

The
Kentucky Press

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

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State Park System Should Be Augmented And Developed

Although I am to discuss a subject somewhat foreign to the business of newspaper publishing, I feel it is appropriate that editors should consider the development of the scenic and recreational features of the communities in which they live. Newspapers are quasi-public institutions and, if they are to fill their field, must give attention to community questions entirely apart from their own immediate activities. The subject of parks is always an easy one for editors, because it is usually noncontroversial. Everybody is for bigger and better parks, even if nothing much is done about it. When I was editor of a daily paper, whenever I ran out of something to write about, I turned to the subject of parks. I could allow the Muse full sway and enlarge upon the beauties of some retreat or shrine in the community and urge its development for the benefit of the present and coming generations, without bringing about any cancellations of subscriptions.

There are two reasons which make it desirable for editors to become interested in a state-wide cooperative effort in the development of a park program. One is the obligation which we owe to future prosperity to preserve our great historic shrines and to conserve our natural resources. Kentucky, which is to celebrate its 150th anniversary of admission as a state into the Union in 1942, has more outstanding points of interest than perhaps any state in the southeast with the exception of Virginia. Located as it is in the heart of the nation through which the major truck lines of traffic must pass, the state has a great opportunity to benefit from the development of these historic shrines and natural beauty spots.

Nature has been profligate in providing untold natural resources in timber, minerals and water power. We have, unfortunately, permitted a great economic waste in these resources since the days of the first cabins in the wilderness, but the belated movement of our state and nation in conservation measures is seeking to prevent the further waste of these priceless resources, and to conserve them for future generations.

I have stressed the importance of preserving our historical shrines and conserving our natural resources because of

our normal obligation to society and posterity. For this reason, if for no other, the editors of Kentucky should cooperate in any constructive movement to develop the state park system through the preservation of our historic shrines and the utilization of our present unneeded forest tracts and virgin lands for recreational and other useful purposes.

I wish to emphasize, however, a second and more immediate reason why we should be interested in this park program. Kentucky is known throughout for many unique reasons. In recent years I have traveled rather widely throughout the United States. When it is known that I am from Kentucky, I usually get immediate interest on the part of my new acquaintances, and I am assailed by inquiries about Kentucky horses, beautiful women, good whiskey and mountain feuds. Due to such constant publicity over many decades, that is the kind of conception that strangers from afar have of our beautiful state. They do not realize that we live in the garden spot of the world and that from the standpoint of scenic beauty and interesting shrines, no other state in the nation has been so greatly blessed. We should expect that phase of our state more, and especially the scenes of the birth and activities of our pioneers. For instance, the name of Daniel Boone has become a world legend, and I recall a story by Tom Wallace, editor of the Louisville Times, who said that on a visit to England some years ago, the first inquiry made by the English lady who sat by him at a luncheon was about Daniel Boone.

In other words, we have so many unusual things about Kentucky to emphasize, the editors should combine in a well directed program of state-wide advertising and promotion. Much more national and international interest could be obtained, and traffic flowing into the state could be many times increased. It is the commercial benefit of this increased traffic that should cause every publisher to devote much more space and attention to this objective in community and state building.

With all of the unusual advantages which Kentucky possesses, we have made only a meager start in their promotion and development. For instance, we

have a total of only 12,191 acres set aside in the various parks for development. This does not include other acreages under federal supervision, or preserved in forest areas.

Over three million dollars of state and federal funds have been invested in the state parks as they now exist. While this may seem large, it is mere bagatelle to what other states are doing. Although we have more to offer for park possibilities than most of the states, we have been doing less about it. For instance, our neighboring state of Tennessee, which started its park program about the same time as Kentucky, now has 611,464 acres in state park lands. Michigan, has nothing like the important historical associations as Kentucky, has 933,200 acres. The great state of Pennsylvania boasts a state park system embracing 1,673,566 acres. The empire State of New York, perhaps leading the entire nation in its magnificent system of state parks, now has in its public domain 2,527,612 acres. I am mentioning these figures only to show that Kentucky, blessed as it is with some of the most beautiful scenery in the world and with traditions which thrill and inspire all who love freedom, is limping along with a pitiful little system of state parks limited to 12,191 acres and with only two or three areas developed worthy of being called state parks.

Kentucky is near the great centers of population and is of easy access to many millions of visitors each year. Its own population of two and a half million has every right to greatly increased recreational advantages. With even a reasonable increase in our state park areas and a moderate improvement of administration and development, we could normally expect a much larger increase of out-of-state visitors who would bring a golden stream of tourist dollars into the state.

Mammoth Cave, one of the Seven Wonders of the World, had 113,339 paid visitors during 1939. This cave which has been known for over a century is just now coming into its own. When it is officially taken over as a national park and other units in the national park program throughout the southeast have been developed, we can reasonably expect this annual visitation to Mammoth Cave to be doubled and possibly tripled. The reason that I make such an assertion is because of the unusual record of visitation to the Great Smokey Mountain National Park in Tennessee and North Carolina. During 1939, 761,567 visitors

drove through that unparalleled expanse of picturesque mountain beauty. Yet the Great Smokies have been open to the public less than five years and the park even now has not been officially dedicated by the President of the United States. Take the month of August alone in 1939—a total of 169,988 people visited the park, more than 5,000 each day during the month. A least a large portion of this stream of visitors to the Great Smokies could be turned across the state of Kentucky with reasonable promotion efforts, provided we get ready for them.

I am indebted to the officials of our Department of Conservation for the information that only 2.7% of out-of-state cars passing the Audubon State Park at Henderson, Kentucky, stop for a visit to the park. State cars passing have a higher ration, for 6.1% of the cars stop for a visit to that park. For an eighty-five day period in 1939, a total of 289,752 cars passed this park. A simple calculation will show how a small percentage of increase in the number of cars stopping in the park will greatly add to the revenue of all the business concerns within the immediate valley of the park. No tourist lingers around a place without spending money. They fill up with gas, buy soft drinks, eat quick lunches, and perhaps stay overnight or spend week ends if the spot is inviting.

I have not visited the Audubon State Park, but I have been informed that it is one of the most important parks in the state system. Without question, more adequate promotion of the park along the highways leading to it would greatly increase the number of visitors, and the added revenue would much more than offset the expense. I have cited this park as one sample of the small percentage of passing cars which stop for our attractions. Of course I must say that unless our parks are adequately developed and we have something to show our visitors, it would be absurd to spend much effort and money in soliciting visitors. Our guests who go through the shrines and linger in our recreational spots must be pleased if we expect them to come again or to tell their friends about it.

In speaking of the national parks in the southeastern states where the number of visitors is now leading all of the parks of the nation, I am glad to announce that a movement is underway to establish the Cumberland Gap National Historical Park at that great historic gateway into Kentucky. Congress has passed an act to establish the area around Cumberland Gap as a National

Historical Park. According to present plans, about 50,000 acres of forest lands on the Cumberland Mountain range will be developed for that park. It includes the famous pass where Kentucky, Tennessee and Virginia meet, and a segment of the Wilderness Trail from the pass to the important Cumberland Ford, the outer pass cutting through Pine Mountain, and the twin gap to the world-known gateway at Cumberland Gap.

When this area is established and the National Park Service has landscaped the saddle of the Gap and the intervening drive to Cumberland Ford, and has built roadways and bridle paths through a mountain section of gorgeous beauty, Kentucky, Tennessee and Virginia will have an important park about equidistant from the Great Smokies and the Mammoth Cave. This unit in the national park system will turn toward Kentucky many hundreds of thousands of visitors annually who might otherwise not visit the state. The land for this area must be donated to the government, and plans are underway toward securing the acreage through donations or from purchases made by funds appropriated by the three states for that purpose.

As I stated in the beginning, Kentucky is a veritable paradise which lies in the center of the United States. It is easily reached from all of the great centers of population. Its romance, traditions and legends thrill and inspire. Its mountains, bluegrass, valleys and river bottoms present a variety of beauty and interest which challenges the attention of the world. As editors, you have an opportunity to voice the glories of this Commonwealth and to invite to our borders the millions who are traveling each year. The results of such a united editorial campaign along the lines which I have emphasized will bring returns far beyond our most extravagant expectations.

(Editor's Note: This article is the text of an address given by Robert L. Kincaid, vice-president of Lincoln Memorial University, Harrogate, Tennessee, and former editor of the Middlesboro News, at the mid-summer meeting at Paducah.

*Wesley E. Carter Appointed
On WPA Advertising Council*

Wesley E. Carter, editor, Hardin County Enterprise, Elizabethtown, was signally and deservedly honored in his appointment to the advisory council on national advertising to assist the American Press Association in a drive for more national advertising for country

and suburban newspapers.

Although the work of the new council is still in preliminary stages, its aims and purposes are ably presented in the following program:

1. Discussions of the broad problems of increasing the advertising in country and suburban newspapers in face of the growing competition offered by radio and other media.

2. Analysis of rate and circulation problems among non-metropolitan newspapers.

3. Discussion of the problems of individual advertisers and prospects and the development of plans to insure maximum cooperation on the part of newspapers in the handling of present accounts.

4. Development of plans to cope with those few publishers who interfere with the progress in the whole field by refusing to work as a group and by seeking individual concessions from advertisers and agencies.

5. Working out of effective methods of eliminating publicity which is sent out by non-advertisers in the hope of having it take the place of advertising.

6. Discussion of problems affecting national advertising in individual states.

7. Formulating plans for surveys which will aid in showing the value of advertising in APA newspapers.

8. Plans to encourage the publication of promotion ads in individual newspapers and the use of those ads to sell new accounts.

9. Personal contact with publishers throughout the country to create a better understanding of the problems of national advertisers and agencies in their dealings with newspapers and with newspaper representatives.

Other members of the committee, with John T. Tuthill, Jr., Patchogue, Long Island, as chairman, include two former presidents of the NEA, three former presidents of state associations, and eleven equally well-known and progressive editors over the nation.

The Press extends hearty congratulations to our fellow editor on his appointment, pointing out that this committee, in its comprehensive program, is in a potential position to exert tremendous influence in directing national advertising to the fertile community field which has been ignored and undeveloped by national advertisers in the past.

Advice is given more freely than it is received.

The Kentucky Press

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Press Association

Victor R. Portmann, Editor-Publisher

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Russell Dyche, Vice-Pres., London Sentinel-Echo.
J. Curtis Alcock, Sec.-Tres., Messenger, Danville

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NATIONAL EDITORIAL
ASSOCIATION
1940 Active Member

MEMBER
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

N. E. A. Adopts 13-Point Program To "Sell" Community Press

N.E.A. is setting out to do an important "selling job" for the country press of America. At a meeting of the board of directors Roy A. Brown of California, the new president, presented a 13-point program which was immediately adopted by the directors.

This new program not only undertakes to "sell" the association itself to its members and to other daily and weekly newspapers eligible for membership, but it also will attempt to "sell" industry and the public by means of a definite public relations and research program which will acquaint both with the values of the non-metropolitan news-

papers of the nation and the market which they serve. The 13 items in this "platform for 1940-41" are the following:

Public Relations:

1. Selling our own publications on the necessity of a strong, acting and aggressive national organization representing the non-metropolitan press.

2. Selling our organization to other trade organizations and individuals in order that the N.E.A. may become the recognized leader of the home-town newspapers.

3. Co-operation with the National Association of Newspaper Managers in the promotion of National Newspaper week in order that the public may become better acquainted with the actual operation and the value of the newspapers of each community.

Selling Our Markets:

4. Through a better presentation of factual data, showing that our communities play a most important part in national distribution.

5. Proving to the national advertisers through facts which are now available from reliable sources, that our markets, when properly analyzed are not expensive from the advertising standpoint.

6. Embarking upon a program of sound scientific research to discover more potent selling ammunition for the non-metropolitan newspapers.

7. Convincing advertising agencies, by actual proof of practice, that we have adopted better business methods in handling national accounts.

Publicity Control:

8. The adoption of a constructive campaign of education of those employing publicity sabotaging of our news columns, showing that by so doing they are destroying the news value of our newspapers and that it is one of those movements which is destroying the freedom of the press.

Legislation:

9. The development and expansion of our Washington office.

10. Clearing information on state legislation affecting our newspapers in order that our members may be kept fully informed of the laws of the neighboring states.

11. Co-operating with all other industries in opposing legislation tends to destroy the American plan of free enterprise.

Consumer Education:

12. Co-operation with all other inter-

ested organizations in the education of consumers to the true functions of newspaper advertising.

Highway Safety:

13. Carry on an educational program to promote safety on our highways.

This is truly an ambitious program but The Press believes that under the aggressive leadership of its new president aided by the officers whose loyalty and unselfish devotion to the N.E.A. carried it safely through the difficulties of the depression years, the association may well fulfill the promise in its new slogan: "Today's program — tomorrow's achievement."

This program will no doubt be approved and sponsored by the state press association. The Press believes it has the approval of the membership when it pledges the active support and co-operation of the Kentucky Press Association to this progressive movement.

Plans Under Way For State's Sesquicentennial Celebration

With the appointment of the Sesquicentennial Committee by Governor Johnson recently, plans will rapidly go forward for the celebration of the 150th anniversary of the admission of Kentucky to the Union. The selection of editors Herndon Evans and J. Curtis Alcock, with John Hoagland representing the Courier-Journal, to this committee was a happy choice as these gentlemen have long been active in advocating the celebration and will work forward to a successful end. Every Kentucky newspaper should actively support the movement and the committee and do all in its power in publicizing the program, and, if possible, arranging special celebration for its community. Out-of-state publicity is especially desirable and every newspaper can do its share to bring former residents and tourists to the state in 1942.

Administration Tightens Wage, Hour Record Enforcement

The Wage and Hour Administration has notified its field men to tighten enforcement of record requirements. Colonel Fleming believes an 1-month trial period is sufficient to have books adjusted so that inspectors may ascertain any violations of wage payments. Regulations issued for the Act merely require listing of the name of each employee, home address, hours worked each day and each week, hourly rates of pay, total wages paid, and date of payment.

Two State Newspapers Change Ownership During Month

Two important changes in ownership in important state newspapers were announced the first part of this month. Gracean M. Pedley, Eddyville Herald, purchased the Princeton Twice-A-Week Leader from the Catlett family, on July 1, and James S. Shropshire, and partners, purchased the semi-weekly Kentuckian-Citizen, Paris, from Editor A. S. Thompson, on July 15.

The Twice-A-Week Leader, which had been edited and published by the members of the Catlett family for the past 38 years, is one of the oldest continuously published newspapers in Western Kentucky. In taking over the Leader, the new publisher announced that the semi-weekly editions would be discontinued and the paper, in a new dress and format, would thereafter be issued as a weekly under the name of The Princeton Leader. This leader is also the first weekly newspaper, as such, to be granted an Associated Press membership.

The former paper, published as an eight-column, four-page edition, has been changed by Mr. Pedley to the more modern size of seven-column, eight-page format. The entire dress, body type, and advertising type has changed to the modern traditional and streamline faces, while the entire format, particularly the front page and the editorial page, has been changed to modern make-up. If the first issues are a criterion, the Leader will give its readers an up-to-date and newsy paper, serving the interests of Carlisle county to the fullest extent.

The Kentuckian-Citizen

The Kentuckian-Citizen, oldest newspaper in continuous publication west of the Alleghenies for 133 years, has been owned and edited by A. S. Thompson since 1921. It was established as the Western Citizen by Joel R. Carlyle in 1807.

The new owners took possession on July 15. The sale included the name, goodwill, and equipment, while the paper is published from the same location without change in schedule or format, at present, with the same back-office personnel.

The new owners include James S. Shropshire, graduate manager of Student Publications, University of Kentucky; Laurence K. Shropshire, sports editor of the Lexington Leader; Coleman Smith, University of Kentucky, ad-

ministrative staff; and Edwin H. Meuhler, Millersburg. All are graduates of the University, while Laurence Shropshire and Meuhler are graduates of the department of journalism. Mr. Meuhler is business manager.

The Western Citizen, after passing through four ownership changes, was merged with the Paris True Kentuckian in 1886, and the name changed to The Kentuckian-Citizen as it is known today. It is Democratic in politics.

Mr. Thompson has retired from newspaper business and is devoting his time to his farming interests.

The Press extends greetings to the new publishers and bids them welcome to the Fourth Estate in Kentucky.

Danville Advocate-Messenger Issues Anniversary Edition

Congratulations are due to the staff of the Danville Advocate-Messenger on the splendid 24-page newspaper, commemorating its seventy-five anniversary, which was issued on July 10, under the direction of J. Curtis Alcock, editor, and W. C. Alcock, co-editor of the Advocate-Messenger, and J. S. Van Winkle, editor, and Vernon Richardson, co-editor of the Weekly Advocate.

The anniversary edition, printed on green paper, is composed principally of articles describing the history of the Danville Advocate, predecessor of the Advocate-Messenger, and of Danville and its surrounding territory. Articles were written by a number of authorities on local history as well as by members of the newspaper staff.

The advocate was established 75 years ago as a weekly but soon became a semi-weekly and later a tri-weekly. In 1911, it entered the daily field. On Feb. 1, 1940, the Advocate and the Danville Messenger were consolidated as the Danville Advocate-Messenger.

The Press extends hearty congratulations to the newspaper staff on their enterprise, and to the city of Danville for its live, wide-awake newspapers that represent so thoroughly and completely that thriving metropolis of Boyle county.

Historical Contest

A "Know Your Town" contest has proved an interesting feature in the Louisville (Neb.) Weekly Courier. Each issue carries a story about the town, and a subscription of the newspaper is given the person finding the most errors in the story.

President Pedley Urges KPA Membership Drive

Kentucky Press Association members, especially those of long and continuous devotion to the Fourth Estate, are urgently requested to lend themselves this summer toward expansion of the KPA to include all of the newspapers in the State.

The Kentucky seal bears the motto: "United We Stand, Divided We Fall", and that's something which we of the KPA have not, perhaps, paid sufficient heed to in recent years. In several congressional districts the KPA is strong, embracing almost all the newspapers that should belong; but in others, there is deplorable weakness and it sometimes happens that not one publisher representing such districts attends either of the two important meetings, in January and in June, of the group which seeks the improvement of all.

Members of the executive committee are especially urged to make an effort to draw those publishers in their districts who are non-members into the fold this summer. No opportunity should be neglected to extend a cordial invitation to Kentucky newsfolk who do not know the benefits and the joys of our association to attend the mid-winter meeting, in January, at Louisville.

There has been, in recent years, a noticeable change in the personnel of our membership, as is normal; but it seems to me youth is coming into its own very speedily in the KPA. And this is well, for modern ways require young blood, if the swift pace is to be successfully maintained.

Your president earnestly desires that all the youngsters who have thrown in their lot with Kentucky newspapers latterly become active members of the association, and regular attendants upon all its meetings.

Will you help toward that end . . . and a bigger, better and stronger KPA?

—GRACEAN M. PEDLEY, *President*

Kentucky Cities May Tax Handbill Distribution

According to a decision by the Kentucky Court of Appeals, a city in this state may levy a license tax on the distribution of advertising circulars, pamphlets, and handbills. The decision was made in a case brought by the Reuben H. Donnelley Corporation.

It takes a lot of energy to make up for bad judgment.

*Sesquicentennial
Committee Named
By Governor*

Plans for the celebration in 1942 of the 150th anniversary of the state's admission to the union were started by the appointment of the Kentucky Sesquicentennial Commission as created by the 1938 legislature. Four prominent state newspapermen were named to this committee including Governor Keen Johnson, ex-officio; Herndon Evans, Pineville Sun, J. Curtis Alcock, Danville Advocate-Messenger, and John H. Hoagland, Louisville Courier-Journal. Col. Samuel M. Wilson, Lexington attorney and historian, was elected chairman. The committee, reading left to right, includes: Front row, Governor Johnson, Mrs. W. P. Drake, Bowling Green; Mrs. William Ardery, Paris, vice-chairman; Chairman Wilson; back row: Herndon Evans; John H. Hoagland; J. Curtis Alcock; Harry B. Mackoy, Covington, treasurer; Harry V. McChesney, Frankfort, secretary; and Eugene Stuart, Louisville.



Courtesy Herald-Leader

It's a Lottery

"As an inducement to subscribers, the (name of paper) is giving away \$50 to one of the lucky persons whose subscriptions are paid in advance of June 1. The drawing is to be held in June at which time the (name of paper) is planning an open house in its new building. A total of 107 new subscribers already has been added to the list."—Item in a recent printers trade paper.

This plan is a lottery and violates U.S. postal laws. No publicity advertising a lottery or guessing contest may be mailed, under postal rules and regulations. Publishers should be very careful to make sure that every circulation or advertising promotion method conforms with post office requirements, as penalties for violations are severe.—Circulation Management.

*U. P. and I. N. S.
Increase Rates*

Subscribers to the United Press and the International News Service have been notified of a 15 percent increase in rates because of increased costs of war coverage. The United Press last fall increased its rates 12½ per cent, but six

weeks later this was rescinded. Shortly after the start of the war, the International New Service imposed a rise of 15 per cent, later cut it to 7½ per cent. The original 15 per cent increase now is re-

stored.

An individualist is a man who limits himself to three cocktails and doesn't play bridge.



"Crude Oil, Mister?"

If a garageman suggested putting crude oil in the crankcase of your car you'd think he was crazy. What do you think of the man who tries to sell you cheap, "just-as-good" parts for your Linotype, which probably cost you several times the price of your car?

Your Linotype is precision built from its base to its distributor. Every part has been carefully designed, machined, tested and inspected to assure you smooth performance.

If you'd keep that precision and smooth performance, always insist on genuine Linotype parts.



Linotype Electra, Electra Cursive, Bodoni, A-P-L Bodoni Italic

Organization Subscriptions

A good way for newspaper publishers to get profitable subscriptions is through such organizations as Scout troops, Legion posts, Sunday-school classes and the like. Procedure is simple.

First step is to contact the leader and a few key persons in the organization and propose that members get subscriptions in return for either a cash or merchandise reward. Sometimes organizations need money for a specific purpose, such as paying off a note; sometimes they want merchandise, such as uniforms and equipment. Securing subscriptions to the home newspaper can be their solution in either case.

Two important things should be noted: 1. Results usually are better if you set a specific quota rather than merely to say you will pay such and such a percentage. Example: If you will allow 30 per cent commission, say you will give the organization \$150 cash if they collect \$500 in subscriptions (but will pay only 20 per cent commission if they collect less than \$500). 2. Be sure to give a small personal prize to every member who gets a specified number of subscriptions. Example: Give a pen and pencil set to every member who gets five subscriptions.

Typical organization campaign: A chapter of Future Farmers of America secured subscriptions to the Fordyce (Ark.) Weekly News to earn money needed to pay off a note on new shop equipment. Publisher Roy Elliott paid the chapter a commission on subscriptions, also gave \$10 to the boy who got the most. Entire membership of 52 boys canvassed the entire western part of Dallas county, got a lot of profitable subscriptions.

In getting subscriptions by mail in cases where coins may be a part of the remittance, it pays to enclose coin cards with subscription letters, according to general experience.

For example, many weekly newspapers with a rate of \$1.50 a year get more subscriptions by sending coin cards. A subscriber sends a dollar bill and 50 cents in coins. Magazines, farm papers and other periodicals, and daily newspapers, report that the number of subscriptions is increased when coin cards are enclosed with sales letters.

One important point about using coin cards: Be sure to give explicit, detailed instructions on exactly how to use the cards.—Circulation Management.

Pennsylvania Association Adopts Resolution on Libel Responsibility

The following resolution on the responsibility for libel has been adopted by the Pennsylvania Newspaper Publishers' association:

"1. That a clause be included in all contracts with news and feature syndicates indemnifying publishers of newspapers against any financial expenditures resulting from publication of their syndicated matter.

"2. That a clause be included in all contracts with news and feature syndicates that the contract is voided if the copy submitted by such syndicates and published is declared by a court of final jurisdiction to be of a libelous nature."

Paste Formula

Here's a good paste formula furnished by the Freeburg (Illinois) Tribune. The publisher says it not only works, but does not get sour and is inexpensive: To one cup of flour add four cups of boiling water and stir to a creamy consistency. Add one teaspoonful of powdered alum and cook five minutes. Then, while cooking, add a teaspoonful of carbolic acid and a teaspoonful of oil of cloves. It will be ready for use as soon as it cools.

NewsPauperMan---

Wanted employment in Kentucky. Qualifications are—

Introduction:

Twenty-five years old. Single. Height - 5:10 Weight - 150. Attended school in North and South. Traveled in 47 States, plus Canada, Cuba and Mexico.

Education:

Graduate of Georgia Military College. Attended Univ. of Ga. and Florida Southern College. Majors in Journalism (editorial and advertising) and Political Science. These college courses covered—news writing, editorial writing, reporting and feature writing. In advertising—layout, copy writing, type selection, classified advertising, and special advertising campaigns.

Experience:

Two years work on Florida Daily as sports writer, plus daily sports column. Coverage of Detroit Tigers in spring training. Coverage of Univ. of Florida football games. Straight news writing. Column writing and data used by Westbrook Pegler in his column "Fair Enough." Feature articles on the international situation in Florida papers. Advertising and writing for College papers and magazines.

Want job on weekly or daily paper. Will take combination job—writing and advertising. H. H. Van Maaren, Box 1528, Lakeland, Florida.

The days that tire us most are those that are marked by lack of constructive activity.

No party is a complete success these days unless somebody makes a fool of himself.

BUSINESS DIRECTORY

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For Primary Elections - In August
For Regular Elections - In November

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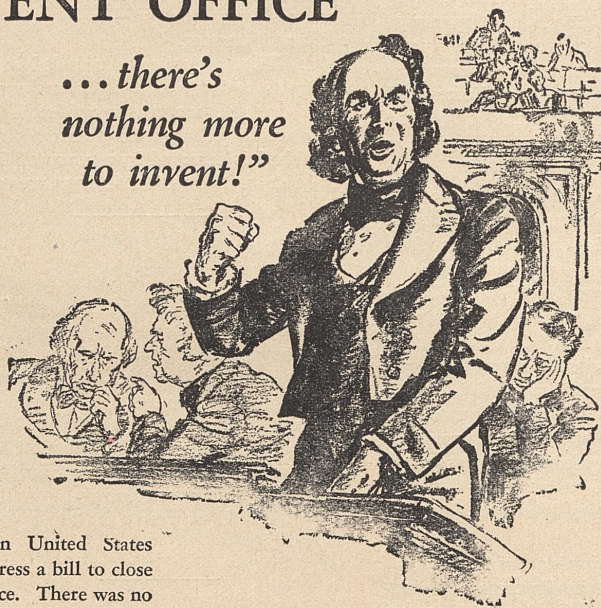
SUPPLIES . . .

. . . MACHINERY

ED WEEKS

"I MOVE WE CLOSE the PATENT OFFICE

...there's
nothing more
to invent!"




IN 1840 a certain United States Senator introduced in Congress a bill to close the government Patent Office. There was no reason to keep it open, he said, because "we have reached the absolute limit of our inventive capacity; there is nothing more to invent."

Nothing more to invent? In 1840 the telephone had not been invented, nor the automobile, nor radios, nor electric light bulbs, nor electric refrigerators, nor vacuum cleaners, nor washing machines, nor any one of hundreds of items we now use every day.

This strange bit of history has its moral for us. Now and then we hear someone say, "This country has stopped going ahead." The truth is, America will stop going ahead only when *Americans* stop going ahead.

Millions of Americans are making progress in every field of human endeavor every

day. The people of the electric industry and of your own electric company are an example. Through **their efforts to improve service and operation**, they have helped make it possible for this company to give far better service than we could twelve or fifteen years ago—at about *half* the cost! The average customer can now use about *twice* as much electricity as he did then for *no more money*. Many of our customers are using about *four times as much* for only *twice* the cost.

We think this achievement is typical of the work that has made America great. It is also your best guarantee that progress will continue to be made as long as Americans can keep going ahead. 

KENTUCKY UTILITIES COMPANY

INCORPORATED