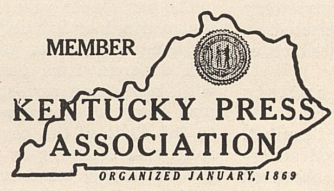


# The Kentucky Press

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**Volume Six  
Number Seven  
December, 1934**

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## Your Newspaper Reflects Progress Of Your Town

By JACK WILD

The newspaper is an accurate mirror of the town which it serves. If your town is a live town, one that can meet the intense competition of today, the newspaper will be filled each issue with snappy invitations to trade at the various stores of that town.

Merchants in any community where a real newspaper is published could afford to pay the subscription to the paper for every resident within 30 miles—they would get their money back many times over by increasing contracts for advertising messages.

The "Ten Advantages" of newspaper advertising as listed below give the advertising salesman a number of facts upon which to defend newspaper advertising in competition with other media. They are sound, having come from the American Newspaper Publishers' association.

They are:

1. Newspapers reach everyone. Just about every person who reads at all reads a newspaper.
2. Newspaper advertising produces immediate action.
3. Newspaper advertising tells where to buy.
4. Newspaper advertising enables the advertiser to check results.
5. The newspaper dollar goes further—reaches more readers.
6. Newspaper advertising insures dealer good-will.
7. In newspaper advertising only profitable markets need be selected.
8. "Newsvertising" is a product of ability to spot copy quickly.
9. Newspaper advertising enlists many aids to distribution.
10. Every newspaper fits its market.

The secret of writing a good advertisement is in answering the questions the reader is likely to want answered, if he or she is to consider the product advertised. If a copywriter, before starting to write would set down all the questions Mrs. Jones would like answered, and then turn copywriter and answer them, there would be fewer "dud" ads.

With the great falling off in all regular lines of advertising, the newspaper publisher will find it necessary to replace this business by selling feature or special advertising until conditions improve.

There probably is no greater inconsistency in the world than the newspaper which lives off advertising patronage and emphasizes from every angle the advantages of business publicity, yet uses none of it itself. Analogous to its position would be that of an automobile manufacturer who does his riding in a street car.

Charles A. Price, editor and publisher of the Glenwood (Ark.) Herald, be-

lieves that he has one newspaper which will get results. A local dentist made the remark that he would run an ad if he thought it would do any good. The editor came back with an offer that he would bet him double the price of an ad that it would bring results, without ever seeing the ad. The doctor called the editor's hand and the following ad was inserted: "Wanted, a cow in exchange for a set of teeth." Two days later the dentist came in and paid Price the double amount of the bill.

"If you're annoyed, advertise!" seems to be the latest slogan. The following frank statement appeared some time ago in an American newspaper:

"I want a man to work on my farm. I don't give dancing lessons. I have no piano. I can't serve plank steak three times a day. I do give three square meals, a real bed, fair wages. If any man knows a cow from a talking machine, can hear an alarm clock and get up at 5 o'clock, and wants the job, I will agree not to treat him like one of the family, but a darn sight better."

One newspaper has been doing some good promotional advertising with its merchants. Recently the editor sent them a blotter, advertising counter sales books as a specialty. Along with the blotter he sent a leaflet tying up premium flake biscuits with advertising in his paper.

The newspaper page that must present a dozen or so fairly small and no large advertisements presents a problem different from that of the page with both large and small ads. The plan of pyramiding the advertisements to the right of the page could not be followed effectively, as that would result in burying too many of the ads.

The page with only small ads—particularly a five or six column page—calls for the "well" or magazine form of makeup for the reading matter columns, with the ads placed in vertical rows to the left and right.

The term "square" as a unit of measurement in advertising has at different times meant different things. In the colonial press a "square" meant a space in a column as deep as the column was wide. As smaller type was introduced, the space became smaller and was reduced to 256 ems and then to 240 ems, or nine lines and a fraction of nonpareil or nine lines of agate. Unless it is understood, the square as a unit of measurement is deceptive. The inch or agate line is much better.

If your advertiser finds it difficult to write advertising copy, suggest that he have his wife or daughter write the ad. Said wife or daughter will naturally mention that she wrote the ad, thus bringing additional at-

tention to the advertisement, creating greater desire for the merchandise.

