

The Kentucky Press



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Kentucky Newspapers

Convention Edition

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Volume Twelve Number Three

72nd. Mid-winter Meeting Breaks Attendance Records

Russell Dyche, editor and publisher of the London Sentinel-Echo, was elected president of the Kentucky Press Association at the closing session of the 72nd mid-winter meeting at Louisville, being the fifty-seventh editor to serve since its founding in January, 1869, at Frankfort. More than 210 persons registered during the three-day session, the largest gathering ever held in its history.

The session opened Thursday night for registration and a buffet luncheon, as guests of the Brown Hotel, was enjoyed by the early arrivals. A movie of Kentucky was not shown owing to the illness of Frank Evans.

At the business session, Friday morning, the association turned its attention to hard cash problems of business management rather than to musings of the man in the editor's chair.

Two speakers discussed the emphatic need of sharpening advertising sales methods of weekly newspapers to match the keen competitive media.

Circulation Man Speaks

The first was Bert Johnson, Cincinnati, advertising manager of a chain grocery company, who urged proprietors of weekly newspapers to alert themselves to advertising methods on the "displacement" sales method. He said that with the exception of a few new products which have no competition in their markets, sales are achieved through "displacement" of rival products. Therefore, his advice to advertisers was to stress points of superiority in advertising copy that features stuff like "It's Fourth of July" and "School Days Begin At Smith's."

Advertising men, he said, should understand that "Joe America"—the mass consumer—doesn't want to bother with reasoning out involved arguments, and will even deny he is influenced by advertising. But nonetheless, he added, "Joe America" is subconsciously influenced by advertising copy that reiterates superiority of a particular product, and his buying record proves it.

The second hard cash speaker was Carl Gazley promotion manager of the Audit Bureau of Circulations, New York. He asserted that with circulation certification, such as most dailies employ,

weekly newspapers too might claim successfully a segment of national advertising which they do not now receive.

A. B. C. History Related

"In making your bid for national advertising," he suggested, "give these buyers a clear, definite picture of what your paper represents; first, in regard to editorial vitality; second, in terms of audited circulation influence; third, in point of visual appeal; fourth, a true picture of the market your paper reaches. Tell about buying habits in your market. What is the extent of the market? What is the sales volume of various lines? In short, what are its sales opportunities for the advertiser?"

Willie Snow Ethridge, novelist and wife of Mark Ethridge, vice president and general manager of the Courier-Journal and the Louisville Times, answered affirmatively the question-title to her talk, "Are Newspaperman People?"

"Unquestionably yes," she said, "just as are the bearded lady and the two-headed man in the circus sideshow.

Saying that while newspapermen "think they know everything, and the public thinks they know everything," their wives know different. She expressed admiration for the determination of editors in resisting efforts to capture publicity and suppress news, especially in small towns where personal contacts make the problem extremely difficult.

Mayor Welcomes Press

The Rev. Dr. George S. Wood, pastor Trinity Methodist Church, pronounced the invocation. In welcoming the association to Louisville, Mayor Joseph D. Scholtz emphasized "This is not a selfish city trying to better itself at the expense of your communities. We believe that our prosperity depends on you and the rest of the State being prosperous, and we are conscious of the fact that the majority of our most influential and useful citizens are the products of rural Kentucky."

"We want you to believe Louisville is working with you for our mutual good, not against you," he said. Vice president Harry Lee Waterfield gave the association's response to the mayor's welcome.

Other speakers on the program included Hon. Samuel M. Wilson, Lexing-

ton, State Chairman, who presented an interesting paper on "Plans and Prospects for the Kentucky Sesquicentennial Celebration" to be held state-wide in 1942. His paper will be published in the February Press. President Pedley's interesting to-the-point opening address will be found in another column.

James Norris, editor Ashland Independent, state commander of the American Legion, outlined briefly the Americanization program for Kentucky boys toward moral preparedness, and requested the editors' assistance in making this possible for every boy.

W. W. Thompson, Cave City, general manager of the Mammoth Cave properties, assured the publishers that "despite all the shouting and shooting recently in connection with Mammoth Cave Park Control, the whole cave project is one of the most cleanly operated that you will find anywhere. "The whole thing is like a chamber of commerce and a city council battling to take credit for the construction of a new street in which both have had a hand."

