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# The Kentucky Press

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



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## Every Newspaper Should Establish A Reference Library

By OTIS LEE HARRIS

No newspaper is too small to need a morgue. The value of its future life depends upon such; and when such a reference department can be operated under a system that is neither complicated or expensive the editor is ignoring his greatest source for the development of future copy.

Not every one can afford to purchase a filing cabinet adaptable to his needs but every newspaper can afford a half a dozen heavy cardboard boxes and some 300 manila envelopes. Manila envelopes are mentioned because of their cheapness and durability.

The most practical size is 5 by 8 inches. The nearest to this is the standard size 5 by 7½ inches. Place the envelopes in the cardboard boxes in an upright position with the flaps to the right, and then begin work.

Classifications which will suggest themselves to the editor are "News," "Features," "Circulation," "Advertising," "Editorials," "Promotion," and the like. With your morgue just beginning its infancy, it is better to forget all manner of "Classifications" as the above and lend your efforts to reason and common sense. Do not make any classifications until you have considerable material to sort and then let the nature of the material be the guide.

Do not limit your morgue activities to clipping from your own newspaper. Clip from other sources such as trade magazines, and occupational magazines relating to industries of the community. Besides this write down the data that occurs to you from time to time that never finds its way to the newspaper, such as dates and circumstances of public improvements, the tearing down of old buildings and the erection of new ones, the changes of administrative officers in the church, school, etc., and above all the record of all births, especially so if in prominent families.

Work is required to keep the morgue in proper condition, but such work more than pays the editor for his efforts.

Probably the greatest fault with editors just starting their morgue is the fact that they are apt to become "scissor hounds," enter into a wholesale clipping spree and gather together loads of material which have little or no connection with the community in which their newspaper operates. So begin simply and grow naturally and keep this one idea in mind—your morgue contains information that cannot be obtained from any other source, information that may in the future be vital and has to be had at once to be of any value.

When the morgue has grown to such an extent that the cardboard boxes will no longer accommodate the manila envelopes, they should be transferred to some sort of filing cabinet and if possible one of steel or other fireproof material. The value of your morgue is unestimable and its loss by fire or possible theft cannot be replaced.

As the morgue grows a system of cross-filing will be found to be of value as such will serve to show at a moment's notice the data available on any given subject. Cards the 4x6

size are convenient for this and can be made to serve a double duty, namely, to serve as an index to the envelopes in the larger file, and also contain brief data about the subject.

Paralleling the usefulness of the morgue is the editor's reference shelf of books and magazines which must be referred to in order to answer the various questions that come to the editor in his role as a sage and prophet in his community.

The list that follows was compiled in view of the fact that the average editor has a limited amount of money with which to furnish his library. Many books or magazines not listed here are undoubtedly of value to the editor in his work. Those listed have been selected as a minimum with which the editor can efficiently work.

Books: Dictionary, Bible, World Almanac, Sports Record, Encyclopedia, World Book of Facts, Local History, White House Cook Book, U. S. Postal Guide, Book of Synonyms, State Statutes, U. S. Census, Boy Scout Manual (first aid book), Book on Rhetoric, A Good Thesaurus (Vizately's Roget's), Familiar Quotations, Book of Games, Recreation, etc., Spaulding's Sport Rule Guide (Football Baseball, Basketball, etc.), County Atlas, Atlas of World.

Magazines: Literary Digest, Time, Home and Garden, Popular Mechanics, Saturday Review of Literature, Consumer's Research, Glass Magazine (according to chief occupations of community).

Newspapers: Sunday Edition of New York Times, Nearest Metropolitan Daily, Exchanges.

Trade Books: McDougall's Reporting, Bush's Court Reporting, Allen's Book on Makeup, Crossman's Law of the Press, Harrington's Feature Writing, Allen's Country Journalism, Barnard's Business Administration.

Trade Magazines: Editor and Publisher, Publishers Auxiliary, National Printer's Journal, The Writer's Digest (a market guide).

Also state and national agricultural and other bulletins.

### PROTECT YOUR NEWSPAPER FILES

Transcriptions of deeds, mortgages and other important public documents are kept in fireproof vaults. Collectors of books, manuscripts, bibelots and antiques of various sorts, next to possessing them, are most concerned about securing a safe place in which to keep them. The protection of valuables is necessary before one can obtain insurance as a recompense for their possible loss.

In spite of the great value of newspaper files, as records, there is less attention paid to protecting them than to records of other sorts. It is exceptional, rather than the custom, to keep the files under lock and key, and more exceptional to find them in fireproof vaults. Where the publisher is not in a position to provide this protection, it should be the concern of the community to do so.

Should the files be destroyed, it would take a lot of digging to supply the local history which they contain. Now and then an old resi-

dent keeps a complete file, but in many cases the only one extant is the one kept in the newspaper office.

### ASSIGNMENT AND MORGUE

An assignment book properly posted and a well kept morgue provide efficiency and relieve many editorial burdens. The chief important of an assignment book is not that it furnishes a record as to which reporter covered a story, but for its memoranda regarding coming events. On the smaller papers, where the editor relies upon a small staff or covers much of the news himself, there would seem to be little need for a record of reporters' assignments. However, where two or more persons are writing news it is advisable to keep some sort of a record of their assignments.

The ideal assignment book has a page for each day of the year. When something of news importance falls upon a future date all the editor need to do is turn to that date in his book and make a memorandum. When the date arrives he has the matter before him and there is no chance to overlook it. The more extensive the notes he finds, the better is his line on the story.

No newspaper is too small to need a morgue—a repository of clippings, items of information likely to figure in the news, pictures, cuts, mats, etc. Work is required to keep the matter properly filed and indexed, which becomes necessary when no such record is kept. A little system in connection with the morgue will save much time, labor and worry and be a vast aid in a better presentation of the news and a generally improved publication.

The assignment book should contain references to the morgue. When the editor opens his book for the day and sees the notation, "morgue," in connection with an entry he knows immediately there is something in the morgue pertaining to that story. The nature of the story will generally suggest whether it is a clipping, a name, a news lead, a picture or what not. If the entry has been more specific than merely the word "morgue," his work is further simplified.

There is no greater bane in newspaper work than the correct initialing and spelling of names. The best-natured subscribers cannot escape being irked when he sees his name misspelled or with the wrong initials or Christian name. Both assignment book and morgue can be made to serve a good purpose in the proper recording of names. Many editors make a special point of verifying names before entering them in the assignment book and also make a similar verification before filing material in the morgue.