Many publishers, especially in the country field fail to appreciate the advantage of a legitimate tying up of departmental reading matter with advertising. It is no secret that departments were inaugurated largely with that purpose in view—nothing to evoke criticism—where it is handled properly.

The next time a merchant tells you he will give you an ad "just to help the paper," point to some out-of-town advertiser and ask the merchant why he thinks this man is advertising in your paper. The out-of-town man obviously has no particular interest in "helping the paper." He advertises because it means business for him and for no other reason.

The merchant who does not advertise is likely to create the impression in the public mind—if the public thinks about him at all—that he has nothing worth advertising. But before the publisher should put the proposition up to him in that light, he should first make sure that he is free of the same error. If he is not advertising the things which he has to sell—subscriptions, advertising space, news, features, and service departments—he is creating the same impression, that his newspaper hasn't much to offer to its community.

There is no need for the publisher to waste time and energy in worry over national advertising until his local trade territory has reached the maximum of development. National advertising is scientifically placed and carefully watched for results, and papers that fail to produce satisfactorily are not carried into a second campaign. Advertising received through the mail, with copy well prepared or in mat form, is decidedly desirable. As an ideal the publisher should have such a line of local advertising support that he could make the national advertiser pay a premium to break into his field. This can and ought to be done.

The heart of every home is the kitchen and the most popular institution in the house is the dining table. There is no department of a newspaper more likely to secure home interest than the kitchen column or columns, a department of recipes, marketing suggestions and general information for housekeepers.

A comparative report of purchases by women as contrasted by purchases by men was made recently by the advisory department of the Zellerbach Paper company. It is reproduced for the benefit of newspaper publishers in planning with merchants their retail advertising.



Type of Store	Percent of Purchases	
	Men	Women
Silks .....	2	98
Jewelry .....	10	90
Department store .....	18	82
Grocery store .....	19	81
Electric supplies .....	20	80
Drug stores .....	22	78
Pianos .....	22	78
Men's socks .....	25	75
Leather goods .....	33	67
Hardware .....	51	49
Men's neckware .....	37	63
Automobiles .....	59	41

It is just as important to give to advertising reader interest as it is to procure that quality in other contents of a publication. Good typography and display, with frequent changes of copy and attention to copy writing, are of highest importance. No publication would permit the repeating of a news story or feature for six months; it is just as senseless to permit advertising to stand that long.

A gentle suggestion to help local conditions, which might be adopted by Kentucky publishers in the future, by trading in the home town was carried in an issue of the Holden (Mo.) Progress in the form of a four-column display ad with the following text and nothing more: "Here Is the Solution of Buying More Christmas Goods Problem—Make the Holden Progress a Mail Order Catalogue the Next Three Weeks."

Featuring holidays advertise them and is of distinct advantage to both merchants and newspaper. Featuring in a small way helps a little; in a large way it helps more. The use of prepared dummies with feature material already in place and spaces of various sizes for ads, with copy by experienced advertising men, solves the problem of the special holiday edition for the small publication.

Using question marks in place of prices in some store's clearance sale ad will be an unusual way of attracting attention to it. The Waterloo (Ia.) Morning Tribune recently used the plan with success.

Institutional advertising is less than valueless when it appears in a newspaper or publication that is not considered as an institution by its readers. Such advertising is a liability rather than an asset.

An idea for stimulating the interest of advertisers comes from the Turkey (Texas) Enterprise. During a certain month, the Enterprise held a drawing each week for a quarter-page, free ad. Merchants were invited to place their copy in a sealed container in the newspaper office, prior to Monday noon of each week. After thoroughly mixing the envelopes, a disinterested person drew one out, and its contents were the free ad for the week. Results were highly satisfactory.

An appeal for church advertising

designed to "make religion wholesome, attractive and desirable," was voiced by Dr. D. Ernest McCurry, pastor of the Wells Memorial Presbyterian church, New York, in a recent sermon. This is one source of advertising revenue which most publishers overlook. The Susquehanna (Pa.) Evening Transcript recently issued a page of advertising to advertise the advertising in that paper. The point stressed in the page ad was the "Service of Contact," which newspaper advertising offers. "When a business man arranges for space in this paper and decides he will talk to all these families (subscribers) every day, he arranges for a service of contact more powerful than words can describe."

When Mrs. Jones phones to "put in a little ad," instead of taking down the conventional "For rent—Five room modern house," politely suggest that you or some member of your staff would like to discuss it further with her. When you interview Mrs. Jones, ask her questions about that house. From her answers you'll be able to write an interesting, effective ad. You will benefit in three ways. Doubtless you'll get a longer ad for more insertions; almost as certainly you will help Mrs. Jones sell her house and make her a repeat user of your classified columns; then, too, it will be easier for you to explain to her personally that your low classified rate is dependent upon cash in advance payments, and you will thereby save the costly collection expense which so often eats up want-ad profits.

As a means of inducing residents to shop with local merchants, the Fernalde (Mich.) Gazette devised a new angle on the merchandising premium idea. A coupon was printed carrying the names of 18 merchants, with the announcement that two pounds of sugar would be given free with each purchase amounting to \$1.00 or more. Over a ton of sugar was given away the two days for which the coupons were good. An addition to the plan comprised a drawing for groceries based on tickets dispensed by the merchants with each purchase during the week. The sugar distribution stunt was legal and correct, but the lottery feature made the edition legally unmarketable, so it was distributed free to all homes in the territory.

A number of California publishers are devoting space to the promotion of their papers in response to the advice offered by officers of the California association.

You've probably heard this one quite often: "No use to advertise now—folks just aren't spending." But isn't it true that economizing in one direction often generates new business in another? The family who stores the car buys more walking shoes. The gad-about, who is now spending evenings

at home, buys more things for home entertaining. She, who bravely fires the cook, is a good prospect for labor-saving electric appliances. The man who's putting all his surplus into savings can be made to want books and an easy chair. The total spendable income is still large. The right promotion at the right time will get the business.

Isn't it funny  
That some business men  
Will get up in the morning,  
Shave with an advertised razor  
An advertised soap,  
Put on advertised underwear,  
Seat themselves at the table  
And eat advertised breakfast food,  
Drink advertised coffee or substitutes,  
Put on an advertised hat,  
Light an advertised cigar  
Go to their place of business in an advertised car,  
And turn down an advertising proposition  
On the ground that  
Advertising doesn't pay?  
Isn't it funny?—Newport (Ark.) Independent.

## The Best Season's Greetings To You And Yours In '35

### A TEST FOR ADVERTISING

Publishers throughout the country will be interested in the results of the first real advertising campaign on the part of a government to foster a specialized industry within its territory, when the State of New York spends \$500,000 to aid dairy farmers by advertising the benefits of milk.

There are many who still believe the administration would have been wise to follow this procedure rather than cut down on acreage and hand out benefit payments to farmers. They argue, with many on the other side of the fence, that there is not such a thing as over-production, but the fault lies in under-consumption, and that if wholesome farm products received sufficient publicity, a demand could be created, which would care for present production. The experiment in New York should give some kind of idea as to the worth of this theory.

The newspapers in New York will not confine their efforts to the amount of space the appropriation will buy, but are making a great co-operative effort in which all who are interested in milk consumption will join. The program will feature the fact that no matter what it costs, milk is the cheapest food, considering its nutritive value.

The test is a god one, and will be important to the advertising business.



## Kentucky Press

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Jack Wild ..... Assistant Editor

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ord, Lancaster; Joe Richardson, Times,  
Glasgow.

### IS IT BREAKING DOWN?

Let's be fair.

For several years the publishing and printing industry has been in the doldrums because of the depression and because of pitiless competitive conditions. It is a human frailty to guess that if the other fellow gives a price, even a low one, that a still lower one can be quoted. But in the end industry finds itself no richer, either financially or in experience.

Then came the New Deal, and the Graphic Arts Code. But, also came some grumbling, and today we hear that the code is failing. After only a very brief three months some would say that it hasn't worked. Are we giving it a fair trial? We have suffered for five years with a business malease for which every conceivable kind of remedy was suggested, and from which we seemed to get no relief—then a plan was launched, a long time plan. Can it be said that a three months trial is sufficient time to form a basis upon which the plan could be condemned?

