine, son of John P. Cozine, and Mrs. Nannie Bell Cozine, became editor of the News when his father, who founded the paper in 1886, died in 1897. Since that time he has built the sheet up to be one of the outstanding county papers in the state.

Besides his widow, Mrs. Mason Rice Cozine, Mr. Cozine is survived by his mother, Mrs. John P. Cozine, Los Angeles, California; three sisters, Mrs. George H. Winsworth and Mrs. Frank W. Winch, of Los Angeles, and Mrs. J. L. Canfield, of San Antonio, Texas; and a brother, Claude P. Cozine, of Shelbyville.

The body was returned to Shelbyville, where funeral services, conducted by the Rev. Dr. Homer W. Carpenter, pastor of the First Christian church, Louisville, and the Rev. Dr. John H. McNeil, Shelbyville, were held Tuesday morning at 10:30 at the late residence. Burial followed in Grove Hill cemetery. Many of the brother editors paid their last respects to him.

Julian H. Howe, for many years connected with the Bourbon News, Paris, died September 22, at a Lexington hospital.

SIMPLIFIED CLASSIFIED AD SYSTEM HAS MANY MERITS

Vernon T. Sanford, field manager of the Nebraska Press Association, has worked out a simplified system of headings to be used over classified advertisements that should be of value to publishers.

This concise, yet inclusive set of headings, and Sanford's description of the system, follows:

"These headings are reduced to the very minimum—only five in number. Under each heading appears the type of advertisement that should be classified under that heading. For example: Under the head 'FOR RENT' can be listed not only the houses, apartments, farms and business places now vacant, but in addition typewriters, machinery, and other equipment that classified readers may be interested in renting. This same plan applies to the 'FOR SALE' classification. The heading 'WANTED' will take care of employment ads as well as the 'Wanted-to-Buy' desires of your readers. The most inclusive heading of the five suggested is 'NOTICES' under which can appear almost any type of announcement anyone wants to make with especial emphasis on the persona's and lost and found items.

"Numbers are used at each end of the heading for the purpose of ready-reference on the part of readers in hurried search of special classifications.

"As a further aid to easy-reading and quick reference the plan of setting the first word in ALL-CAPS, flush-left is suggested. Succeeding lines, if indented one em, will make for further ease in reading. It is also advisable to start each advertisement with the article advertised. (By classifying the advertisements you eliminate the necessity of constantly repeating the words 'for rent' and 'for sale.')

Care must be exercised to see that the advertisements are properly classified, however."

- | | | |
|---|---------------------|---|
| 1 | NOTICES | 1 |
| | Lost | |
| | Found | |
| | Notice | |
| | Stolen | |
| | Board and Room | |
| | Private Instruction | |
| 2 | BUSINESS SERVICES | 2 |
| | Chiropractor | |
| | Beauty Work | |
| | Marcel's | |
| | Painting | |
| | Carpentering | |
| | Radio Service | |
| 3 | FOR RENT | 3 |
| | Houses | |
| | Business Place | |
| | Farms | |
| | Equipment | |
| | Machinery | |
| | Rooms | |
| | Typewriter | |

4 FOR SALE

- House
- Furniture
- Merchandise
- Farm Products
- Eggs
- Automobiles
- Trucks
- Ford
- Cadillac
- New Suits

5 WANTED

- Man
- Work
- Woman
- Salesman
- Business Service
- Selling Job
- Position
- Adding Machine

4 WEST KENTUCKY EDITORS MEET IN PADUCAH HOTEL

The regular fall meeting of the West Kentucky Press Association was held at the Irvin Cobb Hotel in Paducah, September 21, with President J. L. Bradley of the Providence Enterprise presiding for the first time. Mr. Bradley was elected president at the annual meeting in Dawson Springs last May, succeeding A. Robbins, of the Hickman Courier, who had been president for the past six years.

An interesting and instructive program was arranged for the meeting and a large attendance of newspaper men from the First and Second Congressional Districts attended. Important business on the docket included the election of a secretary-treasurer to take the place of Hershel Ward, formerly of the Hickman County Gazette, at Clinton, who recently resigned when he sold his paper to H. L. Waterfield.

