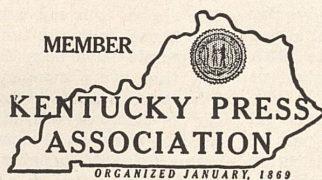




# The Kentucky Press

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**Volume Six  
Number Five  
October, 1934**

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## An Open Letter To The Publishers And Printers

### To Members of the Graphic Arts NRA Code, Industries A-2A-5:

The Kentucky Press, official publication of the Kentucky Press Association, is being sent to publishers and proprietors of commercial printing establishments coming under the Graphic Arts Industries Code, Industries A-2 and A-5, in Kentucky. While much information about the publishing and printing code has been published and I have written hundreds of letters to those requesting information, there are many who claim to know very little about the code. In this letter I will try to answer some of the questions that have arisen about our code.

First, I wish to say that Kentucky is keeping pace with establishments in other states, according to reports I receive from the national office. However, Kentucky is far short of the goal we are trying to reach. Heretofore, we have been "easy" on establishments that are not complying with the code and from now on they may expect to hear from the "powers that be" if they fail to live up to the provisions of the code.

The Kentucky Regional Code Authority is fully organized, with an Administration Committee, a Fair Trade Practice Compliance Committee, and other important committees. We are ready to "do our part" in carrying out the code. All that is necessary now is for those who have complaints to make to make them in the regular way. We will guarantee prompt action upon our part, and the State NRA Compliance Director has promised us his full cooperation.

Complaints will be filed against all those who have not paid any part of their assessment for administration expenses. Out of nearly 300 establishments in Kentucky, about 100 have failed to pay assessments. Notices have been sent from the national office to all establishments, explaining the assessment, and information about the code has been published in the Kentucky Press and mailed direct from the regional office. Establishments violate one of the provisions of the code when they fail to comply with the section requiring payment of assessment, and I strongly urge everyone who has not paid to do so at once, making it unnecessary for me to report the case to the NRA Compliance Board.

Payment of assessment must be made through the office of the Joint National Code Authority, 134 North La Salle Street, Chicago. If you haven't paid your assessment, please use the assessment sheet sent you some time ago and give required information as to number of your employees and the volume of business for 1933. If you

wait any longer to pay your assessment and your establishment is cited to appear before the Compliance Committee to show cause why you haven't paid, costs of the hearing will be added.

Upon the approval of the National Budget, which totaled \$630,616, it then became the task of the National Administrator, C. A. Baumgart, to levy this legal assessment on the basis of \$10.00 per establishment of two or less people, plus \$5.25 per employee. (An employee is one who works twenty hours or more a week, including proprietors). The assessment bears the approval of the NRA in Washington and is as much a part of the National Industrial Recovery Act as are the working hours, minimum wages, or any phase of the fair practice provisions. While Kentucky has done well, we are still behind with paying assessments and your administration manager would dislike very much to be compelled to turn anyone of them over to the State NRA Board for collection. Please avoid this by paying now, if you have not done so. You may get a letter from the State NRA Compliance Director, explaining this matter, as he has promised to lend his aid in seeing that the code is observed.

### Code Criticized

The code is being criticized by some, who claim it is not being enforced. The reason it is not being enforced—if it is not—is due to the fact that few complaints have been filed. I assure you that every complaint made will have prompt and serious attention. As far as finances will allow, we have tried to carry on a campaign of education as to the benefits to be derived from united action in our own behalf, but there is yet much to be done. It requires money to carry on work of this kind and unless everyone will cooperate very little can be done. We are at that stage of the procedure where we feel that from now on such funds will be forthcoming for your committees to set up satisfactory machinery for the administration of your code in Kentucky.

### "Friends in Court"

The Graphic Arts Code was formulated by men largely from our own craft. They sought and successfully injected into this code those practical features which would bring the least amount of hardships to newspapers and printers coming under it. Your committee can do no more than to make a sincere effort to cooperate with Washington and Chicago, bearing in mind at all times that they are your duly elected fellow publishers and printers, recruited from your own state, known to most of you and sym-

pathetic to your problems. They are "your friends in court." Please feel free to bring to them your suggestions and criticisms. If you have complaints to make please file them on complaints blanks, which you may secure at your postoffice, or write this office for copies. Send them to the regional office and they will have prompt attention. Make five certified copies.

The purpose of the NRA and the industrial codes was to put men back to work. It's more permanent purpose was to establish industrial conditions in which business men could cooperate in making secure the livelihood of workers and the profitableness of sound enterprises, and in providing better assurances to all our people that the essential enterprises of the nation would continuously serve the needs of the people. To carry on this work of code administration everyone must lend cooperation. Otherwise it will fail—and if we fail the work of administration will be placed into hands not so friendly.

If you have criticisms or complaints to make, write your regional office. We are here to help you with your problems. We may not be able to visit every establishment in Kentucky—due to lack of funds—but we can serve you by giving you any information about the code you may desire. Remember this—you are subject to the code, if you are engaged in publishing or printing, and will be required to observe the law.

Kentucky is now among the leaders in code compliance. Let's make it 100 per cent and avoid "going to court" over the matter.

Sincerely yours,  
J. CURTIS ALCOCK,  
Ky. Regional Adm. Mgr.,  
Danville, Kentucky.

### A SPLENDID APPOINTMENT

Friends of Shelton M. Saufley, Sr., Richmond, will be gratified to learn that his appointment as district manager of foreign and domestic commerce of the Department of Commerce has been made permanent. He has been serving as acting manager of the Louisville office for nine months. The service he has rendered there has won for him the commendation of Director Claudius T. Marchison. The 24 branch offices of the department function as service stations over the country to provide assistance, data and other facilities to manufacturers, importers and business generally in furthering expansion, invasion of new markets and other business stimulation and promotion. No better qualified person for the position could be found than Shelton Saufley.—Clipped.

# What The Code Means To The Publisher-Printer

The following letter, written by Fred W. Kennedy, Regional Code Manager for Washington, was sent out in folder form to the newspapers and job printing shops in that state. As it reflects and explains the Code, the editor of the Press reprints it as a message to the newspapers and print shops in Kentucky that have failed, so far, to cooperate with the Kentucky Regional Code authority. Read it! It is a plain message of plain talk! Then act! Just this one fact is self-evident—if we ever have stability in the printing business, we must all work together for mutual benefit. Those who refuse to cooperate with their fellow printers and publishers through a selfish motive, ought not to reap the benefits that will accrue to all when the Code has become efficient and effective. Think this over.

\* \* \*

**The Answer to Your Question**  
is ..... YES

(If you have paid your code assessment this is not intended for your consideration)

... and the question is: must I pay my code assessment?  
 ... in retrospect let it be said that to knowledge of those who have grown gray in the service and for years before their time, competition has run rampant and unbridled, trampling upon the just and unjust without fear or favor regardless of consequences.  
 ... as civilization advanced producers recognized that the older standard of transactions could no longer equalize the difference between profit and loss under the slogan that competition is the life of trade. The trader whose wisdom had guided his mind into more constructive channels began to advocate the newer outlook by contending that competition is hell!  
 ... after the sun shines, it is usually followed by clouds and rain. For years it rained until business was sinking for the third time; in response to the cry for help there was a code thrown upon the stormy waters in the hope it would be accepted and used as a life-saver.  
 ... following his preaching the man who had long believed in the cooperative movement as a means of conducting a legitimate business, grabbed this code instrument and with renewed hope and with full-heartedness said he would give it a fair chance as all other subterfuges had failed in his time of need.  
 ... the man who had believed in tearing down the business of others by working all hours, substitutions, price-slashing and endeavoring to live in starvation fashion, permitting many

supply houses to hound him day and night, and who possessed a to-hell-with-the-other-fellow attitude in general, set his mind to figuring how he could best beat the code and evade the law.  
 ... naturally men of business principle who have attempted to be good citizens observing the rules of the code may have become discouraged because the anticipated renovation of the industry was not completed during the first few trial tests of weeks. Some individuals have been irked by the apparent failure of the code to perform the expected functions of the new broom.  
 ... conditions before and since induction of the code equally apply to all industries; competitive and unfair practices are not confined to the Graphic Arts. Other industries, whose code has been in effect a greater length of time than that of the Graphic Arts, still believe their code will bring about the sought and desired end when there will be a reconciliation of a sufficient number within the industry to prove the effectiveness of their code.  
 ... that very same condition will prevail in the GAIC if given time; this is a national undertaking; it embraces around fifty branches of the Art; it includes thousands of establishments; it deals with a multitude of individuals whose state of mind varies from low to high in the ethics of business; it is the most stupendous task ever undertaken by the government or individuals—  
 ... not to exceed a two-minute consideration will awaken the realization of the impossibility of accomplishing the high peak or reformation over night or even in a few months and possibly years—but it can be done!  
 ... those who have more intimately concerned themselves with codes still maintain their faith in the original motives and continuing their efforts to correct the competitive conditions which all but wrecked the industry.  
 ... some establishments under jurisdiction of A2-A5 have become a trifle impatient with progress up to date. Possibly this champing at the bit may have been justified. In some instances it is known to have been exceedingly trying to stand firm and witness unfair practices at one's own expense and embarrassment.  
 ... time must essentially be the essence of code enforcement; a curse of such long standing can not be brought into line unless there is evidenced a spirit of confidence and display of faith; many men are just naturally outlaws; they have always been against everything and everybody regardless and will continue on their way until

jerked up through the regular process of law.  
 ... codes are a national enterprise and because of this vast scope of coverage, the great number of establishments, varied temperament of individuals, and general business conditions, there can be only one answer to code enforcement—that is time!  
 ... time is money—you have heard that frequently, therefore, know it to be a fact long proven. Code enforcement can not be accomplished without money and guardedly and without desire to antagonize individuals, it becomes incumbent to restate that every establishment must pay its code assessment.  
 ... Joint National Code Authority A2-A5 presented to the National Administrator its code financial budget in conformity with the requirements governing budgets. This budget has been approved and is collectable, if necessary through due process of the law in connection with code administration.  
 ... please understand this latest statement has been released only because the question has been raised: "Do I have to pay my code assessment?"  
 ... A2-A5 establishments in Washington have been cordial and cheerful in code compliance and in meeting their code assessments. No complaint or criticism can be made in these regards—these establishments have tried to be fair although some have become impatient.  
 ... so this lengthy communication has been addressed to you with the idea that you may more clearly understand why you should meet your code assessment in face of circumstances which on the surface may not be deemed a profitable investment—  
 ... so getting close to the Amen, you are specifically requested to exercise patience; bear with such discrepancies as exist, real or imagined, until time can come along as the assistant in our endeavors to iron out the wrinkles which have soiled our industry's linens for past generations and willingly pay your share for the heat.  
 ... be patient enough to understand the situation in general; everything possible is being done to speedily bring to fruition those corrective elements which is still a hope of accomplishment — then the answer to the query "Must I pay my code assessment?" is YES  
 ... but it is preferable that you pay it cheerfully, continuing your loyalty and perseverance and cooperation that the end sought may not be too far over the hill-top of the Graphic Arts Industry, or the excellent progress  
 (Continued on Page Four)

## Kentucky Press

Official Publication of THE KENTUCKY  
PRESS ASSOCIATION

VICTOR R. PORTMANN ..... Editor

Printed on THE KERNEL PRESS, Depart-  
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### COMMUNITY SERVICE

A number of editors of the state are giving time and money in promoting "service" to their communities. George Joplin promoted a dog and doll show for the Somerset kiddies in August. Miss Mildred Babbage, editor of The Breckenridge News, Cloverport, promoted an annual county flower show late in September. In both instances, the merchants of the towns backed the newspapers by contributing prizes for the entries.

Other editors of the state have promoted community affairs but have failed to notify the Press of the shows and the results. The community newspaper exists only by the good will of its subscribers. Every line of type in the newspaper, every bit of community service, all help the editor to make and keep friends which means good will. Let us hope that many more Kentucky editors promote all-community affairs which will always mean better journalism.

### EARLIEST LOST WANT-AD

The Moderate, an English newspaper published about 1649, is said to have printed the first advertisement, as follows, the Woodward Press states:  
"Reader, thou art entreated to inquire after a blackish and kind pie-

bald nag, very poor, his face, feet and flank white, and a little white tip on his tail. He was stolen from grass from John Rotheran of Barnett, in Hertfordshire. Whosoever will inquire, find him out and bring or send tidings of him shall have what content they will for their pains."

The Kentucky High School Press association, of which your editor is director, will meet at Danville, December 7 and 8. Is your high school a member of this association? If not, will you personally see that your school does become a member, especially if it publishes a newspaper?

You, as a member of the Kentucky Press association, know that much good has come from your membership in service, in contacts, and in good fellowship. The same benefits accrue to the boys and girls of your high school in their own association. Urge them to become members and to attend the annual convention!

Also, would you be interested in supplying a trophy for their newspaper contests? This trophy should not exceed \$5.00 in cost and will become the permanent possession of the school newspaper that wins it three times. Let the Press editor know.

This is one form of community service that your newspaper can give to your own community. Help the boys and girls in their high school newspaper work.

### RUN AN EDITORIAL COLUMN

If you want your paper to become known outside of your local community, run an editorial column. The first thing the average person looks for in a newspaper with which he is not familiar is the editorial comment of the editor. Here in Madison, among state government officials or legislators, the weekly papers that are known and talked about are those that run editorials regularly. Editorials give a newspaper a personality, and personalities are remembered. — Wisconsin Press.

### MY BROTHER DAN

(A. A. Bowmar, Woodford Sun)

No one can imagine what unspeakable relief I feel now that my brother, Daniel M. Bowmar Sr., is on the way to full recovery from a serious operation (although still closely confined to his bed).

Dan and I slept in a trundle bed together when I was a very small child and he was little more than a baby; we went to school together, and since we took charge of the Sun, (in our 'teens) we have worked within a few feet of each other for 40 odd years. He went to school longer than I did, attending Henry Academy for a consid-

erable period after I entered the Sun office.

From the time we began to run the Sun until we were both of age we had one bank account, with no stipulations about drawing except that when there was any money, the fellow who needed it most took it.

In a lifetime we have never had a quarrel, and the only warm debates I can remember are occasions when I have raised a fearful row about his doing more than his share of the work. Whatever success the Sun has had is due far, far more to him than to me.

If anyone asked me to name the finest gentleman I have ever met I would answer, without a moment's hesitation: "My brother Dan."

Albert W. Crumbaugh, a recent graduate of Eastern State Teachers College, and former editor of the school paper, is now assistant to Gus Robbins on the Hickman Courier. As he lives in Hickman, he will give Gus much valuable help.

Adrian Daugherty, versatile editorial writer and paragrapher on the Georgetown News, visited the Century of Progress at Chicago and then came home to write an editorial on the evils of the hat checking system. Some one get your hat, Adrian?

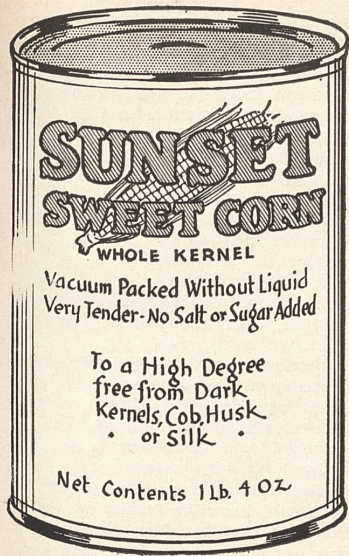
Brother editors! News of yourself, your family, your plant is news for the Kentucky Press. Send it in and we'll do the rest. The Press needs "personals" just as you do. Get the point?

Happy birthday to you, President Joplin, and the Somerset Commonwealth!

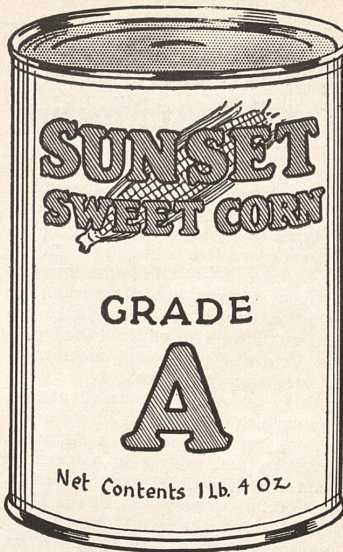
(Continued from Page Three)

thus far be seriously retarded for lack of money—the Graphic Arts Industries Code is yours for disposition!

(Out of each dollar paid on your code assessment 70 per cent is returned to your regional code authority—60 per cent goes into a fund to defray administration costs; 10 per cent goes into fund to repay Washington Press Association money advanced to meet code costs prior to code collections; 30 per cent goes into a fund to defray cost of national administration of the code—national costs are distributed over the Joint National Code Authority and coordinating committees of the code and which JNCA must pay its proportionate share—JNCA and the regional code authority use their money to administer the code and protect your interests under code provisions—codes are not unlike any other undertaking—it takes money—your money after it has been paid to JNCA becomes the property of the United States government to whom your code authorities are responsible. Therefore it is all well accounted for.)



... Descriptive Label as proposed by canning industry. Gives specific information regarding character of contents.



... Grade Label. Gives no specific information to buyer regarding character of contents.

## Which Would You Buy —if the cost were the same?

Descriptive labeling is the canning industry's answer to the NRA's request for recommendations with respect to standards and labeling requirements.

For many years the canning industry has been working toward an adequate labeling system for canned foods. Through the opportunity offered by the NRA Code program, we can now hope to crystalize our efforts.

We propose to print on the label of every can of fruit or vegetables a simple statement, in plain language that cannot be

misunderstood. This statement will accurately describe the contents. We will make the label the window of the can. We propose to let the American public be the judge of products it buys. Surely there can be no better judge.

The alternate proposal to label canned foods with a quality symbol based on an arbitrary scoring system has been found impractical through years of experience. The "grade" label system would force canners to lower quality of canned foods and thus lower prices paid growers of raw prod-

ucts. The system would also, because of its heavy inspection costs, increase prices to the consumer. Descriptive labeling on the other hand will tend to improve quality and help insure and stabilize maximum prices to fruit and vegetable growers.

Ours is an educational program to the consumers of our products. When the American housewife has the advantages of this plan to assist her in her buying, we shall have made an outstanding contribution to the consuming public.

# National Canners Association

## Mid-winter Dates Are Set At Meeting

It was decided to hold the mid-winter meeting of the KPA at the Brown hotel, Louisville, on the tentative dates of January 17, 18, and 19, by the executive committee which met Saturday, October 27, at the journalism department, University of Kentucky. The invitation was extended by Vance Armentrout, executive editor of the Louisville Courier-Journal and member of our executive committee.

Other questions discussed at the meeting included a phase of state advertising to be placed by a statewide advertiser, and reports by George A. Joplin and Curtis Alcock, president and secretary, respectively, of the Kentucky Regional Code Authority.

Vance Armentrout was appointed as chairman of the convention committee, to be assisted by Joe Richardson, Glasgow, George Joplin, Somerset, and J. Curtis Alcock, Danville.

The members of the executive committee were entertained at a luncheon by the Kentucky Kernel. Unfortunately, the lure of down town stores proved to be too strong for the feminine delegation, and they missed the luncheon by choice.

Members (and their better-halves) who attended the meeting were:

Chairman and Mrs. J. L. Crawford, Corbin; President and Mrs. George Joplin, Somerset; Secretary J. Curtis Alcock, Danville; Mr. and Mrs. James Norris, Ashland; Joe Richardson, Glasgow; Mr. and Mrs. Vance Armentrout, Louisville; Mr. and Mrs. Gracean Pedley, Eddyville; Thomas Underwood, Lexington; Mr. and Mrs. Jody Gozder, Campbellsville; Gus Robbins, Hickman; Mr. and Mrs. J. L. Bradley, Providence, and Mr. and Mrs. Robert Elkin, Lancaster. They attended the Kentucky-Auburn football game that afternoon as guests of the University.

## What Is Wrong In Community Papers

Little real news, poor display and improper evaluation of what there is of it is the thing that is hampering the progress of many country newspapers, in the opinion of a former community newspaper reporter who is now watching country journalism from the sidelines. Isabel O'Holleran, writing in Editor and Publisher, has this to say about the weaknesses of country newspaper reporting:

The "small-town newspaper," "community or country newspaper"—what is it, why is it, where did it come from

and whither is it going?

Three years in the middle of the field, playing the game, gave me a working knowledge of this part of American journalism, but the past year I have been watching from the sidelines and the combination has given me both sides of the problems, faults and assets of the country paper.

When I was working on a country paper some of the faults were not clear to me because I was too near to see them. But when one has stepped from the field the game looks entirely different. Pick up any number of country papers, and by the word "country" I mean the weekly and small town daily papers, and you will find but small percentage of them attracting your immediate attention. This percentage remains constant in selecting papers at random or from certain localities.