We have a few who oppose it on a political basis. Others think it has failed because it didn't immediately put their competitors out of business. Others say it will not work because they themselves have not tried to work with the code. No panacea can be a panacea against the will of the members of the industry.

But, not many take the pessimistic view. There are many who have seen the light of day. While the code is being condemned by a few there are loud praises from the majority. No doubt the code is imperfect and will need refining and changing as time goes on but do we want to return to the old chaotic condition?

Then let's quit talking fail.  
Let's be fair.

### OUR INDEPENDENT WEEKLIES

The fact that the number of Minnesota newspapers listing themselves as "independent" in politics has practically doubled in the last few years reflects a trend in politics as well as editing. The increase in the number of the so-called "independent," or politically unaffiliated voters, in Minnesota in the last decade is well known. That this should be reflected among newspapers is not particularly unusual. Likewise there has been a tendency, particularly among weekly newspapers, to become less partisan in their editorial policies. Since the vast majority of the newspapers are weeklies, this change in the character of their editorial management would be bound to show itself in any classification of newspapers on a political basis.

According to A. E. McGowan, field manager of the Minnesota Editorial association, about 45 per cent of all the papers in the state will now be listed in the official publication of the state, the "Blue Book," as politically independent. Because these listings have not been corrected for nearly two decades, the changes now shown do not constitute a sudden conversion. Since the last revision, however, the number of "independent" weeklies has increased from 105 to 205. The heaviest loss has been at the expense of the Republican affiliation which once could claim 281 newspapers, but which now boasts only 136. The number of Independent-Republican newspapers has risen from 12 to 32, while those claiming Democratic leanings has increased from 49 to 70. The Farmer-Laborites can claim 24 newspapers now as compared with 21 shown in the previous classification. The survey is fairly complete since it includes 421 papers out of a total of 469 published outside of the metropolitan areas.

The day of the politically conscious editor of a weekly newspaper has long been on the wane. The period when every paper was either Republican or Democratic and when editors waged personal conflicts with their brethren, in which vitriol figured more largely than reason in the expression of differences, is now almost completely forgotten. The bitterness that was then engendered is well lost, but too often

the vigorousness and the color that once characterized those newspapers of yesterday has also disappeared.

Since objective independence is difficult, if not impossible, it is to be hoped that this expedient drift toward non-partisanship will not carry with it any diminution of the spirit of leadership on the part of the weekly press. While that does not seem likely in Minnesota, it is a danger not to be overlooked.—Minneapolis Tribune.

### RULES GOVERNING APPLICATION FOR SECOND CLASS CHANGED

The last Congress changed the rules governing the cost of the second class entry for new publications. Instead of the flat \$100 fee it has been graduated. It now requires a \$25 fee for newspapers having circulations of 2000 or less. For those having from 2000 to 5000 the fee is \$50, and for those having more than 5000 circulation the fee is \$100.

### OBLIGATION TO NEWSPAPER

Every citizen in your city is under obligation to its newspaper. Without one your community cannot progress and would remain stagnant—if not die in time.

You can pay this debt in two ways: First, by subscribing to the paper regularly. Second, by advertising in its columns, thereby making it prosperous and a better salesman for you. In no other way can you help an honest paper, and that will be ample.

Stop and think where your city would be without its representative in the surrounding territory.

The cheapest thing you buy is your paper, for which you pay about one-half the amount it costs the publisher to produce it. The advertiser buys his space at a considerable less amount than it would cost to send his announcements either by mail or circulars delivered by hand.

The ambition of your publisher is to give you the best paper possible with the money he gets from you.

Don't compare your paper with the Chicago Tribune or New York Times and wonder why your paper is not better, but stop and think, "Am I in any way helping my publisher to produce a better newspaper?"

Many publishers are capable of producing papers, but lack the cash. No publisher can continue long to put into his paper more than he takes out, and your community should not expect to compare its paper with any other publication except on a population and cash receipt basis. And also ask yourself if you are doing your part.—N. W. Reay, publisher, St. Paul (Minn.) Daily News.