SEVENTEEN SUGGESTIONS FOR GETTING BUSINESS

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

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

The editor and wife were royally entertained at Jody Gozder's camp on the Green river at his third annual fish fry and get-together of the correspondents of the Campbellsville News-Journal. Editor and Mrs. Gus Robbins, Hickman Courier, also appeared on the program. It has also been rumored that Don McWain was there. Needless to say, Jody provided a bounteous feast as were as good things for the mind.

ONE PAPER'S POLICY ON POLITICAL ADVERTISING

With the advent of the 1934 campaign the Herald takes this means of making public its news, editorial, and advertising policies covering campaign publicity. This statement is made for the information and guidance of candidates their friends, supporters, and other representatives in their dealings with the Herald.

Campaign advertising will be charged at the regular transient rate, 35 cents an inch, and there will be no special political rate at a higher figure. All such advertising will be marked "political advertisement." No free publicity will be promised or given, either in connection with display advertising or otherwise. Advertising published as reading matter must be paid for at the regular rate of 10 cents a line and will be marked "advertisement," as is required by the postal laws and regulations.

All political advertising must be paid for in advance, unless the candidate already has an account with the Herald and established his credit. There will be no exception to this rule.

The Herald reserves the right to determine the activities of individual candidates which shall be regarded as news insofar as this paper is concerned and to handle that news as the publisher desires.

Political advertisements must meet the same requirements as other advertising as to ethical standards and responsibility. Where subject matter is of a controversial nature, name of person or organization responsible is a part of the advertisement and must be published therein.

All candidates will be on exactly the same basis in carrying out these policies which experience has proven are fair and equitable to both candidates and the newspaper. No advantage will be taken of candidates and neither will they be accorded privileges not enjoyed by all other advertisers.—Minn. Ex.

Kentucky Press

Official Publication of THE KENTUCKY
PRESS ASSOCIATION

VICTOR R. PORTMANN Editor

Printed on THE KERNEL PRESS, Depart-
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ord, Lancaster; Joe Richardson, Times,
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Chairman Legislative Committee:
B. B. Cozine, Shelby News, Shelbyville.

MAKING LOYALTY

In entertaining his correspondents once a year, Jody Gozder, Campbellsville, has solved the question of loyalty of country correspondents and closer cooperation in giving his Taylor county readers news of interest from every section. Other editors of the state who meet with their correspondents once a year, or at stated intervals, are Miss Mildred Babbage, Cloverport; J. L. Crawford, Corbin, and C. A. Hummel, Jeffersonton. As a valuable promotion for a community newspaper, any meeting with the correspondents, formal or informal, will build up good will and closer cooperation in the publishing of a model newspaper. We recommend that other state newspapers adopt a similar plan. Any of the above editors, or the editor of The Press, will help you in promoting a meeting of this kind.

A FAITHFUL MEMBER PASSES

It was with sorrow that we read of the death of Ben Cozine, long a loyal member of the Kentucky Press Association. Mr. Cozine served the association long and well in various capacities. His work as chairman of the legislative committee has been of the highest order and many beneficial laws have been written on our statutes

due to his untiring efforts. In his editorial policies he took a firm and decided stand on public questions and his paper attained great heights in the best journalism. The Press extends condolences of the entire newspaper fraternity of the state to Mrs. Cozine.

* * *

ANENT FREE PUBLICITY

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

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

* * *

ESSENTIALS OF GOOD EDITORIAL DEPARTMENT

What makes a good editorial page? It is difficult, of course, to set down any hard and fast rules, but the judges of an editorial page contest out in Oregon recently did settle on several standards which seem sound. How does your editorial page measure up on these points?

1. Interest in home affairs, tendency to write with interest and judgment about events within the home and community.
2. Skill in selection of outside topics for comment and ability to make the nearest possible local application.
3. Literary qualities of brevity, humor, surprise, pungency, sentiment, clarity, and ease of expression.
4. Mechanical attractiveness of page as displayed in balance, readability, choice of types, heads, etc.
5. Variety on editorial page as displayed in selection of material, departments, editorial features, etc.
6. Ability to take a line of policy and follow it up; skill in securing the necessary repetition without monotony.
7. Intellectual leadership shown throughout the page.
8. Community leadership shown.

