

The Kentucky Press

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

Official Publication of the Kentucky Press Association

Volume V

JUNE, 1933

Number 1

The Promotional Advertising Series

This issue, as future issues, is partly devoted to the publication of a series of promotional ads for use of our readers. This is the result of the action of the board of directors of the K. P. A. in deciding to re-establish the Press in order to place such ads, in concrete form, before every member.

This action was started at the mid-winter meeting when Gub Robbins introduced a motion that a committee be appointed to investigate and report on the subject of promotional advertising for membership papers and to devise a method so that the ads could be distributed to the editors. Keith Hood was appointed chairman with Thomas Stark and J. Curtis Alcock as associates. When their final report was presented to the board of directors, it was accepted in full and immediately decided that the committee be continued to function through the columns of the Press.

Accordingly, in these columns you will find five ads presented, one in full page form, and four in condensed form. It is recommended that the condensed ads be used in two or three column size, making the type sizes correspondingly larger. These ads are just suggestions—anything that the editor wishes to add or subtract is on his conscience, but LET'S RUN SOME KIND OF AD. Run your own ad and then send it in to the editor for the next issue.

In this issue of The Press will be found suggestions for display promotional advertising for the members of the Kentucky Press association. The promotional and advertising committee plans to devote one page or more of The Press each month to such suggestions, and it is hoped that the various papers throughout the state will use the material offered for the stimulation of display and classified advertising, job printing, and circulation.

The committee solicits the co-operation and assistance of all members of the association and will appreciate copy and suggestions for the series of promotional ads. Every publisher in the state can aid and something of merit and value and it is hoped that each will see fit to take an active part in preparing copy for the series.

Send in any material that you think will be of value.

The Kentucky Press is the official publication of the Kentucky Press association, and, as such, its columns are open to members. It is the intention of the officers of the association and the editor of The Press, with the co-operation of all members, to fill the publication each month with material of interest to newspaper people, so the assistance of all is needed. Don't forget to send in any items of interest and unusual ideas and let's really make The Kentucky Press "Of By and For The Kentucky Newspapers."

KEITH H. HOOD,
Chairman Promotional
and Advertising Committee.

By A. Robbins, The Courier. Hickman,
Chairman of the Executive Committee

You have all eaten at a country boarding house or small town hotel where they put all the grub on the table and said: "Help yourself." Well, with this issue of the revived Kentucky Press, we are presenting for your consideration a series of promotional advertisements, which will be served in courses, so you won't gorge yourself all at once. Believe me, promotional ads have all the vitamins, minerals, calories, or whatever you call them, that every newspaper needs to keep healthy.

There has been much material written in the various trade journals in recent years on promotional advertising, and how newspapers should take their own medicine, that I hesitate to write on the subject. However, I believe so strongly that every newspaper, large or small, should use a consistent campaign of promotional copy, that I am taking this means of urging every Kentucky publisher to look over the promotional ads in this issue, and then CUT THEM OUT AND HANG THEM ON THE COPY HOOK. The ads left in the Press won't do you any good for you will lose the Press. Why not file the Press regularly?

As I understand, the committee will have ads in the Press each month, one for each issue of a weekly paper the year round. They can be made to fit your space, but don't starve them.

You tell your merchants to use large enough space to impress the readers and make them read the ad. So why not use large enough space yourself on YOUR OWN advertising, to impress both the readers and the merchants? And don't ever think the merchants won't be impressed. Maybe not the first week, maybe not the first month, maybe not the first six months, but at the end of the year you will see some reaction, and, if you keep it up, you will in time profit just like the big, consistent, national advertisers profit from their schedules.

Every paper has plenty of things to promote. If you don't like all the ads that appear in the Press, write some of your own—but run them regularly.

If you run any of your own, send a copy to the Press. If you see a good ad in some out-of-state paper, send that to the Press. We want to make this promotional advertising something worthwhile to Kentucky newspapers, but we cannot do it, if you do not cooperate. That sounds hackneyed, but it's the gospel truth—so help me Hannah. If every paper in Kentucky will run every one of the promotional ads REGULARLY, in a year so we will have every man, woman, and child in Kentucky conscious of what the newspapers mean to a community—including the politicians. Let's go.

THE NEW FEDERAL ADVERTISING LAW

Early this month, Senator Arthur Capper, himself a leading publisher, introduced to the United States a Federal advertising law.

It proposed that hereafter the national government instead of the individual states would penalize untrue, deceptive and misleading advertising. It also included radio among the kinds of advertising thus to be governed.

ADVERTISING HISTORY

A veteran Kentucky advertising man presents "Kentucky Press" with several personal experiences and the effectiveness of advertising.

They are all true stories and are given in this column either for use by the papers, or as forceful arguments when soliciting advertising accounts.

Rules For 1933 Newspaper Contests

Five contests will be open to Kentucky newspapers that are members of the Kentucky Press Association in the annual 1933 newspaper prize contest, and each editor is privileged and urged to send his entry in for each contest. These contests include best all-around newspaper, best front page, best editorial, best news story, and best advertising composition.

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 table of percentages by which the newspaper will be scored:

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

Each contestant is required to select one issue of his paper for each month from his files of March and April, 1933, from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver loving cup, offered by Lawrence W. Hager, president K. P. A., Owensboro, Ky.; 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 of illustrations (if any), news story value, balance, symmetry, and contrast. Each contestant is required to select one issue of his paper for each month from his files of March and April, 1933, from which the judges will select the best issue to be judged. Prizes to be awarded include: first, silver loving cup, offered by Joe T. Lovett, editor Ledger & Times, Murray, Ky.; 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, prizes are offered in this contest. The factors which will be considered in the judging are subject matter of community or state interest, thought sequence, community

appeal, rhetoric (diction, unity, figures of speech, punctuation), and vocabulary.

Each contestant is required to select one editorial published in his paper between the dates of May 1, 1932, and May 1, 1933. The editorial to 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, loving cup; second and third, certificates. Contestants are required to select the best news story published between May 1, 1932, and May 1, 1933. Each story to be pasted on a sheet of paper with the notation of 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.

Best Advertising Composition

Two prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement, and \$5 for best half-page advertisement. Factors to be judged include type contest, 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 contestant's office, either by hand or machine composition.

Each contestant must select any advertisement that appeared during the year, May 1, 1932, and May 1, 1933; each entry to be mounted on a sheet of cardboard with the notation as to the name of newspaper, date of issue, and name of contestant.

June 15 Deadline

All entries must be in the hands of Prof. Victor R. Portmann, Department of Journalism, University of Kentucky, Lexington, on or before June 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. Portmann at above address. It is suggested that the editor write a note, announcing that the package has been sent in order that Prof. Portmann may be looking for the package.

Open to Newspaper Members Only

Each and every contest is open to every weekly or semi-weekly newspaper member only. The news story

contest is also open to the country dailies. Every editor is urged to send in his entries for each contest. Competent judges will be selected for each contest and every entry will be judged on its merits. Let us make this 1933 contest the biggest contest of them all. No newspaper shall be eligible for more than one of the above prizes, and no newspaper will be eligible for any of the prizes unless represented at one of the two previous meetings. Newspapers or editors winning first prizes in any of the contests during the past three years will not be eligible for entry in the same class.

FIRST DISTRICT ASSOCIATION TO ENLARGE

At the summer meeting of the first district association held at Paducah, May 19, it was voted to amend the by-laws to include the newspapers in the second district, among the other business transacted. A goodly representation of members was present and discussed ways and means of promoting newspaper welfare, the round-table discussion centering around "shop" problems, aspects of business trends, and possible legislation affecting advertising. All former officers were unanimously re-elected for the next year, including Gus Robbins, president, J. L. Bradley, vice-president, and Miss Corine Lowery, secretary. Paducah was again named as the place for the September meeting.

Our Secretary suggested that every K. P. A. member put the Press on its mailing list for mutual information.. Will you do this?

NEW PRESS ASSOCIATION

There is a new press association in Kentucky called the North Central Kentucky Press association. It comprises exactly four members. Here they are—count 'em. Keith Hood, Russell McClure, W. L. Dawson, and N. A. Perry.

NEW PAPERS IN KENTUCKY

Corbin Republican-Record
Fulton News
Nicholasville Jessamine Co. Democrat
Williamsburg Whitley Co. Herald.

A certain hard-working old ed
When he put his paper to bed
Gave a sigh of relief
And expressed the belief
That most of the ads would be read.
—Ad Infinitum.

On And In Mammoth Cave!!

By LAWRENCE HAGER
President, K. P. A.

The opportunity afforded by this first issue of the resuscitated Kentucky Press, to address the members of our association, is welcomed especially as a means of communicating to all preliminary plans for the mid-summer meeting, to be held at Mammoth Cave, June 22, 23, and 24.

It is customary to refer to this meeting as the social session of the association, and our programs reveal that little time has been given in the sweltering hours of the summer rendezvous with fellowship to publishing problems. This year the time, the place and the opportunities will preclude the possibility of even as much shop talk of a formal nature as has found its way into mid-summer programs in the past.

The program committee has met with officers of the Mammoth Cave and Kentucky Parks association and believes that it acts with wisdom and foresight, a belief which I heartily endorse, in arranging a succession of events which will make the gathering of the clan at the cave an event, social in fact as well as in the name. All that is necessary to make the mid-summer meeting this year an enjoyable and memorable one is a large attendance, a consummation devoutly to be wished.

You will learn from literature that you have received from the secretary, more than I could tell you in this message of the interesting features of the cave area and of the economical phase of combining a trip to Mammoth Cave with a meeting of the Press association. These, I hope, will appeal to you so that you will begin at once to plan to be present.

It is pertinent to point out that accommodations are available at rates as low as one dollar per day per person for rooms and not higher than two dollars, where two occupy a room. Complimentary dinners are provided for members and all accompanying them on Thursday and Friday. Breakfasts cost fifty cents and lunches seventy-five cents. Trips through the cave may be taken at the pleasure of the members and their company free of charge, with guides provided by the cave management.

Registration will begin Thursday afternoon, June 22, at the Mammoth Cave hotel. That evening the Kentucky National Park Commission will be host at a chicken dinner at the New Entrance hotel, at which greetings will be spoken by Max B. Nahm, of Bowling Green, chairman of the commission. Following this there will be an opportunity for all to go on a short trip through the new portion of the cave.

Friday morning, June 23, will be

given over to convention routine at which any member desiring to introduce some shop subject for discussion will be given the opportunity to do so. Newspaper contest prizes will be awarded. The program speaker of the morning will be Hon. Jas. H. Richmond, state superintendent of public instruction.

Friday afternoon there will be a boat ride on Green river, in a region described as one of the most scenic along our inland waters.

Friday evening you are invited to be the guest of the Mammoth Cave National Park association at a banquet to be served at the Mammoth Cave hotel. The association will announce later a speaker of note for this occasion. The banquet will be followed by dancing and bridge, according to the inclinations of the guests.

It is suggested that such desultory cave explorations as may be carried out by members of the Press association party prior to Saturday morning, exclude the Echo River route, and that all go together through this historic old sector of the cavern, as a closing episode.

Let me impress you with the earnestness of the intentions of members of the Mammoth Cave National Park association and the Kentucky National Park Commission to make the 1933 mid-summer meeting one you will enjoy completely. It is their purpose to see that the only regrets will be entertained by those who fail to attend; that the absent members will feel as disappointed as did the colored citizen of Mississippi who gave a justice of the peace a big fat 'possum as wedding fee. A year after, the justice, on meeting the darkey asked:

"Joe, how do you like married life?"
"Well, sah," answered Joe ruefully, "all I kin say is—I wish I'd et dat 'possum."

SLIGHTLY INCONGRUOUS

Strange to say the Harrodsburg Democrat is published by the Republican Publishing company. Enos Swain, the brilliant, very young editor is making a decided success of this old publication. A fine list of country correspondents make up the paper. He also gives the name of each correspondent under each town. A good idea.

HAS A NEW JOB

William D. Perkins, erstwhile on the advertising staff of the Louisville Herald-Post, has joined forces with the Stark Advertising Agency, Louisville, as special contact man.

He says that with good looks, an engaging smile and confidence, contacting is a dern-sight easier than contracting.

Howe Sadler, at one time star reporter on the Courier-Journal, later publicity manager of a big electrical concern, then advertising manager of a baseball bat factory and still later special writer on the Herald-Post, has left Kentucky and is now engaged in farming in his home state, Arkansas, specializing in Serecia Lespedeza seed.

TRADE LINOTYPE MARK

HERALD-POST

Universal Alignment lets you set any combination of sizes . . . 18- to 144-point on the same slug.

MERGENTHALER LINOTYPE COMPANY • BROOKLYN, N. Y.

Linotype Memphis Bold

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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Messenger-Inquirer, Owensboro
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Commonwealth, Somerset
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Chas. A. Kirk Tenth District
Herald, Paintsville
J. L. Crawford Eleventh District
Times-Tribune, Corbin

SOME SUGGESTIONS FROM THE SECRETARY

The Kentucky Press association is a real live organization and is doing mighty good work for publishers of newspapers in the state, but a greater service can be rendered if every member of the association will co-operate. Below are a few suggestions your secretary respectfully makes for the benefit of its members:

First, let's all help make "The Kentucky Press" what it ought to be by co-operating with Prof. Victor R. Portmann, the editor, who will do his part if we do our part. If you want to see news of Kentucky editors in the Press, or have information relative to the newspaper or printing business, let the editor hear from you. You know that you would have a hard time getting out your paper if someone did not give you the news. Other press associations have monthly publications—and the K. P. A. should have one.

Please follow suggestions made by the promotional advertising commit-

tee. All the time used for this work will amount to little unless all help carry out the plans.

If your paper is for sale, or if you want to buy another newspaper, please let your secretary know about it. Information given will be kept strictly confidential. I frequently receive inquiries from persons desiring to purchase newspapers and job printing plants in Kentucky, and shall be pleased to put them in communication with interested parties.

If you want to buy printing material or have material for sale, send the information to The Kentucky Press. This matter is in the hands of Professor Portmann, but I am sure he will be glad to serve members of the K. P. A. by running ads of this kind free of charge.

I also receive many inquiries from printers, ad and news men, looking for jobs. If you need a man any time, write me and I'll be able to put you in communication with the man whom you need.

If you know of fraudulent advertisers, or "dead beats," I shall appreciate your giving me the information, so other members of the K. P. A. may be notified and protected.

If you haven't entered the best paper, front page, best editorial, or news story in the K. P. A. contest, do so at once. You may not win a first prize, but no one but yourself will know the difference. Let's help make the contests a greater success.

A big time is in store for all those who attend the annual mid-summer meeting at Mammoth Cave on June 22, 23, and 24. Be there with the whole family. All of the press boys and girls will have an opportunity to become better acquainted at a place like Mammoth Cave—and, after all, making friends with your brother editors is about the biggest thing we get out of the annual press meetings.

J. CURTIS ALCOCK,
Secretary K. P. A.

The publisher who thinks the National Editorial association is simply "another organization" to collect dues for the maintenance of a bunch of fellows in "jobs" is dead and oblivious to the epochal changes that are taking place in his profession today.

It's an actual fact that you can buy more information and service with a five dollar bill invested in a year's dues in the N. E. A. than you can anywhere else with a "fifty." Just to take one small example, I see ads every week in my exchanges that the publishers could avoid the expenses of publishing free if they only received the N. E. A.'s warning list of "gyp" ad-

vertisers. Right here in Kentucky we are publishing thousands of dollars of these advertisements annually for these fakes, for which no publisher will ever get a penny. And the financial loss is not the worst of it. Publication of these advertisements is a distinct mistreatment and betrayal of subscribers who are frequently cheated and which does immense damage to the prestige of the papers publishing the ads, and their editors.

The N. E. A. Bulletin, only a part of the service you get for your five dollar bill, is a veritable gold mine of ideas. Any publisher can get many times worth his annual dues in practical, workable plans and suggestions out of this monthly Bulletin.

The 1933 program of the N. E. A. calls for much more aggressive activity. Frankly, I do not see how any publisher, who lays the slightest pretense to being modern in the operation of his business, can afford to sit on the "sidelines" and ask his fellows throughout the nation to carry through alone the vital program that N. E. A. has planned and will execute.

I want to ask every publisher in Kentucky to become a member of the N. E. A.—and I am doing you a favor by so urging you. The cost is not great and you are investing in the future growth of your profession and your own newspaper as well as getting a great paying investment.

The 48th annual convention of the N. E. A. will be held in Indianapolis, June 5-8. The business program will be the most constructive, the most practical, and the most helpful one ever offered by this organization.

Kentucky should send a large delegation to this convention. Unless we are there, publishers from all over the nation are going to be wondering, "what in the hell is the matter with those Kentucky fellows?"

REMEMBER—"Tomorrow's Forgotten Man in the Newspaper Publishing Field Will Be the One Who Is Not Active in Newspaper Association Work Today."

JOE T. LOVETT,
Vice-president for Ky.,
National Editorial Asso.

If you have knocked old depression in the head, write an article for the Press and let others know your secret.

A. F. Hoffman, former editor and publisher of the Ewing Inquirer, has again taken charge of the paper with the May 12 issue.

The Fleming Gazette has moved to better and more commodious quarters, occupying an entire building.

It may be late and old news, but the executive committee of the K. P. A. with other guests were royally entertained by Mr. and Mrs. Jody Gozder at their Laurel Crest camp on the Green river. Most of us have now fully recovered.

Advertising

It is the business of this paper to build

**Your Business
By Advertising**

This paper knows how

THE KENTUCKY PRESS

Who's Who

In Business ?

The Big Advertiser

**That's the Answer
Always !**

This paper will gladly help with expert advice on Advertising Copy or Illustrations.

THE KENTUCKY PRESS

Tell 'em Sell 'em

If you have anything GOOD to offer

Tell 'em

If it IS GOOD, you'll

Sell 'em

The most successful business men in this country are the biggest advertisers. That's easily proved.

This newspaper is willing to help tell 'em.

THE KENTUCKY PRESS.

Mr. Business Man

YOU

read this advertisement. readers of the are reading it, and read every ad, every week. Tell our readers every week what you have to offer.

The reader-cost per advertisement is surprisingly low —much lower than billboards, direct mail, or poster advertising.

Let us show you!

THE KENTUCKY PRESS

WARNINGS

A business agency warns publishers against certain advertisers who desire to purchase old gold. An investigation develops the fact that the prices advertised are not paid except to practical jewelers. Persons who have no knowledge of the actual value of gold trinkets are advised to use care in disposing of them to unscrupulous advertisers.

Another is a warning regarding an individual who is traveling over the state with a large catalog taking orders for machinery, motors, hardware, etc. He collects a cash down payment but the merchandise is not delivered. The address on his order blanks is 1132 De Kalb avenue, Brooklyn, New York. Letters sent to this address are returned marked "unknown."

A survey of the Kentucky State Press indicates quite an improvement state-wide in volume of advertising—the dailies profiting more in national advertising than the weekly papers.

Some of the weekly papers had a good business in Easter advertising, spring offerings and it is remarkable the amount of political advertising that is coming out all over the state.

One weekly carried eighteen advertisements for one office, jailer, and six different advertisements for county judge, besides other advertising for county candidates. Another had fourteen ads for jailer, four for county judge and other political advertising.

The "Kentucky Press" is not certain whether this looks good or not but if the county papers got their pay for all of this political advertising, the editors at least did well.

FRAUDULENT ADVERTISING!

The last three months have been especially lacking in fraudulent advertising offerings. These come up sporadically and a new crop may appear at any time. So publishers be warned!

The Kentucky Press association has a special committee to investigate all offerings of this nature and members of the association are requested to immediately notify J. Curtis Alcock, secretary at Danville, in case suspicious offerings of this nature are sent to the papers.

Arrangements have been made with the big mercantile agencies, the Better Business Bureau, and banking connections so that all cases can be immediately investigated in the course of a very few hours. Should an advertisement prove fraudulent, or the advertiser unworthy of credit, a bulletin will be forwarded at once by Mr. Alcock.

Naturally these investigations should be made before the advertising is printed. Heretofore these investiga-

tions have been made mostly after the publication had appeared which, of course, was too late.

NON-MEMBERS NOTICE

As the mailing list of the Press has not been revised, this issue goes to every newspaper in the state regardless of its affiliation with the K. P. A. The Executive Committee ruled that only members of the K. P. A. will receive the Press. Accordingly, non-newspaper members will be automatically cut off of our mailing list hereafter. The Press will be of value to every newspaper in the state, so why not join your K. P. A. today. Your K. P. A. is working for you every day. Why not show your appreciation and loyalty? Don't let "George do it" all the time.

Send in news items about yourself. Secretary J. Curtis Alcock has been appointed by Pres. Lawrence Hager to represent the K. P. A. at the National Editorial association meeting in Indianapolis next week. The editor of the Press will also attend and urges as many Kentucky editors as possible to help us represent the state.

We are pleased to inform you that Desha Breckenridge is rapidly convalescing from his operations at the St. Joseph hospital in Lexington.

A number of state newspapers still persist in the pernicious running of "stale" and obsolete advertisements to fill space. It is far better to leave the space blank, or put in a self-promotional ad than to run this "stale stuff." Or better, as one editor did, he ran a whole blank page and labeled it in the middle, "This is for your children to draw pictures."

H. Hoffman Wood, editor of the Mt. Sterling Gazette and Kentucky Courier, recently underwent an operation in Lexington. His many friends will be glad to know that he is convalescing and will soon be at the helm again.

The Louisville Anzeiger, second oldest paper in Kentucky, recently filed a voluntary petition in bankruptcy through its president.

Let your brother editors know what you are doing, either in shop or home, through the Press.

Henry Ford has again started his advertising with a goodly share being placed in community newspapers. If you have not received your ad, take it up immediately with your local dealer.

Some editors were bitten by the "bug" and have announced for political favors. All power to them including the power of the ballot.

John Barry has again resumed publication of the Rolling Fork Echo, New Haven, following suspension for almost nine months.

The demise of the old Louisville

Anzeiger brings to mind several other very old Kentucky publications.

Few people are aware that the Kentuckian-Citizen of Paris, owned by A. S. Thompson, is the oldest newspaper in the United States continuously published.

Another very old publication is the "Western Farmers Almanac," now in its 117th year, published continuously all that time by John P. Morton and his successors. Howard C. Griswold, now president of John P. Morton & Company, is a great-grand nephew of John P. Morton and has in his possession a very interesting file of this old publication. Mr. Griswold also has photostats of the "Focus of Politics, Literature and Art," a newspaper printed by John P. Morton in Louisville in 1826. Original copies of this paper are in the Durrett Collection at Chicago University.

Old "Ad. Infinitum" sincerely mourns the passing of the old "hell-box." It seemed such an appropriate place for metal propaganda (boiler plate)."

"No," says old Ad Infinitum, "Pi is not a Chinese word. It is strictly American, but is fast sinking into obsolescence as is long primer, pica, brevier and non-pareil."

Old "Ad Infinitum" says, "Of course the first advertising medium was the tom-tom. It was in use thousands of years before Moses issued his tabloid on the ten commandments."

"Ad Infinitum" says the worst kind of inflation is boiler plate and canned editorials. The only excuse for this kind of inflation is laziness and he is going to take it up with "F. R."

THE INTELLIGENT COMPOSITOR

One of the funniest typographical mistakes happened with one of the Louisville newspapers some time ago. The error was caught in the first edition and the story has just leaked out.

It seemed that two ads came over the counter at the same time from a local agency. Both were exactly of the same size and both bore catch lines that were quite similar. They were from Dr. Deimel's Linen Mesh Underwear and Dr. Daniel's Horse Remedies. One man set the headlines for both ads and another compositor set the rest of the copy. Unfortunately the make-up man got the catch lines mixed and the ads appeared something like this:

DR. DEIMEL'S
Linen Mesh Underwear
for
Horses or Cattle

Also especially recommended for sheep

DR. DANIEL'S
Horse Remedies
COMFORTABLE AND COOL
Great for the good old Summertime

There's Money In Your Storeroom - - - On Your Farm

Every Item of Furniture that you are no longer
using Every Farm Tool or Implement for
which you have no use

- the Dresser that you have discarded
- the Rug put away
- the Table replaced
- the Wagon discarded
- the Plow put away
- the Separator replaced

These and other articles that you have may be turned into money with
Press Want Ads.

Remember to tell us about your proposition. Mention anything that
will make your ad different from other similar offers. Let the reader know
where he can reach you—give your number if you have a telephone—the
more you tell, the quicker you sell.

Write Phone Call
THE KENTUCKY PRESS

"Press Want Ads Bring Definite Results"

Our Good Wishes to The Kentucky Press

The publishers of *The Kentucky Press* have invited our company to advertise regularly in the paper and the invitation is accepted with pleasure.

Broadly speaking, both the state press and this company are in the public utility business, and we shall use the space allotted to us to set forth our point of view on various subjects of mutual interest.

We take this opportunity to congratulate the editors of Kentucky on their enterprise in establishing *The Kentucky Press*, and we trust that the publication will flourish like the proverbial green bay tree.

Our general offices are now located in the Fayette National Bank Building in Lexington, and we invite all editors to come in and get acquainted with our executives and visit with us whenever they are in that city.

Kentucky Utilities Company

(Incorporated)

AND ASSOCIATED COMPANIES