

THE KENTUCKY PRESS

— Of, By, And For Kentucky Newspapers —

Volume Seven

APRIL, 1936

Number Eleven

Louisville Merchant Praises Newspapers

A just tribute to newspapers as a community asset and the only real advertising medium was paid by Ben Snyder, progressive owner of large department stores in Louisville and Lexington, in a letter published by the Lexington Herald. This letter is significant in these days when men, with a steady job, go into the larger towns and start a "Shopping Guide," an undertaking that approaches close to a blackmailing scheme on the local merchants. People will read the newspapers, but throw away, usually without reading, these shopping sheets that clutter up the front porch. The editor has heard many housewives complain of these advertising sheets thrown on the porch or doorstep and invariably they add, "We don't read them anyway."

The letter on the letterhead of Ben Snyder, Incorporated, reads: Mr. Theodore Solinger, Manager Ben Snyder, Inc. Lexington, Ky.

Dear Sir:

I am in receipt of your letter in which you ask my opinion regarding a Shopping Circular.

Permit me to say that a circular such as you mention cannot in any way compare with newspaper advertising. In the first place a shopping circular has no prestige and cannot produce results. Advertising mediums, like people, must have character. I prefer to stand by judicious advertising placed in newspapers, because newspapers are here to stay.

Shopping circulars, as I have observed them, are short lived and the only purpose they serve is to bring about a chaotic condition in the happy family of regularly employed newspaper people. After all, a city where newspapers are not permitted to thrive is not a happy place in which to live.

So in closing may I say, stand by your newspapers if you want the best in advertising.

(Signed) Ben Snyder

This tribute by a merchant who spends thousands of dollars for advertising every year, is significant of the value of newspapers and the regard in which they are held by those who expect adequate coverage and returns for their advertising dollar.

Jack Spalding, son of Victor L. Spalding, publisher of the Uniontown Telegram, is now assistant editor of the Sturgis Post, semi-weekly published by Editor Stanton.

Rules For 1936 Prize Contests

Call is hereby issued for the 1936 prize contests of the Kentucky Press Association. Every editor in the state, whether members of the association (they should be) or not, may enter each and every contest. There will be six contests in all, one new contest being included request of the sponsor.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please. The judges are glutinous for punishment, and say "the more the merrier." Please observe the deadline. According to the standing rules, amended last year, no newspaper is eligible to enter any contest in which it has won first place for the preceding two years.

The exhibit this year promises to be one of the largest and best since the contest began. The committee is issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The papers will be put on display at the mid-summer meeting.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored:

General appearance, 30 per cent; local news, 25 per cent; country correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Each contestant is required to select two issues of his paper from May 1, 1935 to May 1, 1936 from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver set; second and third, certificates.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance and illustrations (if any), news story value, balance, symmetry, and contrast. Each contestant is required to select two issues of his paper from his files from May, 1 1935 to May 1, 1936

from which the judge will select the best issue. Prizes to be awarded include: first, silver set; second and third, certificates.

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Prizes offered are: first, silver set, second and third, certificates.

Each contestant is required to select two editorials published in his paper between the dates of May 1, 1935, and May 1, 1936. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include: first, silver set; second and third certificates. Contestants are required to select two of the best news stories published between May 1 1935 and May 1, 1936. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in the contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1935 and May 1, 1936; each entry to be mounted

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Weeklies Can Have Photos At Low Cost

By H. A. BROWNING
Editor, The Whitley Republican

While the weekly newspapers of this state have shown a marked improvement during the twenty years since I first started out as "the office devil" in the plant it is now my business to manage, few, as yet, have solved the problem of providing their readers with local pictures. A good many now use some form of syndicated mat service embracing national news picture—but seldom pictures of hometown people.

In most cases the lack of local pictures is due only to one thing—the cost. Lacking photographic and engraving facilities the editor throws up his hands in despair. To hire a commercial photographer and then buy the engravings would bankrupt the average newspaper plant in short order.

But the situation is not as hopeless as it seems. Photoengraving costs are not nearly so high today as in the past. And, most every newspaper has someone connected with it who like to handle a kodak. Anyone who can use an ordinary kodak can soon learn to take pictures for photoengraving.