At a luncheon given at the Brown Hotel by the Kentucky Utilities Company, the association authorized a telegram of sympathy to J. Sherman Porter of La Grange, life-member of the association, who has been ill for several months.

The association's board of directors and the Kentucky Associated Press members held concurrent meetings during the afternoon, clearing the program of business in advance of the Board of Trade banquet Friday night.

E. J. O'Brien, president of the Board of Trade, welcomed the association, reminding them that "newspapermen and women deal with precious material—human thoughts and ideals." A lively floor show and a dance followed.

Saturday Morning Session

Harry Lee Waterfield, who represented the state association at the called NEA meeting at Chicago last October, explained the 15-point program that was inaugurated in January by the National Editorial Association and the important part that editors should play in assisting in the promotion of the Home Town Newspaper Plan. This, said Mr. Waterfield, was a determined drive to acquaint national advertisers and national agencies with the potential market and coverage in the community field and the wide possibilities for successful advertising campaigns in the community newspapers.

Tyler Munford, Union County Advocate, Morganfield, chairman, made a comprehensive report of the activities of the legislative committee and urged a more rigid enforcement of State laws regarding public advertising of official financial reports, including delinquent tax lists by counties. He also urged every editor to join in assisting the committee at the next legislative session, adding that a paid representative could and should be on duty at Frankfort during the session.

In a talk on "How to Handle Advertisers," Miss Janet S. Shutts, the Advocate-Messenger's advertising manager, cautioned that "the best way is to give him service and results." Miss Shutts said the job does not stop "with getting him signed up to a definite amount of advertising and getting his copy in." She defined one service as showing him "you have his interest at heart and by carefully considering his problems and offering the best solutions."

"The local advertiser is not basing his business with one's paper on circulation figures," she added. "He knows whether the paper is good, whether it has reader interest and whether it produces results." Miss Shutts also said "features" are becoming more important and advised that newspapers take advantage of the reader interest manifested in material of this type.

Robert L. Headen, account executive of the Doe-Anderson Advertising Agency, told members "Rural papers would get more State and national advertising if they would make the mechanics of giving them advertising more simple." "In some states the matter of handling 'checking copies', invoices, insertion orders and other details is attended by the press association," Mr. Headen said. He also proposed papers adopt a uniform rate schedule.

John L. Crawford, Corbin, led a roundtable on newspaper circulation problems which included discussion on phases of small city dailies and weeklies in both agricultural and mining areas. Editors who appeared on this roundtable included Alvis Temple, Daily News, Bowling Green, Carlos B. Embry, Embry's Newspapers, Inc., and Harry Clark, Harlan, Enterprise.

Robert L. Elkins, Lancaster, was proposed as a life member, final election to take place at the mid-summer meeting. The College Heights Herald, Bowling Green, and Mr. Evelyn Harris, Bell Telephone Co., Atlanta, were elected to

associate membership, and the Tri-County News, Corbin, the Record-Herald, Greensburg, the Todd County Times, Guthrie, and the Public Ledger, Maysville, were elected to full membership.

Officers Elected At Luncheon

At the closing luncheon, as guests of the Louisville Courier-Journal at the Pendennis Club, Russell Dyche was elected president to succeed Gracean M. Pedley, having been advanced from the office of vice-president. The election followed the approval of the report of the resolutions committee.

Harry Lee Waterfield, publisher of the Clinton Gazette, was named vice president, and J. Curtis Alcock, publisher of the Danville Messenger-Advocate, was re-elected secretary-treasurer—for his thirtieth year.

The executive committee, as announced by President Dyche, includes: First district, Joe LaGore, Paducah Sun-Democrat; second, Tyler Munford, Union County Advocate, Morganfield; third, Vance Armentrout, Louisville Courier-Journal (Chairman); fourth, Joe Richardson, Glasgow Times; fifth, Frank Bell, Trimble Democrat, Bedford; sixth, Fred B. Wachs, Lexington Herald-Leader; seventh, W. W. Robinson, Paintsville Herald; eighth, T. T. Wilson, Log Cabin, Cynthiana; ninth, Harold A. Browning, Whitley Republican, Williamsburg; and State-at-large, Victor R. Portmann, Kentucky Press, Lexington, and Chauncey Forgey, Ashland Independent.

Members of the new legislative committee are Tyler Munford, chairman; Cecil Willams, Somerset Journal; Henry Ward, Scottsville Times; Harry Waterfield; George Joplin, Somerset Commonwealth; and Thomas Underwood, Lexington Herald.

The newspaper exhibit committee is Portmann, chairman; Miss Jane Hutton, Harrodsburg Herald; Mrs. Mark Ethridge, Prospect; Col. Vernon Richardson, Danville Messenger-Advocate; and Jerry Freeman, Cumberland News.

Layouts—An attractive layout, containing twenty-one illustrations of products, recently was successful in selling a small-town grocer on using a page advertisement in an Arkansas paper. By having plenty of mats of well-known products on hand, a publisher can produce large ads that can be sold to local merchants with less effort than it takes to sell a small ad when no layout is shown.

Resolutions Passed At The 72nd. Mid-Winter Meeting

As the Kentucky Press Association enters its 73rd year, continuing to grow in vigor and enthusiasm in the maturity of three score and ten and in the third generation, it is proof of its progress to note that the registration for this semi-annual meeting sets a new record for the mid-winter conference. And it is significant that the Kentucky Press Association stands unique among its sister state press associations for understanding fellowship and brotherly comradeship that inspire us to stand as a living example of the motto of our beloved Commonwealth, "United We Stand: Divided We Fall."

As our country confronts perhaps the most critical era since our Association was founded in 1869, when the gaping wounds of fraternal strife were beginning to heal, we renew that pledge of understanding and devotion which will guide and protect us in the fight we are determined to wage that the light of opportunity and freedom which we so richly enjoy in America shall be not darkened or dimmed.

To Gracean M. Pedley, who has served as our president during the year and who has given unstintingly of his time and talents to the Association, we express our deep appreciation for his capable leadership and guidance. He takes his place among the ranks of those who have administered the affairs of the Kentucky Press Association throughout its history with a mind single to the constant maintenance of its principles and purposes. His administration has been one of complete success and we thank him for his successful efforts and wish him continued advancement and prosperity in the profession and in all things which he may undertake.

We express particularly to the Brown Hotel and its management, our thanks for their unfailing hospitality and perennial interest in making the mid-winter meeting of our Association a success. We appreciate especially their entertainment and consideration this year when demand for accommodations is above that of normal years.

To those who gave of their talents and efforts to make our program one of the most timely and interesting in our history, we desire to express our thanks and appreciation. All of them offered outstanding contributions. We refer in particular to Mrs. Mark Ethridge, of

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The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

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

District Executive Committeemen

Vance Armentrout, Louisville Courier-Journal
(Third), Chairman; First, Joe LaGore, Paducah
Sun-Democrat; Second, Tyler Munford, Union
County Advocate, Morganfield; Fourth, Joe Rich-
ardson, Glasgow Times; Fifth, Frank Bell, Trim-
ble Democrat, Bedford; Sixth, Fred B. Wachs,
Lexington Herald-Leader; Seventh, W. W. Robin-
son, Paintsville Herald; Eighth, T. T. Wilson, Log
Cabin, Cynthia; Ninth, H. A. Browning, Wil-
liamsburg Republican; State-at-large, Victor R.
Portmann, Kentucky Press, Lexington, and
Chauncey Forgey, Ashland Independent.

Legislative Committee

Tyler Munford, Morganfield Advocate, chairman;
Harry Lee Waterfield, Clinton Gazette; Thomas
R. Underwood, Lexington Herald; Henry Ward,
Paducah Sun-Democrat; George R. Joplin Jr.,
Somerset Commonwealth; Cecil Williams, Somer-
set Journal.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Chairman;
Miss Jane Hutton, Harrodsburg Herald; Mrs.
Mark Ethridge, Prospect; Col. V. W. Richardson,
Danville Messenger-Advocate; Jerry Freeman,
Tri-County News, Cumberland.