If your newspaper is to be a good advertisement for your town—when you send it out into the world—it must be "newsy." "Newsy" means plenty of names on every page.

It is best that the newspapermen serve two masters. Keep your subscribers on a paying basis, give them their money's worth, and the circulation problem will be greatly diminished.

### HIGH SCHOOL JOURNALISTS ATTEND 12TH CONVENTION AT UNIVERSITY KENTUCKY

One hundred and fifty-four Kentucky high school students from schools participated in the activities of the twelfth annual convention of the K. H. S. P. A. held at the University of Kentucky, December 11-12. Five sessions, presenting different phases of journalistic interest, were held during the two days.

Lexington newspaper men, along with members of the department of journalism faculty, participated in the program which was arranged by Prof. Victor R. Portmann, director of the high school press association. Welcomed to the university by Prof. Enoch Grehan, head of the department of journalism, and Dr. Frank L. McVey, president of the university, the high school journalists first listened to addresses by Lexington newspaper men, and then questioned them concerning their special interests.

#### Newspapermen Speak

Among the newspapermen who spoke at the convention sessions on Friday were Olin Hinkle, managing editor of the Lexington Herald; Gilmore Nunn, publisher of the Herald; Joe Jordan, Lexington Leader columnist, and George ("Brownie") Leach, Leader sports editor.

At lunch Friday in the university commons the delegates heard Dr. Frank L. McVey, president of the University, express the opinion that Benjamin Franklin was America's greatest journalist.

Later in the day the delegates were guests at a tea at Maxwell place, home of Dr. and Mrs. McVey on the university campus. Here they met the major students in the department of journalism who assist in entertaining.

Friday evening the Lexington Herald and Lexington Leader joined in entertaining the high school students at a banquet at the Lafayette hotel. The principal speaker was Prof. W. S. Webb, head of the university physics department, who presented an illustrated lecture on the "news records" left by the prehistoric dwellers in Kentucky and in the T. V. A. basin. Professor Webb directed in 1934 the archeological work in the Norris dam valley. Following the banquet and address, a dance was held for the delegates in the Gold room of the hotel.

#### Round-Table Discussions

On Saturday morning the high school journalists split into interest groups for round-table sessions with members of the department of journalism faculty. Professor Grehan conducted the discussion on editorials; Dr. Marguerite McLaughlin conducted the news writing session; Prof. W. S. Plummer discussed feature writing. Professor Portmann presented the problems of make-up and typography, while Charles Hoy and Danburg, high school faculty advisors, led discussions on press books and mimeograph papers, respectively.

The convention closed Saturday afternoon at a luncheon session in which the winners of the various state-wide contests for excellence in journalistic work were announced by Professor Portmann.



# Correspondents Listed As 'Casual' Employees

In those states where unemployment laws under Federal Social Security Act have not been passed before next January 1, employees will be governed by regulations set forth in the federal act. In making inquiry regarding ruling on whether or not "country correspondents" are to be considered as employees we have received the following answer:

"It is extremely doubtful whether a ruling could be secured from the Commissioner which could be used by your members generally, for the reason that it is not the policy of the bureau to issue an opinion on a tax question except in specific cases. In order to secure an opinion that could be definitely depended upon to settle the case it would be necessary that each taxpayer present his problem separately. Upon the receipt in this office of a request for an opinion, if such request contains all the facts, including the name of the taxpayer, and, if possible, a copy of any agreement which exists between the newspaper and the country correspondent, an effort will be made to secure a definite opinion."

This question is very important to publishers of newspapers not having more than eight employees because the inclusion of correspondents will practically make every one of them subject to this taxation without benefits. The general interpretation where individuals are subject to supervision and direction only as to results obtained and not as to manner of obtaining results that they are not employees, seems to answer the question that generally speaking correspondents are not employees and most publishers are taking this stand and not reporting them as such. However, it would be well to comply with the request made, and by bombarding the Internal Revenue office with such queries it may be that a general opinion will be rendered.

Among states which have passed unemployment regulations and have ruled on this question, are New York, California and New Hampshire. We quote official rulings in these three states:

**NEW YORK — "NEWSPAPER CORRESPONDENTS.** 208. 5. Question: Are newspaper correspondents who contribute occasional news items considered employees?

Answer: Newspaper correspondents who contribute occasional news items at a stipulated remuneration but whose time and effort are not subject to control, are not considered employees of the newspaper."

**CALIFORNIA — "RULE. NEWS-PAPER CORRESPONDENTS AND CASUAL CONTRIBUTING WRITERS.**

When newspaper correspondents, and casual contributing writers are not employed upon a salary basis by employers, they are then deemed independent contractors; and no contributions shall be payable upon the earnings of such persons. (Unemployment Reserves Commission rule. Adopted January 25, 1936.)"

**NEW HAMPSHIRE—"COUNTRY CORRESPONDENTS OF A NEWSPAPER AS INDEPENDENT CONTRACTORS.** Q.—Are "country cor-

respondents" of a newspaper subject to the unemployment compensation law?

A. In most circumstances "country correspondents" of a newspaper are considered independent contractors and not employees."

Regarding question on carriers, Elisha Hanson, general counsel for ANPA, says:

"My suggestion is that where carrier boys are carried as employees on the books of the publisher they should be so reported. Where they buy their papers at wholesale and sell them at retail and are not carried on the books as employees, they should not be reported as employees. Where the boys are employed by a route agent or a subcontractor, it is up to that individual to determine what he shall do and not up to the newspaper."

"The whole question is one of employment, and this goes as to the country correspondent also. If they are full time employees they should be reported as such. If they merely sell on a special basis they are independent contractors. If they are part time employees they should be reported, but if they are merely subject to call not only by one but by many newspapers and are not subject to supervision of their work or direction or control, they should not be reported."

Mr. Hanson points out, also, that: "Unless an employee is specifically exempted under the terms of the Social Security Act, the taxes must be paid on his earnings, irrespective of how large they may be or how little benefit he may expect to obtain in the event of unemployment. The law covers all employees except those specifically exempted."

"If commission form of remuneration is paid solicitors who are employees instead of straight salaries, then an account must be kept of such payments and taxes paid thereon. It does not make any difference whether the earnings are in the form of commissions or salaries if the person is an employee. . . . The law makes no distinction as to executives. The question involved is one of employment. . . ."

## Lottery Advertising

So many inquiries have been made in connection with the advertising of bank nights and community lottery events, that we are reprinting pertinent comments made on this by the Solicitor of the Post Office Department:

"SECTION 601 of the Postal Laws and Regulations, 1932 (18 United States Code 366), makes unmailable all matter concerning 'any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance,' and imposes a penalty upon those depositing or causing such matter to be deposited in the mails.

"Due to the endless variety of prize schemes, the Department has never attempted to lay down any set of rules which would cover all such enterprises, it being the practice to consider each particular scheme upon its own merits. Generally speaking any plan in which

the prizes are awarded by some method involving chance falls within the purview of the statute.

### Court Defines Lottery

"The courts have generally defined a lottery to be a scheme wherein something of value is exacted from participants for the chance of winning a prize. Thus, we have under this simple definition the three elements of consideration, prize and chance.

"But under that definition there arose the questions of what amounts to a consideration, what constitutes the element of prize and what constitutes the element of chance.

"As to what constitutes the element of consideration, there long ago arose the question of whether, if a person were given full value for his money in merchandise and in addition thereto a chance to win a prize in a drawing, there existed the element of consideration necessary to render the scheme a lottery under the statute. This was settled by the Supreme Court in the case of Horner v. United States reported in 147 U. S. at page 449.

"Any benefit moving to the promoter of a scheme or any inconvenience suffering by a contestant such as going to a place of business to register his name and address is sufficient to constitute the element of consideration.

### Prize Element Unimportant

"The element of prize has not been the subject of so much controversy as to whether a scheme was a lottery if the award of the prizes was dependent only in part upon chance. This question was amended to embrace all matter concerning any lottery, gift enterprise, or similar scheme offering prizes dependent 'in whole or in part' upon lot or chance.

"There are certain enterprises known as contests of skill which are not condemned under the postal lottery statutes for the reason that the element of chance is not present. This category of prize contests embraces those in which prizes are offered for the correct solution of a problem where the answer may be correctly and definitely ascertained by means of mathematical computation or other methods of accurate determination. Another permissible type of contest is the so-called voting contest in which the prizes are awarded to the persons obtaining the largest number of votes represented by subscriptions to a newspaper or purchases made at certain stores. So-called word-building contests in which the awards are given to those who form the largest number of letters are also considered as contests of skill. These several types of contests in which the element of chance is not present may be advertised and operated through the mails when they conform to the rules and conditions laid down by the Department as necessary to insure that the lottery and fraud statutes shall not be violated in the operation of the contests.

"The terms 'lottery, gift enterprise, or similar scheme offering prizes, as well as drawings and raffles of every kind, whether for private gain or in aid of charitable, educational, or religious objects and whether the consideration for

chances be money or other things of value.

"Inasmuch as the postal lottery statutes embrace all matter, 'concerning' any scheme for the distribution of prizes by lot or chance, any advertisement which in fact relates to such an enterprise is unmailable, notwithstanding the fact that the details of the scheme are not set forth in the advertisement and only indirect reference is made to the unlawful scheme."

### Test of Ad Copy Given

In a Bulletin of the Pacific Northwest Newspaper Association, the following statements were given in an effort to clarify the question of lottery ad-copy:

"The Third Assistant Postmaster General has issued a ruling prohibiting the carrying in non-mail editions of a newspaper any copy that would violate regulations on lotteries in mail editions. It has been practice of some publishers to accept 'lottery' copy in editions that do not enter the mails. The Postmaster General holds that second-class privileges are extended on the entire publication, not only on such portion as enters the mails.

"Copies of publication entered as second-class matter which are distributed outside the mails should conform in all respects to the postal laws and regulations governing second-class matter."

"State laws generally require the presence of the elements of 'consideration,' 'prize' and 'chance,' while postal regulations term any plan a lottery that contains the elements of 'prize,' and 'chance,' even though no 'consideration' is present. The test to apply is:

"Does this advertisement offer a prize or gift?

"Does the securing the prize depend on chance?

"If the answer to both questions is 'yes,' then the advertisement is likely to be lottery.

"Local postmasters will report violations of the lottery law to the Solicitor General, and publications involved will jeopardize their second-class status."

## STORY BY GUTHRIE PICKED FOR NATIONAL ANTHOLOGY

A. B. Guthrie, Jr., city editor of the Lexington Leader, is one of four newsmen in Kentucky and Tennessee whose work will be included in a national anthology, "The Best News Stories of 1935-36," Prof. Victor R. Portmann, of the University of Kentucky journalism department, was notified. Prof. Portmann served as associate editor of the anthology for Kentucky and Tennessee.

Mr. Guthrie's story concerned the inauguration in December, 1935, of Gov. A. B. Chandler.

The only other Kentuckian whose work will appear in the book is Richard Renneisen, of the Louisville Courier-Journal. The two Tennessee stories that will be reprinted were published in the Chattanooga Times. Renneisen's story described Chief of Spindletop's victory in a major race.

The anthology, which will be published by one of the big textbook publishing houses in January, is under the direction of Prof. Frank L. Mott, head of the school of journalism at Iowa State College. Associate editors and an editorial board assisted him in selecting the best stories.



# The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN.....Editor

Printed On The Kernel Press, Department Of Journalism,  
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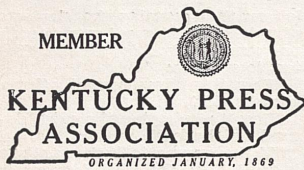
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### The Season's Greetings

It is an old, old custom, ever fresh, ever new, to greet one's friends with a wish for happiness with their families at Christmas time and to wish them health, happiness, and prosperity for the new year to come. With all sincerity, the editor greets you at the closing of the old year with this everlasting wish and a hope that the new year will bring prosperity to the Fourth Estate in Kentucky. In the words of Tiny Tim, "God Bless You All."

### Fire! Fire!! Fire!!!

Seldom a day passes but we read of the destruction by fire of a printing office in this country. In most instances the loss is fully, or partially, covered by insurance. But there is one loss, seldom mentioned in the insurance report, that can never be replaced—the old records and files of the newspaper. Every newspaper keeps a file of its publication, some running back many years. In these files are historical records of the progress of the community, the state, the nation.

A University professor in making a research survey in Kentucky, used old files in many newspaper offices. He was appalled with the carelessness in methods of keeping these priceless records and with the state of disrepair and neglect that was in evidence in many printing

offices. These files are valuable today — priceless tomorrow because they can never be replaced.

Every editor should make an effort to protect his old files, probably in a fire-proof vault in the bank or in the county courthouse. Or, far better still, send your records for storage and frequent use to the University of Kentucky library. If you wish to keep title to them, this can be done. The University, and those interested in keeping these historical records of Kentucky progress, are only interested in keeping them safe. Whatever you, do keep these priceless documents in a safe place.

### The Mid-winter Meeting

We know that you know that the mid-winter meeting of the Kentucky Press association will be held at the Brown hotel, Louisville, January 21-23. We know that you know that a program is being prepared by an energetic program committee. We know that you know that these meetings are interesting, inspirational, and educational. We know that you know that you ought to be present. But we know that you should be present because of the high points of interest in the program. What do you know?

### New Year's Resolutions

The Press recommends these resolutions for your permanent adoption. Of course, the old saying goes that New Year resolutions are made to be broken, but these are so easy to keep, why should we make an effort to break them. Here goes:

1. That I should be a member, or keep my membership, in the Kentucky Press Association and the National Editorial Association and work with the officers and my fel-

low editors in promoting everything that is best for the Fourth Estate in my state and nation. In doing so, I shall promote the welfare of my own publication.

2. That I reaffirm my belief in my community and in its people; that I pledge myself to work for the betterment of my community and its people; that Service shall be my watchword and slogan every day in 1937.

### WALTON CELEBRATES ANNIVERSARY

E. C. Walton, versatile editor and state-noted editorial writer on the Interior Journal, Stanford, celebrated his fifty-fifth year on that newspaper on December 5. Except for three years, 1911 to 1914, Editor Walton has spent the entire fifty-five years as a vital and effective force on this representative community newspaper. The Press joins the Fourth Estate in congratulating Mr. Walton on his fruitful years of success and wishes him continued year of influence in his community.

### Low Cost of Advertising

How much does advertising cost? asks the Toledo (Ia.) Chronicle in a promotion advertisement to educate merchants and consumers to the low cost of advertising. Here is the answer as given in Toledo:

Not long ago, we heard a house-to-house salesman tell a prospect: "I can sell you this gadget 25 per cent cheaper because my firm doesn't advertise."

How much does advertising actually cost?

As a customer every day in your life, you are entitled to know.

Automobiles are extensively advertised. But only 3 1/2% of the selling price of a car goes for advertising, or about \$17 on a \$500 machine. Before large scale advertising, you paid \$1,000 for a car not so good.

Coffee, canned foods, soft drinks, etc., have large advertising budgets. Only 5 1/2% of the selling cost or one-half cent on a 10-cent can, is used for promotional advertising. The average retail store spends from 1% to 4% on advertising. That costs you from 1 cent to 4 cents on a dollar purchase.

Is it worth your while to pay this much for the knowledge that advertising gives you? And do you think the low prices on extensively advertised products would be possible without the volume production that is entirely dependent on advertising?

Newspaper advertising pays you dividends. It pays to advertise.

### Credit on Subscriptions

Regarding the paid-in-advance subscription or at the end of the year subscription in order to comply with second-class postage rates, William L. Daley, N.E.A. Washington representative, recently obtained the following statement from the Post Office department:

"The right of publishers to extend in good faith credit on subscriptions is recognized and will not be abridged, and although all subscriptions are regarded as expiring with the period for which they were obtained, nevertheless, in order to give an opportunity to secure renewals, copies of their publications will be

accepted for mailing as to subscribers at the usual second-class rate of postage, for a period of one year from the date of expiration, copies sent to persons after one year from the date of the expiration of their subscriptions, unless such subscriptions be expressly renewed for a definite time, together with an actual payment, will not be accepted as subscribers' copies but will be accepted as other than subscribers' copies at the rates shown in section 420."

### How to Write a Classified Ad

"Profitable news for the buyer and seller" is the heading of the classified page in the Forest Grove (Ore.) News-Times. In a series of advertisements on how to write a good want-ad appearing on this page the NewsTimes states that "for want of a word a sale was lost." To get the desired results with a want-ad the say, "Give all the necessary information—so that your want ad will interest the greatest number of readers." This series of advertisements are boxed on the classified page and contain a list of the points that should be mentioned when writing a want-ad, together with samples of well written want-ads.

### Yearly Subscription Costs \$7

"On the whole, the eight page paper can never be made a profitable institution except it commands a considerably higher rate than 30 cents an inch," opines Bruce McCoy, Editor-manager, Wisconsin Press association. Estimating conservatively the cost of a six or seven-column, eight-page paper at \$200, McCoy points out that half of the space at 30 cents per inch would yield only \$120 at 30 cents, \$210.

"A fair average paid circulation of the newspaper which I have described is 1,500. A little figuring will show that each yearly subscription which the publisher receives at \$7 is costing him approximately \$5. The deficit must be paid from advertising revenues, presumably, although I regret to note that is sometimes paid by patrons of the job department."

In conclusion: "Following the example of the grocer, sell at a profit. But in order to do this you must know your costs. This is not as simple as it appears to many."

### Classified Ad Form

The Wyandotte (Mich.) Daily Record publishes a form at the head of its classified section in which a classified ad may be printed, with place designated for the sender's name and address and other instructions necessary for the ad. The form can then be clipped out and mailed to the paper.

### Scrap Books of Best Ads

Edwin Bemis, Colorado Press association, offers this good suggestion: "Keep a scrap book for a year of your good advertisers, either one year ago or perhaps five years ago. This will not only please him and make him more friendly toward you and your paper but it will aid you when the time comes for a renewal of his contract."



# 'Exclusive' News Is Solution

By CHARLES BROWN

The radio, with its spot news broadcasts, and the large metropolitan papers, which maintain their own fleets of trucks to carry their state editions into all sections with a few hours after the news has happened, are offering competition in the general news field that becomes increasingly difficult for the small paper to meet.

The question is: What are the small city dailies and community weeklies going to do about it? One way out would seem to be concentration on "exclusive" news originating in the small paper's own circulation area.

In other words, if the small-town paper is to make the most of its opportunities as a legitimate news medium, probably it will have to emphasize items to be found nowhere else. To how many country editors has it occurred that country correspondence, properly edited and handled, is a mine of material untapped by the radio and the large newspapers?

The inadequacy of much of the country correspondence now appearing in newspapers is obvious, but the fault lies with the editors and not with the correspondents who do not the best they can to write up local happenings. It is, of course, too much to expect to find Dorothy Kilgallens and Ruth Finneys among the women who send in country correspondence items. With the proper sympathy and guidance of editors, however, it is reasonable to believe that most rural news writers could be trained to do better.

Most of the country correspondence consists of one-sentence items narrating inconsequential visiting back and forth between neighbors, statements to the effect that so-and-so "was shopping" in a nearby town on a certain day, or motoring notes where long distances are not involved. A check of the correspondence appearing in Oklahoma papers showed that in most cases names of the same people appeared several times in the same column and the list of those shopping in town became monotonous through repetition.

In justification of these items "names value" may be admitted, but it is doubtful whether this value is very great, because the names of the same persons appear over and over again and because better items, also associated with names, could have been written from them.

Typical items, taken from a country correspondence column but with names changed, follow:

"Well, the election is over and some are glad, others sad, but all could not win. We were glad to get our commissioner, Mr. Smith back.

Aunt Esther Jones and daughter moved to Edinburgh Monday. We will miss them but wish them happiness in their new home.

Our community was saddened by the death of Mrs. Williams. She was cleaning clothes with gasoline when her clothing caught on fire and she was seriously burned. She died early Saturday morning. The sorrowing husband and little son have our deepest sympathy.

"Nearly every one in the neighborhood was selling their turkeys Mon-

day."

Some of the foregoing items, which were interspersed with the usual neighborhood-visiting and shopping-in-town paragraphs, could have been made into good news if the correspondent had been properly instructed and if the copy had been edited.

In the first place, the item about the election probably would have been edited out if the editor had taken the trouble to read the copy over and correct it before sending it to the linotype operator.

In the second place, the item about the woman dying of burns and the item about turkeys could have been expanded into news stories if the correspondent had received some instruction. More details about how the accident occurred, information about the funeral and biographical facts about the woman should have been included. The item about the turkeys could have been enlarged by the addition of such facts as how large the turkey crop was, how many persons were raising them for the Thanksgiving market, and what prices were being received.

The failure to make the most of such news items as these could be corrected if editors took more pains with instructing the correspondents.

In the first place, editors should be careful in selecting their correspondents. The editor should personally interview prospective correspondents and select someone who is intelligent and capable of doing reasonably good work with a little instruction.

It would be worth the publisher's while to take the trouble to print a small pamphlet giving the fundamentals of what constitutes news and rules for writing of copy by correspondents. Letters combining commendation and criticism together with suggestions for stories could be written to correspondents from time to time.

Some state papers make a practice of having a meeting of all correspondents at least once a year. Such a meeting, if a dinner and entertainment were provided, could serve a twofold purpose—furnish an opportunity for additional instruction of correspondents and constitute a means of payment for their services. Such a meeting would pay dividends in stimulating the enthusiasm of correspondents for their work.

Enough copies of the newspaper each week should be allowed the correspondents to give a copy with the item marked to each rural resident whose name appears and who is not already a subscriber.

Improvement of the writing of country correspondence, however, is but a step in which the reader interest of such news can be increased. All country correspondence should be carefully edited in the newspaper office and not sent back to the linotype operator just as it comes in.

Nearly all newspapers which carry correspondence publish it under a standing head containing the name of the community. Sometimes the by-line of the correspondent is given, but frequently it is not. The correspondent should be given a credit line for his work, because of

the recognition and prestige it will give him in his community.

One of the principal failures in the editing of country correspondence is its typographical unattractiveness. Long columns of items under the label caption are published. Generally the items are not even separated by a dash. No attempt at all is made to liven the country correspondence with headlines and boldface type.

A few newspapers, such as the Blackwell Morning Tribune, Ponca City News and Muskogee Times-Democrat, put headlines on important news items in their correspondence. Besides making the correspondence easier to read and gaining the attention of readers, the headlines tend to make the correspondents stop writing inconsequential neighborhood visits and send in longer items.

Though using headlines, it is not necessary to distribute the correspondence items throughout the paper. A large headline could be placed over the most important items, and smaller heads or subheads over the succeeding items. The personals separated by dashes, should come at the end of the correspondence.

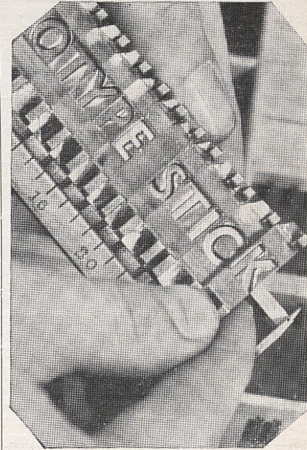
Another aspect of country news often neglected by papers is farm news. Many papers have farm pages or departments, but frequently these consist only of general items sent out by the department of agriculture. What should be more important for the newspaper is the publication of news about what individual farmers and groups of farmers are doing. It is doubtful if the country editor ever should set himself up as an authority on how to farm. It is not properly his province to preach often about farming methods.

If the newspaper has a field circulation man, live farm news may be obtained from him. From the county farm agent and home demonstration agent can be obtained features about what farmers are doing. Too often newspapers are content merely to obtain from the county agents handouts which have blanks for the insertion of the agents' names.

### Believe It or Not, It Works!

A Believe It or Not Sale advertised with a cartoon by Ripley is suggested by Edwin A. Bemis, field manager of the Colorado State Press Association. "A novel appeal in this type of sale based upon the idea that the store stocks an amazing amount of merchandise. The plan is to point out in regard to each item advertised that hundreds of thousands have been sold during the past year. Unusual facts concerning the store or its personnel should be presented."

O. J. Freeland, who has been in the mechanical department of the Danville Messenger for the past 12 years, recently left the Messenger to accept a position with a newspaper at Flat River, Mo.



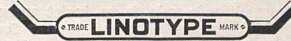
## LINOTYPE HAND STICK for Display Lines

With this new Hand Stick, it is easy to set display lines by hand, slip the matrices into the assembling elevator and cast the slug. Doesn't interfere with the regular keyboard operation of the Linotype. Faces up to 60 point. Hand Stick, with all parts necessary to use it with any outstanding 30-em Linotype carrying display equipment, costs only \$5.00. Additional sticks are \$3.50.

### MERGENTHALER LINOTYPE COMPANY BROOKLYN, NEW YORK

New York City · San Francisco · Chicago · New Orleans · Canadian Linotype, Limited, Toronto, Canada. Representatives in the Principal Cities of the World.

LINOTYPE GOTHIC NO. 13 AND BOOKMAN



## BUSH-KREBS CO.

INCORPORATED ARTISTS, ENGRAVERS PRINTERS' SUPPLIES, ELECTROTYPERS LOUISVILLE, KENTUCKY ED WEEKS, MGR. SUPPLY DEPT.



**To Get Cash, Pay Cash**

How to combat the merchant argument, "I'll advertise if you take out the entire bill in trade," was the query from Lawrence H. Jacobs, Groton (N. Y.) Journal and Courier, relayed to publishers last month.

F. Grover Britt, publisher of the Sampson Independent at Clinton, N. C., and the Braden Journal at Elizabethtown, N. C., writes that it is his policy 'never to accept merchandise or anything else except cash for advertising space or for job printing. The better and only safe plan is to let your merchants pay you and you pay them always giving as much of your patronage as possible to those merchants who patronize you.

"I have let merchants go out of business owing me for advertising rather than trade out the account. Once you accept merchandise for an advertising account, the merchant will then wait for you to accept merchandise for all your bills, and it puts you in a position that you cannot collect cash for your bills. Then, too, if you accept merchandise from one merchant the others with whom you advertise will expect the same."

"I saw one publisher ruin his business by following the plan of accepting merchandise from his merchants in paying of advertising bills. I may be wrong, but my opinion is that it is best not ever to accept merchandise in payment of advertising or printing bills."

F. C. Branday, publisher of the Whitney's Point (N. Y.) Reporter, suggests that Publisher Jacobs of Groton "must be in clover to be offered an even exchange trade." He continues: "Because I have been fairly prosperous (for a newspaper man) and have always paid promptly though having mightily little money at times, our merchants seem to think that I should pay them about \$5 to every dollar they pay this office—and the ones who pay me cash are mighty scarce."

Without doubt the best and safe way is to pay cash for merchandise you buy and then expect the merchant to pay cash for his advertising. Some publishers charge their purchases and then send a check with the monthly bill to call attention to their purchases with merchants who advertise. Several publishers have found that payment of wages in checks of \$5 serves to impress upon merchants the fact that the publishers and his employees trade with home stores. An employee receiving \$25 weekly wages will have five checks of \$5 each to give to merchants in purchase of commodities.

It is not an easy question to answer. A safe rule is to insist upon cash for advertising and to pay for your merchandise in cash, call attention to the fact that you and your employees patronize merchants who advertise in your newspaper. Payrolls can not be paid with groceries; even the merchant must have cash to pay his operating expenses and to pay the wholesalers.

**Guessing Contests Illegal**

Guessing water consumption as a contest for circulation is very questionable in legality, we are advised. It is primarily a lottery.

**Building Rural Circulation**

To build circulation along the rural routes, the Anadarko (Okla.) Daily American-Democrat runs a department, "Among Our Readers," giving informal news items of farmers according to rural route numbers. A sample item: "E. O. Taylor, Route 1, has been in Caddo county thirty years and has lived on his present lease 13 years. Has 30 acres cotton, 17 acres corn, 17 acres oats, 15 acres feed; 180 chickens, milks nine cows and sells cream; is raising a few hogs. E. O. says spring fever covers a multitude of laziness."

**SAY IT ISN'T SO!**

"As a force in the community, it remain. As an element of good, yes. But, as a political leader, it is definitely gone," says William Allen White, of Kansas, in commenting on the status of the influence of American newspapers in the light of recent elections.

In talking before the publishers of Kansas at the University Round Table discussions recently he stated that the political influence of the newspaper is passing and will find himself in accord with many when he states "I am the wreck of the Hesperus. For the past three of four months we have worked to elect state and national candidates, and now I find that I may as well have been on a vacation."

He went on to state that the fight for good public schools has caused a rise in literacy that has made the average man discover that the productive capacity of this country is sufficient to give him a higher standard of living than he now enjoys, and that the average man realizes that he may use the ballot to work out more equal distribution of national wealth. "This means," said Mr. White, "that the average man is going to change the face of politics, he is going to change things to bring about the more equitable distribution of wealth. If this inevitable change is to come about without damaging those fundamental traditions of freedom and liberty which belong to the better part of our present system, then capable leadership must be maintained.

"We must maintain the freedom of speech and of the press, the right of habeas corpus. This is the place of press, we must consider this new dynamic discovery of the average man. If we lead the common man in his discovery it will not go wrong. I have seen it go wrong in dictatorships in Europe. I have seen it in Russia, Germany, and Italy, but we have a far higher standard of living. It must still be higher, we must let our pride make us deaf, we must not forget that the yeast is working.

"My conclusion, as far as the influence of the American press is concerned, is that the day of its influence on the American people is gone. As a force in the community, it remains. As an element for good, yes. But, as a political leader, it is definitely gone.

"The new dynamic discovery of his power by the average man now definitely challenges the press. The old age is passing. The simple things grow increasingly complex. Today we need a well-directed, intelligent desire to save the best of our tradition, history and blood in these times of change."

**THE KENTUCKY PRESS  
sends you Greetings of all Types**

**A MERRY CHRISTMAS**

**A Happy New Year To All  
Happiness Throughout 1937**

**May Good Health Bless You All  
HERE'S A TOAST!**

**PROSPERITY FOR YEARS TO COME**

**Happy Holiday Season**

**Christmas Cheer!**

**A Bountiful New Year**

**The Happiest Year On Record**

**Good Luck Through 1937**

**The Merriest Christmas To All**

**PRINTERS' BUSINESS DIRECTORY**

**Louisville Paper Company**  
"A PAPER FOR EVERY NEED"

Permanized Bond Papers  
Howard Bond  
Maxwell Bond  
Cherokee News (Blue-white)

**Imperial Type Metal**

Howard L. Felix, District Representative

**SEND YOUR ORDERS TO**

The Dickson Company  
119 North Fourth St.  
Louisville  
The McHugh Express Company  
812 Freeman Avenue  
Cincinnati

**Whitaker Paper Company**  
Nation's Finest Printing Papers

**Inquire of Our Salesmen**

G. C. Perrone, Lexington  
Ed Ballinger, Evansville, Indiana  
Frank Pund, Cincinnati

**Southeastern Paper Company**  
Louisville, Kentucky

**Hammermill Products In Fine Papers**

Guy B. Roush, Representative  
125 Hillcrest, Louisville

**REPRO ENGRAVING COMPANY**  
HALFTONES • ETCHINGS • ELECTROTYPES •  
COLOR PLATES FOR ALL TYPES OF PUBLICATIONS  
PROMPT SERVICE • REASONABLE PRICES •  
505 ELM STREET • CINCINNATI, OHIO



**HERALD-POST ASSETS LISTED**

Three appraisers, appointed by Nat C. Cureton, referee in bankruptcy for the Louisville Herald-Post, estimated assets of the paper at \$180,720.38, following a meeting of creditors. The company had originally listed these items at \$355,357.44. Liabilities were scheduled at \$371,449.89, with secured claims of \$131,000.

