


1940

*The*  
**Kentucky Press**

An outline map of the state of Kentucky is positioned behind the word "Kentucky" in the title. The word "The" is written in a cursive script above "Kentucky", and "Press" is written in a bold, serif font to the right of "Kentucky".A small, square logo with a decorative border, containing a stylized figure or symbol, is located on the left side of the page.

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

*November, 1940*

Volume Twelve    Number One



## Kentucky Shows Gain In Rural Population In 1940 Census

Kentucky was one of 17 states that showed a net gain in rural population in the last decade according to analysis of the preliminary 1940 census figures. The net gain was 2%. As community journalism flourishes and finds its origin in towns of 10,000 or under, this figure can be taken as an indication that community newspapers in the state have increasing fields for expansion and service. Towns (or "cities") under 10,000, unincorporated villages, and strictly "country" are classed as rural population areas.

The population of the state was 2,614,589 in 1930; the 1940 unofficial figures indicate a total of 2,839,927, a gain of 225,338. The number of persons living in towns under 10,000 in 1930 was 2,013,986, or 77% of the total; in 1940, this figure increased to 2,243,094, 79% of the total, a net gain of 229,108, or 2%.

It is interesting to note that although the rural percentage shifted considerably in the various states, the percentage of rural America to urban America remained exactly the same, 52.4%, in this past decade.

The percentage of inhabitants classified as living in small towns and rural areas increased in 17 states, remained the same in 9 states, and decreased in 26 states. The greatest shift to rural areas was in Oklahoma which was 56% rural in 1930 and is now 73% rural even though there has been a slight decrease, 66,232, in the total state population. The greatest increase was in Michigan which was 31% rural in 1930 and is now 42% rural, with a total state increase of 402,685. The greatest shift from rural to urban, 10%, occurred in Wyoming.

Besides our own state, other states that also show a greater population in small town and rural areas than in 1930 include California, Connecticut, Delaware, Illinois, Maryland, Nevada, New Hampshire, New Jersey, New York, Ohio, Oregon, Pennsylvania, Rhode Island, and Washington.

According to the new census, 37 of the 48 states are more than 50% "small town" or rural, while 16 states with more than 75% fall into this classification.

Kentucky is the thirteenth state in the union in proportion of rural population. Arkansas has the largest rural population, 88%. Then in decreasing order come Mississippi, 87%; North Dakota, 87%; New Mexico, 85%; Vermont, 85%; South Carolina, 85%; South Dakota, 83%; Idaho, 82%; Nevada, 81%; Arizona, 80%; Wisconsin, 80%; North Carolina, 80%; Kentucky, 79%; Alabama, 77%; Montana, 76%; and Wyoming, 75%.

Rhode Island has the smallest rural population which is listed at 12% in 1940, a gain of 1% in the decade. Massachusetts shows 18% rural population, New York 22%, New Jersey 33%, Illinois 36%, California 36%, with the next closest competitor, Michigan, listed at 42%.

The population of the United States was 122,775,046 in 1930. The 1940 census shows a total of 131,584,703, a gain of 8,809,657. The rural population in 1930 was 64,434,968; in 1940, this figure increased to 69,017,502, a net gain of 4,582,534. Accordingly, the net gain of urban and rural population remained practically the same with no change from the 1930 percentage.

The trend of population change in the last decade from urban to rural is indicated in the following breakdown. Gain to rural from urban in percentage is indicated by G; loss from rural to urban is indicated by L; percentage in either case is indicated by accompanying figures:

Alabama, L1; Arizona, L1; Arkansas, no change; California, G2; Colorado, L1; Connecticut, G2; Delaware, G4; Florida, L5; Georgia, L3; Idaho, L9; Illinois, G2; Indiana, no change; Iowa, L1; Kansas, L1; Kentucky, G2; Louisiana, L2; Maine, L1; Maryland, G2; Massachusetts, no change; Michigan, G11; Minnesota, no change; Mississippi, L1; Missouri, no change; Montana, no change; Nebraska, L3; Nevada, G1.

New Hampshire, G1; New Jersey, G2; New Mexico, L3; New York, G1; North Carolina, L1; North Dakota, L2; Ohio, G2; Oklahoma, G17; Oregon, G2; Pennsylvania, G2; Rhode Island, G1; South Carolina, L1; South Dakota, L8; Tennessee, L1; Texas, L1; Utah, L3; Vermont, no change; Virginia, no

change; Washington, G5; West Virginia, no change; Wisconsin, L1; and Wyoming, L10.

### *Mid-Winter Meeting At Louisville To Be Held, January 16, 17, 18*

The date of January 16-18 were selected for the mid-winter meeting of the KPA at the Brown Hotel, Louisville, by the executive committee, November 2, meeting in Lexington. The program committee, as appointed by Chairman Waterfield, include Vance Armentrout, chairman, Frank Bell, Bedford, James Willis, Branderburg, Russell McClure, Newcastle, and Carl Hummell, Jefferson town, together with the officers of the association ex-officio.

A resolution, condemning the practice of individuals using the name and prestige of the Association in soliciting advertising, was unanimously passed. This is printed in another column. A resolution of thanks to the Lexington Herald-Leader for the luncheon, the University Athletic Committee for tickets to the Alabama-Kentucky game, and the Lafayette hotel for many courtesies was also unanimously passed.

The Tri-County News, London, Roy Watkins, publisher and Herman Sharp, editor, and the Princeton Leader, Gracean M. Pedley, editor, were admitted to association membership. Affiliation with the National Editorial Association for 1941 was again voted affirmatively by the committee.

Members of the committee present included President Gracean Pedley, Vice-President Russell Dyche, Chairman Harry Lee Waterfield, Secretary J. Curtis Alcock, Frank Bell, Vance Armentrout, Robert L. Elkins, Vernon W. Richardson, Edward Hamlett, Thomas Wilson, Tyler Munford, and Victor R. Portmann. Former presidents Joe T. Lovett and LeMarr Bradley were welcome visitors.

A luncheon as guests of the Lexington Herald-Leader, with Fred Wachs, presiding, and the annual, though disappointing, football game were thoroughly enjoyed by the members and their families.

### *Early Paducah Editor Dies*

Charles Q. C. Leigh, 84 years old, retired business man, died November 7 at his home in Paducah. Mr. Leigh was one of the first newspaper publishers in Paducah, having been associated with his brothers in the publication of the Standard in 1884.



### *Cleaning Up The Small Town Press*

The executive committee of the Kentucky Press Association, meeting recently in Lexington, heard a proposal by its chairman, Editor Harry L. Waterfield, of the Hickman County Gazette, that the Association consider joining other state press groups which have aligned themselves with the Audit Bureau of Circulations, and have all Kentucky newspapers audited so advertisers, and the public as well, may know authoritatively and exactly what the paid circulation of each is.

It was decided that the Kentucky Press Association would invite a representative of the Audit Bureau of Circulations to address the members assembled at their annual mid-winter meeting, to be held in Louisville, January 16, 17 and 18, and to make every effort to obtain a favorable vote upon the proposition of audits for all Kentucky newspapers.

To the everlasting shame of the small town newspaper fraternity, it must be admitted that many such publishers are guilty of gross neglect of their mailing lists, resulting in an accumulation, over the years, of many names of persons to whom papers are sent each publication date without any payment being made, except for the first subscription which placed each name on the list.

Checking the mailing list takes time; and a country publisher never catches up with the things he must do, because running a country newspaper is a 24-hour-a-day job that leaves the undermanned staff always far behind with its work. So, usually, the list goes without attention, week after week, year after year.

There are other deplorable practices around a country newspaper shop, which the national advertisers, and the astute local advertisers, too, know all about.

Worst of these, next to carrying hundreds of names of persons who are not really subscribers because they do not pay anything for the paper, are poor bookkeeping, lack of attention to correspondence, failure to mail tear sheets and statements at proper intervals, and slipshod methods of executing all business contracts.

These were, very largely, the chief faults of the country editor-printer who, fortunately for the rural press which seeks to go forward and to survive in today's highly competitive field, is rapidly passing from the picture in favor of

younger journalists, graduates of colleges of journalism which once were a joke in newsrooms of the land, and others who have had daily newspaper experience and succeeded in financing the purchase of a small newspaper which they think they can operate to suit themselves.

Within the last decade a very considerable change has come over the Kentucky Press, due in large measure, to influx of younger blood, better educated individuals more soundly grounded in business practices, more cognizant of the importance of business ethics and of upholding standards of the Fourth Estate.

No longer do Kentucky's better newspapers set the ads, fill up the holes in the forms with any boiler plate which comes easily and without cost to hand, rush a minimum of news into type for the front page . . . and go to press. The smarter young publishers and the wiser reading public will no longer tolerate that sort of journalism.

The Kentucky Press today, with two major exceptions in its methods of doing business, far outstrips the State's newspapers of other generations, and is making rapid strides in progress too long delayed. The exceptions are: No proven circulation and lack of any standardization of advertising rate schedules. Both of these shortcomings are on the way out; and so are all publishers who continue much longer to abide them.

Kentucky now has a considerable number of small town dailies and weeklies which measure up well with the best to be found anywhere. Western Kentucky has more than its share of these. Many young men and women are coming out of our journalism colleges these days seeking employment on State newspapers, some with financial backing sufficient to enable them to buy a newspaper of their own. And for these things Kentucky can be, and is, properly thankful.

When the Kentucky Press Association puts its weight behind circulation audits, as it seems certain to do in the near future, and when Kentuckians generally realize that buying newspaper space in and subscribing to newspapers which do not deal fairly with their customers, either in the matter of reader interest or advertising value, is sheer waste, the Fourth Estate in Kentucky will take its place in the vanguard of newspaperdom in the Nation.

—Princeton Leader,  
GRACEAN M. PEDLEY, *Editor*

### *Boosting The Home Town*

One of the definite requisites for a successful editor is to be a home-town booster—to get his town on the map in a big way and to get as wide spread publicity concerning his town as possible. This was more than realized recently when the Lexington Herald announced that the entire edition of that daily paper would be given away on any day that a Bluegrass-bred horse did not win a race on a recognized mile track in the United States. Newspapers, magazines, trade publications—almost every type of news purveyor—carried the story and Lexington and the Bluegrass received thousands of inches of comment and advertising. The Herald is to be congratulated on its initiative and unique achievement in putting itself, Lexington, and the Bluegrass more firmly in the minds of the citizens of this nation. Surely, if our citizenry had not heard of the Bluegrass ere this, their knowledge of Kentucky wonders have been enhanced and augmented.

### *S. B. Goodman Buys Hardin County Enterprise From Carter*

Seymour B. Goodman, for the past five years editor of the Central Record, Lancaster, took possession of the Hardin County Enterprise, Elizabethtown, November 1, purchasing the semi-weekly newspaper and commercial plant from Wesley E. Carter.

Mr. Carter, who had operated the Enterprise for the past six years, has not completed plans for the future but will continue to live in Elizabethtown for the time being. He retains ownership in the Enterprise building, erected two years ago.

Ardery "Red" Macauley, who has been connected with the Cynthiana Democrat, has assumed editorship of the Lancaster Central Record.

### *Speaking Of Operations—*

Genial KPA secretary, J. Curtis Alcock, took a short "vacation" from his many duties and underwent an operation for removal of a tumor from the back of his neck. He had such a good time in the hospital that he wrote a column, telling of his experience and thanking his doctor and all the pretty nurses for their excellent care and treatment. We are happy that he is now back on the job and feeling greatly improved in health and disposition. Who wouldn't with all those pretty nurses whom he told about.



# The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

#### Press Association Officers

Gracean M. Pedley, President, Eddyville Herald; Russell Dyche, Vice-Pres., London Sentinel-Echo; J. Curtis Alcock, Sec.-Tres., Messenger, Danville

#### Executive Committee

Harry Lee Waterfield, Clinton Gazette, chairman; Tyler Munford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; Edward Hamlett, Columbia News; Vernon Richardson, Danville Advocate; Fred B. Wachs, Lexington Herald-Leader; Victor R. Portmann, Kentucky Press, Lexington; T. T. Wilson, Cynthiana Log Cabin; Frank Bell, Bedford Democrat; Walker Robinson, Paintsville Herald; Chauncey Forgey, Ashland Independent; Robert L. Elkin, Lancaster, Honorary.

#### Legislative Committee

Tyler Munford, Morganfield Advocate, chairman; Harry Lee Waterfield, Clinton Gazette; Thomas R. Underwood, Lexington Herald; Harry Ward, Paducah Sun-Democrat; George R. Joplin Jr., Somerset Commonwealth; Cecil Williams, Somerset Journal.

#### Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, chairman; Vaughn Spencer, Kentucky Farm Journal, Louisville; Robert Simpson, Frankfort Journal; Mrs. Harold Browning, Williamsburg Republican; Miss Jane Hutton, Harrodsburg Herald.

NATIONAL EDITORIAL  
1940 ASSOCIATION  
Active Member

MEMBER  
KENTUCKY PRESS  
ASSOCIATION  
ORGANIZED JANUARY, 1869

Volume 12, Number 1

#### The Press Enters Volume Twelve

With this issue the Press enters Volume Twelve. Eleven years have passed since the editor, encouraged by individual members and the Kentucky Press Association, hesitatingly presented Volume One, Number One for approval. It is the continued confidence and encouragement from you, expressed from time to time, that has permitted the editor to hope that the Press yet merits that approval expressed in 1929. The first editorial pledged the Press to promote the best in community journalism for the Kentucky Fourth Estate; the editor once again reiterates that pledge and looks hopefully forward into the promising future in which Kentucky journalism and Kentucky

editors will continue to promote always the highest ideals, by practice and precept, in journalism.

#### Most Weeklies Are Exempt In Wage-Hour Provisions

Weeklies with circulation of less than 3,000, with the major part of that circulation distributed within counties of publication, and whose employees spend at least 50 per cent of their time on newspaper production, are exempt from the wage and hour provisions of the act concerning the 40-hour Work Week. However, this does not relieve the publisher from the other provisions of the act, such as keeping records on employees, child labor limitations, etc. As there seems to be a tendency to enforce the Wage and Hour Law strictly on newspapers, check your category very carefully. These provisions went into effect October 24.

#### The Press Wants News Of And Concerning Kentucky Newspapers

Again an S.O.S. is sent to our readers requesting their cooperation in furnishing news for the Kentucky Press. May we reiterate that news concerning Kentucky Fourth Estate is our first consideration, but we need your help in procuring such items concerning new equipment, new changes, new ideas, new "stunts" in every phase of community journalism. A convenient blank for your news is enclosed; make use of it. Tell us all about your family, your own activities, your special pages, your special editions. Your fellow publishers will appreciate tips on projects that have helped to make your paper better and more interesting. SOS! SOS!

#### Supplements Must Carry Name Of Publication And Date

In response to an inquiry from a Kentucky publisher, directed to this office, the following excerpt from the Postal Laws and Regulations concerning the enclosing of supplements with a regular issue of a publication, is self-explanatory and inclusive:

"Section 539, (2) Supplements shall in all cases bear the full name of the publication with which they are folded, preceded by the words 'Supplement to,' and also the date corresponding to the regular issue."

This means, that a publisher, purporting to enclose a supplement, whether "home-printed" or furnished by an outside agency, with any regular edition of his publication, must print the words "Supplement to" together with the name of publication and the issue date on each supplement thus enclosed. Otherwise the publication will not be admitted to the mails under second-class postage.

For definitions of a supplement and the various characteristics of content, the other pertinent matters, consult your postmaster and refer to Sections 548-551 of P. L. & R.

#### Community Newspapers Need To Put Circulation Lists In Order

Every community newspaper in the nation heartily approves and endorses the campaign inaugurated by the NEA board of directors at the recent Chicago meeting to create more national advertising for country weeklies and small city dailies. Every editor will cooperate with the NEA and NAM without stint or prejudice, but most of those papers interested are laboring under a self-imposed handicap that precludes much active participation—the handicap of inflated circulation, poor circulation methods, and haphazard, out-of-line rate schedules.

Without minimizing the plans or efforts of the NEA in its laudable campaign, the Press believes that much preliminary work must be done among many newspapers before the national advertiser will look toward the community field. We might as well be perfectly frank about community circulation as is found today. Everywhere one finds the same story—padded lists, many delinquents carried for years with the hope "of getting the money sometime," and editor after editor swearing to circulation when his list will not stand up under scrutiny or comply with the laws and regulations of the post-office department.

It is true that many wide-awake editors, those who take pride in best business methods, have put their circulation on a cash-in-advance policy, courageously cutting out the delinquents and the expiring accounts, and have profited greatly thereby. Their circulation is "quality circulation," easily proved on demand, and should command inquiry and commendation from the national advertiser. But do they in every instance? Experience answers NO, be-



cause all are branded by the lax circulation methods of their short-sighted brother editors.

The national advertiser has, and will, demand poven, quality circulation. He is entitled to it for value received. But the doubt yet remains and will linger until every newspaper is put on quality circulation basis. The Audit Bureau of Circulation certifies quality circulation for its clients—its report is accepted without question because its clients must conform to strict regulations that guarantee bona fide subscriptions. The ABC is extending its services into the community newspaper field and is being welcomed by progressive editors everywhere. Its influence cannot be underestimated and should be a valuable incentive to any newspaper that is interested in procuring national advertising.

To reiterate, the first job is with the delinquent newspapers and effort should be made to interest the editor in putting his circulation on "quality" basis. Every editor should cooperate with the NEA in this campaign, but must show his interest and honest intention by "putting his house in order." When community newspapers can present honest circulation reports guaranteeing acceptable and adequate coverage of their territories, and have realized the resultant standardization of rate schedules, then will the national advertiser become interested.

What is "quality" circulation? The answer can best be given by repeating the U. S. Postoffice Rules and Regulations which govern the second-class mailing privilege extended to periodicals. In compliance thereof, any subscription, entitled to this privilege, is "quality" circulation and is accepted as such. The ABC requirements are in complete accord. The rules:

- Sec. 526-A "legitimate list of subscribers" to a newspaper or periodical shall consist of—
- (a) Such persons as have subscribed for the publication for a definite time, either by themselves or by another for their benefit, and have paid, or promised to pay, for it a substantial sum as compared with the advertised subscription price.
  - (b) News agents and news boys purchasing copies for resale.
  - (c) Purchasers of copies over the publisher's counter.
  - (d) The receivers of bona fide gift copies, duly accepted, given for their benefit and not to promote the interests of the donor.
  - (e) Other publishers to whom exchanges are mailed, one copy for another.
  - (f) Advertisers receiving one copy each in proof of the insertion of their advertisements.
2. For consideration of the department in determining whether a publication has a "legitimate list of subscribers," or otherwise conforms to the requirements of the law, the publisher shall furnish the information called for in the required application form.
3. The methods of a publisher in fixing the price of his publication or in inducing subscriptions by the giving of premiums, prizes, or other considerations, or by clubbing his paper with other papers, or by giving commissions upon subscriptions obtained by agents, shall be carefully scrutinized in respect of their effect upon the legitimacy of the subscription list and upon the question of the primary design

of the publication. Persons whose subscriptions are obtained at a nominal rate shall not be included as a part of the "legitimate list of subscribers" required by law. Subscriptions shall be regarded as at a nominal rate when obtained in connection with the methods or offers effecting a reduction of the regular advertised annual subscription price to the extent and under the conditions set forth in the following subparagraphs (a) and (b):

- (a) Subscriptions obtained at a reduction to the subscriber of more than 50 percent of the regular advertised price for a single subscription whether the reduction be a direct discount or effected through a rebate, premium offer, clubbing arrangement with other publications, or otherwise, and whether full payment at any one time or in installments. The actual cost of a premium given with a subscription shall, together with the premium-subscription offer, be filed by the publisher with the Third Assistant Postmaster General, Division of Classification, and in determining the value of a premium, not only the cost but the retail value and worth or value represented to the subscriber shall be considered.
- (b) Subscriptions obtained through agents or agencies on commission or in connection with clubbing arrangements with other publications in cases where the subscriber pays less than the full amount received by the publisher, after deducting the amount of the regular advertised subscription price of the publication. Contracts which a publisher desires to enter into with a person or concern who will obtain for the publisher subscriptions through soliciting agents should first be submitted to the Third Assistant Postmaster General, Division of Classification, together with all the conditions, facts, and circumstances pertaining thereto, in order that it may be determined whether subscriptions obtained in connection therewith will be in harmony with the requirements of the law governing second-class matter. The question of whether the subscriber pays the full subscription price shall be a material factor in the determination.

4. The right of publisher to extend in good faith credit on subscriptions is recognized and will not be abridged, and although all subscriptions are regarded as expiring with the period for which they were obtained, nevertheless, in order to give an opportunity to secure renewals, copies of their publications shall be accepted for mailing as to subscribers at the usual second-class rates of postage for a period of one year from the date of expiration, except in the case of subscriptions for less than one year, but copies sent to persons after one year from the date of the expiration of their subscriptions, or in the case of subscriptions for less than one year, copies sent after the date of expiration thereof, unless such subscriptions be expressly renewed for a definite time, together with an actual payment of subscriptions or a bona fide promise of payment, shall not be accepted as other than subscribers' copies at the rates shown in section 546 (transient second-class rates).

#### Revised Wage-Hour Rules On Executive, Professional

The wage-hour administration's revised definitions of executive, administrative and professional employes went into effect October 24 when 40 hours became the standard work week for all workers covered by the act.

Under the revised rulings, an exempted professional employe, other than a doctor or lawyer, is defined as one receiving \$200 a month or over, whose work is predominately intellectual and varied in character, whose product cannot be standardized, and whose work requires "knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of specialized intellectual instruction and study, as distinguished from a general academic education" or is "predominantly original and creative in character in a recognized field of artistic endeavor."

The ruling does not mean that persons who perform such duties must be paid \$200 a month, but only that they need not be paid overtime for work in

excess of 40 hours if their regular salary is \$200 or higher.

The principal effect of the revisions is expected to be exemption from the hours restriction of many persons such as credit managers, buyers, chemists, radio artists, auditors and others making over \$200 a month whose work can be classed as administrative or professional. The new rules make separate classifications for "executive" and "administrative."

The revised rulings define an executive broadly as an employee who has management duties and power to "hire or fire," is paid at least \$30 a week and does no more than 20 per cent of the kind of work performed by non-exempt employes. If he does more than 20 per cent non-exempt work, he would come under employe classification.

An exempted administrative worker is defined as one who is engaged under only general supervision in non-manual work related directly to management policies or general business operations which requires the exercise of discretion and independent judgment, and who receives \$200 a month or more. An exempted retail sales employe was defined as one making retail sales, the greater part of which are in intrastate commerce, or performing work incidental thereto, and whose work does not include more than 20 per cent of the same type of work done by non-exempt employes.

The definition of an outside salesman was revised to include persons obtaining orders or contracts for the use of facilities for which a consideration will be paid. Officials explained that this change exempted salesmen. These employes must not do more than 20 per cent of the kind of work done by non-exempt employes, but office work incidental to outside sales is not to be regarded as non-exempt work.

#### Harold P. Spencer To Edit Farmers Home Journal

Harold Phelps Spencer, editor and publisher of the National Horseman, succeeded his brother, Vaughan Spencer, as editor-publisher of the Kentucky Farmers Home Journal, Louisville. Vaughan, a popular member of the KPA, died in New York on October 16. The Press joins in welcoming the new editor, a native Kentuckian, and wishes him continued success and influence in the ranks of Kentucky agricultural journalism.



*Resolution Adopted By KPA  
Executive Committee, Nov. 2*

WHEREAS—Solicitation of advertising in special editions and rotogravure sections has become prevalent in Kentucky by persons not officially representing the Kentucky Press Association, and

WHEREAS—Advertisers are being solicited upon the basis of large guaranteed Kentucky Press circulation, without such circulation actually being provided,

BE IT RESOLVED—That the Executive Committee of the Kentucky Press Association, at its Autumn meeting held in Lexington November 2, 1940, desires to invite public attention to the fact that space in the advertising columns of members of the Kentucky Press Association is not for sale by any person other than duly accredited representatives of individual newspapers, and that no group of members of this Association has any contract with any sales agency or individual to sell space for Kentucky Press Association newspapers as a whole.

*Rural Community Market*

Community newspapers in rural areas will find the special report issued by the U.S. Department of Agriculture on October 10 very interesting. This report, "Technology On The Farm", is replete with latest data of importance in editorial treatment of community affairs and for the publisher in determination of business trends affecting his publication. There is a section devoted to radio competition vs. community newspapers in rural areas. The price is forty cents and it may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D.C.

*Three Papers Install New  
Equipment And Body Dress*

The Frankfort State Journal added two modern Linotypes to its extensive equipment the past month, a Model 31 with Mohr saw and a Model 32 with Mohr saw and a 6-mold disk. Type equipment included 2-letter display mats while the popular Excelsior was installed for the new body type dress.

The Union County Advocate, Morganfield, adopted the popular Excelsior face with Memphis Bold to change into a modern body dress.

Two Linotypes, Models 5 and 8, were installed in the composing room of the

Times-Journal, Bowling Green. This paper also adopted the Excelsior face with Memphis Bold for the new body dress.

Four additional Blue Streak Master Model Thirty-one Linotypes were installed in the printing plant of the Louisville Courier-Journal early this month, replacing four older machines. The plant now boasts of a battery of 30 Linotypes, including 13 Blue Streak models.

Robert B. Richardson, 60 years old, civil engineer and former assistant city editor of a Paducah newspaper, died November 4 at Memphis.

*Price Increase*—Waste paper has materially increased in price the past sixty days. You might investigate to determine whether you are getting the present market for it.

Are there any valid arguments against a cash-in-advance policy?

**ELECTION SUPPLIES**

**For Special Elections - All The Time  
For Primary Elections - In August  
For Regular Elections - In November**

**"Superior Election Supplies for  
Fellow Kentucky Printers"**

**RUSSEL DYCHE  
LONDON, KY.**

**Louisville Paper Company**

**"A PAPER FOR EVERY NEED"**

**Permanized Bond Papers — Howard Bond —  
Maxwell Bond—Cherokee News (Blue-White)**

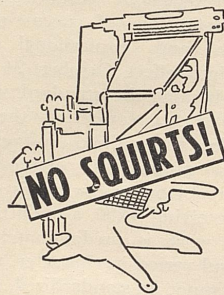
**Imperial Type Metal**

**H. L. Felix, 1648 Sutton Ave., Mt. Wash-  
ington, Cincinnati Ohio**

**Immediate Shipments From**

**THE DICKSON COMPANY  
234 W. Main St. Louisville  
CINCINNATI MERCHANDISE W'HOUSE  
7 W. Front St. Cincinnati, O.**

*Bush Krebs Co.*  
INCORPORATED  
LOUISVILLE, KY.  
Everything for PRINTERS  
except paper  
ELECTROTYPES . . .  
. . . ENGRAVINGS  
SUPPLIES . . .  
. . . MACHINERY  
ED WEEKS



A COMMON cause of machine squirts lies in faulty metal pot temperature control.

MICRO-THERM heat controls for either gas or electric pots assure a steady heat at exactly the temperature your slug production requires—whether it be large display sizes or simple

"straight matter." Another *exclusive* MICRO-THERM feature is the full thermostatic control of mouth-piece temperature.

MICRO-THERM *precision* heat controls are easy to apply to any typesetting machine. The investment is small—the return on your investment maximum.

Ask your Linotype man.

TRADE **LINOTYPE** MARK

**MICRO-THERM**

Linotype Opticon, Spartan Heavy, Erbar Bold Condensed



# SPEED AND EFFICIENCY, IMPORTANT INGREDIENTS

*in merchandising just as in news gathering*

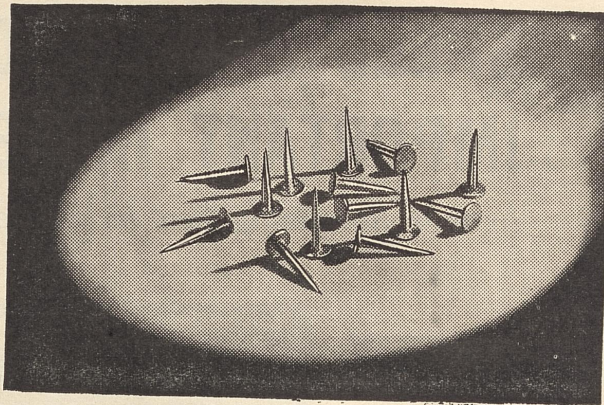
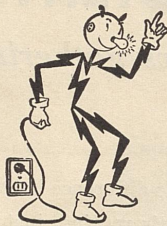
Unnecessary in-between steps in distribution can make the difference between merchandise that represents real value, and merchandise that's routine, just as a few minutes can make the difference between a great news scoop and just another story.

For just as speed in transmission is vital to a news story, efficiency in distribution is an important ingredient in merchandising. Because chain stores supply that ingredient, they have earned their reputations for giving real values in food, clothing, furniture, and other necessities and luxuries. Chains have eliminated as many as possible of the in-between steps and wastes that run up the costs of merchandise distributed the old-fashioned way.

And, selling goods at prices unencumbered by antiquated distribution charges, chain stores bring merchandise within the reach of the families of your community. When people can afford to buy more of the good things of life, their standard of living rises and the business of the entire community benefits. In thus helping create better business for the whole community, together with a fuller life for its families, chain stores join hands with newspapers and other civic institutions in a common objective.

THE GREAT ATLANTIC & PACIFIC  
TEA COMPANY





*Let's Get Down to*

## BRASS TACKS

Some people feel that their electric bills run too high. Perhaps you feel that way too.

Because you are doing business with us practically every hour of the day and night we think we should discuss the point.

The simple fact is that of all your household bills electricity is one of the few that gives you more for your money today than formerly!

Your dollar buys *less* food today. It buys *less* clothing. It buys *less* shelter than it used to.

*It buys twice as much electricity.* During the past ten years the average cost of electricity has been reduced about 50% per unit. Your bill has probably not come down, because most of our customers are using about twice as much electricity today as they used ten years ago.

Half of our customers pay only eight cents a day or less for electric service. Almost all of them use at least three appliances. Many customers who use five or more appliances pay no more than ten cents a day.

There are two reasons why electric service is cheaper now. First, because of our operating economies. Second, because of your increased use of electricity.

Moreover you can automatically cut your own rate. Under our modern rates, the more you let electricity lighten your burden of housework the lower the price becomes.

We of the electric company are proud of these accomplishments. We sincerely feel that we are making available to you a service which not only steps down steadily in cost, but also steps up steadily in efficiency.

**KENTUCKY UTILITIES COMPANY**

INCORPORATED