NATIONAL EDITORIAL
ASSOCIATION
1940 Active Member

MEMBER
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume 12, Number 3

Amendment To Constitution Proposed

According to the constitution of the KPA, the following amendment to Section Three, Article V, was proposed, moved and seconded, at the mid-winter meeting and will be voted on at the mid-summer meeting. The last line of this section now reads:

"The secretary-treasurer shall receive a salary of \$100 per year for his services".

The amendment, which was approved, shall read as follows:

"The executive committee shall have power to set the annual salary of the secretary-treasurer".

Send in that news item today.

Wage and Hour Exemption Proposed

The first proposal to amend the Fair Labor Standards Act of 1938 on behalf of newspapers was introduced January 3 by Representative Canon, of Missouri, the Washington Bureau of NEA reports. The full text of the bill (H.R.64) follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled that Section 13 (a) (8) of the Fair Labor Standards Act of 1938 is amended to read as follows: (8) Any employee employed in connection with the publication of any newspaper with a circulation less than 5,000 the major part of which circulation is within the county where printed and published or within a radius of 25 miles of the place where printed and published; or"

It will be observed that the bill extends the circulation exemption from 3,000 to 5,000 and proposes to include all newspapers under this circulation limitation, both daily and weekly.

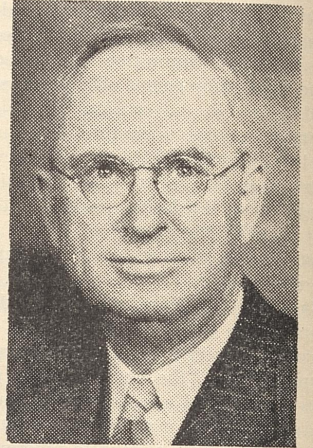
Representative Fulmer, of South Carolina, re-introduced his measure (H.J. Res.15) to authorize an investigation of alleged monopolistic practices in pulpwood and alleged price-fixing in prices for paper. The bill was referred to the House Committee on Agriculture.

Meet Your New President

Russell Dyche, London Sentinel-Echo, editor, printer and entrepreneur extraordinary, was elected president of the Kentucky Press Association at the mid-winter meeting at Louisville, Saturday, January 18, having been advanced from the office of vice-president.

Editor of the Sentinel-Echo, a live, wide-awake newspaper of the southeastern mountain section of the state, Mr. Dyche is one of the most active members of the press association, serving faithfully, year after year, in various committee assignments and then as a long-time member of the executive committee. In 1939 he was appointed chairman of the executive committee, elected vice-president in January, 1940, and now honored by his selection to guide the destinies of that group for the ensuing year.

He started his newspaper career on March 20, 1884, when he was born in the apartment over the Mountain Echo office, which paper was published and edited by his father. He started his



Russell Dyche

actual printing career at the age of five when he mashed his hand badly in trying to feed an old "Model" job press. His first venture as an editor began in 1903 when he purchased the Mountain Echo from his father, A. R. Dyche, who had been its publisher since 1878. Except for an interval of three years when the young editor sought formal education at the old National Normal University, Lebanon, Ohio, he has been at the helm of his Echo-ship ever since.

Besides the publishing of his paper, he specializes in the making of rubber stamps and seals, fraternal specialties, and election supplies. Every election he furnishes necessary supplies to more than 100 counties in the state.

As a successful leader in his community, the goal of every enterprising community editor, he has had an active and full life, which fact is attested by the honor and esteem in which he is held by his fellow citizens. This imposing list of unselfish community service, largely inaugurated and promoted by the newspaper, can be headed by the organization of the volunteer fire department in 1922 of which Mr. Dyche has served as fire chief since its founding. He served as president of the Kentucky State Firemen's Association for three years. On motorcades of the KPA, or of its smaller groups, the parade is not considered a success unless it is led by the fire chief's car with the siren wide open.

He is largely responsible for the establishment of the Levi Jackson Wilderness Road State Park, near London, and has promoted the annual celebration therein, "The Week End Of The

"Full Moon In August", which event, this year, attracted 20,000 visitors. He is a member of the local advisory board of the Park. Other local promotions include that of the municipal owned and maintained cemetery from private ownership, and the annual Community Christmas Tree since 1932.

Private enterprises owned and managed by Mr. Dyche include the local water plant under the name of the London Utilities company; the Hotel London which he operated for several years until it was leased in January, 1940; operates seven modern apartments which, for sentimental reasons, are called the "Pica Apartments", and is erecting another four-plex which will be named the "Nonpariel".

He is director of the National Bank of London and the London Federal Savings and Loan Association, and past president of the Kiwanis Club.

He married Miss Mae Martin of Paris, Kentucky, and has two children, Martin, who assists him in the newspaper plant, and Margaret (Mrs. Arnold Gregory, Somerset), and one grandson, Russell Steele Gregory.

Of course, in between times, he finds the necessary hours to write live editorials and spot-news stories, and generally look after the Echo-Sentinel. Tall, broad-shouldered, strong, he bears up well under his multitudinous duties—a bear for punishment.

Resolutions Continued From Page Three

Prospect, Judge Samuel M. Wilson, Lexington, Bert Johnson of the Kroger Grocery and Baking Co., Cincinnati, W. W. "Bill" Thompson, general manager Mammoth Cave properties, Carl Gazley, executive of the Audit Bureau of Circulations, Robert L. Headen of the Doe-Anderson Advertising Agency, Louisville, Miss Janet S. Shutts of the Advocate-Messenger, Danville, and past-president John L. Crawford of the Corbin Daily Tribune, as well as all the committee chairman and officers, who through their reports and discussions, contributed so much to the sustained interest in the entire program.

To Mayor Joseph Scholtz and the people of Louisville, who through him extended to us a hearty welcome, we express our continued appreciation of the hospitable attitude of this metropolis of our state, which has been for so many years our place of annual assembly.

To those who gave us such particularly gracious hospitality, the Brown Hotel

for the buffet supper on Thursday, the Kentucky Utilities for their luncheon Friday noon, the Louisville Board of Trade for their dinner and entertainment on Friday evening and last, but not least, the Louisville Courier Journal and Times for their annual luncheon at the Pendennis Club we renew our perennial thanks for these generous receptions.

Our thanks are sincerely proffered to Fred Nolle, of the Fourth Avenue Amusement Company, operating the Rialto, Strand and Brown theatres; C. R. Buechel, of the Mary Anderson, and George Hunt of Lowe's for their ever-generous thoughtfulness in providing for our complete picture of entertainment.

It is with deep regrets of sad hearts that we record the death since our last meeting of Vaughan Spencer, the able, sincere and vigorous editor and publisher of the Kentucky Farmers' Journal. We miss his bright smile, his warm personality as our state feels keenly the loss of his inspiring example and leadership. To his family and associates we tender our abiding sympathy.

To our beloved past president and cherished friend, Cecil Williams, our hearts go in loving sympathy in the tragic loss of his brother, James Williams, who was known and admired by the members of our association and whose presence had added joy and comradeship to our meetings.

Secretary Alcock, the guardian angel of our association, and the official family of President Pedley have helped him make this a great year by their loyalty and devotion to the Association. We express our appreciation of their loyal efforts.

Retiring President Reviews Activities During Past Year

In the words of the distinguished member of this body who latterly has fallen into the evil way of getting himself elected to the office, I wish to state that, while the year's encumbancy of your president has resulted in very little being done for the KPA, nothing has been done intentionally to it.

The Kentucky Press has continued on its way, serving well and, I trust, profiting in proportion to the value of its service. And, notwithstanding the accusation of the high governmental official that the newspapers of the nation have lost their punch, politically, I

firmly adhere to the opinion that the there is no competitive force anything equal to our medium in the moulding of community opinion.

The KPA has added seven new members during the year now closing. These are very welcome. We should have a material addition to the membership during 1941. Your retiring president would respectfully recommend to the incoming chief and his executive committee that a more systematic effort be made to bring Kentucky newspapers into the KPA.

You have been notified, individually, concerning resolutions adopted by your executive committee with references to the solicitation of advertising in rotogravure sections, with guarantee by the vendor of many thousands of circulation by means of insertion of the said roto section in regular editions of the newspapers of members of this body. I would respectfully suggest that you consider well what this practice involves. You are aware of your own small profit, if you have mailed out these roto sections, and it is well that you consider your probable losses, including the loss of prestige of your publication and to this, your press association.

The assistance by Vic Portmann and his greatly improved Kentucky Press for a sesquicentennial celebration in material saving of your funds, in dissemination of much valuable information to members, including reports and notices of approaching events, which would otherwise have added labor and expense to the office of the secretary. I feel that Professor Portmann renders a distinctly valuable service, year in and year out, to this association which may not, except by a few, be recognized.

You will remember that at our last January the KPA approved a proposal for a sesqui-centennial celebration in Kentucky during 1942, by resolution, and that a committee was named to discuss with Gov. Keen Johnson how best the press could lend itself to this project. As the Hon. Samuel M. Wilson, chairman of the sesquicentennial commission, will appear on this program to state the case for the movement he heads, I shall not waste time on it now, except to say I am sure this association is ready to do its full part to advance the prosperity and to aid in the progress of Kentucky.

Several members of this group have brought new luster to the Fourth Estate in Kentucky, as well as fresh distinction to themselves, during the year. Keen

Johnson quit being a newspaper feller and became the least news conscious and most uncommunicative Goovernor Kentucky ever has had, as well as just about the best. If he can pickup as a top-notch reporter and editor where he left off, with the same facility with which he stopped, he will lose nothing at Frankfort except perhaps a few more of his scanty locks. He has already proved to Kentucky, as he long since did to us, that he can do a big job well.

Lawrence Hager made the AP trunk lines when he resigned as postmaster at Owensboro because, he said, he could not permit the Hatch Act to interfere with his privileges as a citizen.

Barry Bingham won wide acclaim and immeasurable thanks, when he donated \$10,000 for a State 4-H Club camp and was pronounced Kentucky's Man of the Year by the Progressive Farmer and Southern Ruralist for his leadership in improving farm living conditions.

Tom Underwood was chosen chairman of the Democratic State Central and Executive Committee, highest honorary post of his party (he says its plumb orner), and did it, I suspect, only to help Keen.

Tyler Munford retired from politics. And Russell Dyche quit, after many years, as fire chief of London.

It is probable all of the last three named deserve no particular commendation, since they were victims of circumstances over which they had little or no control.

Very serious now, your almost finished (with this and otherwise) president desires to touch briefly on what seems to him to be a very important problem and to recommend to each individual here earnest consideration of the facts which will be presented by another later in this program, bearing upon our circulations.

The competitive situation which small town newspapers are faced today is acute and, according to best informed authorities, will become more so very shortly. A publication of large distribution, in its current issue, declares we will be faced with a radiocasting station of the FM type in every county of the nation before long. And that these will broadcast local news and local advertising, as well as national and international ditto.

Leading economists are agreed 1941 will be a banner business year. Advertising appropriations will be larger than ever before. But competition will be

keener. Hence, it seems vitally important that we operate our newspapers upon the best possible business basis . . . and this brings us down to the matter of clean mailing lists and something like fair advertising rates, based upon our circulations.

So long as we operate under the handicap of being notorious liars about our circulations, so long as there is much wide divergency of rates even among next door neighbors, so long as we carry hundreds of names of non-paying subscribers on our lists . . . just so long will be run a very bad last in the competitive advertising market. I am not suggesting this association should attempt to dictate rules governing mailing lists or rates for space; but I do strongly urge that we give a fair and impartial hearing to the representative of the Audit Bureau of Circulations, who presently will present his, and your case. And I hope the day is not far distant when the Kentucky Press Association will place itself among the top notch units of the nation's Fourth Estate by setting for itself and its members the standards required by this Bureau for the protection and the information of advertisers . . . and the very material advantage of such newspapers as desire to be well and profitably operated.

Finally, I want sincerely to thank Curtis Alcock, Russell Dyche and Harry Waterfield and the members of the exe-

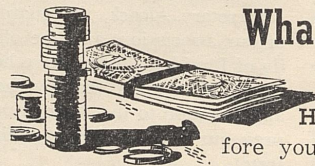
cutive committee whose loyal aid has made this year so agreeable to me; and to express my everlasting gratitude to Curtis, the peerless secretary, whose constant aid and guidance saw me through.

I am grateful for the honor you gave me and will retire to the ranks with the same old zeal to be a good and faithful member, looking forward as always to these reunions through the years with the old friends and the younger members who appear so well able to carry on the fine traditions of this organization. Thank you.

Edd Kellow, Murray State College graduate of last year, is now editor-in-chief of the Murray Ledger & Times, Calloway County's largest newspaper. R.R. Meloan, publisher, also added Paul Abell, former business manager of the College News, Murray State College newspaper, as advertising solicitor. Edward Freeman, former editor of the Ledger & Times, is now employed by the Nashville Tennessean as special correspondent and feature writer.

Several interesting addresses and reports, given during the Mid-Winter Meeting, will be published in the February edition of The Press.

You need the KPA; the KPA needs you. Let's get together.



What Price Hairlines?

Hairlines—those spots before your readers' eyes—come from mats with broken sidewalls. Every printer knows that!

But did you ever realize what those hairlines cost? Those broken sidewalls and metal accumulations often cause troublesome squirts and other costly damage to the casting mechanism.

Replace that hairlined font today with one of the **LEGIBILITY GROUP**. Excelsior with **Memphis Bold**, for instance, finds favor in many shops. It's a double-duty face, usable in both news and job work. Ask your Linotype man.

THE LINOTYPE CO.

Legibility Group

THE LINOTYPE CO.

IONIC • EXCELSIOR • PARAGON • OPTICON

Linotype Excelsior with Memphis Bold, Memphis Bold Condensed

ASK THE MRS!

Chain stores have grown from humble beginnings because people like to buy in them—like the fresh, clean appearance, the modern displays, the courteous, efficient service. And they know that chain stores consistently have the right merchandise at the right time at the right price.

A&P, for example, started as a tiny store in downtown New York in 1859, selling tea for 30c a pound at a time when most stores were selling it for \$1 a pound. A&P's founders stated their guiding principle in this early ad:

We propose to do away with all these various profits and brokerages, cartages, storages, cooperages and waste, with the exception of a small commission paid for purchasing to our correspondents in China and Japan, one cartage, and a small profit to ourselves which, on our large sales, will amply repay us.

That idea of cutting out the waste steps between producer and seller, coupled with the idea of mass merchandising brought prices down. Naturally, the business grew. One by one, new foods were added until today's great A&P Super Markets offer a variety of some 2,000 different items.

Similarly, your local chain stores—A&P and others—are outstanding proof that efficient merchandising, vigorous, consistent newspaper advertising, and sound sales promotion result in better business for stores, better values for customers. Because local people can buy more good things for their money in chain stores, their standard of living rises. In thus making possible a better, happier way of life for the community, chain stores and newspapers join hands in a common objective.

**THE GREAT ATLANTIC & PACIFIC
TEA COMPANY**



I HAD an idea what was coming, but I never batted an eye.

"I understand, Mr. Electric Light man," she said, "that you've been saying electric rates have been cut."

"Right," I said, "in fact, electric rates have been cut about 50% in the last ten years."

"Ha," she cried, "then maybe you can tell me why my electric bill runs higher now than it used to."

"Yes, madam," I said, "I can. Mine runs higher, too, and so, no doubt, does most everybody's in town. You see, all of us are using a whole lot more electricity now than we used to. Take your own case—I'll bet you've got a vacuum cleaner, a radio, an iron, maybe you're using those bigger and better light bulbs, and maybe you've got an electric ice box. The point is, you're probably using three or four times the electricity you did ten years ago!"

"Hmmm," she said, "I hadn't thought of that."

"Few people do think of that," I said, "and here's another thing—our customers not only get twice as much electricity for their money—they get better service. We've got two and three plants on the

line that brings electricity to your very house, so in case something happens in one point your service won't be crippled."

"Dear me," she said, "I never knew that either."

"And what does it cost?" I went on. "About a dime a day for most of our customers. Think of that—the convenience of electricity for less than most men spend on cigarettes."

I could see she was beginning to wilt, so I signed off with—"You not only get twice as much for your money, but you cut your own rate every time you use more. With our modern electric rates it's automatic—the more you use the lower the price."

She fished in her bag for her handkerchief and I thought maybe my oratory had moved her to tears! But she grinned and waved the handkerchief—

"Flag of truce," she cried. "I give up—electricity is a bargain all right."

KENTUCKY UTILITIES COMPANY

INCORPORATED