

*The*  
Kentucky Press

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

*May, 1940*

Volume Eleven    Number Seven

## Community Press A Distinct American Institution - .

Nowhere else in the whole world beyond the borders of the United States and Canada does there exist a country press of any consequence. The small community newspaper is an American institution, said John H. Casey, professor of journalism, University of Oklahoma.

Yet, it is a new institution, as institutions go. It is still in the experimental stage. It has apparently made a permanent place for itself, but nobody knows for sure.

The country newspaper has flourished as an American institution hand in hand with public education, improved modes of intercommunication, popular government and a wholesome home life, which associated American institutions the country editor has helped to create and fights valiantly to maintain.

But these institutions, including our newspapers, are not static. They are constantly changing. If any one of us thinks for a moment that his newspaper is the same as it was thirty or twenty or even ten years ago, let him turn back the pages of his old newspaper files and see for himself.

And neither is the country editor the same. The old family photograph album will reveal that quickly enough. He, too, has changed, perhaps more than he likes to admit, even in appearance. But he has changed his opinions, too, and his thought processes — his view of life and of humanity about him.

I wonder how many of his editorials of 20 years ago the editor of today could heartily endorse? They served their purpose, no doubt. But they would be different, most of them, and more sound, we hope, if written today. Many of those editorials lauded to the skies men seeking public office who later turned out to be scoundrels unworthy of public trust. But they were written in good faith, we assume, and that is all-important. Yet, is that enough? After all these years we feel better able to judge. Experience has taught us much, else we have not progressed. An enlightened intelligence is ours, we hope. And conditions are different.

Conditions are so different. In fact, changes have come so rapidly that who knows what is the best course to steer at this particular time? If advertising volume has fallen off, if subscribers are

not paying up, if job printing revenues have taken a slump, if advertisers are demanding a rate reduction . . . what are we going to do about these things?

All of these current problems demand solutions, correct answers. These problems must be tackled courageously and intelligently. Good judgment was never more important in the management of his local newspaper and through other equally disastrous forms of immobility — that even the youngest of us have borne witness to his passing. Those food merchants who have survived have changed their methods to meet new competition and the demands of our newspapers now.

The old-time grocer has made his anything but graceful exit from the stage so recently and so completely — through failure to use advertising in a more enlightened buying public which calls for prices, and a reduced margin of profit to the middleman — and gets them both through newspaper advertising.

But first we must recognize that conditions are different and that they may remain different for a considerable time, that they may never be quite the same again—but better eventually. How much better will depend on how we manage in times of stress, with what courage, intelligence and resourcefulness we are able to meet and deal with these new conditions.

The human race itself is here today because it has in ages past demonstrated its ability to meet new situations, as expressed in agile adaptation to changes of environment. The great reptile dinosaurs of past centuries, some of them 70 feet in length, passed out of the picture because they could cope neither with climatic changes nor with their numerous, though smaller, enemies.

Under our very eyes we have witnessed the threatened extinction of our modern dinosaurs, the railroads, because they have been slow to adjust themselves to new competition in the form of motor trucks and motor buses. At last the railroads are awakening and admitting, at least, that they have competition.

Perhaps the time is already at hand when we should be giving more attention to the small advertiser. When this period of business stress is nothing more than an unpleasant memory, many

of our former big advertisers will be out of the picture. New ones will be taking their places. New ones will be buying the big space. Some of these new ones are the little fellows, the younger merchants just getting a toe-hold in your town, today. If they are properly cultivated now, some of them will grow into bigger merchants and really worthwhile advertisers in your paper a few years hence.

Some of them, perhaps, have never yet been thoroughly sold on newspaper advertising, yet some are bound to have the right stuff in them, the material from which the big merchants are to be made. J. C. Penny started in a very small town out in the wide open spaces. Other very successful merchants have started in a small way. Times of stress are the times when new leaders are developed and when old leaders are dethroned. Are we fully aware of this?

And, if so, what are we doing toward making the acquaintance of these embryo leaders in our business communities while their friendship and their confidence is yet to be had for the mere asking?

A little want ad has convinced thousands of the power of newspaper advertising. Some of our merchant princes who have started in business in a small way have also at first experimented with newspaper advertising by the use of very small space. It is up to every newspaper publisher to see to it in times like these that those little ads are just as well written and stand just as good a chance proportionately to bring results for the advertiser as some of the full-page copy — if any of you get any full-page copy these days. The little fellows are worth cultivating. In the meantime, a lot of little ads help to fill the gaps left by the loss of a few large ones.

Individuals fall by the wayside when they fail to solve new problems — but the human race, as a whole, marches on, finding ways and means to cope with new and troublesome conditions.

Often it's wise to swallow your pride and conserve your capital.

### Vocational Articles

Leading citizens of York, Nebraska, have been contributing guest editorials to the local Republication, each guest editorial giving the highlights of the writer's vocation. On the theory that men like to discuss their business with each other, this has proved a way of making their favorite subject a part of the local newspaper.

*Program Of Mid-Summer Meeting, Paducah, June 6-8*

*Thursday Evening*

Register.

7:00 P. M.—Buffet supper, Hotel Irvin Cobb.

*Friday Morning*

9:00 A. M.—Register.

10:00 A. M.—Business Session.

Welcome by Mayor Pierce E. Lackey.

10:15 A. M.—“Legislation Affecting Newspapers,” talk by Tyler Munford, chairman of KPA legislative committee.

10:45 A. M.—Greetings by Walter Johnson, Chattanooga, Tenn., treasurer of Southern Newspaper Publishers Association.

10:30 A. M.—Talk by Robert L. Kincaid, Middlesboro, Ky., “Selling Kentucky Through the Park Program.”

10:50 A. M.—Talk by Col. B. F. Forgey, president, Ashland Independent, Ashland, on “The KPA 20 Years Ago.”

11:15 A. M.—Talk by Director James P. Pope, of the Tennessee Valley Authority, on “TVA’s Meaning for Kentucky.”

11:45 A. M.—Announcements.

12:00 Noon—Luncheon, Hotel Irvin Cobb. Talk by Herbert Agar, Editor of The Courier-Journal, Louisville, Ky.

*Friday Afternoon*

Boat Ride, guests of United States Engineer Department.

Golf at Lakeview course (prizes).

Bridge for the ladies on the boat (prizes).

Visit TVA dam at Gilbertsville, \$95,000,000 flood control project, 50-mile round trip in your own car.

Visit Wickliffe Mounds, (ancient buried city) 64-mile round trip in your own car.

Swimming.

(Take your choice of any of the above.)

7 o’Clock—Dinner, Hotel Irvin Cobb roof garden, compliments The Paducah Sun-Democrat. Toastmaster, Attorney Thomas S. Waller. Talk by foreign news editor, of the Associated Press, on “War Coverage Problems.”

10:00 P. M.—Dance on Hotel Irvin Cobb roof.

*Saturday Morning*

10:00 A. M.—Newspaper exhibit contest, Prof. Victor R. Portmann, chairman.

*Net Revenue Goes Up \$65 Per 100 Subscriptions*

Condensed from Circulation Manager  
A good way to make more money is to cut expenses. How can the non-metropolitan newspaper publisher reduce circulation costs?

One practical way is to get longer-term subscriptions. Example: It pays a daily paper to go after subscriptions for a year instead of three or six months; it pays a weekly to go after two- or three-year subscriptions, instead of one year.

Why? Because it costs just as much to enter and handle, and almost as much to secure, a three-month subscription as it does a three-year sub. And the longer the term, the less handling and acquisition cost you have.

Short-term subscriptions are largely a matter of habit with readers. They often indicate faint heartedness on the part of the publisher. People will take long-term subscriptions, by and large, if the publisher makes an attractive offer.

“I have a \$2-a-year weekly, and it costs me just about fifty cents to get a subscription by mail,” a New England publisher writes. “When I get \$2 for a year’s subscription at a cost of fifty cents, I have \$1.50 net. On a subscriber who takes my paper a year at a time, I spend \$1.50 in sales cost in a period of three years.

“I got to wondering if I could get three-year subscriptions at a time. So I made an offer to readers whose time was running out that if they would subscribe for three years at \$6, I would give them a nice set of kitchen knives (wholesale price, forty cents). My argument: You are going to take the paper every year anyway. Why don’t you send your three-year subscription now and get this beautiful present?

“Over fifty per cent took my paper for three-year terms. I kept careful records on expense and found I got these three-year subscriptions at a total cost of ninety cents, which included the premium.

“Result: On each three-year sub I took in \$6 at a cost of ninety cents. Had I got the sub for three years, a year at a time, cost would have been \$1.50.

“My net revenue was boosted sixty-five cents per subscription—\$65 per 100 subscriptions — on the three-year subscription. That is a worth-while gain

in net income.”

This publisher is a shining example of good business tactics, but he is by no means an impossible one to emulate. Follow this practice of appealing to people’s practical sense as well as their desire for a premium.

*Mrs. Fannie Bell, Publisher Georgetown Times, Dies*

Mrs. Fannie Moore Bell, 71, part-owner of the Georgetown Times, died of a heart attack at her home on South Broadway May 27.

She had been confined to her home for some time, but her illness had not been considered serious.

The wife of the late Tyson C. Bell, she is survived by a daughter, Mrs. Flem Smith, whose husband is editor and publisher of the Georgetown News; a grandson, Flem Smith III, and several nieces and nephews.

*Norman Parks, Editor Pike County News, Dies*

Norman Shelby Parks, 36, editor of the Pike County News for the last nine years and widely known throughout that section of the state, died suddenly at his home May 25. He had been in failing health for several months following an attack of pneumonia.

Parks, survived by his wife and one son, Norman Jr., came to Pikeville from Peoria, Ill., about ten years ago.

He was actively engaged in his profession in spite of the fact that a back injury and leg fracture a number of years ago made it necessary for him to wear braces and use a cane.

Parks was also the Associated Press correspondent for Pikeville and surrounding territory.

*Lexington Herald-Leader Installs New Goss Unit*

The Lexington Herald-Leader recently installed a new 16-page Goss unit to its press equipment. The new unit has its own motor, but can be duo-controlled with the original press of three 16-page units in series. All units are connected with a central folder. The new unit increases the capacity of the pressroom to a total of 64 pages while a complete 16-page issue can be printed in case of breakdown or emergency of either press.

Carlyle once said that people could only be taken in by quacks when they had a certain element of quackery in their own souls.

# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

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NATIONAL EDITORIAL  
ASSOCIATION  
1940 Active Member

MEMBER  
KENTUCKY PRESS  
ASSOCIATION  
ORGANIZED JANUARY, 1869

#### Let's Get Some Action

The Kentucky Press Association and individual members, and all editors and printers in the state, should make a determined effort to get action on an important printing bill now languishing in committee in the House of Representatives. This bill, introduced by Representative Robinson of Utah early in the Seventy-sixth Congress, known as H R 7266, entitled "A Bill to Amend the Government Printing Act," demands that Government printing needed in its many activities should be awarded to local printers in the same manner as all other Government supplies bought from local dealers.

The Inland Printer, the first periodical in the printing field to espouse the

campaign for a just distribution of public printing, in a further effort to arouse action said, "The Inland Printer believed then, as it does now, that the commercial printers of the United States are as much entitled to consideration when it comes to Government requirements on printing as farmers on forage requirements, coal merchants on fuel, steel mills on armor-plate, or realtors on building space." As the bill is still languishing in committee, the Inland Printer adds, "The main thing is to keep the issue simple and stick strictly to the text of the measure. We must SELL Congress on the justice and righteousness of our claim. Meantime, it is important that the printers, appointed to do so, move upon the House Committee on Printing."

The Press urges editors and printers not only to write to the House Committee demanding immediate action, but also to contact the Kentucky Representative in Congress, requesting their individual aid in demanding a favorable report on the Bill out of committee. There must be a coordinated and concentrated effort on the part of all printers and community newspapers to "push over" this measure which, when law, will distribute millions of dollars of public printing to printers all over the country.

#### Difference Between "Salaried Workers" and "Wage Earners"

The N. E. A. Washington office advises that those who take an active interest in wage negotiations will find the latest report of the Brookings Institution, made public recently, of importance. The report is issued in book form and is entitled "Productivity, Wages, and National Income" by Spurgeon Bell. Because of the current controversy as to classifications of employees under the Wage and Hour act, some of the comments in the Brookings' report are worthy of note. The report states:

"The line between wage earners and salaried workers is less distinct than that between employees and self-employed. Probably no two persons would be in complete agreement in restricting each of the hundreds of occupations listed in the census to one or the other of these two groups of employees. At best, one can set up as nearly mutually exclusive definitions as possible for wage earners and salaried employes and then formulate rules for the resolution of doubtful cases. In our study we have defined as wage earners all workers who are usually paid

by the hour or the piece for working in plants where goods or services are produced."

"Salaried workers, on the other hand, are defined as employes who usually are paid by the day, week, month, or year for working at clerical, sales, supervisory, or professional tasks in offices, institutions, or trading places. These definitions unfortunately are not always mutually exclusive."

The status of foremen has been in dispute in the interpretative rulings of various government agencies dealing with labor. The Brookings' study says:

"The classification of foremen offers a good example of the type of special consideration given to split cases. Some foremen are paid by the hour, some by the day or week. Some are engaged solely in supervisory work, while some are working foremen and partake in direct production as well. Foremen usually work in a factory, mine, or other plant, but occasionally are found in institutions or trading places."

#### Prosecutions For Defective Records

The Wage and Hour Administration has notified its field men to tighten enforcement of record requirements. Colonel Fleming believes an 18 month trial period is sufficient to have books adjusted so that inspectors may ascertain any violations of wage payments. Regulations issued under the Act merely require listing of the name of each employee, home address, hours worked each work week, hourly rates of pay, total wages paid and date of payment.

#### Why A Newspaper Should Not Give Free Publicity

Thorton Tice, publisher of the Narrows, Va., News, takes all free advertising he receives, bundles it up, and mails it back to its originator with small cards carrying the following message:

"Free Readers. There are four reasons why a paper should not give free reading matter to its advertisers: (1) Because the printing of advertising matter as news is a betrayal of trust to its readers; (2) because all advertising patrons should be treated alike; (3) because no one can sell a thing which they are at the same time trying to give away; (4) because if an advertiser can be induced to use newspaper space only by large concessions, then that newspaper is too weak as an advertising medium to engage the respectful consideration of advertisers."

*Acres Of Diamonds  
Are In Your Back Yard*

Condensed from  
The Oklahoma Publisher

In the heyday of the Chautauqua course there was one lecture, given thousands of times, entitled "Acres of Diamonds." The central thought was that it was not necessary to go to distant points to find diamonds—just a bit of looking would locate them in our own back yard. This lesson could well be studied by us folks of the newspaper profession.

Some of us look for help from the national advertiser; but when local language drops, we throw up our hands and declare our town is going to the dogs—if we just had a few live business men, we could take up the slack and still give the subscribers a real newspaper.

Just how much cultivation have we given our field? Have we combed our exchanges and idea sources for ads that will help our merchants? Have we burned a little midnight oil to work out a series of ads for some merchant and then gone out and sold it?

So many of us who went through the last war became nothing better than order takers. In those days the number of inches in an issue just depended on the physical ability of force. We forgot the art of salesmanship. We are still longing for the "goodold days" and doing nothing to bring them back.

There is an old saying that "clothes make the man"; but whatever your argument, one must admit that appearance does make a difference. A diamond may not mean a fat bank account, but it can be "hocked." There are other diamonds in every field that can be acquired, and while they cost little more than honest, unselfish service, they find their way into the cash till in surprising ways. That diamond—all important to any newspaper, large or small—is goodwill. You can't buy it. It's as free and plentiful as the air we breathe. It can't be selfish or commercial.

For instance, in looking about for possible feature stories a couple of years ago, we passed over the bathing beauties, the folks who had gone to other fields and made good, the live-wire town boosters, and those who were often in print. We went to the soil for a few diamonds.

There were many farmers who had lived long on the farm, had many experiences, yet did not seem to make news. We picked on men who had given fifty years to agriculture, and from them

worked out a series of homespun success and experience stories.

To give an added touch we supplied a certificate—gold seal and all—to each man, and they were proud of the distinction. While getting the story information it was easy to fill in the morgue facts to be filed away for future reference, and that was the selfish part of the plan. But it went over so well that we put down other test wells; and while we had some "dusters," we did find a gusher in the Diamond Club, organized last fall. We in the shop consider it our best good will builder. If it never made a return in any form, we would go on with it from the real joy we are getting out of the project.

The Diamond Club includes every person who has reached the age of 75. Letters have been sent to everyone in the community who has reached the required age. There are no dues or other obligations, but an application blank is required, and we like to have a picture of each member.

The application blank includes questions to give a complete family history, report on hobbies, living habits, likes and dislikes, and to what the individual attributes his long life. Space is also provided to include stories, incidents and experiences of the early days, and any bit of local history the member may know. These bits of history, many of them never having appeared in print, make a gold mine information for a centennial edition or a historical section.

Part of this information, worked into a story, is a regular weekly feature of *The Reporter*. While those who are featured received a great deal of pleasure from their story, we find the greatest real interest among the children and young folks. If one is crowded out of an issue, we hear first from the youngsters; yet we oldsters often think their only interest is jitter-bugging.

These elderly persons are out of the rapid stream of life; at times they feel themselves placed on the shelf, and the fact that they are news does things to them.

With each membership goes a two-color certificate, properly signed and framed. These we find placed on the walls of the homes and pointed to with considerable pride. The children and grandchildren also take pride in pointing to the membership. One example will suffice to tell the story.

An old couple, not having fared so well in life's battle, and probably feeling they had not made the success they were entitled to, pointed to their certificates

when a neighbor called, directing attention to the last sentence: "You have achieved success in that you have lived long, laughed often, and loved much."

With a trace of a tear in her eyes the elderly woman said, "We have been a success after all, and wasn't it nice for them to tell it that way."

Even if one is a hard-boiled old buzzard, that sort of thing sorta gets under your hide. It brings back the fact that the best things in life cannot be purchased.

With the coming of spring it is our plan to give the members a noon banquet, followed by a short program; then the rest of the afternoon will be left open for visiting. We feel that this is going to be a real climax, with a joy dividend of a hundred percent. There will be place cards, favors, and other touches of a real party, even if the boys in the shop have to cut our pay check.

If you enjoy doing things of this kind, and enter into it with the right spirit, you will find it working into one of the best good will builders possible, not alone among those who are touched by it, but the entire community as well. You will have made a great addition to your newspaper morgue, which could not be obtained any other way without leaving a wrong impression. But if you enter on it with a cold, commercial, attitude, it will flop—flop hard. Not only that, it may react in many unpleasant ways.

The Diamond Club has proved itself a grown-up boy's Boy Scout good deed for the day, and it does something to that hard crust we are so apt to form about ourselves as we look on the seamy side of life too much.

*Carrollton Tabloid Suspended*

The News-Examiner, a tabloid published by Frank C. Bell, Trimble Democrat, Bedford, suspended publication the latter part of May. It was the second the past year to suspend. The other was newspaper started in Carrollton during the Carroll County Record.

*Shelbyville Sentinel Joins  
Press Century Club*

The Shelbyville Sentinel, edited by Daniel and James O'Sullivan, which has just entered its 100th year of publication, was honored by membership in the Century Club of the American Press Association. The editors plan a centennial edition of sixty-four pages to be issued on July 26. The Press extends congratulations.

*Farm Income Increased*

Publishers endeavoring to sell advertisers or advertising agencies on the small town or rural field will find considerable encouragement in the report of the Department of Agriculture issued May 6. The official summary reads as follows:

"Farm income is increasing seasonally. Higher total for the first six months of this year compared with last is expected on the basis of a higher average of prices. Prospects are for some improvement in domestic demand this summer and fall, but export demand continues restricted by foreign quotas and other trade barriers. Farmers, meanwhile go ahead with a full program of work, putting in new crops, employing 2,500,000 hired hands at wages higher than last year's. Once more the general index of prices of farm products is close to 100."

*To Make Paper More Readable*

Newspapers have a chance to add more readability, and consequently more readers, to their inside pages by making each page one of maximum interest, Dr. George Gallup says.

To do this, he suggests several obvious methods of improvement, such as:

1. Departmental certain classes of information.
2. Change the makeup to give articles "below the fold" a better chance for attention.
3. Don't use inside pages for dumping purposes.
4. Don't concentrate reader interest upon front page stories, most of which are jumped inside. This method results in the reader starting the featured news story on page one but in a majority of cases failing to follow the story to its continuation on an inside page.
5. Improve typographical arrangement, increasing its legibility and attractiveness. Too many papers have failed to keep pace in layout and design.
6. Research and study in order to find out more about the habits of their readers.

*Pin Money Ads*

The Lawrence (Kansas) Republican lined up ten small ads under the caption, "These Painters and Paper Hangers Are Ready to Do Your Spring Work. Call Them." The extra \$5 required only ten phone calls.

*You're A First-Class Business Man If—*

1. You keep an inventory account of paper stock on hand.
2. You know what you save annually by discounting your bills.
3. You know what it costs to produce each job.
4. You know what you owe.
5. You have a recent appraisal, and keep a copy in a safe place outside your plant.
7. You figure stock at retail list prices.
7. You make sufficient allowances for depreciation and bad debts.
8. You know what is due you.
9. You can furnish your bank a financial statement at once.
10. Collections are made as rapidly as accounts increase.
11. You attend the meetings of your association.
12. You make up a monthly "profit and loss" statement.
13. You divide your running expenses into a sufficient number of accounts.
14. You own the building in which you do business.
15. You charge rent therefor.
16. You charge your own salary as an expense.
17. You charge interest on money invested.
18. You operate a standard cost finding system.
19. You could from books give a complete statement of all accounts, if a fire

took place.

20. You keep complete files of all issues of your newspaper.

—The Wisconsin Press

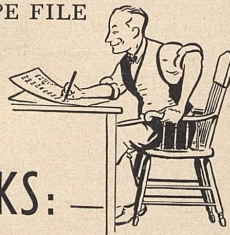
*Circulation Revenue*

What proportion of the newspaper production cost should be paid by the advertiser and what proportion by the reader?

There is no standard formula, but average figures from various weekly newspaper surveys are helpful. A national survey for the years 1931 and 1932 shows that of the total newspaper revenue of a large group of weeklies, 22 per cent was derived from subscriptions and 78 per cent from advertising. How do your figures check up against this average?—Indiana Publisher.

*Woman Appeal*

The Carmi (Illinois) Democrat-Tribune recently used a page to bring home a problem in logic to the merchant: "According to statistics, women buy 81 percent of all groceries sold; 41 percent of all hardware; 75 percent of all men's socks; 63 percent of all men's neckwear; 82 percent of all department store goods; 78 percent of all drugs sold. Women read the advertisements in this newspaper. To reach the buyer, therefore, of the largest percent of all merchandise sold, advertise in The Democrat-Tribune.

**A NOTE FROM THE LINOTYPE FILE****DEAR LINOTYPE FOLKS:**

Your man has just finished installing our new Model 8, and also doing some checking over on the Model 14. . . .

Now, with two new Linotypes we feel prepared to cope with anything that comes up. . . .

Also, this note would not be complete if we failed to mention the splendid work and co-operation that your man gave. He installed the new machine and checked the other with a minimum of delay to our daily work. In addition, he made himself so well liked by our staff that all of us regretted it when he had to leave. The Linotype Company seems to make a specialty of picking this sort of men.

Sincerely  
HOYT MOORE, *publisher*  
Fulton (Ky.) *Leader*

**MERGENTHALER LINOTYPE COMPANY**

Linotype Erbar Light Cond. and Caledonia

Price Stabilization vs. Suicide

Some retailers are asking today about a reduction of price in advertising, since everything else is being purchased at a lower price. Some publishers are no doubt giving serious consideration to their requests. We attended a press meeting recently where this was one of the principal topics of discussion. The publisher should remember that he is selling circulation, and that his production costs have not fallen materially.

The following article by Dr. Copeland Smith should give some food for thought on this subject. He states:

Price-cutting is a warfare of Peacetime. Peacetime is most of the time. Price-cutting therefore goes on most of the time. We read the casualty lists of intermittent wars with horror. Nobody has ever gone to the trouble to pile up the casualty lists of this peacetime warfare. If that were done, we should discover that where guns and gas had slain their thousands, price-cutting had slain its tens of thousands. Many a retailer—as well as many a jobber and manufacturer has gone to his grave with a death certificate reading that he died of cancer, heart disease or hardening of the arteries. The death certificate ought to have read, "Cause of Death—price-cutting." Many a fine business employing hundreds has ceased to benefit the community of which it was a part; not because of the price-cutting policies of produced nor because it could not produce at a reasonable price but solely because of the price-cutting policies of peace. Price-cutting is throat-cutting. We are supposed to hang men for throat-cutting.

Lord Macaulay once said of the inhabitants of a certain remote island that "they earned an honest but precarious livelihood by taking in each others washing." How many industrial plants, jobbing houses and retail stores are doing exactly that thing today? President Coolidge said that the greatest danger of industrial and commercial America was a condition of "profitless prosperity." The phrase is as descriptive as it is timely. Profit is the wage paid to the producer of merchandise. It is as much his due as his weekly wage is the lawful due of the employee. Even in these hard times, farmers receive their "bed and board" from their farming. The employee receives his wage. The men who take care of the exchange of securities—bankers and brokers—are careful to take their commissions. Everybody but the man who converts raw material into finished merchandise and conveys to the

final customer receives the just reward of his labor. But thousands of manufacturers, jobbers, retailers, toil from year to year and think themselves happy if they can strike a balance between income and expenditure.

Not Necessary To Show Expiration Date on Labels

Ramsey S. Black, third assistant postmaster general, has rendered the following decision:

"While it is desirable that the expiration dates be shown on the address labels in connection with the addresses on copies of publications of the second class, the law does not make it mandatory that this be done. Whenever it is practicable, however, for the publisher to show the expiration date, his cooperation in doing so is appreciated."

What the Merchant Should Spend For Ads

(Average advertising percentage of actual net sales as compiled by National Cash Register Company, Dayton, Ohio.)

	% of net sales
Auto tires and accessories	1.1
Beauty shops	5.3
Building material (lumber)	.65
Cleaning and dyeing	3.3
Coal	.55
Drug stores	.7
Electric shops (reported as publicity)	2.7
Florists	5.
Furniture	7.2
General merchandise	.4
Groceries (independent)	
cash and carry	1.
food markets	.8
service	.8
Haberdashery	3.3
Hardware	.94
Jewelry	3.4
Laundries	2.45
Meats	.7
Men's clothing	3.79
Millinery	2.2
Music stores	3.3
Restaurants	3.1
Shoe stores	2.2
Specialty shops	3.7
Women's wear shops	3.1
Department stores:	
Sales under \$150,000	2.6
Sales \$150,000 to \$300,000	2.8
Sales \$300,000 to \$500,000	2.85
Sales \$500,000 to \$750,000	3.4
Sales \$750,000 to \$1,000,000	3.9

The germ of a better job is in the job we are doing now.

The Porte Publishing company has announced the permanent reduction of the initial or first-year payment on the Franklin Printing Catalog to \$20. After the first year the service will be billed at \$15 per year.

BUSINESS DIRECTORY

ELECTION SUPPLIES

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ED WEEKS

*... worth  
a million  
dollars  
a minute*



## WHY ALL THIS FUSS OVER ME?

**H**USH, little rebel—it's worth a million dollars a minute to fuss over you!

We're glad you weren't born thirty years ago, Sugar, because then we couldn't have made all this fuss over you. In those days folks had very little time to spend with their babies. Thousands of precious hours were stolen away by back-breaking labor.

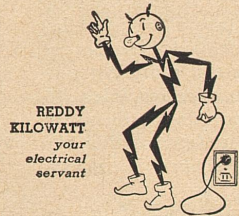
When we were babies, Monday was the day our mothers scrubbed clothes. On Tuesdays they wore themselves out with ironing. Every day meant hours in a hot, stuffy kitchen. Our mothers swept our homes with brooms—a tiresome, dirty job.

But that's all over now, honey. Thousands of people—scientists, engineers, managers, linemen and many others—have been working for years to change it. They're the people of your electric company.

Today your mother gets more done than was possible thirty years ago—and what's more important, she does it quickly and easily. Her electric washing machine makes Mondays easy days. Tidying the house is easy with her electric vacuum cleaner. Milk and food are kept fresh and healthy in her electric refrigerator. Because electricity is at her beck and call every hour of the day and night, performing endless household duties, she has priceless hours left to make all this fuss over you.

Your father's happy, too, because electricity costs so little he can easily afford the service that keeps your mother young and pretty and makes your home a brighter, cheerier place for you to grow up.

These changes didn't just happen. They came about through the constant efforts of the men and women of this company and the electrical industry as a whole, who do things the American way. Their work makes this country a better place—for babies, mothers, and all of us.



**REDDY  
KILOWATT**  
your  
electrical  
servant

### MORE FOR YOUR MONEY

In the last 10 to 15 years, the engineering improvements and operating economies of your electric company have made it possible to cut the average price of household electricity just about in half. Many customers now using more household appliances, lots of light, a radio, and refrigerator pay very little more to operate all of these than they used to pay for light alone.

**KENTUCKY UTILITIES COMPANY**

INCORPORATED