

# *The* Kentucky Press

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

*May, 1939*

Volume Ten Number Eleven





## Program Of Mid-summer Meeting Cumberland Falls, June 22, 23, 24

### Thursday, June 22

Registration, DuPont Lodge  
Dinner, Main dining room, DuPont Lodge  
Reception and smoker by Officers and Executive Committee, KPA.

### Friday, June 23

9:30 a. m. Call to order.  
Address of welcome, Mr. Mark Hardin, Resident Manager, Cumberland Falls Park.  
Response, Vice-President Gracean M. Pedley, Eddyville.  
President's address, "Growing Up With The KPA," Thomas R. Underwood.  
Report of Secretary-Treasurer, J. Curtis Alcock.  
Address, "The Constitutional Amendment For Blind Aid," Joe T. Lovett, State Commander of the American Legion.  
Address, "Municipal Problems," Carl B. Wachs, Secretary, Kentucky Municipal League.  
Awarding of Contest Prizes, Prof. Victor R. Portmann, chairman, contest committee.

12:30 a. m. Luncheon  
The afternoon program will include a hike above the Falls, swimming below the Falls, and drives to neighboring points of interest.

7:00 p. m. Banquet, Main Dining Room, DuPont Lodge. Four or five interesting short speeches on Cumberland Falls and the four nearby cities.

9:00 p. m. Dance as guests of the Corbin Daily Tribune and the Corbin Board of Trade.

### Saturday, June 24

9:30 a. m. Call to order.  
Round table discussions:  
Circulation Value of Local Pictures—Harold A. Browning, Whitley Republican, Williamsburg.  
Advertising, Its Making and Solicitation—Miss Jane Hutton, Harrodsburg Herald.  
Specialty Printing In A Country Newspaper Shop—W. H. Nunn, The New Era, Albany.  
Color In Job Printing—Frank C. Bell, Trimble Democrat, Bedford.  
Home-Promoted Community Pages—Paul J. Bushart, The News, Fulton.  
Address, "New Newspaper Ideas," Edward J. Paxton, Jr., Paducah, Sun-Democrat.  
Report of Committees.  
Luncheon, DuPont Lodge.  
Adjournment.

### Fred B. Wachs To Speak At NEA Meeting In Alaska

Fred B. Wachs, general manager of the Lexington Herald-Leader, has been honored by being placed on the National Association program during the annual convention. The program will be given on board the S. S. Aleutian, en route to the summer outing in America's northern playground.

Mrs. Wachs, and children, Warren and Fred Jr., will accompany him on the trip. They will board the NEA special train at Chicago, June 10, for the overland trip to Seattle where they will board the boat.

Mr. Wachs was also honored by the employees of the Herald-Leader at a

testimonial dinner on May 23 in celebration of his twenty-first anniversary on the Leader staff.

Kentucky will also be represented on the Alaska trip by Albert Schumacher and Virgil Powell, Berea Citizen, and W. Chauncey Alcock, Danville Messenger. The latter will be official representative of the KPA.

\$\$ Puller—A newspaper may find it profitable to keep a record of all the local business firms—stores, barber shops, insurance agencies, banks, and all. By keeping such a record, special anniversary ads can be suggested when the proper date comes. Every ad man knows that this is a good sales argument.

### Contest Entries Judged By Ohio U. Professors

The entries in the various KPA newspaper contests are now being judged by Prof. Lester Getzloe and his associates in the School of Journalism, Ohio State University.

The contest committee hopes that many good job printing exhibits will be presented at the Cumberland Falls meeting. Contestants are requested to bring their exhibits with them, or to mail the same to the chairman at DuPont Lodge, Cumberland Falls, in plenty of time.

We reprint the rules on this contest.

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

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

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

### West Kentucky Association Elects Roy Munford

Roy Munford, publisher of the Union County Advocate, Morganfield, was elected president of the West Kentucky Press Association at a meeting at Paducah on May 27. He succeeds Joe LaGore, managing editor of the Paducah Sun-Democrat. John S. Neal, editor of the Murray Ledger and Times, was elected vice-president, and Murray K. Rogers, editor of the Paducah Press, was re-elected secretary and treasurer.

Max Lancaster, sports editor of the Danville Messenger, recently resigned to accept the editorship of the newspaper owned by P. T. Atkins, at Buchanan, Virginia.