# What "Grade Labeling" Means to Farmers

**C**ROPS grown for canning take up over forty percent of the truck crop farm acreage in the United States. Most of these crops are grown on contract under which the canner buys the crop at an agreed upon price. Thus the grower has a sure sale for what he raises at a price which is often more remunerative than he gets for crops subject to market hazards.

Anything that hurts the canner likewise hurts the grower. The two go up or down together.

The canner now faces a demand from certain government offices that he place a grade label on his product.

He knows that any attempt to put all canned foods in three general grades means that he will have to pack against a price—and that price will be for the lowest quality in each grade. Inevitably, the general quality of canned foods will go down, and when quality goes down consumption goes down with it. This means reduced sales of truck crops for canning and the reversion of truck acreage to staple crops already

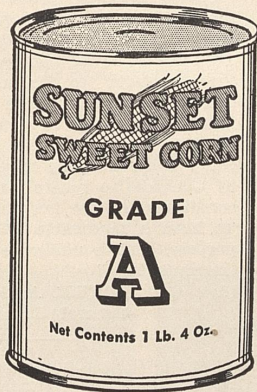
in the surplus class such as wheat and corn.

Canners have offered a better labeling plan—a plan that puts on the label the facts about the food stated in plain, everyday language, a plan that rewards the canner for keeping up quality, penalizes him for shortcomings, and in every way protects the consumer. Inevitably, under this plan of descriptive labeling, quality will go up and consumption will go up with it.

Interests of the grower and the canner in this matter of labeling are identical: They both want a larger market for their product.

As between a labeling plan that will certainly lower the general level of quality and lessen the demand for canned foods, and another plan that offers a real incentive to improve quality and thus bring about a bigger demand for canned products, there is no reason to hesitate.

The descriptive labeling plan of the canning industry combines protection for the consumer and aid to the grower in creating a larger market for his crops.



## National Canners Association



**In Regard to Individuals Who Solicit and Sell Printing for an Establishment Other Than Their Own**

We have had several questions raised in regard to the status under the Graphic Arts Code, of persons who solicit orders or who sell printing for some city printing establishment. We referred these questions to the NRA and Mr. Ernest A. Gross, General Counsel for the National Graphic Arts Coordinating Committee. The following letter was received from Mr. Gross on December 3rd.

"I have your letter of November 21 in which you quote an excerpt from a letter from Mr. E. A. Bemis of Colorado. The letter was addressed to Division 7, NRA, and was forwarded to me which accounts for the delay in my reply.

"Mr. Bemis asks whether a person taking orders for printing done elsewhere and selling the printing is subject to the Graphic Arts Code. The question depends entirely upon the point of whether the individual is an independent broker or whether he is simply a salesman of the manufacturing company. If he is a salesman of the company, he is not subject to the Graphic Arts Code, as an individual, although the company would be subject to the Graphic Arts Code if it engaged in processes of manufacturing products included within the definition of the Graphic Arts Industries.

"If, however, the relationship of the person in question to the company is not that of principal and agent or employer and employee, but the person is conducting an individual enterprise and acting as a broker or middle man, he is subject to the Code, cannot sell below cost as determined in accordance with Section 26, and is subject to administration and assessment by the appropriate Graphic Arts Code Authority."

CHAS. L. ALLEN  
Administrative Assistant  
Compliance & Stabilization

**STATEMENT OF THE POLICY BY THE GOVERNMENT**

From the following statement of policy by the Government, it is evident that the trend is toward greater cooperation of government agencies and more rigid enforcement of Code and NIRA provisions.

While this one deals only with the matter of removal of the Blue Eagle and does not state what happens in case the establishment still refuses to comply with the National Labor Relations Board findings, we are assured that the said Board is properly authorized and prepared to go all the way in the enforcement of the law.

"A joint statement of policy govern-

ing compliance with decisions of the National Labor Relations Board, which has been in effect some time, was made public today by that Board and the National Recovery Administration.

"It outlines procedure in cases where the National Labor Relations Board has found a violation of Section 7(a) or where the employer desires to regain the right to use NRA insignia.

"The agreement covers normal cases. In others, where deviation from the procedure is necessary, joint conferences will be held.

"The text of the statement follows:

1. In the normal case where the National Labor Relations Board finds a violation of Section 7(a), and the company, within the time allotted to it by such Board, has not made such restitution, if any, as such Board has recommended, the NRA Compliance Division, upon submission of such Board's decision and of the file, will without delay remove the employer's right to fly the Blue Eagle or other NRA insignia and will notify the National Labor Relations Board accordingly.

2. In the normal case, if, after the employer's Blue Eagle or other NRA insignia has been removed because of violation of Section 7(a), the employer petitions for restoration thereof, the petition will be referred to the National Labor Relations Board for investigation and for a recommendation to the NRA Compliance Division as to the terms upon which restoration should be granted. In the normal case this recommendation will be followed.

3. Whenever for any reason the NRA Compliance Division believes that in a particular case there is reason not to follow the procedure outlined above, a joint conference will be arranged between the Compliance Division and the National Labor Relations Board for a discussion of the matter, it being understood that so long as the responsibility for the removal of the Blue Eagle or other NRA insignia remains with the Compliance Division ultimate discretion with respect to its removal and restoration must remain with such Division."

The following just received from Washington is also of interest to our Code enforcement agency although it does not affect us directly.

"The National Labor Relations Board has been asked in one or two instances to take jurisdiction of matters arising in uncodified industries. Some doubt has existed as to the power and jurisdiction of the Board in such controversies. After careful consideration the Board has decided, when hearing these specific cases, to hear argument on the question of its authority and jurisdiction under Public Resolution No. 44 to handle these cases; and will entertain petitions for elections, etc., reserving for final determination the

primary question of jurisdiction."

C. A. BAUMGART

We have received a memorandum from the NGACC telling us that the Supreme Court of the District of Columbia held that the NIRA is not in violation of the Constitution of the United States.

The opinion of the Supreme Court of the District of Columbia is too long to be quoted here, but the essence of it is contained in the following memorandum. This is sent you for your information.

**To All National Code Authorities and Product Groups Under the Graphic Arts Code:**

There is enclosed herewith copy of the opinion of the Supreme Court of the District of Columbia in the case of U.S.A. versus W. F. Roberts Company, Inc. The defendant operates a commercial relief printing establishment in the District of Columbia, and is accused of four violations of the Code of Fair Competition of the Graphic Arts Industries, which alleged violations are set forth in the opinion. The case was before the Supreme Court of the District of Columbia on a motion to dismiss the bill of complaint. The sole question argued by the defendant and adjudicated by the court involve the constitutionality of the NIRA. The decision directly and expressly upholds the constitutionality of the NIRA under the Fifth Amendment to the Constitution. The case should, therefore, be of interest to all industries operating under approved Codes, and in view of the fact that this suit is based upon alleged violations of the Graphic Arts Code, is of particular interest to all Graphic Arts establishments.

Special attention should be given to the fact that the court quotes an excerpt from the case of *Nebbia v. New York*, 291 U. S. 502, and says "Applying these criteria to the instant case I cannot see that the Fifth Amendment inhibits the power of Congress to enact this legislation. An acute emergency exists and the means employed by Congress to relieve the resulting conditions and the law passed appears 'to have a reasonable relation' to its purpose, and is neither arbitrary nor discriminatory."

ERNEST A. GROSS,  
General Counsel, NGACC.

An expert in the culinary arts, Mrs. R. M. Bottoms, former newspaper woman of Jackson, Ky., has for the fifth consecutive year won a prize for her angel food and white cakes, at the Robinson Harvest Festival which is held yearly at Quicksand. For three successive years, Mrs. Bottoms took home the first prize for angel food cakes. Last year she won second place but went back this year to again win first honors.



**A MARK FOR KENTUCKY  
TO AIM AT NEXT YEAR**

The Minnesota Editorial Association enters the last quarter of 1934 with the largest number of active newspapers ever listed.

A total of 447 newspapers in Minnesota, in addition to a scattering in North Dakota and Wisconsin, are active members in good standing in the association. The total is an increase of 22 over that at the beginning of the year.

Only four daily papers outside the Twin Cities, and only six English language dailies in the entire state are not now actively affiliated with the association. A total of 24 weeklies in the state are also not members, although this figure does not include foreign language papers, neighborhood papers in the metropolitan areas, free circulation papers, or newspapers not yet legal.

These figures show that outside the classifications above, membership in the association totals 447 out of a possible 477 newspapers eligible to join, or 93.7 per cent. No other state newspaper association in any state of the Union has ever even closely approximated this record.

Although 93.7 per cent is still short of the goal, it brings closer the dream of those who have visioned an association which includes every paper in the state. The officers of the association have worked hard during the past year to strengthen and hold its membership, and have inaugurated and carried through activities to make the

association more valuable. The results are gratifying, but the work will go on with renewed activity until the goal is some day reached.

**LINOTYPE NEWS TRIES  
NINE-POINT COLUMN RULES**

The Linotype News, which entered its 13th year of publication with its issue for July, observed the occasion by introducing another innovation—9-point column rules in place of the conventional 6-point rules.

The printing surface of the 9-point rule is the same as before, but as the rule is centered on a 9-point body, the shoulder on each side of the printing surface is 1½ points wider than before.

The wider shoulders give a page a more "opened-up" and inviting appearance, and, as the Linotype News points out, "should make it easier for the average reader to 'pick-up' the beginnings of lines—should enhance legibility."

The mechanical points involved in the change from the 6 to the 9-point column rules are discussed in detail editorially in The Linotype News, which states that "any apparent difficulty concerning the use of 9-point column rule resolves itself into an easily followed order of things."

**"No Questions Asked"**

This is a statement frequently made in classified advertising, and the American Association of Legal Authors thinks that such a statement tends to encourage crime when used in con-

nection with an ad for the recovery of stolen property and constitutes an offer to wrong doers upon a condition which virtually compounds the crime. The association brought its attitude to the attention of the New York Times which has decided to discontinue the publication of lost property notices containing the clause "No questions asked" and any equivalent thereof.—S. N. P. A. Bulletin.

TRADE MARK LINOTYPE

**All this  
from one  
Linotype  
Keyboard**

A Model 14 Two-in-One Linotype carries a perfectly amazing range of sizes and faces immediately available from its single power-driven keyboard. The suggested equipment shown here can all be carried on one Model 14. It would make an unusual and distinguished dress for a newspaper, and would be equally suitable for most job work.

36 pt. Garamond Bold Caps  
**HOW I**

30 pt. Garamond  
**HOW is o**

24 pt. Garamond Bold  
**HOW is on**

12 pt. Granjon with Granjon Bold  
**HOW is one to assess an**  
**HOW is one to assess an**

8 pt. Excelsior No. 1  
with Bold Face No. 2  
**HOW is one to assess and e**  
**HOW is one to assess and e**

MERGENTHALER LINOTYPE  
COMPANY  
BROOKLYN, NEW YORK

Linotype Garamond and Metro families

TRADE MARK LINOTYPE

**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



**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 — Electrotypes — Printers Supplies



## The Electric Service Bill

If a visitor from Mars were to arrive in this country and listen to a speech by any of the advocates of government electric developments, he would certainly get the idea that the cost of electricity is one of the most burning problems faced by the American people—that the “power politicians” must stay awake o’ nights worrying about the millions of honest citizens struggling to earn enough money with which to pay gigantic electric bills.

Unfortunately, for the cause of government in the power business, the electric bill is one of the very few bills which the average family does not have to fear. For example, the average cost of electricity to the homes served by the industry last year amounted to only about ten cents a day. For this sum, domestic customers lighted their homes, used electric ranges, radios, refrigerators and a number of other electrical appliances.

Here is proof of the fact that the power issue represents an amazing effort to make a mountain out of an economic molehill. Electricity has brought comfort and convenience to millions of homes. It has been the greatest civilizing agent of the century. It gives us more for our dollar than almost anything we buy. And, by comparison with the cost of food, clothing, furniture, fuel and taxes, it makes hardly a dent in the average purse.

## Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES