

The
Kentucky Press



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

April, 1941

Volume Twelve Number Six

Annual Newspaper Prize Contest Rules Announced

Call is hereby issued for the 1941 prize contests of the Kentucky Press Association. Every editor of the State, whether a member of the K. P. A. or not, is eligible to enter the contest.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter any contest in which it has won first place during the preceding two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on separate slips of paper, or cardboard, otherwise the entries will not be considered. The exhibit this year promises to be one of the largest and best since the contest began.

Open to Every Newspaper

Each and every contest is open to the every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1941 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

May 15, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before May 15. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of entries.

Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 15. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit

shall be brought to the meeting, all others must be forwarded immediately.

Contest Selection Rules

Each contestant may select any issue of his paper, or may clip any specific entry, between the dates of May 1, 1940 and May 1, 1941. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special edition" issue should not be included in the All-Around Contest entries.

Beautiful Trophies Procured

Beautiful silver prizes will be offered in this year's contest. They are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, and President Russell Dyche.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored: General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking appearance and illustrations (if any), and contrast.

(Note.—Special emphasis will be placed on the make-up of the entries in the above two contests.)

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Each editorial should

be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writers' name. No "canned" or clipped editorials will be considered in this contest.

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. The first name to be engraved on the memorial was that of The Pineville Sun. Herndon J. Evans, editor. Second winner was The Shelby News, Wade McCoy, editor. Last year's winner was the Lyon County Herald, Gracean M. Pedley, editor. Space is reserved on the plaque for subsequent winners and your papers' name will look proper thereon.

Best News Story Contest

At the request of a number of editor this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead and community service value. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

Best Editorial Page Contest

This contest, again sponsored by The Shelby News through the Ben Cozine Trophy is announced in another column.

Daily Contest Added

A new contest for the smaller papers was added two years ago. All dailies in the state with the exception of those published in Ashland, Owensboro, Paducah, Covington, Lexington, and Louisville are eligible to enter. The same rules, slightly modified, that govern the selection of the Best All-Around Weekly Newspaper will be applied in this Daily contest. The committee solicits entries from every small daily in the state. President Russell Dyche will present a handsome trophy to the winner of this contest.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type

arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements set in the contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1940, and May 1, 1941; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Trophy Offered For Job Printing Exhibit

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is again open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement of bill head.
11. Blotter.
12. What you consider your best job.

Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 by Wade M. McCoy, managing editor of the Shelby News, Shelbyville. The winner in that year was Warren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The 1938 contest was won by Editor W. S. Wathen, Kentucky Standard, Bardstown. The Tri-City News, Cumberland, J. P. Free-

man, editor, was the 1939 winner. Editor Harry Lee Waterfield, Hickman County Gazette, Clinton, won his "leg" on the cup in 1940. The contest is "wide open" this year. Come on in!

As the title implies, this handsome silver loving cup is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an outstanding example of the best in journalism, and his editorials a far-felt force in his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

The following rules were made to govern the selection of the winner each year:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisement should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection.
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast head: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.
11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.
12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.
13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, contents of this page.
14. Each contestant will submit three

consecutive issues of his newspaper from which the judges will select the best single issue for competition.

Bourbon News Discontinued But Will Keep Entity

The Bourbon News announced on April 17 that it would discontinue publication as a semi-weekly newspaper and would be issued four times yearly in the future.

The newspaper, established in 1881, was sold a short time ago by Publisher Carl Johnson, who acquired it in 1925, to Laurence K. and James S. Shropshire and Edwin Muehlsler and Coleman Smith, owners of Paris' other newspaper, the Kentuckian-Citizen.

The News carried today in what it called "the final appearance of this newspaper, at least for a time, as a semi-weekly," this announcement:

"Results thus far in a circulation campaign being conducted by the two local newspapers indicate that most readers have a preference for the Kentuckian-Citizen, which is also published twice a week, and for that reason the Bourbon News is being discontinued from the schedule under which it was operated for many years.

"The names of all subscribers on the circulation list of the Bourbon News are being transferred to the Kentuckian-Citizen and in place of the newspaper these subscribers have been receiving they will hereafter receive copies of the Kentuckian-Citizens each Wednesday and Friday mornings."

A new paper is being published at Catlettsburg, the Boyd County Times, with Mrs. Goldia McCall as news editor and Phil Carter, advertising manager. It is an interesting paper, full of community news, and the Press wishes it success and support of the community which it richly deserves.

Congratulations to Editor D. M. Hutton and his staff on the splendid Easter edition of 32 pages of the Harrodsburg Herald. The pages were full of excellent reading matter and profusely illustrated as well as augmented advertising.

An Easter edition of sixteen pages, eight pages in two colors, was sent to the subscribers of the Russell County News, Jamestown, through the appreciated efforts of M. H. Bernard, editor, and Buel E. Gaskin, managing editor. Congratulations on a splendid edition!

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

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Press Association Officers

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

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Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Chairman; Miss Jane Hutton, Harrodsburg Herald; Mrs. Mark Ehrbridge, 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, 1889

Volume 12, Number 6

KPA Historical Series
Is Being Released In April

The first article in the historical series, sponsored by the KPA, was released on April 16, the others will follow every two weeks. Mats and proofs, or mats alone, are being sent to every paper in the state from Secretary Alcock's office with a request and hope that every editor will join in "telling Kentuckians about Kentucky in 1941, just as Kentuckians should tell the world about Kentucky in 1942-Sesquicentennial Year." One deserved tribute paid to the community newspaper editors is that they are super-excellent boosters for their communities; let each one, today, consider that the state is his community,

and boost for Kentucky, its beauty, its attractiveness, its heritage, its traditions. You can do this by publishing this excellent series of articles every two weeks.

Send In Your Entries For
The Annual Prize Contests

In other columns the call for entries in the 1941 contests is made. Read the regulations carefully, and then send a big bundle to the contest chairman. Disinterested judges will evaluate your entries—every entry will be judged solely on its merits. The chairman "dares" every editor in the state to enter every contest. The race is wide open and your name will look very attractive on one of the handsome silver sets. Will you send in those entries?

President Dyche Writes Letter

Under date of April 11, President Russell Dyche sent an inspiring and interesting letter to every publisher in the state. The Press invites you to read it again to follow its precepts. Especially, does the Press join in urging that every editor in the state join the KPA for the benefit that such membership brings now and increased benefits that will appear in the future. Let's make the KPA one hundred per cent strong in Kentucky!

Please Answer Questionnaires

The Kentucky Press and the Department of Journalism recently forwarded questionnaires to newspapers, requesting vital information for reference. The response has been gratifying, but a few editors have not, as yet, sent in the information. Will you look on your desk for the blank, fill it in, and mail it today? Your immediate cooperation will be appreciated.

A significant notice was printed on the front page of the Paris Kentuckian-Citizen in the issue of April 16. It read, "Subscribers not paid in advance receiving their last Kentuckian-Citizen today." The Press anticipates the time when every newspaper in the state will run a similar notice—when every paper has adopted the beneficial, life-saving policy and have profited thereby. Shall we add—eventually, why not now?

Fifth District Editors
Meet at Warsaw, April 4

With only three missing, the editors of the Fifth District met for a dinner and informal discussion at Warsaw, Friday evening, April 4, pursuant to a call from Frank Bell, district committeeman. The discussions on "shop talk" were enjoyed by the group present and, believing that such group meetings are thoro beneficial, the members will hold another meeting in Covington sometime in May. President Dyche, Chairman Armentrout, Secretary Alcock, and Editor Portmann were in attendance. A joint meeting of the First and Second District editors is tentatively planned for May 16 at Paducah. The Press urges that every editor in these districts should attend the Paducah meeting and take part in the informal roundtable discussions. Their value and inspiration cannot be overestimated.

Plan a Vacation Week-end
At Beautiful Mammoth Cave

You owe yourself a vacation. Why not take the week-end of June 5-6-7 for that vacation that you have been planning and join your fellow editors for the mid-summer meeting of the KPA. The program committee promises interesting discussions on pertinent topics, and invites your participation. Mark these dates on your calendar. Be sure to send your hotel reservations early. The following rates and accommodations are offered:

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.

Thirty years ago we thought we'd be all over our restlessness by this time. Keep your sub list up to date and it will help to keep you.

Frequency Modulation and Weekly Newspapers

Chairman of ANPA radio committee gives facts about FM and forecasts some of its possible future effects on the weekly press as reported in the New York Press.

Much interest in the possible effects of new developments in radio broadcasting was expressed by publishers at the recent NYPA convention. It was suggested in discussions that publishers give thought to these matters:

- 1. The possible effect of local advertising if a widespread system of frequency modulation stations is established.
2. The possible entry of such stations into the field of intensive local news broadcasting.
3. The investigation of the desirability of weekly newspaper publishers making application for frequency modulation stations.

An excellent statement of the nature and possible future effects of frequency modulation broadcasts was prepared for a recent meeting of Inland Press Association by J. S. Gray, publisher of the Monroe, Mich., News and chairman of the ANPA radio committee. His report follows (italics supplied):

"I don't think anyone can give a blanket answer to the question: What size town can support a radio station? I think it is just as difficult to answer that as it is to say in what size community another newspaper can be supported. In general, I would say that to start a radio station under normal conditions in a city of less than 25,000 population is a problem, and it probably will remain a problem for very close study even after frequency modulation comes in with the prospects that most experts ascribe to it. A radio station must, of course, be supported by revenue like any other institution, and a careful analysis of those knowing most about the conditions in that particular community would be the only safe guide.

"Frequency modulation is agreed by the consensus of engineers in the country to be something that will be a revolutionary innovation in broadcasting, with a particular advantage in the smaller communities. These advantages are claimed for it:

- "1. Freedom from interference with the signals of other stations. With the new system two stations could be operated in two cities thirty miles

apart on the same frequency and would not interfere with each other.
"2. A more faithful signal.

"At the time of the recent ANPA meeting in New York, Major Armstrong gave a demonstration in his apartment of an experimental broadcast from a station in Yonkers with fifty watt power. The station was several miles distant and had to come through all of the interference in New York, and he used his own experimental set for reception. The faithfulness of the reproduction was marvelous.

"The experts describe frequency modulation as having a 'third dimension' in hearing. It is a good term and is justified by that demonstration.

"Another remarkable thing claimed, and I think there is no dispute about it, is that over the station using frequency modulation as a medium, you can broadcast facsimile and telegraph signals at the same time with the same power and neither will interfere with the other. What practical use that will have remains to be seen.

"More important perhaps to us is the fact that the new system is cheaper both in installation and maintenance of the station. I believe the cost would be about two-thirds of the cost of the present type of equipment, and the cost of maintenance would be much less in proportion.

"Those are the facts about it on which everyone can depend. The question now is how it will come, what effect it will have on our present system, and what rate it will have. It is reported that the Federal Communications Commission has definitely allocated to this new system the lower bracket of 42,000 to 50,000 kilocycles. They appear to have cleared from those brackets certain government uses which previously blocked the way.

"The report further stated that consideration of the application for frequency modulation permits began January 1, 1941. Those now operating experimentally on frequency modulation said that forty channels would be abundant and would take care of the entire country for as many stations as could be foreseen. Major Armstrong said this would make possible two or three stations in every one of the smaller cities that could find a way to support broadcasting.

"Frequency modulation broadcasting will be made available to practically every area in the country as a result of the issuing of rules governing regular program service of this type, the Federal

Communications Commission has announced.

"Unlike standard broadcasting stations, FM stations will be licensed to serve a specific area in square miles. No person or group can directly or indirectly control more than one FM station in the same area and no more than one station anywhere, unless it can be shown that this will foster competition or provide FM service distinct and separate from existing services."

Liability for Errors in Ads

A law firm representing the Chicago Tribune wrote an opinion as to the liability of the publisher for errors in advertisements. This depends, it was stated, upon whether the ad is simply an "invitation to buy" or "a binding offer," as, for example: : : :

1. If a merchant advertises coats for sale at \$50, it is simply an invitation to buy, but

2. If a man advertises that he will pay \$5.00 for each copy of a certain book brought to him, it is a binding offer and he is legally responsible for the payment of this money.

There have been many and varied instances when a newspaper publisher has been taken to court because of errors in advertisements. The Tribune protects itself from this by including in advertising contracts a notice to the effect that it will not be liable unless a proof of the advertisement is requested in writing by the advertiser and returned to the company's office with the correction of the error plainly marked.

Trading With The Enemy

We denounce Hitler as an enemy of Democracy and of the World. One of his many major crimes has been the system of barter that he has introduced into world trade. It has been suggested that many American publishers might by the same token be "trading with the enemy" as they accept printing materials, advertising mats, half-tone cuts, and the like in exchange for advertising space which is the very life blood of their publications. All too often, they are accepting in value only a small fraction of the cost of the space they exchange, and always less than their cash customers pay. A great trouble is that other newspapers and legitimate advertisers suffer more than the offending publishers.

-Anonymous

Former State Editor Dies

J. Rogers Gore, 68, former Collector of Internal Revenue for Kentucky, died April 8 of a heart attack at his home in Miami, Fla. A native of Hodgenville, Mr. Gore learned the printing trade in The LaRue County Record office; established The Springfield Sun at Springfield; was a former editor of the Nelson County Twice-a-Week Record, Bardstown, and was a former editor and publisher of The Breckinridge Democrat, Hardinsburg.

He served as Chief Deputy Collector of Internal Revenue in Louisville and later, under the Wilson administration, became Acting Collector. He was the author of several books, including "The Boyhood of Abraham Lincoln." He was engaged in the printing business in Miami, where he had lived a number of years.

Publicize It—If you have a man who can prepare good advertising layouts for local merchants, give him some publicity; it may pay dividends. A Georgia paper ran a picture of an advertising layout man busy in the office, making it easier to sell advertising to merchants who were interested, but were afraid of having to prepare their own ads.

Used Car Ad Ideas—Variety in used car ads is rare, but a number of dealers are using an "appeal to the swappers." Here's an example: "Hey Fellows—Hoss Tradin' Time is here. Bring in your nag and swap for one of these registered thoroughbreds. We've been pasturin' 'em long enough. One of the finest corrals of 'Hoss Flesh' in Hortonville. Twenty-five more in pasture. Also some good harness-broke drafters some a bit windy, but will do a good day's work."

Here are examples of descriptions used on the cars: "1. A two-year-old filly—37 Plymouth DeLuxe. Totes double, four doors. Big feed box on tail gate to carry all luggage. Good shoes all around. She's a darn good family hoss. . . \$485.00 2. A two-year-old gray Ford 85 Coach. Ready for service. No spavins, curbs, or wire cuts. Feedbox on tail gate and all the trimmings. . . \$445.00 3. A fast pacer. Slicker than paw's buggy when he courted maw. 35 Chevrolet Standard 4-Door Sedan. Owned and driven by lady school teacher. . . \$325.00 4. Another yearling of the Chevrolet

strain, has music box and stove. Well shod. Is in perfect condition and guaranteed at only . . \$558.00"—*N.Y.S.P.A. Bulletin.*

Robert L. "Colonel Bob" Elkins, Lancaster, was appointed manager of the State Fair Horse Show by the Fair Board at a recent meeting. He has been a member of the horse show committee for many years and his new position of responsibility meets with the approval of his many friends in the Fourth Estate.

Lyman G. Barrett, editor of the Midway Blue Grass Clipper, ran the following announcement in his column: "Believe it or not, three of my five children will celebrate Sunday, March 23, as their birthday. The twins, now 16, were born on the fifth anniversary of the eldest son's birth."

Showing newspaper enterprize that was thoroly appreciated by his subscribers, W. R. "Bill" Bagby, issued an Extra edition of the Sandy Valley Enquirer following a gun battle at Carter City. Editor Bagby said, "I attended the inquest at three o'clock and the extra edition was on the street at six. We hustled to get it out, but the fun was worth the effort."

A recent overhauling of the Mountain Eagle office has just been effected. The inside of the building has received a new coat of aluminum and black paint,

with all the cabinets and stock shelves also getting a thorough going over with aluminum, and a cleaning from inside out. New office and printing supplies have been stocked, and many other noticeable improvements have been made in the past few weeks. Mr. and Mrs. W. P. Nolan, who purchased the paper in 1938, are to be congratulated on this, since this was the first coat of paint, and the Eagle office has stood for a good many years.

If you have talent and patience you can accomplish anything.

Leisure is just a dead weight unless we have a regular job to do at the close of our vacation.

Bush Krebs Co.
INCORPORATED
 LOUISVILLE, KY.

*Everything for PRINTERS
 except paper*

**ELECTROTYPES . . .
 . . . ENGRAVINGS
 SUPPLIES . . .
 . . . MACHINERY**

ED WEEKS



HOLD Those Eyes

With a Linotype Legibility Face

Modern newspapers have found that a Linotype Legibility Face betters their appearance—increases their readability—gets a better reception in their communities.

TRADE MARK LINOTYPE

Ask your Linotype man for specimens of the Linotype Legibility Group—

**IONIC No. 5 ★ EXCELSIOR
 PARAGON ★ OPTICON ★ CORONA**

Linotype Opticon with Bold Face No. 2 and Caledonia Bold

WHAT D' Y' LACK?

WHAT D' Y' LACK?

It's been a long time since most communities had stores with doorway barkers—sidewalk puller-inners—snaring passers-by with their persistent "What d' y' lack?"

No one misses those "good old days." No one is sorry to see the passing of the old open cracker-barrel, the dingy store interiors, the stale and slow-moving stocks of goods. Progressive merchandising and sales promotion have taken their place in the modern business scene, speeding the tempo of the business community.

Next time you go to your local stores, take a look at the window and interior displays, the stocks and assortments of merchandise, the tone of the interiors. Did you know that a surprising number of the modern improvements in storekeeping were pioneered by chain stores?

Among these are open displays of well-packaged merchandise . . . Refrigeration and sanitation . . . uniformity of quantity and quality . . . strict adherence to rigid standards and specifications for merchandise . . . full stocks and wide assortments of styles, sizes, and prices . . . guaranteed quality, fit, wear, materials.

By eliminating the in-between costs and antiquated methods of distribution mass distributors bring greater quantities of merchandise to consumers in your town, and sell it at prices that stimulate increased consumption.

When your townspeople's money goes further—when they can and do buy more—their living standards rise and more money is put into circulation for all the community. Chain stores, in thus helping make possible a better community life and better community business, perform a service parallel to that of the Newspaper itself.

**THE GREAT ATLANTIC & PACIFIC
TEA COMPANY**

**JUST LIKE HIRING
ALL 13 MEN FOR
ABOUT 3¢ AN HOUR**

YOU'D think you were lucky if you could find thirteen handy men who'd be willing to do your housework for about 3c an hour. (We don't mean one man for 3c; we mean all thirteen.)

You really *are* that lucky. For it would actually take thirteen skillful huskies to match the service you get from electricity for the same pittance!

It's easy and perfectly natural to take electric service for granted. Simply by plugging in you produce the miracle of light—cold for refrigeration—power for cleaning and washing—heat for cooking, toasting, ironing. Not to mention the million dollars worth of entertainment your radio brings you.

Yet half of our customers pay only seven cents a day or less for electric service. Almost all of them use at least three appliances. Many customers who use five or more appliances pay no more than ten cents a day!

Why is electricity so cheap? First because of our economies in operation and second because of your increased use of electricity. These have brought the price of electricity steadily down to where most customers get



about twice as much electricity today as they got 12 or 15 years ago for the same money. The average unit price is only about half of what it was.

Moreover you automatically cut your own rate every time you use more. The more you use, the lower the price.

We of the electric company are proud of these accomplishments. We pledge that, as in the past, we will continue our work of bringing you more and better electric service . . . at less cost to you.

KENTUCKY UTILITIES COMPANY
INCORPORATED

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