Personally, I began my career as an amateur photographer on a Garrard County farm in 1914. Equipped with a No. 2 Brownie and about two dollars' worth of dark room materials, I managed to produce fairly respectable photos, although somewhat lacking in detail.

Last fall when I turned my attention to taking news pictures, I found that my experience with the kodak was indeed valuable. While I now work with high-speed equipment and can secure good pictures under most any conditions, day or night, the darkroom technique is pretty much the same as in 1914. Every phase of the work can be mastered through study of inexpensive manuals obtainable from your local photo supply dealer. Eastman's "How to Make Good Pictures," is a suitable handbook, selling for only fifty cents.

To make really good pictures, it is better to have a good camera. There are several makes on the market which can be purchased at reasonable prices. I use a 4x5 Speed Graphic, equipped with a Carl Zeiss f. 4.5 Tessar lens and Mendelsohn Photoflash Speed Gun. With this camera one can obtain pictures under most any conditions. I have photographed auto wrecks in total darkness, prominent speakers in action, school

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The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN, Editor

Printed On The Kernel Press, Department Of Journalism,
University Of Kentucky, Lexington

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Jody P. Gozder Vice President News-Journal, Campbellsville
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HAPPY BIRTHDAY TO YOU!

Seated at the head of our birthday table this month, with his cake covered with sixty bright candles, we find R. E. Garrison with his arms fondly pressed around the Anderson News, Lawrenceburg.

Other guests include the Estill Herald, Irvine, John W. Hovermale, editor, celebrating its tenth birthday.

Eleven years old, the Taylor County Star, Campbellsville, S. F. White, editor. (Change of ownership announced elsewhere).

Twenty-two years old, the Spencer Magnet, Taylorsville, Katie B. Beauchamp, editor.

Fifty candles grace the table for the Maysville Daily Bulletin, George R. McCarthy, publisher.

ISSUES ANNIVERSARY EDITION

The Press joins the editors of the state in extending congratulations to Bob Kincaid, versatile editor of the Middlesboro Daily News, for his splendid souvenir editor on occasion of the twenty-fifth anniversary of that paper. The 32-page edition contained a history of the paper as well as historical data concerning the development of Middlesboro during the past quarter century. The News was started on March 30, 1911 by H. C. Chappell, now editor of the Three States, under the name of Thousandsticks. Judge Herd became the new owner-editor of the growing paper in August, 1913, and changed the name to The Pinnacle News. Bob Kincaid arrived in Middlesboro in 1923 as managing editor of the News. He left on account of health, but returned in 1926 to form a stock company and purchase the paper. The weekly was changed then to a daily under the present name. We congratulate Bob on the splendid edition, on his versatility, his enter-

prise, and the people of Middlesboro for a splendid paper and their support.

Publication Law Upheld

In a decision handed down by the Circuit Court, the Macoupin County (Illinois) editorial association gained a signal victory in compelling the county supervisor to publish an annual report of receipts and expenditures. The courts are solidly for the law that compels public officials to publish an accurate accounting of the expenditures of public monies. Why public officials should fight this law, under the guise of saving money, is almost beyond comprehension when they should support such a measure that protects them from the least hint of wrongdoing.

Executive Committee To Meet

The Spring meeting of KPA executive committee has been called for April 24-25 at Jodie Gozder's camp on the Green river near Campbellsville. The first business will be the selection of the place for the Summer meeting, with Danville being a strong contender. Needless to say, the committee looks forward to a wonderful time at Jodie's hospitable camp, and a relaxation by, on, (and sometimes in) the Green river.

Let's Clean House

Newspapers, which exist at least partly for the protection and safeguards they supply for the community, might well consider cleaning their own houses in regard to lottery violations. If for no other reason, it will be found that more goodwill can be created by turning down questionable enterprises of the gift nature than will be lost; and it will make it easier for the next editor to turn down the same proposition, who, perhaps, has a

more particular postmaster in his town.

A united front on this proposition would eliminate this acknowledged evil over night.

There is usually no doubt as to whether a certain undertaking is lottery or not. "If a scheme is one involving the distribution of prizes by lot or chance, the omission of the method of award or details of the scheme does not render an advertisement or article relating to it any the less objectionable under the law," the attorney general of the postal service recently stated. "The law makes no exception of any particular enterprise, whether its purpose be charitable, fraternal, or otherwise."

If the prizes are given in any way so that it is purely an element of chance, it is a lottery, both within the meaning of the postal laws and state statutes. The postal laws provide a fine of not over \$1,000 and/or not more than two years' imprisonment. The state statutes provide the same penalties. In both instances, the advertiser, as well as the publisher, are liable to the penalties. This gives you reason enough to turn down lottery ads. It would pay us all in the end.—Minnesota Press.

Advertising Rackets Stopped

Following the article in last month's Press on advertising rackets, it is appropriate and pertinent for our editors to suggest a plan for controlling donations, etc., to their local commercial club. The usual plan is for merchants to agree to refer requests for donations and subscriptions to the club and for the latter to investigate and report through a secret committee. If fact is used, the results are good—savings in time and money for legitimate advertising and printing for the local newspaper.

A Minnesota editor, getting tired of writing "Mr. and Mrs." in personals, now uses "Mrms" for the combined title. He said that his readers like it. Do you?

Another Kentucky editor has joined the growing list of those who are on a strict cash-in-advance circulation basis. E. Russell McClure announced in the Henry County Local, Newcastle, that hereafter all subs. will be on that basis so that he can sleep nights.

Eight fonts of 7 point Linotype Excelsior No. 1 with Bold Face No. 2 have been installed by the Ashland, Kentucky, Independent.

A bulletin giving the summary of "Regulations 90," issued by Guy T. Helvering, commissioner of internal revenue, was recently issued by the National Editorial association to its members. These regulations clarify certain questions regarding the definition of "employee," period of employment, compensation, and other matters relating to the excise tax imposed under Title IX of the Social Security Act. Every employing publisher should read and study this bulletin.

E. L. McFarland, formerly editor and manager of the Giraldo (Ohio) News, has purchased an interest in the West Kentuckian and College City Printing company at Murray and has taken over active management of the paper and plant.

SECRETARY'S NOTES

"Vic" Portmann is announcing the 1936 newspaper contest in this issue of the Kentucky Press, with some new features, and it is hoped every publisher of a country newspaper will enter one or more of the contests. Whether you win first prize or not, it will benefit you by letting Professor Portmann and his corps of competent judges give your paper "the once over." There's always "room for improvement," and the rating given your paper ought to help you improve your paper.

KPA members are requested to pay dues in advance. The Kentucky Press Association is affiliating with the National Editorial Association and guarantees the payment of dues to the NEA. Therefore, the KPA suffers a loss if every member does not pay dues promptly. For only \$8.00 a year publishers receive the services of both associations. If you haven't paid your 1936 dues, please do so at once. NEA service must be discontinued to all newspapers in arrears.

A list of newspapers and publishers in Kentucky is being printed and will be sent to members of the KPA. When you get your copy, please check over it, and, if you see any errors, kindly report same to the secretary. Also, kindly report any changes in ownership of newspapers that may occur from time to time.

Congratulations are due the editor upon the improvements that he has made to the Kentucky Press. His news about Kentucky editors and other personal items are good. But Vic cannot do it all. He needs the help of the state editors. Any time you know of something worth printing, send it in.

The KPA executive committee will meet soon and select the time and place for holding the annual summer meeting of the association. Danville has extended an invitation for the 1936 meeting and, if the invitation is accepted, plans will be made to show the state editors "the best time of their lives." Make your plans now to attend the summer meeting. Editors always receive "pleasure and profit" at the annual meetings.

Your secretary receives many inquiries from persons desiring to purchase newspapers or newspaper material, but never receives any information about newspapers that may be purchased or printing material that is for sale or exchange. There are two or three parties now looking for Kentucky newspapers. They have written me to help them find what they want. Therefore, if you will sell your paper, or have a press or other material for sale or exchange, write me "confidentially." I assure you no one but interested parties will get the information.

* * *

I would like to hear from members of the Kentucky Press Association at any time they have suggestions to make. If you can suggest something "for the good of the order," let me know of it. The old KPA is going good. Let's keep it going on and upward.