*Liven Up Your Inside Pages*

By J. BARRYE WALL

Publisher, *The Farmville* (Va.) *Herald*

Illustration and departmentalization are the most important factors that contribute to making the inside pages of a weekly newspaper interesting to readers. Pictures brighten up any page, especially if they are local pictures.

In our paper we have at least four or five pictures a week. Over a period of years we have accumulated a morgue of some two thousand cuts, cross indexed so that any picture can be found immediately.

Wherever possible we prefer action pictures. Instead of taking a shot of a group of people attending the Bible school, say 200 faces in a three-column cut, we prefer the graduates of the school, probably ten or twelve in a three-column cut.

Pictures are the basis to enliven any page, especially inside pages. A little attention to writing heads for inside pages will make great improvement. If a country correspondent sends in a story of a fire, robbery, cyclone, or what not, write a two-column head over it. Such pictures give the make-up man material with which to make up the page and liven up the inside.

One of the best ways to liven up the inside is to departmentalize the paper. Our paper, for example, is a country newspaper. Readers range from almost illiterate Negroes to college presidents, from townspeople with city ideas to the real Virginia backwoodsman. We must have something in the paper, therefore, that appeals to all sorts of readers.

To keep the inside of the paper alive, we departmentalize. On one page we concentrate all the news of Buckingham County, generally with a picture or two of local interests. On another we place the news of Cumberland County, and on another that of Prince Edward County. This gives us three live inside pages.

There is the social page, too, where most of the social events of Farmville and the county are recorded. In this way we make county people read the social page as well as the page devoted to their particular section.

Then there is the editorial page, where we try to get at least an editorial of local interest, an editorial on a national subject, one on an international subject, and one human-interest editorial each week.

On this page is a column of pure nonsense, written by one of our staff

and composed of jokes. Still another is written by one of the free lance writers in the county, in which he attempts to follow through on the style of the late Will Rogers. The Sunday school lesson and the People's Forum complete the page.

Conduct a creditable editorial page, express your opinions; and even if the editorials are not the best expressed editorials in the country, or you split your infinitives, or don't use *effect* and *affect* correctly, they are still a valuable asset to your paper.

Build up a classified page by all means. Classified advertising pays good dividends, not only by returning about sixty cents an inch; but when classified advertisers get results, they look on the paper as a medium and will become display advertisers.

The most interesting page in our paper is the classified page. Many items of great news value are hidden in the classifieds. It is news if Mr. and Mrs. Woodrow Jones want to buy a baby carriage, or Mrs. Bill Smith, who has just been divorced, has rooms for rent, or Sadie Jones has lost a Kappa Sigma fraternity pin with the initials RWG on it. All these want ads have a meaning to readers of a weekly newspaper. We find them as thoroughly read as our features.

Three county pages, then, an editorial page, a social page, a classified page, and a front page make seven pages; the eighth will certainly take care of the continués. Here is an eight-page paper, and the same prescription may be used for twelve or fourteen pages, or for larger papers. There is a plenty of opportunity to liven up the inside pages if a publisher, editor, or newsman wants to do it.

*To Make Renewal Letters Pull*

By FLOYD L. HOCKENHULL

In writing renewal-letters — to get renewals of expired subscriptions — it's wise to remember this advice from J. E. Blackburn, Jr., circulation director of the twenty-four McGraw-Hill publications: *Make your sales talk the benefits of your prospect instead of the good quality of your paper.*

To put in another way, phase your letter from the *you* point of view, instead of the *I* or *we*.

Too many renewal letters begin, "We notice your subscription has expired and wonder why you haven't renewed."

"It's far more effective to write from the *you* viewpoint, such as: "Your sub-

scription to *The Gazette* runs out this month; and because your name has been on our paid list many years and we are anxious to keep it there, I want you to accept a special offer right now, so you won't lay this letter aside until you've sent in your renewal order." (Followed with a little inducement, such as three weeks free extra credit for renewing within seven days.)

Here are six essentials of a good renewal letter:

1. The opening—one that wins the reader's attention and prompts him to read further.
2. The description or explanation—which gains your read's interest by picturing the proposition.
3. The proof—which creates desire by showing value. (Example: "Just think! In *The Gazette*, you get all the news of Jonesville and Jones County for less than three cents a week . . . Over 2,000 Jones County people read *The Gazette* because it is packed with interesting news about their friends and neighbors.")
4. Persuasion—which draws the prospect to your way of thinking.
5. Inducement—which gives the prospect a reason for acting now, instead of "tomorrow."
6. Climax or clincher—which makes it easy for the prospect to order and prompts him to act at once.

Base your letters for renewal and new subscriptions on this plan—and even a short renewal letter can incorporate these six essentials—and revenue from subscriptions will increase.

*Fine Newspaper Promotion*

Some fine promotional material has been made available to publishers using newsboys on circulation, whether daily or weekly, by the International Circulation Manager's Association. A series of newsboy welfare advertisements has been prepared and proofs have been sent out generally to daily newspapers. If any paper has not received these they will be mailed on request to W. G. Andrews, circulation manager of the Fort Wayne News-Sentinel. Mats for the series of the six ads may be had for the nominal price of \$2.00.

James G. Stahlman, retired president of the A. N. P. A. urged publishers to devote more thought and effort towards establishing public relations, and to this end he said: "We do more to promote the other fellow's business and less to promote our own than any crowd I know."



# The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

**Press Association Officers**

Thomas R. Underwood, President, Lexington Herald  
Gracean M. Pedley, Vice-President, Eddyville Herald  
J. Curtis Alcock, Sec.-Treas., Messenger, Danville

**Executive Committee**

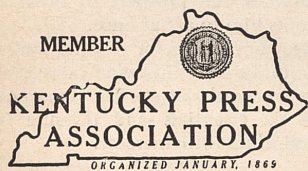
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**Newspaper Exhibit Committee**

Victor R. Portmann, Kentucky Press, Lexington, chairman; Carl Saunders, Covington, Kentucky Post; Robert Simpson, Frankfort State Journal; Joe Le Gore, Paducah Sun-Democrat; Flem Smith Georgetown News.



*On To Cumberland Falls!*

The mid-summer meeting of the KPA will be held at Cumberland Falls, June 22-24, as you have already been notified. The program, as printed elsewhere, offers plenty of recreation and enjoyment as well as morning sessions of interest and instruction. We hope that every editor will take this opportunity for a short vacation in the best-known state playground. See you later???

*Courier-Journal Is Accorded Highest Honor For Excellence*

Recognition of the Courier-Journal's attainment recently in winning the University of Missouri award for excellence was given in the Senate on May 27 when Senator Sherman Minton of Indiana, seconded by Majority Leader Alben W.

Barkley, Kentucky, paid tribute to the Louisville newspaper.

Senator Minton introduced into the record both the citation of the University of Missouri School of Journalism and the speech made by Barry Bingham, publisher, in accepting the award.

"One of the greatest newspapers in the country," said Senator Minton, "is the Courier-Journal. It is remembered by many of the older people as the journal of Henry Watterson, whose brilliant editorials gave it a national reputation. The passing of Watterson did not mean the passing of the Courier-Journal. Not only have its present publisher, Barry Bingham, and its general manager, Mark Ethridge, maintained the great reputation of this newspaper, but they have added new reputation and luster to its name. It is recognized throughout the Middle West and the Ohio Valley, where it is widely read as a household institution.

"It was gratifying, therefore, to friends of this great paper to learn that recently its worth as a newspaper and the outstanding job it is doing in carrying on the best traditions of journalism were recognized by the University of Missouri's School of Journalism in awarding the Courier-Journal the school citation this year for excellence in journalism."

After the Senate had approved the insertion of the citation into the record, Majority Leader Barkley spoke.

"I have just a word to add to what the Senator from Indiana has said about the great journal, The Louisville Courier-Journal," he said.

"Long before our day that newspaper became widely known throughout the Nation because of its brilliant and sound editorials and their highly literary quality. Before Henry Watterson became connected with the Courier-Journal, George B. Prentice was one of the most brilliant newspaper editors in America and took his place along with Dana, James Gordon Bennett and many others. Following him came Henry Watterson, who became an institution.

"In those days, the Courier-Journal was a household journal of nearly all the people of Kentucky and the immediately surrounding territory.

"In later years, the newspaper was purchased by Judge Robert W. Bingham, who later became our ambassador to England. Following his death, the Courier-Journal is now under the management of his son, Barry Bingham.

"Not only from the standpoint of news, but from the standpoint of edi-

torial policy, although most newspapers in this day have an editorial staff rather than a particular editor whose editorials are so distinctive as to be known when they are read, the Courier-Journal has maintained its high standards, its high quality, its impartial dissemination of the news and has always stood for and now stands for the best things in American life politically, socially, economically and in every other way.

"I am glad to congratulate the Courier-Journal along with my friend from Indiana upon the award to which he has called attention."

The Courier-Journal was lauded for "consistently meeting new conditions with successful adaptations" in the citation which accompanied the University's Distinguished Service Award. The only other newspaper receiving a similar award was The Times of Indiana.

This award ranks the Courier-Journal with America's great newspapers which have been so honored in other years. These newspapers have been the New York Times, Baltimore Sun, St. Louis Post-Dispatch, Kansas City Star, Des Moines Register and Tribune, New Orleans Times-Picayune and New York Sun.

The Kentucky Press joins the Fourth Estate in extending heartiest congratulations to Barry Bingham and his excellent staff for this signal honor so richly deserved.

*Newspaper Editors Should Defend Attacks on Press*

Newspaper editors were urged by George A. Brandenburg, Chicago, national president of Sigma Delta Chi to refute criticisms that have been aimed at the press if the profession wants the Fourth Estate to remain free.

Addressing the Milwaukee chapter Brandenburg asserted that there is increased public interest in the behavior of the press, and that several high public officials have attacked newspapers as a whole. Granting that the press has its faults but adding that they are recognized and that newspapers are doing a good job in fighting them Brandenburg said: "Are we permitting unfair attacks on the press to go unanswered? It is our duty to be alert to insidious slurs that tend to destroy public confidence in the printed word. We can not sit idly by and let public confidence in the press be destroyed. A free press is an indispensable institution in a democracy such as ours."



*Engrav-O-Graph Ready  
For Newspaper Use*

A machine using a beam of light, a photographic negative or positive, a photoelectric cell, a vacuum tube amplifier and a small cutting tool to produce in a few minutes a newspaper halftone engraving is the contribution of the Lynch Corporation of Anderson, Indiana, to the graphic arts field.

With the machine, the costly acid-etching method is eliminated and a simpler method at a lower cost is made available. No other process other than cutting is required, thus providing speed in handling pictures which is a prime factor in reproducing photographs for newspaper use.

By this new method a single column cut can be produced in less than 10 minutes and at a cost of a few cents. The plate is type high stereotype metal and a device on the machine prepares the surface to receive the engraved image.

Departing from the long-established acid-etching process, the machine uses a beam of light and photoelectric cell to scan the copy. Impulses received by the photocell as the beam of light passes over the copy are amplified by the vacuum tube amplifier and are sent to an electrically controlled cutting device to engrave the image on the plate.

—The Indiana Publisher

*Publishers Question  
Wage-Hour Constitutionality*

Constitutionality of the federal wage-hour act "if attempt be made to enforce it against newspapers" has been questioned by the American Newspaper Publishers Association.

The association at its fifty-third annual convention in New York also adopted committee reports opposing further liberalization at this time, of the federal old-age pension laws and criticizing as without "warrant or justification" the bill of Senator Robert F. Wagner (Dem., N. Y.) for a national health program.

John S. McCarrens, general manager of the Cleveland Plain Dealer, was elected president of the Association, succeeding James G. Stahlman, of the Nashville (Tenn.) Banner. McCarrens had been vice-president the last two years.

In its report of the wage-hour act, the committee, headed by W. F. Wiley, of the Cincinnati Enquirer, said it is doubtful whether the act could be applied to

newspapers, since small weeklies and semi-weeklies are exempted specifically from its provisions.

"This raises the question," the report continued, "as to whether the legislature has the power to classify the press for purposes of regulation, exempting part of it and including the remainder. To date there has been no litigation on this phase of the law."

Holding that the business of the newspaper industry is "rendering service" rather than producing goods, the report added:

"Notwithstanding the ruling of the administration that the papers which come off the presses are goods within the contemplation of the act, it is the opinion of your committee, supported by that of your counsel, that the business of the press is essentially that of serving its readers in the gathering and dissemination of information.

"The printed publication is but the vehicle used for this dissemination."

*Is the Press to Blame?*

Newspapers have felt the sting of criticism frequently during the past few years. They have been able to pass some of it off as the inspiration of politics and politicians, which has been a good defense in some instances. But the press generally has closed its eyes to the fact that not all the criticism has been politically inspired. A good portion of it obviously comes from the reading public, which wants the retention of a free press and unhampered expression of independent thought from its newspapers.

There is the slight possibility that the attitude of the newspapers over a period of years might have something to do with the criticism of the press. It is likely that the newspaper of today does not have the close relationship with the community in which it operates that once marked its progress. Perhaps the publishing business has drifted into the state of being just another business in which profits, losses, customers, et cetera, are the paramount thought. That may explain the attitude of the publishers who no longer consider their vocation as a quasi-public institution.

The issue of the Indiana Publisher in December, 1938, discussed the problem arising from the depreciating co-operation between the newspaper and the local advertiser. It pointed out that the one time close contact and leadership of the newspaper can be and must be re-

established. And the program of the Hoosier State Press in conducting local advertiser meetings was outlined. Attention to the discussion and to the program originating in Indiana has been given in newspaper trade journals and association publications throughout the United States.

But Indiana publishers, who should be the most interested, have been lethargic and apparently are content to go along taking what comes. Only a few have availed themselves of the opportunity to have their merchants together to talk things over. It's all an experiment that may or may not produce results. But anything is worth trying.

Criticism is aimed at two classes — those who do things and those who do nothing. Those who do things and are criticised at least have the defense that they were active. Every newspaper is a potential leader in its community. When it does nothing toward solving the problems of its community its resulting weakness cannot withstand the criticism to which the press has been subjected for several years. In that respect, perhaps the press itself is to blame when those who should and would be its defenders place some credence in the criticisms.

—The Indiana Publisher

*Savings and Loan Ads*

If your local savings and loan association is a member of the United States Building and Loan League, it can secure through the League's Advertising and Business Development Division, 333 North Michigan avenue, Chicago, syndicated mat services and ads. The League says that if newspapers are interested in selling advertising space to building and loan associations it will be glad to co-operate in supplying mats suitable for their specialized advertising. If a member newspaper has a specific situation in which it feels it could interest a building and loan association in advertising space, the League will do everything it can to supply the materials which are available through its advertising department "if it will help sell the association on good newspaper advertising." These mats and services are available at small charges, about which the newspapers or building associations should inquire when writing the League.

A printer in Berryville, Ark., has a small magnet hanging from the ceiling over the makeup stone, providing a handy place for makeup rules, tweezers and other small tools.







Home Work Subject  
To Same Wage-Hour Rules

According to a ruling by Arthur C. Viat, field agent in charge of the Indiana office of the Federal Wage-Hour Act, the "bedroom printer" will fare no better than other members of the craft. Industrial home work, consisting of production and finishing of articles in the home for employers is not prohibited by the fair labor standards act.

Industrial home work, consisting of production and finishing of articles in the home for employers, is not prohibited by the fair labor standards act, Arthur C. Viat, field agent in charge of the Indiana office of the Federal Wage-Hour office here, has announced.

Home workers, however, must be paid not less than 25 cents an hour and time and a half for all hours over 44 hours in any week, provided the products to be produced or finished are for employers engaged in interstate commerce, it was said.

This pay rate prevails even though the pay scale for the work is based on the piece, Mr. Viat said.

A complete record of such work distributed directly or indirectly must be kept by the employer, including the name of the employe, address, agent, distributor or contractor through whom work is distributed and date of birth of the employe if under 19 years old. Records also must be entered in the employe's handbook of the work distributed, hours worked each week, wages paid, amount of overtime paid, total pay and deductions for social security, Mr. Viat said.

Domestic servants in the home are not classed as industrial home workers and do not come under provisions of the law, he said.

SS Puller—Many times, lack of an accurate, up-to-date inventory has caused losses in insurance adjustments. Keep all valuable papers, including the inventory, in a fireproof safe or bank-deposit box. It might be a good idea to post a notice on the bulletin board reminding every member of the force in case of fire to rescue the ledgers, subscription records, and old bound files.

SS Puller—The regular news items are not usually the stories that are remembered and commented on after the newspaper is twenty-four hours old. Instead, a feature, often inconsequential as news, but interesting because of the writing of its subject matter may attract more attention than a story of vital importance.

R. R. Pitchford, editor of the Auburn Times, has been elected secretary-treasurer of the Auburn Rotary Club. He served on the board of directors last year.

The Jamestown News, edited by M. H. Bernard, began its twenty-seventh volume on April 27.

The Owingsville News Outlook, edited by H. J. Lacy, has changed to the 12-em column width.

The Daviess County News, a new weekly made its appearance on the streets of Owensboro on April 20. It is owned and edited by Thomas E. Jones and Gordon Renfro, two experienced young newspaper men. The new paper is being printed by the Ohio County News and will be issued each Thursday.

Victor R. Portmann, editor of the Kentucky Press and assistant professor of journalism at the University of Kentucky, was recently elected national treasurer of Kappa Tau Alpha, honorary journalistic fraternity.

The Citizens-Courier, Arlington, edited by H. L. Waterfield, celebrated its thirty-second birthday with the May 11 issue.

The Russell Springs Banner, published by J. R. Bernard, has increased from five columns to eight columns per page.

Otis C. Thomas, editor and publisher of the Liberty News, completed 20 years in the harness, as he put it in an editorial, with the issue of May 17. Mr. Thomas is candidate for the Republican nomination for representative from the thirty-ninth district.

R. M. Bagby, publisher of the Grayson Enquirer, has announced his candidacy for the Democratic nomination for lieutenant-governor subject to the primary election to be held in August.

In appreciation of the many hours of overtime recently put in by employees of the Danville Messenger, Editor J. Curtis Alcock and Mrs. Alcock entertained the entire force and their wives at dinner. The Messenger celebrated its twenty-ninth anniversary with a special R. E. A. edition of 20 pages on May 3. The newspaper was filled with interesting features pertaining to the electric service extended to rural residents, and was sent to approximately 500 homes in which the electric lines will serve.

Volume 1, number 1 of the Graves County Times, Mayfield, appeared Friday, April 14. The new paper is published by C. A. Jennings, who was formerly connected with the West Kentuckian at Murray, published by his father, O. J. Jennings. At present the Times is printed in the plant of the West Kentuckian at Murray.

R&R Puller—A community yearbook, such as that published by The Groton Journal and Courier, renders both the community and the cash drawer a service. The book published by Mr. Jacobs illustrates various departments of the newspaper, captioned with reading matter designed to promote Groton and The Journal and Courier. As a follow-up, practically the entire book is being arranged as a page advertisement in the paper for a future issue.

Members of the degree team of Somerset I. O. O. F. lodge had the honor of conferring the first degree upon Lieut. Gov. Keen Johnson, publisher of the Richmond Register, at a meeting of the Merrick lodge in Lexington, on May 15.

BUSINESS DIRECTORY

ELECTION SUPPLIES

For Special Elections - All The Time  
For Primary Elections - In August  
For Regular Elections - In November

"Superior Election Supplies for  
Fellow Kentucky Printers"

RUSSEL DYCHE  
LONDON, KY.

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers — Howard Bond —  
Maxwell Bond—Cherokee News (Blue-White)

Southeastern Paper Company

LOUISVILLE, KY.

Hammermill Products In Fine Papers

Guy B. Roush, Representative  
125 Hillcrest, Louisville

Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Wash-  
ington, Cincinnati Ohio

Immediate Shipments From

THE DICKSON COMPANY  
234 W. Main St. Louisville  
CINCINNATI MERCHANDISE W'HOUSE  
7 W. Front St. Cincinnati, O.

Bush Krebs Co.  
INCORPORATED  
LOUISVILLE, KY.  
Everything for PRINTERS  
except paper  
ELECTROTYPES . . .  
. . . ENGRAVINGS  
SUPPLIES . . .  
. . . MACHINERY  
ED WEEKS



# IT SEEMS

## That You Can't Eat Your Cake And Have It Too



Most of the municipalities that have entered the electric power business in recent years have, to their later dismay, run into tax troubles .

They find it tough going when they try to make up from other sources the fat tax purse collected promptly every year from the privately owned electric company which has been put out of business.

The municipalities that compensate for this tax loss by taking revenues from the sale of electric service to run to the city, often wind up with electric rates higher than power company rates.

And they almost always contract that expensive disease—political mismanagement of a complicated business.

If your local forward lookers are flirting with the municipal ownership idea, you will perform a public service by acquainting your readers with all the facts—as proved by the records.

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**Kentucky Utilities Company**  
Incorporated  
and Associated Companies

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