The Warsaw News, Norman L. Klayer, editor, began its eleventh year on December 10.

The Glasgow Times, Joe Richardson, editor, issued a special annual tobacco edition on December 10. It contained 26 pages, 208 columns, which consumed more than a ton of news print, according to the editor.

J. Paul Bushart, managing editor of the Fulton News, has announced that Gus Robbins will retain his interest in that paper. Hal Spragins Jr., Winona, Miss., who was to buy out Gus' interest, was compelled to recall the deal due to unexpected developments.

Tom P. Smith, formerly of the Herald-Post, Louisville, has joined the Lexington Herald.

Friends of Charles Crum, circulation manager of the Lexington Leader for many years, will regret to learn of his departure from the state, having accepted the position of circulation manager on the Charleston, W. Va., Register. Tom Adams, a Lexingtonian, graduate of the U. of K., and formerly connected with the Louisville Herald-Post will succeed Mr. Crum.

The Springfield Sun, H. L. Smith and J. S. Moran, publishers, celebrated its 32nd anniversary on December 3.

The Mt. Olivet Tribune Democrat, founded by the late John W. Zoller, started its sixty-third volume with the issue of November 26 under the editorship of John W. Zoller, Jr.

Twenty pages, well filled with advertising, marked the special tobacco grower's issue of the Harrodsburg Herald on December 4 with Editor D. M. Hutton as the guiding star.

The editor of the Press is interested in the hobbies of the editors of the state. Drop him a note so that proper recognition can be given you in a special article.

Robert L. Westover, editor and owner of the Williamstown News, in a story under the head, "Ho, Ho, Hum, How Time Does Fly" on page one of the News of November 20, relates that he has been with the News for the past 30 years and bears no regrets.

Norman L. Klayer has leased the Warsaw News from Warren P. Boulton and in an introductory article pledged to continue to publish a good newspaper and to "build a bigger and finer newspaper for Gallatin county and the surrounding territory."

A gentleman in the community of the Benton Tribune-Democrat, owned and published by W. J. Myre, has just revealed the fact that he is swinging into his forty-fourth year as a continuous subscriber and fiftieth year as a reader of the Tribune Democrat. He says he has never missed a single issue in all these years.

W. T. Davis, publisher of the Mt. Vernon Signal, has been connected

with his paper for about 37 years, first as a "devil," then foreman and now editor and owner. The Signal started its forty-ninth year recently.

The Stearns Record, Mrs. Rankin C. Powell, managing editor, commenced its seventeenth year on November 17.

The "Stunts" discussed in this article have been used in a county seat of 3,600 population, in a two-paper plant with one paper delivered Wednesday morning and the other delivered Friday morning so that in many cases a double publicity punch could be given in the same week to rush stunts along.

The stunts have been used to obtain publicity for the papers, to increase advertising incomes, and, in some cases, for both purposes. These ideas have been advertised in quite spectacular methods so far as display is concerned, and we have not hesitated to use ads, streamers, large cuts, and well-headed news stories, all on the front page to get public attention for them.

Among the plans we have used in the past six months are the following:

**Theatre Gift Ticket**—The Newspaper carries a coupon, together with a news story on the film advertised, which is honored for a reduction in admission price on a certain evening or evenings when clipped out and presented at the theatre. Two persons may be admitted for the price of one when the coupon is presented, the coupon may have a certain cash value on a single admission, or some other price-reduction plan can be used. The plan offers a good test of circulation and pulling power, but its use of course depends upon relations between the newspaper and the theatre.

**Football Ad**—Instead of selling one large ad to run once, we sold an ad to run before each of the games thru the season, at a small cost per signer, with the school also contributing toward the cost of the ad. To get added interest, the names of three or four persons to receive free tickets to the next game by courtesy of the school could be scattered through the list of signers.

**Community Auction**—We held a Free Community Auction, at which any person could sell any article he wished and receive the entire cash proceeds. The auction should be announced early enough to allow publication of a complete list of articles to be auctioned. Additional advertising carried by merchants helped pay expenses of the auction.

**General Election**—In cooperation with county officials, who received county-wide election returns, we held an Election Party in the courtroom. Wall posters carried the names of candidates, and below each name we pasted 9x12 sheets on which were written with heavy black crayon the total votes cast for the candidate. The radio brought national returns which were also posted. A crowd of 200 to 250 persons attended. At 3 a. m., we began work on a 4-column 15-inch extra which carried county totals on state and county races and the vote by townships on county contests; over 3,300 copies were distributed to subscribers in the county before noon. Two adds sold

at twice the regular rate helped pay costs.

**Picture Pages**—In the week between Christmas and New Year, always dull, we choose the best news-pictures we have run during the year and carry a page in the Independent and a page in the Democrat. The feature is always popular and it sells some additional papers.

**Best News Stories**—In the last issue of the year we used a two-column front-page display to announce the "Ten Best Brenner County News Stories of 193—" in the order of their importance.

**Cooking School**—Instead of giving actual merchandise we gave coupons. It's easier for the newspaper and the merchant is certain to get a contact with the woman who receives his gift.

**Pancake Day**—For this day only, we gave free want ads.

**Jig Saw Puzzle Championship**—We ran this when jig-saw interest was at its peak, getting fifteen teams of two persons as entries. A local store helped sponsor the meet and gave puzzles as prizes. A crowd of 100 to 125 persons watched.

**Basketball Guessing Contest**—Two theatre tickets were offered for the best guesses of winners and scores in a basketball meet held in Waverly. Entries could be left at our office or at any drug store in town.

**City Checker Championship**—The Waverly Checker club made the arrangements and pairings and we helped sponsor the championship, making a contribution to the traveling trophy.

**Bank Extras**—In February, 1933, we wrote a front page story and put it into type between 2 and 7 a. m. when all the banks of the county went on the wavier plan overnight, distributing 3,000 extras before noon. Apparently liking the results, the county's banks in mid-March, 1933, called us in to prepare 3,000 4-column 10-inch extras on the bank situation which we printed at the expense of the banks and which the banks distributed.

**Bank Reopening**—When the three Waverly banks reopened after being closed ten days, we carried two ads from the banks, four individual congratulation ads from merchants, and a half page "We Are Proud" ad signed by thirty-three firms at \$1.00 each.—Iowa Publisher.

**BOUND FILES: HOW MANY PUBLISHERS BOTH TO KEEP THEM?**

Just what percentage of the publishers of weekly newspapers in Oregon make any attempt to preserve the permanent files of their papers? From my own observation and experience I believe the percentage who bind their files is small, almost negligible.

When I first came to Dallas in 1924, I had only a hazy idea about files, which had been gained by moving stacks of yellowed papers from some corner to a more out of the way place when that corner was needed for something else. Here I found that J. C. Hayter, one of the early publishers of The Observer, had started a system of binding files dating back to about 1894, or six years after the paper was founded. There appeared to be no files

remaining beyond that date. Mr. Hayter's files were nicely bound in leather and were well preserved.

From the time he left the paper, about 1911, the system of binding files had been somewhat neglected, and time, dampness and careless handling had left some of the ones that were bound in rather bad condition. But there had been at least an effort through a succession of a half-dozen or more owners to keep the files in shape. We attempted to carry this out, binding the files ourselves, but were not altogether satisfied with the results obtained. They would be so stiff-backed that one could never open them, and about all that could be said for them was that our files were preserved.

At the time of the consolidation we also came into possession of the files of The Itemizer, the oldest of which dated back into the early '80's. Particularly an entire file from that early date had been preserved, but these were merely rolled in bundles. The paper was dust-covered, yellowed and brittle and difficult to get at handily. A file covering that period contains historical information that can never be duplicated, but until they are bound it is almost impossible to get at them, and a few handlings would damage the papers beyond repair.

Last year I talked with Lincoln & Allen, Portland book-binders, about files, and learned to my surprise that they would bind them, one year to a volume, for \$4.00. I sent all papers since the consolidation, covering the years 1927 and 1928 to them last January and received back the two volumes, bound in canvas. The bill was only \$8.00.

At that time, I was resolved to bind each year's papers at the time the volume number changes. The gain in use of the file for reference is a big thing in itself, and the satisfaction of having them is worth a lot more.

Some day I hope to get the old Itemizer files in shape, for I would like to have the opportunity to go through them. However, there is something to hesitate about when it comes to binding 45 years' of files at one sitting.

Every publisher, however, who takes any pride in his paper, and any thought for the future, certainly can afford to invest \$4.00 a year in permanent binding of each year's files.

Two weekly newspapers in Oregon—Hillsboro Argus and McMinnville Telephone-Register—received the following from the J. Walter Thompson advertising agency after the agency has received the audit reports of these newspapers, recently elected to Audit Bureau of Circulation membership:

"... very interesting to me as an indication of the progressive spirit on your part. There are so few weekly papers, and as a matter of fact, so few small town daily papers that make any attempt to supply advertisers and their agencies with authentic circulation data that it is refreshing to learn of the step you have taken.

"This entails, of course, a certain responsibility on the part of an advertising agency in giving more than usual consideration to a publication which has gone out of its way to authenticate its circulation figures."



**MR. PUBLISHER**

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material. We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

“ “ ”  
Send for specimen sheets.  
“ “ ”

WESTERN NEWSPAPER UNION  
22 E. 12th St. Cincinnati, O.

**NEW EQUIPMENT ADDED**

A two-in-one Blue Streak Model 14 with self-quadder has been installed by the Lexington Herald.

The West Kentuckian, Murray, has installed a Blue Streak Model 14.

The Weekly Advance, LaCenter, has installed a rebuilt Linotype.

A Blue Streak Model 14 Linotype and fonts of 9 and 12 point Excelsior with Bold Face No. 2 have been installed by the Carlisle County News, Bardwell.

The Fulton Leader has added a Blue Streak Model 14 Linotype with a font of Ionic No. 5 with Bold Face No. 2.

The Central City Messenger has installed a Model 14 Linotype and fonts of 7½ and 10 point Excelsior with Bold Face No. 2.

The Louisville CourierJournal is adding 23 fonts of 5½ point Excelsior for classified advertising and market news.

The Tri-City News, Cumberland, installed a Blue Streak Model 14 with Excelsior face.

Publisher V. L. Spalding of the Uniontown Telegram should be proud of his Thanksgiving edition, which carried ads covering 65 advertisers—a 16 page edition. This edition was strictly a family affair as all the work was done by Publisher V. L. Spalding and his three sons, Lee, Jack and Joe, with the youngest, Morris, thirteen, who is as good a “printer's devil as ever deviled.”

The Pikeville News, published by Charles E. Grote, is sponsoring its third annual Christmas party for more than 2,000 children this year. A finance committee has been appointed to raise funds for the party.

Hon. Tyler Munford, editor of the Morganfield Advocate and representative from Union county in the legislature, addressed the Fayette county farm bureau in Lexington recently on the “Repeal of the State Tobacco Tax.”

A “Special Drouth News Bulletin,” published weekly by the Federal Livestock Feed Agency, will be carried in the Marion News, Watts Franklin, editor.

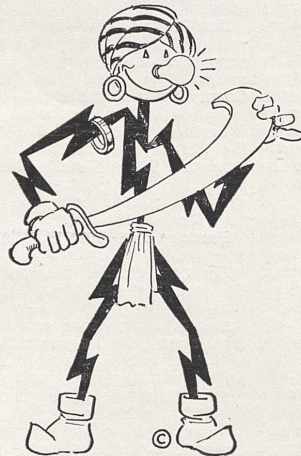
Beymer Bledsoe, fifty-four, uncle of Lemuel Bledsoe, Jr., former editor of the Warsaw News, died on November 21. Mr. Bledsoe had lived in Warsaw for many years.

Mrs. J. H. Smith, mother of W. C. Smith, of the Carrollton News-Democrat, died at her home in Cynthia on November 23, following an illness of two weeks. Mr. Smith was at his mother's bedside at the time of her death.

The Brandenburg Messenger, edited and owned by Jimmy Willis, recently added a new cylinder press to the equipment already in its

plant. The Messenger has progressed steadily since coming under the ownership of Mr. Willis about two years ago and he is capably assisted

by Mrs. Willis. Mr. Willis is the son of J. W. Willis, editor of the Irvington Herald.

**We're Slashing Rates....**

On January 1st electric rates will be reduced an average of 11 percent for domestic, commercial, agricultural and municipal street lighting services, and simplified rate schedules will be put into effect for all our customers.

**Your Paper Can Help....**

to secure further rate cuts for your community by publicizing in its news and editorial columns the advantages of electric service. This will encourage a greater and greater use of electricity. And as with automobiles, the price of electric service goes down as the volume of business goes up.

**REDDY KILOWATT**  
*Your Electrical Servant*

**KENTUCKY UTILITIES  
COMPANY**

INCORPORATED

AND ASSOCIATED COMPANIES