In searching for the reasons for lack of interest in these papers I have enumerated some I believe to be fundamental. First, there is a surprising lack of news in the large per cent of them, and it is of this group that I am speaking. For example, a paper in a good-sized town recently gave an unheaded, six-line story to the news that the council had been able to lower the tax levy for the current year one mill, yet kept on improving the town and paying the bills. The saving to the taxpayers by this reduction amounted to thousands of dollars, yet the editor failed to see a good story in it.

Lack of news is due to the fact that there is little knowledge of where or how to get news or how to develop news sources. The average town of from one to five thousand inhabitants is fairly alive with stories if the editor will only go after them and train people how to get them for him. When I first went to work on a weekly paper which was considered good in its field I found that the only news anyone knew was locals. When I asked folks questions of this and that they replied with locals. They had not come to know there was anything outside of these that was news, except a murder or robbery, perhaps, either of which happened rarely.

It took months of careful plugging with these prospective news sources to get them to watch and listen for what I wanted, but it was finally accomplished.

Another difficulty editors seem to experience is trying to ape the large dailies in the matter of news, failing to see the diamond mines right in their own yards. Take the average larger weekly paper. Its field is the county in which it is published. Sometimes it steps over the boundary into another county or even into two or three counties, depending on the location of the town in which it is pub-

lished. In that area will be dozens of stories of achievement on farms, in the rural schools, in communities working together as a unit, in other towns in the territory. These are stories in which every reader will find an interest and which will carry constructive messages in every paragraph.

In practically every county now there are boys' and girls' clubs working for the advancement of agriculture. In every school room in that country there can be found stories of sacrifice, of ability and of achievement.

Once news sources are developed the next step is the evaluation of the news as it comes in. The editor's point of view should become that of his community. If he is working in an agricultural territory, as are most editors in the Middle West, then of necessity he should have the farmer viewpoint. Playing up stories which will be incentives for others to advance is a most constructive plan to follow. In our school news we devoted a box of whatever length necessary to the names of all pupils in the county who had perfect attendance every month. Teachers sent this information to us. When we started the box it was small, but in the course of a couple of months it grew to almost a full column. There was a great rivalry among pupils in every part of the county to see who had his name in that box the most times. We head the box "The Roll of Honor." Teachers told us attendance improved greatly as a result. . . .

This is but one example. There are hundreds of other ways to encourage better citizenship and constructive efforts.

Another failing, noticeable in these papers, is the sameness week in and week out. Never anything lively or different to tone up the pages. You always know just where to find certain things and they are always handled in the same way.

It is easy to break the monotony in make-up with a box, change in heading, a feature or two, or the rearrangement of copy to different pages.

Some folks say that the small town is dead or doomed to die. If this is true it is just because people in these towns are willing to let hem die. Because there is just as much in the small towns to keep them alive, in their own way, as there is in larger places. And heading the procession of live wires should be the local newspaper. But the truth is many of the editors have absorbed the lethargy of dwindling population and taken their loss with their feet on the desk.

The greatest calamity of all to be found on the pages of newspapers is the so-called correspondence. In these columns and columns of this matter printed weekly I have yet to find any-

thing that could be classed as news. Many times there are tips of real stories, but they are passed right in with the "calling" items.

I do not know why it should be, but nevertheless it is the real sore spot with editors. They feel you are picking on their favorite child when you mention their "correspondence" and argue that's what builds circulation.

Here is how one editor handled this situation. He devoted every other Saturday afternoon to a school for all his correspondents. If they could not attend he didn't want them to write for him. He chose Saturday afternoons because most of his writers were women and were in town on that day anyway. He put up a blackboard in his office and arranged chairs in the fashion of a schoolroom. This made for attention and study. He urged everyone to be on time, and except when the weather or roads were extremely bad, he had no trouble in getting them all there on time.

He began with the simplest subject—writing in the third person—and explained and illustrated his point. He obtained an outline of subjects to be found in the average community and these he gave in turn to his pupils.

To encourage better writing he gave small awards to the one writing the best story every month. Poor English and misspelled words were not tolerated. In less than six months' time he had a corps of writers all over his county covering the important news and sending in well-written news stories, and there were just as many names over a period of time as appeared when they were writing "calling" notes.

When there was a community meeting of any kind, at which a program was given, he insisted that the writer get the names of every one on the program, those in charge, and all details necessary for a good story. He got, as a result, good copy which was formerly covered with a two-line local.

Some editors will say that this takes too much time. Stop to consider the time wasted on the machine in setting the average correspondence! And the cost of printing, considering the lack

of interest in it, and the small number of persons who read it and the general deadening effect it has on your paper. When you take this into consideration, a couple of hours every two weeks are well spent.

Anyone who has ever been associated with small papers resents the jokes and "cracks" that are thrust on them. But in looking over the majority of papers one finds reason for most of these jokes. English is murdered. There is no attempt to make the columns read lively and correctly. There is no way in which an editor can lose his prestige easier than to print all sorts of grammatical errors in his paper. People inwardly class him as illiterate, or at least uneducated. It pays to use simple but correct language when writing, because the written word has an influence all its own.

**These things may all take time, but what doesn't? And in the end, why do people subscribe for newspapers? It is to get the news, to see what others are doing, to know what is going on around them. For years editors have been complaining about advertising being poor, rates too low, and other ills of the business office. If most of them would look to the source of their ailments they would find the cure.**

Take any well-edited, well-written newsy, lively paper, with an editorial policy that is constructive, and you will find in the same office a financially sound business. I do not mean to say that if you build up the news and editorial side of the paper all work is over. But this is true, if the news and editorial side of the paper is progressive and well-handled, you have something to sell advertisers. You have a talking point, at least. And just see what a difference it makes in getting subscribers.

One young man, seeking to find what place a small paper held in the community, wrote to all school superintendents in his state, asking a number of question concerning the papers. To my mind the most pertinent of these questions was, "In your opinion, is your local paper or papers fulfilling, to a reasonable degree, the service expected of them?"

The answer in all but a very few

cases was negative, with explanations of how the papers were not well edited or given to printing anything but minor news stories which must have been brought into the office—no effort being made to maintain any standard of constructive community service.

You have been able to see a story beneath a story, many times, or to make a story from what appears to be just an incident.

**JUST THINK**  
 what you could  
 do with a  
**Linotype equip-**  
**ment like this!**

36 pt. Metroblack No. 2 Caps

**HOW IS**

34 pt. Erbar Bold Condensed

**HOW is one to a**

30 pt. Metrolite No. 2

**HOW is on**

14 pt. Metroblack No. 2 with Metrolite No. 2

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

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



All that range of sizes and faces can be carried on a Two-in-One Model 14 Linotype . . . all immediately available from the single keyboard. With an equipment like that, you could set practically the entire paper and a wide range of job work as well.

Let the Linotype do **all** your composition. Give yourself time to get out on the street after new business.

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 808 Freeman Ave. Cincinnati

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 Louisville

## A Perfect Slave For 2 Cents

Through all ages, civilized nations have used many slaves to relieve them of drudgery and to allow the pursuit of culture through leisure of certain classes. We are too kind to use human slaves. We believe in leisure for all classes but we have developed electric slaves. The kilowatt hour is our slave, for one kilowatt hour will do more work than any human slave can perform in ten hours.

What a slave, this kilowatt hour, which never is late to work, never grows tired, never sleeps, never is ill, never hungry, and never dies. You may have as many of these slaves as you need at the turn of a switch. What do they cost? Well, not a thousand dollars apiece as good slaves cost seventy-five years ago. These modern slaves come to you for two cents a day and require no meals nor medical attention.

But they come naked and must clothed. Clothe the kilowatt hour in your costume and he will give you a full day's work for two cents. Clothe him in an electric range and you will have a new artist in cookery. Clothe him in a vacuum cleaner and you have a dustless sweeper. Clothe him in a water-heater and he is fit to serve a queen.

Special outfitters have designed costumes for this electric slave and in each costume he will do more work than the strongest man can do in ten hours. He is dependable, ready and obedient to do your bidding in housework.

At two cents apiece, you might profitably afford ten or twenty of him each day. Where can you get so much for so little? Thomas Jefferson had forty slaves at his country home, Poplar Forest, and had few of the comforts that twenty modern slaves can bring you.

These electric slaves have been used very freely and very successfully by American industry—so successfully that we lead the world in output per worker and in high quality and low price of products.

Electric slaves build your motor cars and they could do your kitchen work just as successfully. Let them wash your dishes and do your drudgery and keep you young. Talk to your neighbor about her electric slaves.

This is copied from Page 14 of "The Dawn of a New Day." If you have not seen a copy of this, we will be glad to send it to you.

# Kentucky Utilities Company

Incorporated