J. Curtis Alcock,
Secretary KPA

Rules Are Announced For 1936 Newspaper Contest

(Continued from Page One)

on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Best Editorial Page Contest

This is a new contest, sponsored by Prof. Enoch Grehan, University of Kentucky. Factors to be judged include the physical appearance of the page, subject matter and quality of the editorials, subject matter and quality of features, cartoons, forums, literary matter, syndicated matter, and typographical arrangement. While advertisements are not considered a detriment, yet too much advertising not in "tone" with the page will be counted against the entry.

Each contestant is required to select two pages published between May 1, 1935 and May 1, 1936 from which the judges will select the best. The prizes include: first, silver set; second and third, certificates.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1936 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

May 15, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before May 15. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

The Mumfordsville Times-Journal, a new seven column, 12 em paper, with Foster Owen as editor, is the latest newcomer to the newspaper fraternity. We welcome Mr. Owen to our ranks and invite him to join the KPA today.

The Morehead Independent is in-

stalling a new Model 8 Linotype and a rebuilt newspaper press this week.

Anyone knowing the whereabouts of Bennett Tate is requested to notify the editor or Secretary Alcock.

Seven prize-winning essays by local school children in the county Women's contest are being published in current issues of the Cumberland County News, Burksville, Ben M. Jones, editor.

CRAWFORD SAYS—

The rules of the 1936 prize contest of the KPA newspapers are being published by Editor Vic Portmann in this issue of the Kentucky Press. This is the customary President's plea for entries in this enjoyable event and vital part of the mid-summer meeting.

In all sincerity I want to urge the members of the Kentucky Press Association to enter the various divisions of the newspaper exhibit this year. This is an educational feature and will best serve its purpose if a large number of entries are made in all departments.

The thrill of winning recognition is well worth any small effort necessary to select copies from your files and mail them. The Newspaper Exhibit Committee will make an honest effort to have the entries judged fairly.

But whether you win or lose, you have the satisfaction of knowing that you are aiding in the program of the association. Let us plan now to mail the necessary copies to the chairman. Make the exhibit this year the best in the history of the association. Then follow your entry by your attendance, look over the different papers of the state, check their ratings by the judges, and find wherein you differ from them and in what ways you can improve your paper.

It is with pride that I observe the steady improvement in the newspapers of Kentucky. Editors and publishers are constantly striving to improve their sheets. This reflects credit upon the communities represented and upon the state as a whole. Let's show this improvement in the biggest display ever made of state papers.

Danville will probably be the scene of the mid-summer meeting. The good people of that beautiful city have indicated they are anxious to entertain the newspapermen and their wives. The matter will be

definitely decided in a few days. The Kentucky Press Association has been busy since the January meeting, and several important matters will be up for discussion at this meeting, in addition to the usual social activities. You'll want to be there, I'm sure.

Cordially,
John L. Crawford

USES UNIQUE IDEA FOR CRIME STORIES

An interesting attitude on the question of printing crime news is taken by L. A. Kaercher, editor and publisher of the Ortonville, Minn., Independent. After explaining the newspaper's point of view on publishing news of crimes and misdemeanors of first offenders, Mr. Kaercher editorializes:

And so, we hereby state that, whenever any individual commits a first offense of any type legally termed a minor violation of the law, the Independent will be only too happy to cooperate with the offender by not publicizing his unlawful action—if, and only if, the offender will come in person to the publisher, explain why he wishes to avoid publicity, and signs an agreement not to commit such or any unlawful offense another time. Failure to honor said agreement releases us from our part of the agreement. That is shooting square, we believe, and may be of some meagre value in encouraging strict observance of the law.

This policy, we also wish to make it understood, applies only to minor violations of laws and ordinances such as are established in the regulation of traffic, hunting, liquor, petty thievery, etc. It pertains only to first offenders. We especially urge minors to understand that we are willing to avoid bad publicity, and also insist that if and when such an occasion arises, that this signature of a minor be accompanied by that of a parent, guardian or person of legal age.

This policy, of course, is not extended to accidents and other items which are justly classed as "news."

This is to be our policy for the future. It has worked out in other cities; there should be no question as to its success in Ortonville. We give this publicity to the new policy that the public might know and understand the paper's position—and our aim to continue to publish a clean, unbiased and independent newspaper.

Bob Elkins dropped in the office from Lancaster on April 10 having just returned from sunny Florida. Bob looks great and has achieved a coat of tan that will be the envy of his brother editors. He is much improved in health.

Walter L. Green, editor and business manager, Flemingsburg Times-Democrat, has accepted the position of managing editor of the Times-Union, Rochester, N. Y. As his lease had expired, J. W. Heddon and son, publisher of the Mt. Sterling Advocate, have taken it over and will issue the Times-Democrat, keeping the local plant intact. The weekly paper, owned by the Hiram Duley estate, will be edited by J. E. Crutcher, formerly with the Morehead Independent.

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G. C. Perrone, Lexington

Frank Pund, Cincinnati

Ed Ballinger, Evansville, Indiana

Weeklies Can Have Photos At Low Cost

(Continued from Page One) groups indoors and outdoors, children at play—in fact, anything and everything that would be of interest to our readers.

In order to give the photoengraver better copy, I use a small autofocus enlarger which projects all prints to 7 x 9 inches. In this way prominence to the central characters or objects can be given, and at the same time much of the undesirable background can be eliminated. By using a good grade of news bromide with glossy finish, I furnish the engraver with bright, snappy prints suitable for turning out satisfactory news cuts.

As for the cost, of course I had to make an initial outlay for equipment. But it may surprise you to know that the cost of taking pictures and having newstones made has not been any great burden on our plant. In most cases, particularly in that of school, church, political or lodge groups, the organization is willing to pay the actual cost of pictures and engraving. And then, there is always a demand for extra prints on which a profit can be made. People want pictures and they are willing to pay for them.

In my case, I sell a good number of news pictures to other newspapers and syndicates. The money received goes a long way toward defraying the expense of our own pictures. Of course, in the event of some major news happening, we bear the cost of the pictures. We owe it to our readers to do so. But our experience has been that seven out of every ten pictures have been paid for by the persons interested, and at the same time our paper has had the added reader-interest of local pictures.

If any publisher who is interested in taking pictures for his own paper will drop me a line, I will be glad to furnish some detailed information concerning the purchase of equipment and materials. I saved a great deal of money on mine and any other publisher can do the same. My services are free of charge.

The Lexington Herald and the Owensboro Messenger-Inquirer have installed engraving plants in the past months. These are the "one man" plants and will enable these progressive papers to supply more local pictures for their readers.

SUPERIOR ELECTION SUPPLIES

Service For Kentucky Printers

RUSSELL DYCHE
London, Ky.

The Star Printing Company, Campbellsville, publishers of the Taylor County Star, has been purchased by James Shacklette, a druggist of Glendale, Ky. The new owner announced no change in policies. We welcome him to the Ken-

tucky Fourth Estate. J. L. Bradley installed a new Miehle press in his Providence Enterprise for better printing both for the newspaper and commercial printing. He plans to put out a five-day daily in the near future pro-

viding advertising patronage in his territory warrants.

Wesley E. Carter, Elizabethtown Enterprise, has just installed a No. 0 Miehle press for better newspaper imprint.

You Don't Have To Be Crazy



to answer
these questions
correctly....but
it may help

A United Press story from Washington, printed in the Louisville Courier-Journal on April 12, quoted Treasury officials to the effect that the cost of federal government has risen more than 900 per cent in the last thirty years while population has increased 47 per cent . . . that approximately 85,000,000 Americans paid about \$6.64 each in 1906 to run the national government, while today more than 125,000,000 people are paying \$60.19 each.

In the last thirty years electric service rates have been cut about 75 per cent, while electric service has been immeasurably improved.

Last year our group of companies paid more than half a million dollars taxes in Kentucky alone.

Many earnest citizens now want the government to own and operate the electric power industry.

QUESTIONS

Since 1906—has government improved 900 per cent? Has John Citizen's income increased 900 per cent? Is he 900 per cent happier and better off?

If government takes over the power industry (here in Kentucky, for example), who is going to pay the taxes which the industry, as government property, will cease to pay?

—REDDY KILOWATT

Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES