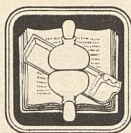


# THE KENTUCKY PRESS

OF, BY, AND FOR THE  
KENTUCKY NEWSPAPERS



Volume Two  
Number Eight  
September, 1930

# THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

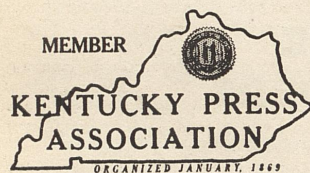
VICTOR R. PORTMANN, Editor-in-Chief  
FRANCES L. HOLLIDAY, Assistant

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Member 1930  
NATIONAL EDITORIAL ASSOCIATION

### THE PRESS IS LATE

Owing to the rush of business in the Kernel printery incidental to the opening of the University and the football season, the September Press reaches you somewhat late. We apologize for the delay, but hope that the contents will make up for it. The October issue will reach you in about two weeks.

### CHARGE FAIR PRICES

Some publishers take the view that the candidate for office is not in the same category with other advertisers, that he is a sort of one time advertiser and as a consequence should be made to pay all the traffic will bear. The idea that a candidate for public office should be required to pay twice the newspaper rate any one else pays is wrong in every way it may be viewed. That same candidate may be in position, very shortly, to pass upon some legislation vitally affecting the publishing business. If he has been treated unfairly by the press he will undoubtedly have resentment in his heart that bodes evil to the craft. Aside from this point of view it is not fair nor good business to "soak" any advertiser, no matter who he is. In California, according to the official bulletin of the State Press Association, "newspapers charging an exorbitant rate for political advertising were left off of a number of political schedules during the recent primary election for just that very reason; and the money saved was spent on bill boards and the radio."

### BUSINESS IS GOOD

For nearly a year we have been listening to lamentations relative to poor business among practically all lines and professions with the exception of the printing craft. On the whole, the business of Kentucky newspapermen has been very satisfactory as most members of the State Association have enjoyed a very successful year. It is true manufacturers and wholesalers in the larger centers employing considerable labor have applied the pruning shears to bring about lower costs. This practice, however, has not been followed to any extent in the smaller cities and towns, with the result the publisher is not complaining of any particular loss in business. On the contrary, if anything, he has noticed an inclination on the part of his patrons to put on a little more steam in order that they may prevent, if possible, a falling off in the output or sales of the year. If practicing economies, they have practiced them in other directions than curtailing their advertising space in the home paper. There is no doubt but mergers, consolidations, stock sale, losses, etc., have disturbed business as a whole, but it has affected the newspapermen less than any other class, but the publisher who does not profit by the lessons of depression is not keeping close check on his business. Immediately trade slacks, the successful publisher must be on his tip-toes, closely scanning his field to see if some new sources of business are not available in tradesmen who are not now patronizing his columns or doing

so very seldom. Go after the business, develop creative advertising, and make helpful suggestions, thereby making it profitable for the merchant to use your advertising columns and also patronize your job printing department.

### TELL YOUR MERCHANTS THIS

"How long will people fall for the graft that poses as advertising? Just the other day two smooth-talking strangers breezed into town, lined up with an unsuspecting pastor, and carried off at least \$53.00 for three hours polite pocket picking. They sold "ads" on cards which brought them in at least \$62.00 from twenty firms in town, and the card cost them just \$9.00. Insofar as the merchant is concerned, or the church either for that matter, the so-called "ad" was not worth the paper it was printed on. This money spent in the home newspaper would have done some good and the money would have stayed here at home to return to the pockets from whence it came eventually, but now two slickers are laughing up their sleeves and living high somewhere else. The Herald exposed the graft at least three times in the past fifteen years but there is always some church and some merchants who will not learn to turn down every stranger that tries to frisk them in this manner.

"The next time one of these gentry calls, let your local newspaper man know and he will give you the truth about them. It is his business to be in a position to advise his fellow townsmen on their advertising problems and he will do so gladly. What hurts most is that the church will ask their newspaper to donate hundreds of dollars in free advertising to their various events annually and then fall in with a bunch of outside grafters, and let them come in and reap a harvest right out of the newspaper man's garden, and then send away for all their printing. This condition is not only true here, but in every town, and merits frank discussion.—St. Peter (Minn.) Herald."

Every publisher in Kentucky recently received a blank from N. W. Ayer & Sons, Philadelphia, asking for up-to-date data for the 1931 Newspaper Directory. This book is on the desk of all the large advertising agencies. It will take you but a few minutes to fill out the blank. Do it today. Do not put it off and forget it entirely, and by all means make a sworn report so that the circulation figures will appear in blackface type and the advertiser will know that your circulation is as represented. The advertiser is entitled to know what he is buying and you cannot expect to receive national advertising unless the facts are made public.

## A. P. A. SURVEY SHOWS KENTUCKY'S BUSINESSES

Kentucky's Community Newspapers  
Reach Approximately Total of  
350,000 Circulation

The 1930 Directory of Country Newspaper Rates, published by the American Press Association, includes a number of interesting tables of statistical figures concerning the country newspapers, listed by the various states. These tables list each state, county by county, and, while space does not permit the Press to run each table in its entirety, we present the conclusions and totals for your information.

Under the table, Retail Outlets of Country-Town, Kentucky, including only the figures gathered from the corporate towns and not including the "wayside" stores and the "daily" towns, the following figures ETACIN. itfia the following totals are found interesting:

Population, (estimated) 2,515,214; automobile dealers, 523; auto accessories, tires, garages, 682; building supplies, lumber, 253; tobacco, 1,644; clothing and furnishings (men), 478; clothing and furnishings (women), 454; confections, soft drinks, 713; department or general stores, 440; drugs, 272; electrical stores, 198; feed stores, 339; furniture, 188; gasoline stations, 569; groceries, chains, 116; hardware, 276; plumbing and heating, 173; and radios, 321. According to information secured from the state department, there were 211,922 autos, priced under \$1,000, listed and, over \$1,000, 60,729 for the year 1928.

### County Circulation

Three groups of figures are included in this table. The first was compiled from the circulation figures of fifteen national magazines of general circulation, the majority of these covering the year 1928, and a few, 1929. The magazines reporting were the American, Better Homes and Gardens, Collier's, Cosmopolitan, Delineator, Good Housekeeping, Ladies Home Journal, Liberty, Literary Digest, McCall's, National Geographic, Pictorial Review, Red Book, Saturday Evening Post, and Woman's Home Companion.

The second column includes all the papers available in the A. B. C. reports and a few of the larger papers, both daily and Sunday editions. They reflect in each case the actual number of copies circulated in the various ties for the year 1928.

The figures in the third column are based upon sworn statements of circulation and cover all community papers in Kentucky. The figures represent the number of copies published in each county, and do not differentiate between the actual circulation thereof in the home county and in adjoining counties. It has been estimated that

### EAST KY. EDITORS ORGANIZE

The East Kentucky Press association was organized at Paintsville on Friday, August 22, with C. R. Kirk of the Paintsville Herald as president.

A solid block of eastern central Kentucky counties comprising Morgan, Magoffin, Johnson, Lawrence, Floyd, and Pike, launched the new organization.

Plans for completing the organization and putting it on a working basis are now being worked out, and it is hoped to make the organization function in such a way as to be of service to its members and thru them to the advantage of the readers of the papers represented in the organization.

One of the objects of the association will be the pooling of the buying power of the newspapers represented.

Another object will be to formulate a common policy for the general advancement of the road and school problems for eastern Kentucky.

The next meeting of the editors will be held at Pikeville on Friday, September 19, and editor Grote will then have the job of his life.—Licking Valley Courier.

We congratulate the editors on this progressive step and know that much good will come from this organization, to themselves, to their communities, and to the state association. It is a step in the right direction.

Press association work will never function as it should until means can be found to eliminate publishers who always have their hands out for everything they can get, but never do anything to help along.

A correspondent sends in a supply of free dope, and remarks that he supposes he is losing out on paid advertising because he refused the free copy. One sure way to lose out on paid copy is by using the free stuff. Few people are liberal enough to pay for something that they can get without cost.

85 per cent or more of the circulation is found within the county of publication. Accordingly, the totals will be for the total circulation in the state as a whole.

The following totals are given for our state, 120 counties:

Combined magazine circulation, 295,265; A. B. C. daily, papers, 353,593; A. B. C. Sunday papers, 244,040; weekly, semi-weekly, and tri-weekly community papers, 314,324.

The figures for the community newspapers were based on the 1928 report. Allowing for a natural increase in circulation, the Press believes that the total circulation of Kentucky's community papers will reach 350,000 copies, if not more, or, approximately, the same circulation as the combined daily circulation of the daily group.

## COMMUNITY NEWSPAPERS MAKING GOOD PROGRESS

Better Business Methods Bring Profits  
to Rural Publishers Through-  
out the Nation

By L. A. ROSSMAN

The weekly newspaper must be upon a very firm business foundation.

During the past 10 years the United States has witnessed drastic changes in economic conditions. Following the inflation of land values came a period of serious depression in agriculture. This depression affected the northwest particularly. It affected every community in which the country newspaper was found. For approximately 10 years conditions adverse to the best development of rural sections of villages and cities have existed.

At the present time there is in industry and trade a condition of comparative depression. Trade has lagged, volume of business has been cut down, profits to merchants and manufacturers have declined.

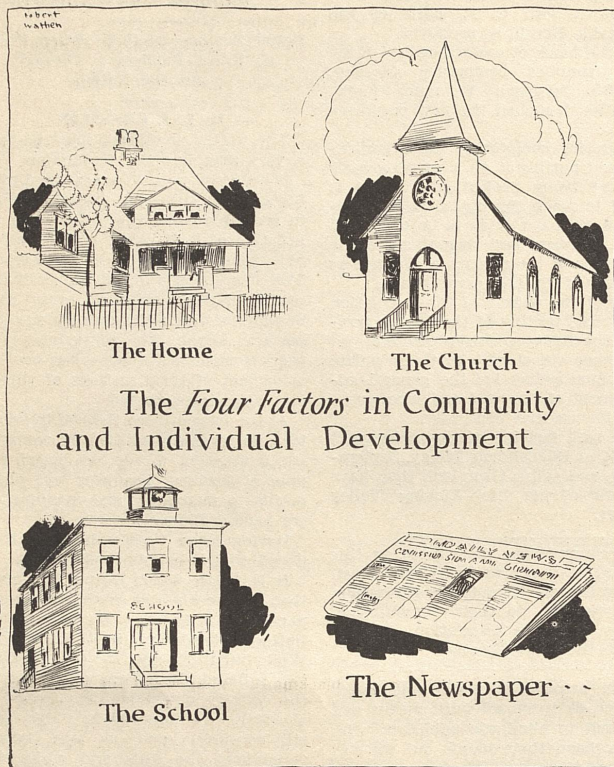
During these times what has happened to the country newspaper?

It is a fact which cannot be denied that the weekly and small town newspapers are in the best condition from a business standpoint, in their history. While industry, and even agriculture, has suffered the effects of depression the country newspaper has gained in standing and importance. This gain still continues and as one travels throughout the state and visits the press he has before him visual and substantial evidence of growth in influence, in business and prosperity.

To what may such an unusual condition be ascribed? Several elements enter into the situation. One is doubtless the fact that the country publishing business, begin in large part a personal business, has greatly improved in its methods of obtaining business and executing it. Conditions within the business have become more stable. The prices obtained are nearer to the cost of production. The business methods employed by the printer from bookkeeping to salesmanship have improved and with these improvements have come greater stability and prosperity.

Another influence which has been very important is the revival of the smaller community as a trade center. There was a time when the small community dominated the trade of its territory. Then for several years it lost hold, in part. Today, the smaller community is distinctly upon the up-grade. Its stores are better than they have been. Good transportation means a larger field for the aggressive merchant and the progressive com-

## Are You Doing Your Share?



Courtesy of Courier-Journal Engraving Department.

(Continued from Page Three)

munity. The manufacturer, the wholesaler and the retailer are, all of them, working together as they never before co-operated to secure for the local community a fair share of local trade.

More important and fundamental to all these things is the fact that the country newspaper provides a type of service which may be obtained in no other medium. In no other newspaper is to be found the news of rural sections, the news which is close to the hearts and to the interests of that great part of the American public which resides in the smaller communities. The country newspaper with its journalistic service has an asset which cannot be destroyed, broken down or impaired. And as long as news and newspapers are considered a necessity, the weekly publication will continue to exist.

More and more it is becoming recognized that the only way by which villages and cities may be reached in the utilization of the columns of the local newspapers. No other medium

has either the local standing or the circulation within the community. On top of this fact it is recognized that the most substantial purchasing power rests in our smaller communities and the outlying rural regions. The market which is here provided is the most consistent, the most enduring and the most satisfactory. To reach this satisfactory outlet for trade the country newspaper provides the only advertising medium.

How much further the country press is to go is the question which concerns the present and the future.—The Minnesota Press.

### 530 U. S. Schools Teaching Printing

The Typothetae Bulletin reports 523 schools that teach printing, with 835 teachers, and an enrollment of 52,362. While it can be taken for granted that a substantial number of students who study printing in school will never become practical printers, nor depend upon printing for a livelihood, one is

justified in asking what is going to become of those who do take the subject seriously. It is certain that the industry cannot profitably absorb all those who are likely to qualify for employment. The same might be said about schools of journalism. The young person who has a liking and a talent for printing or newspaper work should have an opportunity to develop that talent. There will always be places for those who are really worthwhile. But most people have only ordinary ability. They can never hope to be sufficiently outstanding to command special attention. They are likely to be just as happy, and just as successful in some other calling. It is too bad that some means cannot be found to prevent their wasting their time trying to qualify for something that may never be of much benefit to them.

A center shot is to be found in the statements of W. C. Allen of the Dakota Farmer that "Advertising Must Be Sold on Main Street." While the green pastures far away as represented by national advertising are tempting, the real business which the rural newspaper must depend upon is that along Main street in the home town. Cultivate the home field, gain the confidence and respect of local dealers, and they in turn will become your best aid in securing business from the manufacturer and jobber. Goods are not nationally advertised until the ad tells where the publisher can secure them. It is the final tie-up that moves the goods off the shelves.

#### Well Said

A local newspaper is a public institution, it is before its public more than any other thing, and is controlled by public good will, public confidence, and public spirit.—Redwood Falls Gazette.

#### BE SURE OF YOUR GROUND BEFORE YOU HAVE A CONTEST

A good plan to follow in connection with circulation contests is first to make sure that you actually need one, and if you finally conclude that you do, be cock sure that you secure the services of a reputable firm to conduct the contest for you. Contests have their place in the general scheme of things and have accomplished a great deal for publishers in certain instances, but to say that they are good for every paper is going altogether too far. So be sure of your ground before you start a contest and thoroughly satisfy yourself that there is no question about the possible proceeds warranting the expense. This done, take no chances with untried contest managers. Get the straight dope from Sam Haislet, the straight dope from Herb Hoatling, national secretary, St. Paul, Minnesota, who will be glad to serve you by giving you names of firms with a proven reputation.—N. D. Press Bulletin.

## Postoffice Dept. Plans To Stop Blackjacking

A determination to end the practice of certain advertisers of "blackjacking" newspaper publishers into printing advertising matter as news, was voiced recently by the postoffice department.

The department said that the advertisers to whom it referred had attempted to wield a "club" over the heads of certain publishers by threatening them with the loss of display advertisements if they did not use publicity matter sent them as news for or for editorial purposes.

In response to complaints by several newspaper publishers, the department added that it had been making an investigation of methods of certain advertisers. It said newspaper publishers who comply with such requests be guilty of contributing to an act of conspiracy against the government in conjunction with the advertiser in depriving it of revenue.

### Liabile to Fine, Jail

Both the advertiser and publisher might be subject to a \$10,000 fine or two years' imprisonment, or both, the announcement said.

Frederic A. Tilton, third assistant postmaster general, issued the following statement explaining the department's position:

"It has come to the attention of the department that publicity articles are being offered by some advertising concerns to publishers for insertion as reading matter in copies of their publications mailed at the second class pound rates of postage. The requests accompanying such publicity articles give the publisher to understand that if he does not comply with the request to insert the publicity matter in his publication he may not expect display advertising. On the other hand, if he publishes the publicity matter as reading matter he may expect to be favored with display advertising.

### Should Be Marked

"Matter inserted in a publication under the conditions above mentioned clearly comes within the purview of the act of August 24, 1912, embodied in the postal laws and regulations and must be plainly marked with the printed word "advertisement" in each copy and is likewise chargeable with the zone rates of postage prescribed for the advertising portion of publications.

"Failure of a publisher to so mark matter coming within the provisions of the act mentioned, is made punishable by a fine of not less than \$50 nor more than \$500.

"The requests also imply that the advertiser expects the publisher to insert the publicity matter as straight editorial or reading matter without plainly marking it with the word "advertisements," thus withholding from

the postal service the fact that the matter is advertising within the meaning of the law and thus lead to deprive the government of its just revenue, the action might constitute a conspiracy within the contemplation of the act of March 4, 1909, embodied in the postal laws and regulations, which read as follows:

"If two or more persons conspire either to commit any offense against the United States, or to defraud the United States in any manner or for any purpose and one or more of such parties do any act to effect the object of the conspiracy, each of the parties to such conspiracy shall be fined not more than \$10,000 or imprisoned not more than two years, or both."

## A Cost System For Every Newspaper Office

Every newspaper office, every printing office, should have something in the way of a cost system. Every publisher, every printer, can at least work out his costs far enough to have a definite idea as to what he is doing. It is not difficult to add together the labor, not forgetting, the owner's salary if he is active in the business, the fuel, light, power, rent, and all other fixed expenses. This should also include interest on investment and depreciation. Further simple computation show the fixed hour cost of operation. Then add to the hour cost the cost of stock and other special expense connected with a job and you have the cost of production. Then add the profit. If this is done, price cutting will soon be a thing of the past because no sane man will knowingly sell anything for less than it costs if he can possibly avoid doing so. As a further means of protection one should also have something in the way of a practical price list. Then he can check his figures by it and make sure he is right. In figuring a job it is often easy to omit substantial items, like one printer who hurriedly got out an estimate on a big job of work, and, unfortunately, got it. When he came to check up more closely he found that he had neglected to include the cost of a carload of paper. If he had checked his figures with a practical price list, he would have soon discovered that something was radically wrong. Usually it is small items, like wire for stapling, that are overlooked. The price book, alone, is not enough though. It is too easy for one to assume that the book figures do not apply to that particular shop, and that anyhow they include a liberal profit so it is safe to cut them substantially. If one goes far enough into cost accounting to know definitely something about his own costs, he will not feel so free to cut book costs. Anyhow, his costs may be excessive and need looking af-

ter. One of the easiest ways there are to make more profit is by checking excessive costs of production.—Ole Buck.

## Stop Selling Space; Sell Service Instead

When you sell advertising space have you any argument to offer except the size of your list? Can you tell how thoroughly your circulation covers your territory? Can you tell anything about the buying power of your readers? Can you supply any information except the general statement that everybody in your vicinity reads your paper? Honestly, now, if you were on the other side of the fence, if you were buying space instead of selling it, would you buy space from a publisher who could supply no more information about his paper and its territory than you can supply about yours?

If you were buying space instead of selling it, would you be satisfied to buy at a lower price than you pay? Of course you say you would. But the question is, **would you?**

How do you sell advertising space? Well, one publisher in writing to this office about an account he lost sent a copy of a letter he wrote to the advertiser in which he threatened editorial reprisal if the business were not resumed. Just what is the difference between that and any other sort of blackmail? What would the postoffice department think of such a letter? Some publishers do attempt to get business that way, but their number is not large.

Modern printers are insisting that the good old term, "Job Printer," be changed to "Commercial Printer," and that we talk about "Commercial Printing," not "Job Printing". Why not follow up by talking about selling newspaper advertising "Service," not "Space". The old fashioned idea was that a newspaper had nothing to sell but white space. Many publishers still insist that space is all we have to sell. Those who dig into such things know this is not true. One may buy "Space" on a program, handbill, a board fence, a lot of things. The modern publisher knows that if all the advertiser gets for his money is "Space" that he will not repeat his order. Whether the advertiser knows it or not he is buying service. If he does not get enough service to make his investment profitable he has no further use for it. Therefore, the publisher is most interesting in supplying profitable service, and his chief selling effort should be based upon showing prospective patrons how much service he can supply. The bald statement that a paper has a certain number of subscribers means little. It may have them, but they may be scattered over a wide

(Continued From Fifth Page)

territory, they may be a class of people who are not interested in the article to be advertised, there may be any one of several reasons why it would not be profitable for a prospective advertiser to buy the space. If a publisher is interested only in selling space, he doesn't care. If an advertiser use space only a short time and quits, he hopes to find another to take his place. But if a publisher is interested in building up a permanent business for himself, he supplies a certified audit of his circulation, a survey of his circulation area. Then the buyer knows how much territory he can cover, and can form definite opinions as to his chance for profits. No shoe dealer would be foolish enough to insist upon a customer buying shoes that wouldn't fit him, if he ever expected to make another sale to the same customer. Publishers cannot expect to build up permanent, profitable patronage by selling misfit space. They must sell service; they are selling service, whether they realize it or not. So let's quit talking about selling "Space" and sell "Service."—Ole Buck.

#### Make One Rate For All Advertisers

The controversy between publishers, advertisers and agencies over the rate differentials may easily become serious. In fact it is already serious. One prominent advertiser has already discontinued the use of newspapers because of the differential. Some publishers are assuming a stiff-necked attitude and declaring that no one is going to tell them how much they shall charge for space. Offhand one may be justified in assuming that the differential is due more to custom than to real need. It has always been easy to get a higher rate for general advertising. Local advertisers are right next to a publisher. They meet him or his salesmen frequently. If an increase in rate is proposed, they promptly resist. It takes an unusual amount of backbone to enforce an increased rate for local space. On the other hand advertising agencies, influenced perhaps by a desire for increased commissions, have not been disposed to questions rates unless they were too far out of line. If an increase is proposed, they include it in their records and go ahead selling at that rate without question. It was inevitable that this question would arise some time. Without question it is up to publishers to justify the differential. The buyer always holds the whiphand in any controversy over selling price. On the other hand the buyers are not justified in assuming an arbitrary attitude. No one likes to feel that he is

being forced to do something. Cool-headed discussion alone will actually settle the matter, and that sort of discussion will leave everybody in a good humor. Advertisers must use newspapers in order to do the greatest amount of business. In these days of radio, bill board, and other forms of competition, publishers cannot afford to antagonize good customers. It is quite likely that when the rate question is carefully studied that it will be found that no reason exists for the differential. It is our belief, though, particularly in connection with the smaller papers that results will be found directly contrary to what general advertisers are most likely to expect. We believe it is certain that it will be discovered that local rates should be increased, not general rates reduced. It is a mystery how many local papers manage to exist on the low rates they get for local advertising, or it would be a mystery if one did not know about the higher rates they get from general advertisers. Even then many of them could not make the hill if they did not also have help from a profitable commercial printing department. Without question the rate structure is deserving of most serious study. It can be, and should be, set up on a systematic scientific basis which will avoid all controversy.

#### PRESS OFFICE CHECKS ALL PUBLICITY MATTER

Newspapers in California may solve the problems of free-publicity by establishing a publicity control bureau similar to that in Oregon, according to John B. Long, field manager of the California association.

All publicity that is to appear in the California papers must go first to the bureau where it will be "cleared" and then relayed to the various newspapers

his report explained.

"California is publicity minded. California was built on publicity; there must be some good publicity . . . our publishers said there would be no publicity hereafter for any non-profit event unless it came through the association offices. Now the good publicity men come to our offices." That is the method that is employed in California and that is how the editors have handled the situation.

This means that there will be publicity. This means that one more publicity man will be added to the string and that he too will earn his wages by handling publicity. It sounds good but it means little.

Mr. Long's report has handled the tremendous problem with graceful ease — the task is simple. Hire one man, give him a secretary, buy him a big blue pencil and invite every publicity man in the state to send him dope. He in turn either sends the information out to the newspapers, changes it to his own liking or tosses it into the waste basket.

Oregon editors have submitted to such a plan but it is hardly conceivable that the middle west and the eastern editors could be driven to a point where they might be convinced that one central office can clear publicity so that it will be in accordance to the policy of the individual papers. Furthermore, try to show an editor that anything that passes the hands of an one central office is O. K., and that anything that the office discards is not worthy of being printed.

If this plan were adopted, certainly it would bring an end to a certain degree, the individuality of the various papers. If would take from the various editors the privilege of saying what he will have in his own columns. Furthermore, much of what is termed publicity in one section of the country



## DUNKIRK LINEN LEDGER

Strong—Smooth—Durable

For Permanent Records

Made with a smooth surface easy to write upon and not destroyed when erased.

Louisville Paper Company  
(Incorporated)  
LOUISVILLE, KENTUCKY

(Continued From Sixth Page)

may be straight news in another. It is a problem for every paper to handle in its own way.

Take for example a story concerning a new method of protecting the orange trees during inclement weather. To territories where oranges are grown this would be news, but to New York, Chicago, and anywhere that orange trees are never seen, this would be nothing but publicity actuated by the orange growers' association.

It is simple to talk of a publicity clearing house, but it is so far from answering the problem that has been troubling the editors that it is almost certain of being a shortlived project.

With more and more men entering the field of publicity, and with more and more money being thrown into the development of publicity, it will be just a matter of time but that the project will take care of itself.

Manufacturers, corporations of every type will soon learn that newspapers will accept nothing from their public relations men if they once lose the faith of the publication. It will not be long but that every publicity man will work as honestly and as earnestly as the staff members themselves.

By the process of elimination — the problem will be solved — how? I don't know. But it takes a real publicity man to rouse the editors to a point where they are under the impression that they themselves are being thwarted by publicity.

Too many publishers never know there is a press association until they want something from it, or have a complaint to make.

**MILO BENNETT**

Conducts a wonderful Linotype-Inter-type school and can develop slow operators into fast operators or one of the men or women in your office into a fine perator. Correspondence course, with keyboard, for home study, \$28, six to ten weeks at the practical school, \$60 to \$100. Write for free school literature. Also pleased to give you name of prominent Kentucky newspaper publisher who knows what this school is capable of doing for you. Address Milo Bennett's Schol, Toledo, Ohio.


**NEWSPAPER FILE SERVICE**

You put us on your mailing list. We check and file your paper each day and when the binding date comes we bind and return them at the following prices:  
Daily, Three Months..... \$5.00  
Daily, Six Months..... 7.50  
Weekly, Twelve Months... 5.00  
We are serving publishers in all parts of the United States. Write us for further particulars.

**MONMOUTH BLANK BOOK CO.**  
O. J. Forman, Prop. Monmouth, Ill.

**Type . . . . .**

**Printing Machinery**



Complete Outfits For Large And Small Plants  
Boston Stitchers                      Kelly Presses

**LEE B. DAVISON**

Traveling Representative  
526 Union Street                      Nashville, Tenn.

(This advertisement set entirely in Bodini Bold)

**ANNOUNCEMENTS**

We have recently added to our present line of "Eagle A" an entire new line of High Grade Announcements and Fancy Papers, the first ever shown in this territory, and will be pleased to show you this line at any time : : :

**CECIL W. BUSH**  
Lexington Representative  
WHITAKER PAPER COMPANY

C. A. WALSH Western Kentucky	FRANK PUND Eastern Kentucky
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Get Your  
**IMPERIAL**  
Metal Direct From  
Cincinnati, Louisville, or Nashville Warehouses

The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures. This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan. The next time you need metal, get Imperial and compare the results.

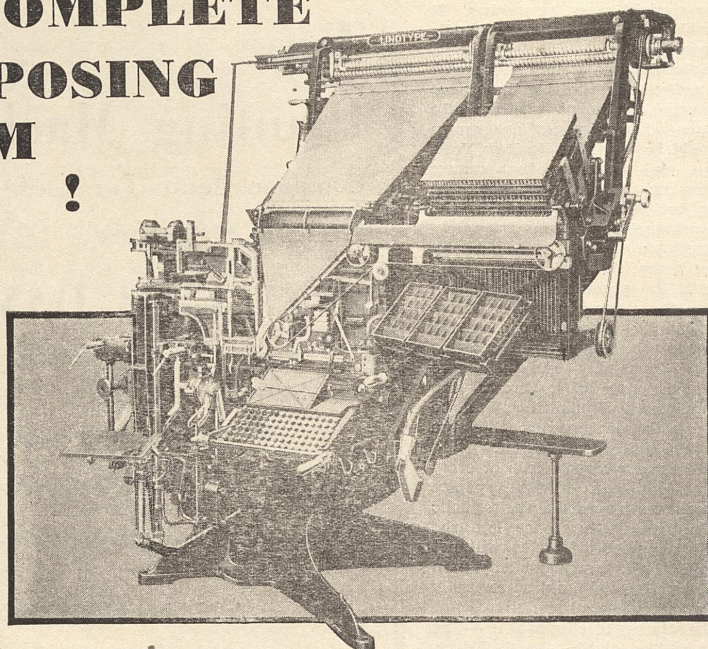
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**Imperial Type Metal Co.**  
Philadelphia                      New York                      Chicago                      Los Angeles



# A COMPLETE COMPOSING ROOM

!



THIS IS A Model 14 Linotype with wide auxiliary magazines. It's practically a complete composing room for small papers, as it will handle heads, text, ads and job work—in almost any typographic combination you may need—in a fraction of the time consumed by that of any other method.

face in roman and bold combination, for instance, in one magazine; a combination cap, lower case, small cap and italic cap and lower-case font in another; and a display roman and italic cap and lower-case font in the third magazine.

☆  
**LINOTYPE  
ALL YOUR  
COMPOSITION**

*You will find it economical, eliminate distribution, banish worn, broken type, save a considerable amount of time, give yourself the leisure to get out after additional business, or do what you will. Why not get in touch with the nearest Linotype agency for complete details?*

You can set caps of *any* Linotype face from the wide auxiliary magazines, even full width 36-point faces and the medium condensed faces up to 60 point. Your main magazines can be equipped to meet your business requirements: A text-matter

With this equipment you can handle an amazing variety of job work in addition to your entire paper. As you pay for it by the savings it effects—and the extra work it will enable you to obtain—you can add additional matrix equipment for the other types of work.



LINOTYPE BODONI FAMILY  
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