Resolution Adopted by Joint Commission Concerning Establishment's Determining the Cost of its Products

When the Joint Commission last met it passed the following resolution:

"It was moved by Mr. Ambrose and seconded by Mr. Allen and unanimously carried that the following be declared as a policy of the Joint Commission:

Article 3, Section 26, Paragraph (c) of the Graphic Arts Code provides that each establishment shall determine the costs of its products—

1. In conformity with the principles and methods of accounting and cost finding as provided in paragraph (a); or

2. Upon departmental economic hourly rates and production standards as provided in paragraph (b), including the costs of all materials used; or

3. Upon cost determination schedules as provided in paragraph (b) of Section 26, it being understood that an establishment may use the method prescribed resulting in the lowest costs of its products.

When an establishment exercises its option of election of one of the three methods prescribed, the National Code Authority concerned may require such establishment to furnish satisfactory proof that the method employed was in accordance with the declarations of the National Code Authority having jurisdiction."

The effect of this is it establishes the policy of requiring establishments to prove up on the cost finding system, the economic hourly cost rates, etc., that they use in pricing their products and services, whenever their National Code Authority requires them to do so.

PERSONALITY IN ADS

Just about half the retail advertisements you read could have the signature changed to that of a competitor and nobody would recognize the difference. How many of your merchants are putting their own personality into their ads?

COLLECTION OF LETTERHEADS AND SIMILAR MATERIAL

At our JNCA August meeting it was suggested that each Regional collect and send to our office samples of letterheads, with dealers' names imprinted, and other similar material that manufacturers sell or furnish to their dealers.

The idea is for us to take the matter up with the manufacturers and endeavor to straighten out this sort of competition.

Please do this and get for us all the details possible as to the manner these are furnished to the dealers—the costs etc. Send your samples to J. Curtis Alcock.

BLUE EAGLE AIMS AT FARLEY

Now Mr. Farley is to be taken over the hurdles for violating the fair competition of the graphic arts code.

The United States Postal Department is charged with selling printed envelopes in direct competition with private job shops. This has been an old grievance, but efforts to get the Government out of the printing business have not been successful heretofore. Now the Sacramento Unit of the California Newspaper Publishers' Association sees in the code a new approach for a showdown on the practice. The publishers in a formal complaint allege that the Government is underselling in violation of the code and points out that the penalty is a fine of \$500 and six months' suspension of the privilege of doing business.

The situation, however, is complicated. Mr. Farley will no doubt take the position that as the Government he cannot be sued. And if the United States Postal Department should be suspended from doing business for six months there might be some complication and annoyance to the public.

Here is a test for the code authorities—to enforce the code without suspending the postal service. Will General Johnson crack down on General Farley?

Let's all see to it that this matter of government printed envelopes is thoroughly aired editorially, right now—pro or con.

ADVERTISING CLUB FINDS WHAT CUSTOMERS WANT

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

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

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

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

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

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

93% believe that advertising has an educational value.

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

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

91% prefer newspaper advertisements which have an illustration.

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

57% of the men and 86% of the women watch for advertisements of special sales.

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

63% have an unfavorable attitude toward installment buying.

73% are not attracted by "comic" advertising.

MERGENTHALER BOOK GIVES USEFUL MATRIX INFORMATION

"Useful Matrix Information," a seventy-two page book just issued by the Mergenthaler Linotype Company, explains the function of teeth combinations on matrices, presents several teeth combination charts, and tells how to safeguard the teeth.

It shows and explains the differences between old style, modern and modernized figures, and discusses universal leaders, newspaper leaders, and the point system.

A long list of face identification numbers and names is included, as well as twenty-four different practical font schemes.

Some of the other subjects referred to in the book are foreign language faces, advertising figures, ruled form matrices, reference characters, political party emblems, ballot squares and circles, fraternal emblems, proprietary symbols, logotypes, matrix slides and slide blocks.

Copies of the book may be had on request from any Linotype agency.

ADVERTISING TIP

"Sufficient time is the essence of successful advertising." Just read that in a trade journal going to retail merchants. Think that over—apply

it to the preparation, to continuity, frequency, and all the other slants. If you do this well, you'll have several barrels of new ammunition for selling your merchants. For keeping them sold. For making them really happy and successful advertisers!—John L. Meyer in the Wisconsin Press.

UNUSUAL AD SOLD THEM

A furniture store in Lynden, Wash., recently carried a nice size ad, about one-half of the space of which was devoted to pictures of a new model automobile. The ad ran: "No—this is not an automobile advertisement. You consider it good business to trade in your old car each year for a newer model. Why isn't it good business, too, to trade in your old furniture on the same plan?" The ad brought results.—Minnesota Press.

J. Paul Bushart, managing editor of the Fulton County News, at Fulton, has received a number of letters from high officials of the Illinois Central System, congratulating him and his paper on their promotion of the celebration of the eightieth anniversary of railroading in West Kentucky, held at Fulton on July 4.

Mr. Bushart also recently promoted "Weaver Day" when 300 people from Fulton journeyed to St. Louis to see Buck Weaver, a Fulton boy now on the Chicago Cubs, pitch his team to victory over the St. Louis club.

Percy Landrum resigned his position as assistant editor of the Campbellsville News-Journal to assume a similar position on the Ohio County News, Hartford, his home town. Lyman Barrett, editor, lays down his pen for a brief interlude to lick stamps as postmaster of Hartford.

E. A. Stein sold the Arlington Courier, Carlisle county, to E. A. Johnson, of Mayfield. Mr. Stein was former publisher of the Hickman County Gazette, Clinton, while Mr. Johnson has been in commercial printing at Mayfield. We welcome him to the Fourth Estate in Kentucky.

IMPERIAL TYPE METAL

I can meet your immediate type metal requirements from Chicago, Cincinnati, or Louisville. IMPERIAL METAL needs no endorsement.

H. L. FELIX

McHUGH EXPRESS COMPANY
808 Freeman Ave. Cincinnati

THE DICKSON COMPANY
Louisville

CIRCULATION

Every name added to its circulation list makes a publication that much more valuable as an advertising medium. But the objection is urged that the circulation expense may mount to a point where the advertising revenue will fail to meet it. The amount of advertising in a field may be so small that a large circulation may become topheavy. The argument is advanced that, in such a field, advertisers are not able to pay the rate which the circulation demands.

It is true that publications have been swamped by too much circulation, but the instances are rare and generally represent unusual conditions. Something ephemeral may produce an unusual demand for a publication, a demand that will grow more rapidly than the ability of the business management to secure a compensating amount of advertising. Sometimes the circulation is of a sort that will not justify the advertiser in paying an increased rate to reach it. In times of business panic it occasionally happens that advertising will slump to a point where a large and expensive circulation will become a liability. However, it will not be a liability when the business revival occurs.

There are instances where comparatively small subscription lists will call for higher advertising rates than larger lists, but these cases invariably represent selected circulations where the advertisers desire to reach certain classes of readers with lines of merchandise especially attractive to those readers. The various trade journals and special publications fall into this field. So do the conservative newspapers which aim at a circulation among the wealthy residents of cities.

It is a mistake to put on an expensive circulation campaign where there is no probability of getting higher advertising rates or increased volume to offset it. It may be a mistake to strive for a large coverage all at once, but it is an equal mistake not to strive for a reasonable increase; to decide that your publication has all the circulation it needs and all the advertising it can get. Such a policy is not in line with modern business or with the service that newspapers are expected to render. Town, community and newspaper will not progress under such a policy. It offers no incentive to progressive advertisers to pay higher rates in order to reach more buyers.

In all manifestations of nature, business and general human affairs, it is a rule that when growth stops shrinkage begins; and it applies to newspapers and their circulations the same as to anything else.

STRANGE MARRIAGE ADS

Marriage and marital agency advertisements form no small portion of the classified sections of a number of Germany's leading newspapers. The stranger receives the impression that many in that country find it extremely difficult to meet a suitable spouse, and the custom of mentioning the size of the dowry seems to be bespeak a practical turn of mind not so readily evidenced at home.

"I am too old merely to play, too young to be without emotions," ran one prominently placed statement in a recent issue of a Berlin paper. "Cultivated gentlemen of over 45 who years for a harmonious home with a lovable wife to preside should address . . ." and then follows the lonely frau's address.

"I am seeking a suitable life partner for the twenty-one-year-old daughter of a doctor, a charming girl, fond of sport, musical and blessed with a dot of 800,000 marks (about \$200,000.) A young doctor who might take over part of the father's practice is desired," announces a woman who says she maintains the most dignified and successful marriage bureau in the Reich.

That this claim might perhaps be disputed—at least from the financial point of view—is indicated by the advertisement of another woman broker who claims excellent connections in German and American circles. In her appeal for eligible men and women she mentions:

"The dowry that goes with my clients often runs to \$20,000,000 and more. It will therefore be seen that only gentlemen of the highest class need apply, she adds reasonably.

Many residents of Berlin see nothing amusing in the advertisements, and protest that great numbers of people of both sexes have very little opportunity to meet their affinities and, therefore, have no other recourse but to advertise their desires and qualifications—New York Times.

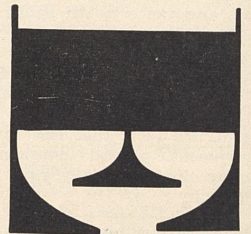
CORBIN'S NEW DAILY

We welcome the new Corbin Daily Tribune to our exchange desk. John Crawford has made a real paper for his subscribers and we know that they will respond with an augmented circulation list. The Daily Tribune is printed the first five days of the week, while the Saturday issue, filling out the six-day week for his subscribers, goes out on his former semi-weekly list. The Weekly Times carries the country correspondence. It is a good set-up, John, and we congratulate you and your associates on your undertaking.

KEEN JOHNSON NAMED

The NRA has announced appointment of Keen Johnson, editor of the Daily Register, of Richmond, as an alternate member of the national relief printing appeal board of the graphic arts industries.

The Complete System
Says




To ALL Jobs!

Whether it's 5 point, 144 point or anything in between, you can do it more efficiently with the Complete Linotype System! Look into this modern composing-room method. See how it will increase your production, yet spare your overhead!

Mergenthaler Linotype Co.
Brooklyn, N. Y.

TRADE **LINOTYPE** MARK

Linotype Bodoni and Gothic No. 13 Families

ADVERSITY VERTISING

Two words of the same origin but of entirely different meaning.

Overcome Adversity by Advertising freely

This paper knows how!
Ask Us

(Name of Paper)

Add Advertising

to your efforts, and you'll add Profits and Prestige

This paper knows how!
Ask us.

KENTUCKY PRESS

ADVERTISE IT!

If you have anything to sell, from a paper of pins to a road wagon, advertise it. You merchants were never so anxious to sell as now, and yet sometimes you hesitate to insure the sale by adding one-half of one per cent to the cost price in the form of newspaper advertising.

Advertising is not an expense; it's an investment—one which has paid big dividends for thousands of users.

Ninety-five per cent of the firms which failed last year did not advertise. Five per cent only of the failures were advertisers.

And when advertising, place your message in the columns of the (Name of your paper) which has for years been going into the homes of County and surrounding communities.

Where Do Your Potential Customers Trade?

Mr. Merchant, are you getting the trade that rightfully belongs to you? You're not? People going to Louisville and elsewhere to buy goods you could sell them just as cheap? Any of your customers patronizing mail order houses? Maybe they don't know about your goods. Have you told them through the columns of your home newspaper? They would prefer to trade with you and will do so when convinced that, everything considered, they can get things as cheap as anywhere right here at home. Think it over.

TELL THEM ABOUT YOUR GOODS THRU
THE COLUMNS OF YOUR NEWSPAPER

Nobody Came To Collect The \$500.00 Prize

"Put up or shut up was the idea tactfully expressed by one utility getting hot under the collar by a spasm of local municipal ownership agitation," says the Electric Journal. "The power company inserted the following ad in the newspaper:

"To any person who can show us figures that will prove that any municipal plant has paid for itself entirely out of earnings, without resorting to taxation, on rates as low as those in Blankburg we will pay in cash \$500."

"No one came forward."

The point of this little story can be applied to a thousand municipal plants in towns boasting exceptionally low electric rates. It is perfectly possible to provide electric service absolutely free—if the public treasury pays the bill.

To go a step further, it would be possible, on the same principle, to pay customers of municipal plants for using the service, if the taxpayers could be made to fork up the necessary money, or give them free newspapers or free food.

Unprejudiced experts have made many surveys of municipal and private electric rates—and practically everyone has come to the conclusion, backed by statistics, that when all costs, including taxation, are taken into account, the private utilities, on the average, give cheaper and better service than do public systems.

To use as an example of successful municipal operation a plant which sells power at a loss, and must be subsidized by all the taxpayers in the interest of the power-user, is to distort the true picture beyond recognition.

Kentucky Utilities Company

Incorporated