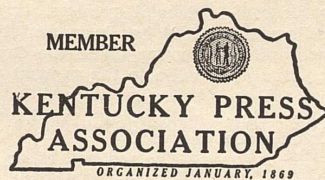




The Kentucky Press



**Volume Six
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November, 1934**

Code Is Benefit To Those Who Will Cooperate

By J. CURTIS ALCOCK
Regional Code Manager

There are nearly 300 non-metropolitan daily and weekly newspapers and commercial printing establishments in Kentucky that come under Divisions A-2 and A-5 of the Graphic Arts Industries Code, being administered by the Joint Regional Code Authority of Kentucky and the Joint National Code Authority.

Reports from over the state indicate that the code is working to the advantage of most of the establishments, but many of them complain of the code being violated. There are a few that pay no attention to the code whatsoever, according to information coming to the regional office. Some of them claim they do not come under the code, while others give different reasons for not observing the code.

In this connection it might be well to repeat that ALL publishing and commercial printing establishments come under some code. They do not have to JOIN the code. If they come in competition with other publishers or printers they are under the code and must comply with the code law. The code law is just as much a law as any other law and sooner or later those who violate the code will pay the penalties for violations.

One reason the code has not been enforced is due to the fact that complaints against violators have not been filed in the regular way. Publishers and printers do not like to file complaints against their competitors and for that reason, it is said, many printing establishments are doing job printing at less than cost and are not observing the rules in the Price Determination Schedule. There is only one way to correct this evil and that is for competitors to agree to observe the code in every respect and see that others do so. Complaints filed with the regional office will have prompt attention by the Fair Trade Compliance Committee.

Arrangements have been made with the Kentucky NRA Compliance Director to handle all complaints.

It is a violation of the code law to refuse to pay assessments for code administration and all those that have not paid will be cited for code violation. Everyone will be given an opportunity to show cause why the assessment has not been paid and if this cannot be done costs of the hearing will be added to the assessments. A large majority of the Kentucky establishments have paid code assessments, but many have not done so. These will be reported to the Compliance Committee at an early date. It is unfair to collect assessments from some and let others "get by" without pay-

ing. The Graphic Arts Code is a "Code of FAIR Competition"—and not a code of UNFAIR competition.

In the opinion of the writer, the Code is a splendid thing. The purpose of the code is to do away with cut-throat competition and to stabilize business—and it has the support of the Federal government. If the code is lived up to it will mean that all publishers and commercial printers—the small printer as well as the big printer—will benefit. If the code is violated, if the old cut-throat, dog-eat-dog methods of competition are continued, the publishing and printing business will never prosper. Any fair minded person will agree that this is true. Why not, then, cooperate and help make the code a success? Are you "doing your part?" If not, why not?

The regional office is prepared to answer questions about the code and if any Kentucky publishing or printing establishment desires any information about the code it will be furnished. It has been impossible for the regional administration manager to visit the establishments in Kentucky—for lack of funds—but hundreds of letters have been written to establishments explaining the code. If you are in doubt about any provision of the code, all you have to do is communicate with your regional office.

If you haven't a copy of the code, Price Determination Schedule for commercial printers, or other literature that has been sent to establishments coming under the Graphic Arts Code, write to the regional office, requesting same and you will be supplied. Ignorance of law, you know, doesn't excuse anyone.

The regional office is prepared to serve the publishing and printing establishments in Kentucky, provided requests are made for service. It is the duty of those knowing of code violations to report them. If you know of publishing or printing plants that do not have the Blue Eagle and are not complying with the code, please report them.

Remember this: The code will be of everlasting benefit to you if it is enforced. The way to have it enforced is to do your part and help get the "other fellow" to do his part. Let's do it in a friendly way—but let's do it!

Suggestions for Obtaining Cooperation from County Boards

Charley Helfenstein, Administration Manager for Florida, got the idea some time ago that it would be well to request all the Boards of County Commissioners in the state of Florida to cooperate with the Code Authorities.

The letter which Mr. Helfenstein used reads as follows:

"Various state departments of Tallahassee have agreed with this Graphic Arts Code Authority to place printing orders only with those plants fully complying with our Code.

"It is quite difficult to keep a perfect check on all the plants in Florida but it would be most helpful if you would bring this brief suggestion to the attention of your county board and to advise me if they will agree to purchase their necessary printing and to place the usual run of legal advertisements only with those plants and newspapers pledging to your board that they are fully complying with the Code.

"Most of the plants wish to do right in this matter. A few of them might innocently do otherwise. In view of the fact that the State departments have granted us this splendid cooperation, like action on the part of your board would be appreciated by our National and Regional Authorities. Please advise me promptly if you have such action written into your minutes at your November meeting."

Under date of November 14, we received a letter from Mr. Helfenstein, saying that he had received good cooperation from Boards of County Commissioners to date, and gave as evidence the following quotation from the Board of Lake County, one of the largest in Florida, in which there are ten or more printing plants. The quotation reads as follows:

"At the meeting of our Board of County Commissioners on Monday, a motion was passed that the county cooperate with you in your request relative to placing printing and advertising orders with those printing plants and newspapers pledging to comply with the Code."

We believe this idea may prove very helpful to some of our other Regional Managers, and it will, of course, greatly simplify the matter of getting compliance to the Code. It is a double-acting device, because it makes sure that the County Boards will buy only from complying establishments, and it also is a tremendous influence and inspiration in getting full compliance from establishments in such cooperating counties.

Go After This Business

Euthusiasm is one of the most creative assets one can possess. Probably one of the reasons the average publisher does not run a greater number of want ads is because he has never become enthusiastic over the possibilities.

WHY MISREPRESENT ?

A man who deliberately misrepresents another has committed a grave offense. However, there have always been people in every community who delighted in leaving a false impression concerning some one, or some business, etc.

Some people will misrepresent their competitor, thinking that they will be the gainer, and might be for a while, but it will eventually become known, and when it does it always rebounds on the one who has thus acted.

We have seen innocent people suffer on account of a misrepresentation of their character, and in various other ways, all on account of some misstatement of some envious person. There is a golden rule which it would be well for us all to follow: "If you can't say something good about your neighbor, don't say anything."

You take most campaigns for office, and there are always a few who will stoop to misrepresent their opponent. This is wrong, and one reason why we have never had any desire to be a candidate for office. You will hear one fellow speak, and you would think his opponent was the crookedest fellow in the world, and he will come along and tell you about the other fellow and you just don't know which one is telling the truth. In such cases we wonder sometimes if they both are not right in their assertions. If they are, then both should go down in defeat.

Occasionally you will find a business man who will misrepresent his competitor, thinking he will get business that his competitor has been getting. He might succeed for a while, but when you find a fellow like this he will finally lose the confidence of the people; and when he does he is going to get a hard fall; and he deserves one and has it coming.

Let us be square with each other, and when we say anything about anybody, let it be the truth.—Sallisaw (Okla.) Democrat American.

Prior to the recent dedication of the George Rogers Clark Pioneer Memorial at Harrodsburg, D. M. Hutton did much to insure the smoothly working program. Mr. Hutton is editor of the Harrodsburg Herald, and, in addition to his fine aid in handling the 30,000 persons who crowded the city to hear President Roosevelt make the dedicatory address, issued a 44-page edition of his paper. This edition carried complete information concerning the historical background of Harrodsburg, as well as the program of speakers who united in lending national significance to the event. Needless to say, the Herald benefited greatly by the large amount of advertising that such an occasion attracted.

Mr. Hutton was a gracious host and

took time from his other responsibilities to help visiting groups and organizations. For the Newsboys' band, representing the Courier-Journal and Louisville Times on the program, Mr. Hutton had special reservations for lunch.

Lawrence Herron, the young man who is successfully editing the Harrodsburg Democrat, also proved to be useful in the preparation of the ceremony. Mr. Herron, otherwise known as "Larry," was editor of The Kentucky Kernel, official student semi-weekly of the University of Kentucky, during the 1932-33 school year, and has been associated with the Democrat since his graduation.

The following article from the Publishers Auxiliary is recommended to our Kentucky newspapers for serious consideration. The University library is willing to cooperate with the newspapers of the state in forming such a room at Kentucky, as has been pointed out by the Press in former issues. If the editors wish to help in forming a reading room at the U. of K., the editor of the Press will make all necessary arrangements. Let me hear from you!

* * *

Approximately 200 Indiana newspapers have joined in forming the nucleus of a newspaper library at Indiana university which opened last week to students, faculty members, and visitors to the campus.

W. A. Alexander, librarian, and Ralph Norman, acting director of publicity, have provided space in the newspaper reading room at the library for these Hoosier newspapers.

The newspaper library is one of the largest current libraries of the kind in the Middle West and 147 dailies and 57 weeklies are available to readers. All sections of Indiana are represented and eventually very newspaper published in the state will be received at the library.

Indiana university is said to be the only university other than Texas to furnish such a library of newspapers to its students.

This additional service will furnish

journalism students an opportunity to journalism practices of editors throughout the state. It will give all students a contact with their home towns. After display in the library the newspapers will be put to further use by various departments in clipping references pertinent to their needs.

Kentucky weekly newspapers furnish the major portion of the material used for a 15-minute broadcast each month from the University of Kentucky studios of WHAS. The program presents each month Niel Plummer, instructor in freshman and sophomore journalism courses at the University; John F. "Sunny" Day, editor of The Kentucky Kernel, student newspaper, and a Lexington newspaperman.

The last broadcast occurred on November 21 and an editorial from the Providence Enterprise on "weather signs" launched a discussion of the numerous freaks that had been brought into the various offices during the month. Significant news stories also were discussed and the special editions of the Morehead Independent and the Harrodsburg Herald were complimented.

Among the other features gleaned from the state papers were the Green-up News' difficulty with subscribers who sent in copyrighted poems for a literary column, and the promise of the Georgetown News to take a signed pledge in consideration for "leaving out" certain news items telling of the pledgee's recent difficulty after partaking of "sundry cereal potatoes," as the News put it.

The next broadcast will be at 1:15 p. m., December 19.

You are urged to scrutinize carefully all classified advertising copy sent you from sources of undetermined reliability. During recent months there has been a veritable avalanche of copy of this nature resulting in fleecing subscribers to newspapers. In all cases, there is always an after-effect through a resentment toward the newspaper in whose columns the subscriber saw the advertisement and fell for the scheme.—California Bulletin.

**INTRODUCING**

on our left

ED. WEEKS

The new Manager of our printers supply department. After 15 years association with the Bush - Krebs Co. he succeeds our old friend Harry Meyer.

Ed. is okeh — he'll be seeing you.

F. P. BUSH, Pres.
BUSH-KREBS, Incorporated

408 West Main Street Louisville, Kentucky
Engravers — Electrotypers — Printers Supplies

Kentucky Press

Official Publication of THE KENTUCKY
PRESS ASSOCIATION

VICTOR R. PORTMANN Editor

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Chairman Legislative Committee:
B. B. Cozine, Shelby News, Shelbyville.

The fair trade practice committee of the Kentucky graphic arts industries met Tuesday, December 4, at Louisville.

The committee heard complaints filed against certain newspaper and commercial printing establishments in the state that have failed to pay assessments for code administration. Representatives of these establishments were asked to appear and show cause why they have failed to pay assessments, which is in violation of the graphic arts industries code.

Members of the committee are W. A. Beatty, chairman, Winchester; Joe Richardson, Glasgow; R. L. Elkin, Lancaster; Roy Munford, Morganfield, and Herndon J. Evans, Pineville.

WHAT IS A NEWSPAPER?

"The newspaper has become the public market place. Newspaper advertising creates the trade upon which the foundation of the community is laid. This is a social service of the highest order, for it makes known the new and better things of life, creates new desires, inspires people to work harder that they may be fulfilled, thus leading to a standard of living that is not equaled outside of America.

"Into this development came the newspaper. Producers, manufacturers, retailers—every one with anything to

sell—turned to the newspapers as the medium through which to reach a larger market.

"Newspaper advertising has become the voice of business. Through the newspaper the seller can tell his story to the millions—when, where and as frequently as he wishes—at a minimum cost. No other medium of advertising has ever taken its place.

"This is not only a service to the manufacturer and retailer, but a service to the consumer—who learns through newspaper advertising when and where to buy and what to pay."

The demands made by a community upon its publisher are equal to or greater than, those made upon men in public office. His aid is sought upon every conceivable project. He must spend at least half of his time outside of his own place of business, and must make everybody's business his business. No one ever asks a newspaper man if he has time—time is about the only commodity he is blessed with, and he is expected to use it liberally in the interests of his town.

He is supposed to contribute to every cause and work for every public interest—but if he asks for work, the cry is raised: "Oh, yes, sure the newspaper wants to make money!"

A newspaper is looked upon by many as a sort of a divine agency—that God will care for it as he does for the lilies and the sparrows. Well, being neither, we can't say—but our experience has been that God helps him who helps himself.—Fairfax (Minn.) Standard.

EDITORIAL COLUMN IMPORTANT

Many editors believe in editorials but find themselves too busy or too lacking in new ideas to get them out. Nevertheless, no paper reaches the full height of effectiveness without a live, home-written editorial column. And we doubt if any editor reaches the full height of enjoyment in running a country paper until he learns to look forward to the writing of his personal comments each week. We'd like to see a hundred Kentucky publishers begin the new year with a regular editorial column.

What is the center of gravity, or the pivotal or focal point of a newspaper? Is it the news, or the correspondents' department, or the public forum, or the display advertising, or the want ad department, or the feature page, or the comic section, or is it the editorial department? We believe it is the latter. The newspaper is a reflector of conditions and activities of the community, state and nation and from this reflection the editor gathers and crystallizes the ideas which he expresses in his editorial column. It would seem then, that the editorial column was

the final focal point of all of this activity and it explains the reason why every newspaper should have a good live editorial column.

Interpretation of Section 7-A

An establishment recently wrote us: "That famous Section 7-A of the National Recovery Act has been and probably will continue to be a much discussed matter in relations between employer and employees.

"Many printers and publishers are vitally interested in this question and it is our belief that an interpretation (if possible) would be very interesting and enlightening.

"Organized labor has used Section 7-A to force signed contracts for the Closed Shop. In my opinion a signed contract is not necessary provided there is collective bargaining and wages and hours are mutually agreed upon.

"If an opinion could be obtained from competent counsel it would be something of interest to all publishers, whether they operate in organized communities or not."

We took the matter up with Ernest A. Gross, General Counsel of the NGACC from whom we have a reply which reads:

"In reply to your letter of November 16, may I point out that it has been repeatedly stated by responsible NRA officials that Section 7-A does not place upon an employer or employee the obligation to sign a collective agreement. The requirement is that representatives of the Board has ruled that bona fide attempts must be made by both parties to attempt to reach a mutually satisfactory agreement.

"There is no requirement of a written or even oral contract."

Vance Armentrout, executive editor of the Louisville Courier-Journal, and Grover Page, editorial cartoonist for the same paper, will be two of the guest speakers at the Kentucky High School Press Association meeting, to be held December 7 and 8 at Danville. Other speakers will be Niel Plummer and Prof. Victor R. Portmann, University of Kentucky.

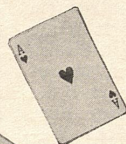
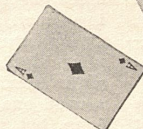
Centre College will act as host to the delegates from high schools throughout the state. Robert Wisner, Centre student, and Mr. Portmann, who is director of the association, are in charge of the program. Prizes will be awarded for winners in contests to determine the high school papers with the best makeup, content, etc., and Mr. Portmann will conduct the selection.

Last year the KHSPA met at Lexington, with the University of Kentucky as sponsor.

Which Hand Would You Bet?



This hand is a "full house"—the dealer says so. But would you play it without definite knowledge of what the "full house" consists?



You know this "full house" is "worth the money"—you see what's in it. It's worth your bet every time.

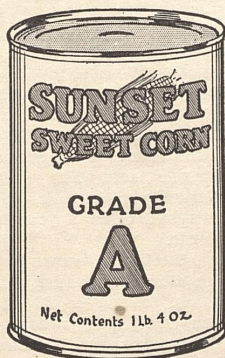
TO THE average housewife, chief buyer of canned foods, buying fruits and vegetables under a grade label would be about like playing the above hand. She must buy on somebody's word rather than her own knowledge and preference.

Until the time when all consumers of canned foods have a standardized, technical education equipping them to understand the mysteries of grade labeling, and until their tastes also are standardized, it seems extremely doubtful if such a system of labeling on food products will find favor or acceptance.

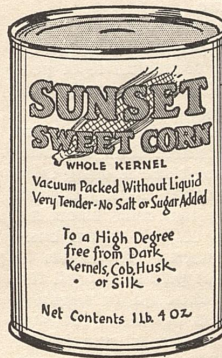
Descriptive labeling of canned foods, proposed

by the canning industry to aid consumer, dealer and grower "lays the cards face up on the table." Everything the canner is able to state definitely and accurately about the product in the can—style of pack, maturity, number of pieces or servings, size, color, freedom from defects, etc.—are all plainly told in common household terms.

Brand names are continued, the canner's constant desire to increase consumer preference for a particular brand, because of superior quality, is strengthened, the consumer knows what she is getting—and gets what she wants; the dealer is protected—the grower benefited.



The canning industry submits its case against compulsory grade labeling, to the buying public. Their decision is the only correct decision, the one which will guide future activities of the industry.



National Canners Association

Ideas That Have Built Up Community Goodwill

"The newspaper that is to acquire the greatest of all newspaper assets, recognition as a community institution, must render service to the community as a whole as its contribution to the community welfare. It is the newspaper's job to promote the town as a trading center; to induce the farmers and their families to visit the town, to make them feel at home there, to feel they are a part of the community of which the town is the center.

"The newspaper that does these things week after week, year after year, will have no difficulty in finding subscribers, or in finding merchants to buy its advertising space."—Wright A. Patterson.

Many Minnesota publishers have found that they can get more news with less effort by asking each organization in the territory to appoint its own correspondent. It is claimed greater interest can be aroused and more news obtained and the correspondent becomes more loyal to the newspaper.

Another publisher experimented in using the back shop help and found they could dig up many items which otherwise would not have gotten into the newspaper.

A Washington newspaper worked up a profitable edition on "Comparative Prices." The advertisements by various firms compared today's prices with prices in 1929. It produced good results for the advertisers and sold additional lineages for the newspaper.

Interview local business and professional men on where and how they met their wives, and run one man's story each week under a standing head. This has been found to be a good local feature.

Your "Twenty Years Ago This Week" feature can be pepped up by using old halftones of prominent local persons and town scenes that many publishers have stored away.

A feature idea that is causing more week-to-week comment than anything that has happened there is being tried by the Good Thunder (Minn.) Herald. This paper runs two solid black silhouette pictures of well-known business men each week. The names of these men are not published until the following week, although occasionally a hint is given as to their identity. The best part of the scheme is the small amount of trouble and expense incurred. The pictures are carved directly on a linoleum block from which they are then printed.

Run a Vox-Pop page wide open and enthusiastically, stopping short of libel and personal abuse, and encourage the uneducated man, who writes with difficulty, to unburden himself to the

publisher, the thought then being passed on to other readers.

Run a little department at the top of a column on the editorial page under the heading, "Tips." This department should be composed of from three to half a dozen purely impersonal items, describing amusing episodes purported to be facts but really imaginary. For example:

"This time we shall not tell the name of the young man who, in the park Tuesday evening, had his arm around one of the pretty girls of the town, but we advise him to select a less conspicuous seat than a bench directly under an electric light."

Community Reminiscences was for several years one of the big circulation producers of the Western Star, published at Lebanon, Ohio. This is work for an old man or old woman, not necessarily a trained newspaper writer, whose personal acquaintance goes back two or three generations, and whose interest goes back even further than that.

Next to flowers, birds are the brightest and most beautiful things in nature. Every community has material for an interesting series dealing with the local and migratory birds. Plain cuts for children to color offer a good medium for a contest.

If you feel that you must have a subscription contest, conduct it yourself. The profits, if any, will then be yours instead of accruing to the bank account of some contest manager.

There is one form of advertisement which looks well on the front page and which subscribers welcome in that position, namely, the display which announces some feature or service of the publication itself. An index of contents is another excellent thing for a front page.

Country correspondence deserves better editing and news valuing than it receives, in many cases. Scanning this class of matter reveals many good stories hidden away in three-line items which, without elaboration, are worthy of being lifted from their regular position and given boxed prominence on the front page.

Run at the top of a first page column a little department under the heading, "Clean Up." In this department call attention to every broken sidewalk, every rubbish field, vacant lot, every obstructed street; in fact, to everything that needs cleaning up.

Handling history as though it were "spot news" dealing with momentous occurrences in the discovery of Florida and other things of historic background, the Florida Keys Sun has published first page features which have aroused a great deal of interest, especially among pupils and teachers.

Scott Snyder, publisher of the Dallas County News, a weekly paper at Adel, Iowa, says:

"If the circulation of your newspaper is below normal, and the people who usually subscribe for it have no money, trade with them. They will welcome the opportunity." Mr. Snyder found that it was easy to dispose of dressed chickens, honey, apples, potatoes, popcorn, nuts, canned fruit and vegetables, turkeys, beans, geese, or what have you.

The annual clean up, paint up and fix up editorial deserves an immense amount of thought and much careful preparation. It is just as important to dress up your town as it is for the citizens to dress up.

Next to the homes, the place where the newspapers will do the most good is in the schools. Encourage the high school teachers to keep files by providing them with free copies. This method has resulted in making the local newspaper a subject of study in many schools, and through the cooperation of teachers and pupils, has made the schools sources for the obtaining of news and the development of reporters and correspondents.

Visitors to the new home of the Newton (Kan.) Evening Kansan-Republican, will find one commodious, well-lighted and well-furnished room. Everything is arranged to give the room a homelike appearance—rugs, pictures, rocking chairs. This room is capable of seating about 200 persons, and is known as the "Good-Will Room." Since its opening less than a year ago it has come to be recognized as a valuable asset to the community.

The Johnson City (Ill.) Progress put over a unique stunt in the form of a "Baby" feature to greet the New Year. It consisted of a page of ads of about a dozen firms in the town stating what each would give to the first baby born in Johnson City in 1930. The gifts included shoes, wool coats, baby blankets and various other things. One dealer donated a pint of milk a day for one week. The ads were arranged attractively with New Year's greeting cuts and other appropriate embellishments.

Stories of travel by local persons are always interesting to the folks at home. Frank A. Bayrd of the Malden (Mass.) News made a trip to the Passion play at Oberammergau the basis for an excellent feature for his paper.

Stories of the thrilling and human interest order and dealing with historical and current phases of the community and life in the region, create much interest. Frequently the characters are drawn from real life with only a thin disguise of fiction

surrounding them. Some publications are adding more interest by making awards to the reader who submits the most acceptable titles for the serials.

There are many schemes—contests, premiums, etc.—for getting more readers, but increasing the number of readers does not always result in building permanent circulation. The best circulation-building method is one which promises renewal when subscriptions expire.

An imported solicitor may not be so good as one selected from the community. The latter is generally well-known, needs no introduction and is acquainted with the publication he is selling. He is interested in preserving his reputation and is not likely to make extravagant promises and misrepresentations which later will react upon the publisher.

One Texas daily found that it didn't pay to talk depression; instead it features "good news" on page one. While other papers talked of depression, here is the way the Austin American took advantage of the situation. It published in a five-column page-one box a summary of many lines of business, with comparisons over the past decade and the prospects for the next five years. Every comparative figure, even including bank deposits, was positive, and prominent handling of these figures won favorable comment.

The press association that is boosting for its home section is doing the proper thing. Business, like charity, begins at home, and the fellow who is doing the most for general business is the one who is attending strictly to his own.

The newspaper which pays proper attention to the reading interest of women is the one which gets results for its advertisers. The best reason for employing women on newspapers is that they know the news that is of interest to the sisterhood.

The Dalton (Ga.) News finds that, while local cuts are somewhat expensive, they pay handsome dividends. The editor has for some time carried a local feature, "Then and Now," pictures. One cut shows a business section or some other locality of the town as it appeared a quarter of a century

ago, and below it a cut showing the same spot as it is today.

The Saugus (Mass.) Herald used its valuable advertising space to advertise for a home for a cat, and thereby pointed a lesson for advertisers in general. The ad bore the heading, "Cat Wants Permanent Home," was entertainingly written in the first person and signed, "Tom, the Homeless." It brought more than one hundred replies in the finding of homes for dozens of cats. A quarter-page display pointed the moral that "If the Saugus Herald can do so much for a cat—a yellow one—why cannot it do as much and more for your business?"

The Clarkeville (Texas) Times recently ran a three-column ad on page one, celebrating its fifty-ninth birthday. The ad was illustrated with a cut of a pioneer family traveling in a covered wagon. This is one of the little ways by which you may advertise your newspaper.

A review of the preceding year in the form of a county chronology was a feature of the first issue of a new year by the Wyoming (Ill.) Post-Herald. It covered all the significant events that had occurred throughout the county during the twelve-month period, arranged in chronological order. Nearly seven columns were required to carry all the matter.

The realization that old newspaper files are one of the most important sources of historical data has recently become widespread. Not many editors, however, have had the vision—nor the opportunity—to collect historical matter over a period of years, thus forming an important and valuable adjunct to the files.

The newspaper that is to win must lead. It must lead the thought of the community, and it cannot do this with exhaustive editorials nearly so effectively as it can with the personal item which identifies the individual with the work attempted. The editor who gives his readers only those things which duty requires, will never realize all the opportunities his field offers. The development of striking local features contributed by people of the community will help the newspaper

more than anything else that can be printed.

A new editor has been added to Kentucky's list. Mrs. J. I. Brown, whose husband publishes the Crittenden Press at Marion, is now editor of the Livingston County Enterprise, at Smithland.

TRADE LINOTYPE MARK

You can set
the whole paper
with a
LINOTYPE
EQUIPMENT
like this:

36 pt. Bodoni Bold

HOW is o

30 pt. Bodoni Bold Condensed Caps

HOW IS ON

21 pt. Bodoni Bold

HOW is one to

12 pt. Bodoni Bold

**HOW is one to assess a
HOW is one to assess a**

8 pt. Excelsior No. 2 with
Bold Face No. 2

**HOW is one to assess and eval
HOW is one to assess and eval**

● A single Two-in-One Model 14 Linotype will carry all that variety of sizes and faces. It will set practically the entire paper as well as a wide range of job work. Many other equipments can be arranged to meet your own requirements. Let us go over your paper with you, and see just what a modern Linotype can do to save you time and money.

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

**MERCENTHALER LINOTYPE
COMPANY**
BROOKLYN, NEW YORK

Linotype Bodoni and Metro No. 2

TRADE LINOTYPE MARK

Tired Of "Tax Free" Fame

Torrington, Wyoming, has been heralded from one end of the United States to the other as one of those "tax free" towns whose municipal electric plants make so much "profit" out of their operation as to defray all taxes which otherwise would have to be levied for the management of municipalities.

Tired of this false fame which was so gratuitously forced upon it influence of municipal ownership promoters, the people of Torrington voted to relinquish its nation-wide reputation, confessing that their town was not "tax free" at all, as though such a thing were possible for any town; that they had simply been paying taxes in the form of electric bills; that their electric rates were made high enough to enable them to do that.

It was costing them more to run the town by paying their taxes in the form of electric bills, through their municipal system, than in the ordinary way.

Taxes by another name (electric bills) are taxes just the same, according to Torrington citizens.

Citizens in towns served by the Kentucky Utilities Company and Associated Companies, not only enjoy good electric service at low rates, but in addition receive substantial financial assistance in the form of taxes toward defraying cost of government operation.

These Companies paid to the State of Kentucky and its taxing units \$569,985.75 for 1933 taxes. In addition other taxes paid amounted to \$145,868.99, making a total of \$742,854.74 for the year.

Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES