



# THE KENTUCKY PRESS

Published Monthly  
Of, By, And For The Kentucky Newspapers  
By The Department Of Journalism  
University Of Kentucky  
Lexington



**Volume Three**  
**Number Seven**  
**August, 1931**



# THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

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

Published by the Department of Journalism, University of Kentucky, Lexington  
Printed by The Kernel Press

Application Pending for Entry as Second Class Matter

### PRESS ASSOCIATION OFFICERS

JOE T. LOVETT, Murray Ledger-Times, President  
JAMES T. NORRIS, Ashland Independent, Vice-President  
LAWRENCE HAGER, Owensboro Messenger, Chm. Exec. Committee  
J. CURTIS ALCOCK, Danville Messenger, Secretary-Treasurer



### SOME IMPORTANT LITTLE POSTAL RULES

The Washington Newspaper, Fred Kennedy's newsy organ of the Washington Press association, printed in a recent issue of the following list of little known postal rules:

Use or dark-colored stationery in window envelopes is prohibited. Post cards cannot be used to collect overdue accounts.

Price lists with hand-written changes of individual items must go first-class.

Envelopes, cards or folders less than 2 3/4 x 4 inches are highly objectionable.

Sender's address should be placed in the upper left-hand corner of the envelope, not on the reverse side.

Not less than 3 1/2 inches of clear space should be left at the right side of envelopes, cards, and folders for address.

### WHY ADS FAIL

A Pennsylvania department store merchandising specialist has recently given an explanation of the ineffectiveness of much newspaper advertising. Have the retailers of your town ever been made to see how frequently ad failures are not the newspaper's fault? Let them see these:

1. It too often is inspired with the idea of pushing over stocks, tag-sends and slow-sellers.
2. It fails to concentrate upon the prices most people want to pay.
3. It fails to interest people because it does not feature what is new.
4. It fails to feature sufficiently de-

partments which are most popular.

5. It fails to give specific information about the uses of the merchandise.

6. It carries a preponderance of dry, technical, catalogue description.

7. It lacks the human interest appeal.

8. In appearance, it is often messy, disorganized and difficult to read.

9. It wastes space by both under-emphasis and over emphasis.

10. It does not convince as to its fashion authority.

11. It frequently attempts to cover so many departments that it is physically impossible for the advertising writers to do justice to any of them.

12. It is not backed by promotional effort in the windows and in the store.

13. Salespeople fail to know or become enthusiastic about the advertised merchandise. —The Wisconsin Press.

### COUNTRY TOWN MARKET INCREASES

A compilation by the American Press association, as recorded in the new Country Newspaper Directory, taken from the complete 1930 census, shows that country towns in the United States (under 5,000 population) gained 1,985,260 inhabitants between the years 1920 and 1930.

This organization asks, "What is the immediate significance of the facts stated above?" It then gives the following answer to the question which every country publisher can do well to place before his retailers.

"First, as country town population

increases, inevitably the important market which is country town American becomes all the more vast, all the more worthy of the national advertiser's consideration.

"Secondly, its now more than 14 million inhabitants must in some way be made acquainted with the goods nationally distributed.

"How to reach these millions plus the additional millions on the farms which are served by the country towns they surround?

"The answer is the country newspaper, of course. To the country town family as also to the farm family, the country newspaper is the preferred source of news and the entertainment which comes of reading; it is the only information medium treating intimately and more or less exclusively of the local folk and the local scene—country town and farm both.

"If for no other reason except its appeal to its many millions of readers, an appeal which, as a matter of general knowledge and assent, can neither be duplicated nor equaled, the country newspaper looms up as the first choice, in fact, the only choice of any advertiser interested in the country town market.

"But there are other reasons. There is the important consideration of coverage. To be sure, other mediums have circulation in country towns. But what does this stray circulation, for that is what really is, amount to? A mere dribble, too scattered to be effective. By comparison with the circulation dwindles down to an insignificant figure.

"Because it covers country towns and farms far more adequately and with infinitely more thoroughness than any other medium, the country newspaper is the preferred medium for small town and farm coverage of hundreds of national advertisers. By experience and investigation, they have come to know it as the only direct and effective means to exploit the country town market."

To this we may add that the local retailer can profit thru the use of the same media in reaching his potential buyers that the national advertiser can use profitably.

### NUMBER OF NEWSPAPERS IN KENTUCKY DECREASING

N. W. Ayers & Sons, publishers of the largest newspaper directory in the United States, has just issued a mid-year supplement.

This supplement list eleven consolidations and suspensions of newspapers in Kentucky and five newspapers set going.

This is a loss of six papers to the State. But when it is known that less than one out of three newspapers manage to exist one year, the prospects are good for even a much greater loss of papers to Kentucky.

## Woodson Tells Of Good Old Times

(Continued from July Issue)

It was certainly a great treat to me in my youth to go to Louisville and be taken around to Rufer's on Fifth street, or Rassinier's on Market, by Mr. Watterson, where I enjoyed his wonderful conversations and the dainty dishes he would order. When I went out for midnight lunch with Emmett Logan and others of the Courier staff, we would drop into a joint on Fifth and Green where we could get three big fat, fried oysters and a schooner of beer for 15 cents. I detested beer so Emmett got the two schooners, but I only got three oysters.

### Newspaper Wheelhorses

Among the managing editors of the Courier-Journal I have known were Ballard Smith, who afterwards made a great reputation on the New York World in the pre-Pulitzer days; Donald Padman, Polk Johnson, Dan O'Sullivan, Bruce Haldeman, A. Y. Ford, Graham Freeland, Harrison Robertson, Arthur Krock, C. E. Heberhart, A. B. Ransdell, and Neal Dalton. Other members of the Courier-Journal staff in the early days were R. W. Knott, James W. Hopper and Walter Emerson.

The real editor of the Courier-Journal in all these fifty years, in my opinion, has been Harrison Robertson. And such a worker! Seven days in the week, fifty-two weeks in the year, his stuff adorns the editorial page, and it is logical, substantial, consistent, well-considered and in perfected rounded periods. For years some thoughtless people attributed Robertson's great editorials to Watterson. Bosh! There were never two men whose styles were so utterly different.

The Louisville Commercial was established in 1850, exactly by whom I have no information. Its first editor whom I knew was Col. R. M. Kelley, a most lovable man. His associate was Col. L. S. Howlett. Others on the Commercial, which was owned by D. Du Pont when I first knew it, were James Keeley, afterwards managing editor of the Chicago Tribune, and Harry Pulliman, afterwards head of one of the great baseball leagues. Dan O'Sullivan like Allison, also left the Courier-Journal to go to the Commercial. Later he was on the editorial staff of the New York World and still later on the staff for two years of Hearst's New York Journal under Arthur Brisbane. He returned to Louisville and for seven years edited the Sunday Critics, a paper of his own creation which aroused a great deal of interest and amusement for all except those who became impaled on Dan's vitriolic pen.

My first acquaintance with O'Sullivan

was when he was on the Bowling Green Intelligencer owned by Col. John C. Underwood, who employed Emmett Logan, Polk Johnson, and Dan O'Sullivan all at one time on the staff of that paper. You can imagine how long it lasted with so much talent.

### Ashland Meeting

Dan and I went together to the Kentucky Press Association meeting at Ashland in 1880. At that time the C. & O. railroad had only been finished as far west as Huntington, West Virginia. We, therefore, had to go on our L. & N. passes first to Lexington, then to Maysville, and take a boat from Maysville on the Ohio river to Ashland. It was a great meeting. Ashland was a great town then. It has become in the last few years a big town, and has a wonderful newspaper in the Ashland Independent.

From Ashland we were invited to go to White Sulphur Springs, W. Va., but we had to take another boat from that place to Huntington, and there we became the guests of the new C. & O. railroad. That visit to White Sulphur was the great event of our young lives.

### The Post

The Louisville Post was established in 1878 by Richard W. Knott. Later he sold it to Col. Charles E. Sears, an able vitriolic writer, once on the Courier-Journal staff. Sears had a lot of fun poking fun at Mr. Watterson, who never noticed him. B. Du Pont and Bennett H. Young were Sears' backers. Still later, Knott, who had after selling the Post joined Watterson's editorial staff on the Courier-Journal, bought back the Post and edited it with marked ability until he died about ten years ago. Gil Boyle and Lewis Humphrey were his associates.

The Post grew in circulation and character under Mr. Knott's administration, but I do not believe it any time made much money. Mr. Knott told me at one time he had lost on the Post an average of \$10,000 a year for ten years and could not have continued it but for a farm weekly he printed in the Post plant which netted him sometimes as much as \$30,000 a year. Among the oldest employes of the Post are George Newman, managing editor and Walter Stauffer, business manager, who still serve in these capacities on the Herald-Post; Bill Linney in the composing room, (once my foreman), and John Bowman in the press room.

Among those employed on the Post at different times were William Finley, managing editor, who afterwards went to New York, and Charles F. Price, city and telegraph editor, who has been now for many years one of the presiding judges of the American Turf association; Charles N. Buck,

noted author and diplomat; Cleves Kincaid, playwright, whose "Common Clay" was an outstanding success, and Keats Speed, now managing editor of the New York Sun.

### The Times

And this brings me back to the Courier-Journal again. I should have said that the afternoon edition, the Times, was established in 1884 by the late Walter N. Haldeman, with some misgivings. As I recall it was for some time only an 8-column, 4-page paper, but it grew rapidly in popularity. Its first editor was Emmett Logan, who went to it from the Courier-Journal. Its first managing editor was Polk Johnson, who was succeeded by Robert S. Brown, after Mr. Brown's death, Arthur Krock, then Brainard Platt, and now A. Y. Aronson, became its managing editors. The present editor of the Times, Tom Wallace, has occupied that post for ten years, but has been on Louisville papers for thirty years. He conducts a most interesting and readable editorial page, and has done constructive work of great value to the Times and to Kentucky.

Probably the oldest man employed in the Times is Major W. M. Coleman, who has been city editor, telegraph and exchange editor. He went to that paper in 1892.

### Times Saves Courier-Journal

After the bolt of the Courier-Journal and Times in 1896 of Bryan, they lost circulation immensely, especially the Courier-Journal, which had the statewide circulation, both for the daily and weekly. The weekly Courier-Journal's circulation was not only in Kentucky but all over the South as far as Texas at one time was about 200,000. The Daily Courier-Journal's circulation was reduced from 30,000, I was told, to 12,000. The weekly was virtually killed, could never be revived.

My recollection is that Mr. Walter Haldeman, (father of W. B. Haldeman and Bruce Haldeman), told me that but for the Times and the money it was making, the Daily Courier-Journal would probably have to go into bankruptcy. His venture with the Times was what saved the day for him.

When the bolt by the Courier-Journal and Times was announced, Mr. Watterson was in Europe. Old Mr. Haldeman did that bolting. It showed rare courage on his part, but he did not realize what it was going to cost him.

### Louisville Dispatch

There was established in 1897 a new daily paper in Louisville, called the Dispatch, as a result of the Courier-Journal bolt. It was really run on a shoestring. It had no capital and a very small plant. There was never as much as \$30,000 in money put into the

paper by its original owners, but it soon built up a circulation of over 35,000 in the state. However, it could get little advertising from Louisville merchants. The Courier-Journal and the Louisville banks saw to that. Nevertheless this paper existed for nearly four years. Its editor was B. A. Entoe, who came up from Tennessee. Its managing editor, Charles L. Stewart, who came from Virginia. Among its principal backers were Allen Carter and W. A. Baird, Main street merchants in Louisville who were devoted to Bryan and the free silver cause.

When the Dispatch finally kicked the bucket, I went up to Louisville and bought practically all the plant at public auction, having few bidders to contest with, for practically a song. I think I paid only \$6,000 for it.

#### The Paducah Field

About that time, in the spring of 1901, I dropped into Paducah one day, and found that while there were three daily papers here, none of them was carrying any telegraphic news. Only one of them had a linotype. All were printed on flat bed presses, which did not turn out over 1,500 copies per hour. It seemed to me Paducah, with more than 20,000 population, (now much nearer 40,000), and a wonderful field, deserved a more modern newspaper. I tried to buy the Paducah News but could not come to terms with the owners, who were then the Flournoy family and Campbell H. Flournoy was the editor. But I had this Louisville plant on my hands so I started a new paper here called the Democrat, though still maintaining my home and newspaper in Owensboro, and after four months bought the News on my own terms, and thereby was created the News-Democrat. With the first stereotype perfecting press ever in this town. a battery of linotypes, the Associated Press dispatches, a state wire news service, a superb editorial staff, including a corking local cartoon service, I started off in grand style. But Paducah at that time was not up to supporting such a newspaper. I lost an average of \$1,000 a month for quite a time and kept a constant and growing overdraft, at the City National bank, didn't I Jimmy Utterback?

#### Paducah Boy Asks a Job

When I was about to start this paper, I received a letter from a former Paducah boy who was on the Louisville Post. It said:

"Since you are going to run a modern daily newspaper in my old home town, I would like to come back and work for you. I am only getting \$18 a week here and that is all I will ever get in Louisville. If you will give me \$22 a week, (and you ought to because you are going to run a 7-day paper. Whereas I am working on a 6-day paper here.), I will be glad to come back to Paducah."

I did not employ him at once, but

after a few weeks sent for him on his own terms. In less than three months his former employer who let him go rather than give him more than \$18 a week, offered him \$24 a week to come back to the Post. He showed me the letter and I said:

"You stay here for \$24."

In a few months he received an offer of \$26 a week from the same source. I said:

"Stay here for \$26."

A little while later at a time when I was in New York on some very important mission, he wired me he had been offered by Mr. Knott \$28 a week and of course he knew I would not pay that and he was therefore planning to go back to the Post. I wired him:

"I am going to give you \$30 a week, but if Dick Knott or anybody else offers you \$30.25 a week, prepare to get out of that town."

However, that \$30 silenced old Dick and this boy worked for me for four years. Finally he came to me saying he felt I had been very good to him; had paid him more than I could afford and more than he was worth to me; that he did not want to ask me for more money but he wanted to go to New York and get a job there. I asked him if he had a job in sight. He said he had not, but wanted to go and try. I fixed him up with a pass from Paducah to New York and got him a Pullman pass too. A few weeks after that I was in New York and looked him up. He had no job. He was sore and disconsolate. He said he did not believe he would ever get a job in New York because so many boys were hanging around the newspaper offices hunting for jobs and he saw no prospect. He regretted he had left Paducah.

I insisted that he should remain and try a little longer. I offered to go down next morning and try to help him get a job. I went to Caleb Van Ham, managing editor of the World. I described this young man to him and told him that I wanted him to give him a trial and assured him he was no ordinary reporter; that he had worked for me four years and I had found him to be a wonderful genius; that if he would only read some of his copy he would be convinced of all I said. Van Ham said he had no vacancies, had a long waiting list, and could do nothing for this chap at that time. I warned him as I left that he would some day hear from this young fellow in the newspaper or literary field and would regret that he did not listen to me.

In a day or two afterward, the boy got a job on the Evening Sun as a rewrite man at \$35 a week. He said to me:

"Thirty-five dollars a week in New York! What is that? I would better be working for you in Paducah

for \$18."

He was lonesome and homesick. He wanted to see his wife and baby, still in Paducah.

I insisted, however, this was the starting point and he would soon be doing better. A few later months I was in Washington and met Sam Blythe then Washington correspondent for the New York World, afterward noted as a great writer on the Saturday Evening Post. He said:

"You will find your Paducah boy over on the World when you get to New York."

#### How He Got on The World

I replied: "How did he get over there? Van Ham would not listen to me."

Blythe said: "He induced the Evening Sun to let him go up to Portsmouth, N. H., to get the peace conference between the Japs and Russians.

"All of us Washington correspondents rushed up there but we could not find an earthly thing to write about, but that made no difference to your Paducah boy. He wrote it anyway. He scooped the life out of all of us. As I returned, I went to see Van Ham in New York and told him about this wonderful genius from Kentucky we had developed at Portsmouth. He said: I wonder if that is not the same fellow Woodson was talking to me about?"

Blythe said: "Surely. He worked for Woodson four years and he says he is the most wonderful man he ever employed. Van Ham said to me," said Blythe, "What do you suppose he is making over on the Sun?" And I replied: Now you know the Evening Sun does not pay much and this man is no common reporter. He is a great genius as Woodson told you. You write him a note and hire him on the best terms you can get."

"So Van Ham wrote him a note and offered him \$80 a week to come over on the World."

When I reached New York I telephoned down to the World for the Paducah boy to come up to the Hoffman house for dinner with me. As we sat down at the cafe table, I said:

"When you got that note from Van Ham offering you \$80 a week, what did you do?"

"What did I do? I didn't wait to go down stairs. I just jumped through the fourth story window of the Sun, taking the window sash on by neck and landed over in the World."

I should have said that at that time the Sun was in a little four story brick, across a narrow street, not over 15 feet wide, from the great World building.

Some months later, (it was at the Democratic national convention in 1908) - I met Sam Blythe again at Denver. He said: "Your man has got a new contract with the World for three years at \$7,500 a year and is

going to be permitted to sell his stories that he may write that the World can't use, to others."

About three years later, I got off a car about midnight at 32nd and Broadway, New York and on the corner I met four Paducah people, Judge Bill Reed, Campbell Flournoy, Hal Corbett and this Paducah chap I have been talking to you about. After a few minutes the Paducah boy took me to one side and said:

"I've got something to tell you. I am just leaving the World."

"What for?" I asked.

"The Saturday Evening Post has offered me \$20,000 a year to write exclusively for them and with permission to print my stories in book form, and I get the royalties."

I said: "God bless you boy. Your fortune is now made." And we parted.

Since then he has written many books which have had wide sale. One little book it would not take five minutes to read, "Speaking of Operations," which was sold at Brentano's for 60 cents a copy, netted him, I am told, nearly \$30,000 his royalty being 10 cents a copy.

I do not know if I have mentioned the name of this young Paducah chap, but you have no doubt anticipated me. I think I may say it is he for whom this beautiful hotel is named—Irvin Cobb.

#### Successors to Cobb.

Succeeding Cobb on the News-Democrat was Louis Brownlow, who has been city editor of the Louisville Times and Washington correspondent for the Nashville Banner. When he left my employ he went with the Haskin Syndicate which sent him around the World twice writing feature stories. Later he was appointed one of the district commissioners for the District of Columbia by President Wilson. The last I heard of him he was working for the United Press or the Scripps-McRea syndicate.

Succeeding Brownlow was Buford Goodwin, one of the greatest all around newspaper men I have ever known. He afterwards held his positions in Nashville, Birmingham, New Orleans, Shreveport and Atlanta. The Hearst paper in Atlanta paid him \$24,000 a year.

After Goodwin I employed L. G. Armentrout, who later became the head of the Courier-Journal bureau in Frankfort, and is now on the editorial staff of that paper.

A business manager I employed on the News-Democrat named C. E. Everett at \$30 a week, left to take a place as general manager of the Star League newspapers in Indiana at \$200 a week.

I brought to Paducah Harry Hurst, a cartoonist whose local cartoons on chalk plates made quite a sensation. He also found more lucrative employment elsewhere.

You see I could pick'em but I could

not keep'em. Likewise a number of those I employed on my Owensboro papers have gone up into higher positions. One of these was Charles Daily, once managing editor of the Owensboro Messenger, and also a Courier-Journal man, who has been for years chief correspondent of the Chicago Tribune in China.

A pressman I once employed in Paducah, I met in New York a few weeks ago. He is now one of the chief salesmen of the Goss Printing Press Company.

But I can't prolong this story. All that is necessary, young man, to get a good job is to first work for Woodson and then they will take you on up.

#### Paducah Sun-Democrat

The Paducah Sun was established in 1896 by F. M. Fisher. A little later Edwin J. Paxton became associated with him. That boy was and is a live wire. Elliot Mitchell, who had been the managing editor of the Sun since 1914, is in full charge of The Sun-Democrat, and is now by far the best newspaper Paducah ever had.

#### Herald-Post

Coming down to more modern times, the Louisville Herald and Post had fairly good plants, abundant for their business at the time they were bought in 1925 and consolidated by James B. Brown, for about \$1,200,000. Today the Herald-Post has one of the most complete equipments. In spite of its recent adversity, this paper still retains a paid circulation of 60,000. A press was bought about five years ago for \$160,000, and with the electrical equipment then installed represents an investment of \$180,000. It has 27 linotypes and intertypes, five monotypes, a photo-engraving plant and an abundance of material to get out a newspaper of much greater circulation and advertising business. It has lost virtually nothing under Trustee Washer the last six months. Yet no responsible bid for it over \$160,000 with an assumption of a \$135,000 mortgage on the building, has been received. The investment in the building alone represents nearly \$300,000.

#### Bingham's Bargain

I have long believed that Judge Robert W. Bingham bought the Courier-Journal and Times property at the greatest bargain ever known in American newspaperdom. I have no authority to say what was the figure, but I have the best of reasons for believing that it was considerably less than half the price now offered by two responsible purchasers for the Washington Post, (which has been operated at a loss since 1924), after Judge Bingham sold off some of the real estate. Of course he has poured a lot of additional money into the plant and promotion, but he now has the results.

A most remarkable thing is that in ten years the circulation of the Courier-Journal, daily, has grown from

45,000 to 100,000, and the Sunday more than 100 per cent increase from Courier from 60,000 to 160,000. This is the Daily and 166 per cent for the Sunday. I do not believe this record has been approached by another newspaper in America, but it shows that Judge Bingham, who had no previous newspaper experience, has not only mastered the business himself but has been a good "picker" in choosing Emanuel Levi his general manager, and H. G. Stodghill as business and circulation manager, as well as retaining Brainard Platt in the various capacities in which he has acted under the new ownership. But there is nothing more sensational or fragile than newspaper circulation. Mr. Haldeman found that out.

I am not here as an advocate or champion of the Courier-Journal. I could tell you a lot of mean things about the Courier-Journal if I wanted to—but this is not the place for that. I have no gun with me, and I see Platt already glowering at me. Platt has been with the Courier-Journal and Times since 1894 and he believes they can do no wrong.

I must say, however, that if Mr. Walter N. Haldeman and Mr. Henry Waterson could come back to life and see what has been accomplished with that old property of theirs, they could not really believe it.

But I must hasten to a close. I know I have worn you all out, but it is hard to crowd my recollections of a half century into a small space of time.

Let me say, however, that Adolph Ochs, publisher of the New York Times, the greatest newspaper in the world, once told me he was in early life a typesetter in the Louisville-Courier-Journal Job Printing company's office. Louis Wiley, business manager of the New York Times, was born at Mt. Sterling, Ky., and clerked in his father's store.

Lew Brown, once of Columbia and Harrodsburg, Ky., now publisher of the St. Petersburg, Fla., Independent. I first knew as an typesetter in that same C-J, job office. He refused \$600,000 for his St. Petersburg paper a few years ago. He owns a large hunk of Liberty bonds.

W. F. Stovall, an Elizabethtown, Ky., printer, also wandered away thirty years ago to Florida. He sold his Tampa Tribune in 1925-6 for \$1,200,000 and got the money. He built before that seven big office buildings in Tampa.

When the K. P. A. met here in Paducah forty years ago, Matt Carney was a cub at \$2.75 a week in the office of the Paducah Standard. Now for twenty years has been a vice president and director of the great Carbide Corporation in New York. His salary is enormous and he is easily a multi-millionaire.

## Corbin Times-Tribune In Third Year As A Semi-Weekly

Friday marks the beginning of the third year in the life of the Corbin Times-Tribune as a twice-a-week publication. In July, 1929, the paper was changed from a weekly into a semi-weekly. Prior to that time it had been published continuously as a weekly since 1905.

As early as 1895 Corbin had a newspaper. It was known as The News, and was published by Dave Chestnut. This paper probably lasted three years.

About this time G. J. Humfeet also published the Laborer in Corbin. It was on the style of a tabloid, and lasted a few years.

The first permanent organization, so far as can be found out, was bought into existence by T. L. Metcalf in 1905. The Adkins Brothers were associated with him in the venture. The paper was known as The Times.

Soon after the Times was started J. J. Price went into the shop as an apprentice under Metcalf.

Editor Metcalf ran The Times until October, 1912. The home of the paper was a little frame building near the city power plant just back of the Hall-Watson store. The building still stands but it is now unoccupied.

The Times was then printed on an old Washington hand press, but Mr. Metcalf traded it to a rebuilt Hoe Drum press. A gasoline engine furnished the power for this press.

In October, 1912, J. J. Price bought the plant from Metcalf and in December he moved it to the brick building on Center street by the railroad track where he now has a furniture store.

Mr. Price ran the plant until 1918 when he sold it to Fred Nevels for \$1,650. He had traded the old Hoe to a Cottrell rebuilt press. He also installed the first folding machine to be used in Corbin. One of the job-

bers which he bought is still in use here.

Nevels operated the Times plant so far as can be found out, until it was purchased by Judge Richard Williams. Judge Williams owned the plant until his death.

Under the Judge's ownership the paper was known as The Times-Tribune. John Lair of Mt. Vernon first edited it for him. Col. C. B. Clift followed Lair, to be followed in turn by M. C. Florer.

Florer was editor at the time of the death of Judge Williams. His widow then sold out to Herndon J. Evans and Dr. Tilman Ramsey of Pineville, who employed Arthur Morris to run the plant.

In 1927, Dr. Ramsey sold his interest in the paper to Mrs. Marie Peffer, who came to Corbin to run it.

In September, 1928, Mrs. Peffer's interest in the plant was purchased by Mr. Evans, making him sole owner. A few days after this deal was made, J. L. Crawford bought into the plant and came to Corbin to take charge of it, October 1, 1928.

April 1, 1929, J. Springer Robinson of Harlan bought an interest in the concern, and a program of expansion resulted in moving into the present quarters, installation of a modern flat-bed perfecting press, an additional Linotype, saw and casting outfit and other equipment.

At present the stock in the Times-Tribune is owned by J. L. Crawford and Karl E. Davis of Corbin, Herndon J. Evans of Pineville, and J. Springer Robinson of Harlan. Under their ownership and management the paper has rapidly moved to the front in the ranks of Kentucky Journalism, bringing recognition to the paper and to the city of Corbin.—Issue of June 30.

I could enumerate many other Kentucky newspaper boys who have risen to fame and fortune but now I must really quit. I am sorry for the rest of you, but I assure you, in reciting these reminiscences, I have been having a bully good time.

### BOY 12, EDITS NEWSPAPER

BURKESVILLE.—Ralph, the 12 year-old son of Mrs. I. T. Shannon, editor of the Cumberland County News, edited and printed the week's entire issue while his mother was busy with the Cumberland County Fair catalog. He is being widely congratulated on his effort, which reflects his excellent training in the profession.

### POOR ECONOMY

It is said that newspapers are the windows through which the public views public affairs. But no one can see anything if a window is darkened or the blinds are down. Too many public officials make it their business to see that the blinds are down to illuminate their doings. When the papers attempt to turn on the light, or raise the blinds, they are accused of being grafters, trouble makers, snoopers. One class of public official spends more money than others combined, yet this class notoriously determined to prevent having the light turned on, or the blinds raised. In response to the statement that the public is entitled to know what is going on, the response is anyone who is interested can examine the records. The fact is that in many instances no intelligible records are kept. This leads to the justifiable suspicion that one of the reasons for opposition is to cover up neglect. But, suppose records are properly kept, how many are capable of taking off balance sheets, and arriving at proper conclusions? Another class of officials that spends a substantial amount of money, is required by law to publish reports of proceedings, and periodical financial statements. Yet numerous individual bodies of this class persistently defy the law. "Economy" is the reason given, but is it economy to deprive the people of information to which they are justly entitled? One editor in the state says, when public officials fail to do their duty the local papers should "treat them rough." The advice is good.

This question has been asked in a few places as to whether the printers should join in what seems to be a lowering of prices in all lines of business.

The printers should, if they have any actual foundation to base a reduction, if the paper bills, ink bills, type, bills, salaries, rent or taxes would show any appreciable reduction, the printers then would have reason to join a movement for a reduction in the prices of their product.

Recently there appeared in a national publication an advertisement stating that a certain bond paper had reduced its prices materially, without actually stating what the reduction amounted to.

Many buyers of small printing orders asked for the use of this particular paper expecting a saving of as much as a dollar on 500 letterhead order. The actual reduction was two cent per pound which would amount to ten cents on 500 regular size letterheads.

About 40 per cent of what the printer takes in goes to the purchase of paper, ink, engravings, about 30 per cent he must pay his own salary, the rent, taxes, depreciation, advertising

### TO ENFORCE POSTAL LAWS

The postoffice department has started a drive to strictly enforce the law against the use of the mails for the promotion of lottery schemes. A lot of this has been getting by, and because it did get by, others have been tempted to take a chance. Any kind of trade promotion scheme in which there is a drawing or the awarding of prizes by lot is a lottery, and it is against the law to advertise it thru Uncle Sam's mails. If a newspaper permits one of these gift enterprises to be advertised thru its columns, it is likely to have its second-class mail rate taken away. "Taking a chance" on running a lottery advertisement is a bad kind of buzz saw to monkey with.

and innumerable miscellaneous expenses. It is said that if he is lucky he will be able to retain about six cents out of every dollar as net profit.

From these figures there does not seem to be any possibility of the printer joining the downward trend until the prices on everything which he must buy have come down also.

In some instances it is said that people who sell their products to the printers have urged reduced prices on the finished printed product that they sell some of their own product at the right price. Why should the printer be the goat in this cut-throat method of getting business.

Robert Maxton, writing in the Business Printer of December, 1930, gives a good answer to this. He said:

"If there is any price cutting to be done, certainly it is not the printer who should do it. There has been enough of this in the past. Already the margin the printer has to work on is too small to allow for any of that. The cutting must come from those who sell to the printer. It is their turn, if there is to be any cutting done at the present time. When these cut, printers can hold steady and increase their margin to, say 35 cents on each dollar. Then, perhaps they will make what they should from their investment and efforts.

"This, however, may be but an idle dream, for there is no reason in the world why the sellers to printers should reduce their prices one cent. They are helpless in the matters, for they must have the materials or go out of business. They are between the upper and nether millstones—the in-betweens—and with the pressure from the top and the lack of resistance from the bottom they must be firm and strong, for one slight touch of weakness and they will be crushed.

"There is only one thing for the printer to do who wishes to stay in business these days, and that is to refuse to be crushed or to become the goat for others. If some other wants to play the part, let him. It will pay better to do less work, discard useless equipment, let some work people off, cut down purchases, and do only the work that will give a profit. The road may be rough for a time, but eventually a substantial business will be built up, and increasing the plant equipment, in time not only 6 cents out of each dollar will remain a profit but more nearly 10 cents, and from a less business in dollars and cents more dollars and cents will be left as a profit.—Minnesota Press.

.....  
"Fame, we may understand, is no sure test of merit, but only a probability of such; it is an accident, not a property of man."—Carlyle.  
.....

### IMPERIAL METAL

Eliminates Machine and Metal Troubles

Hundreds of publishers have found by actual experience that Imperial Metal reduces machine and metal troubles to a minimum, lowers yearly metal costs and makes better looking work. Order your Imperial Metal direct from any of the following warehouses:

CINCINNATI  
McHugh Exp. Co.  
220 W. 3rd St.  
Main 1150

NASHVILLE  
Robert Chadwell  
Trans. & Storage Co.  
101 B'dway Tel. 6-8572

LOUISVILLE  
Diskson Co.  
119 N. 4th St.  
City 7951

#### Imperial Type Metal Co.

Philadelphia      New York      Chicago      Los Angeles

### Who Does Your Ruling?

Our Ruling Department is equipped with the latest and best machinery.. Our service is prompt and our prices are reasonable.

Send us your orders for Ruling, Punching, Stripping, Perforating, Crimping, Round Cornering.

**LOUISVILLE PAPER COMPANY**  
LOUISVILLE, KENTUCKY

## 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)

THREE BODY FACES IN MAIN MAGAZINES

EVERY JOB SHOULD ST  
Every job should start with a  
**EVERY JOB SHOULD ST**  
Every job should start with a

10 PT. CLOISTER BOLD WITH ITALIC  
FIRST MAIN MAGAZINE

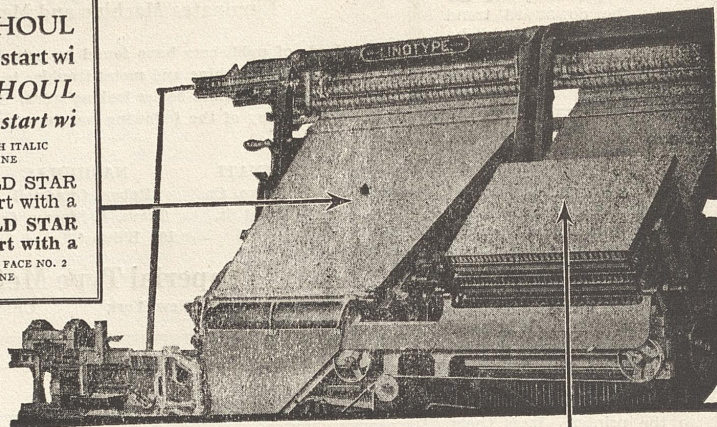
EVERY JOB SHOUL  
Every job should start wi  
**EVERY JOB SHOUL**  
Every job should start wi

14 PT. CLOISTER BOLD WITH ITALIC  
SECOND MAIN MAGAZINE

EVERY JOB SHOULD STAR  
Every job should start with a  
**EVERY JOB SHOULD STAR**  
Every job should start with a

8 PT. IONIC NO. 5 WITH BOLD FACE NO. 2  
THIRD MAIN MAGAZINE

The Model 14 equipment shown is merely suggested. There are dozens of varying matrix combinations available—one that will be just right for your requirements.



THREE DISPLAY FACES IN AUXILIARY MAGAZINES

## Plan and Equip NOW For the Changing Business Conditions...

THESE are days for planning and action. Plan to get new, profitable business—act and equip to take care of it adequately.

A Model 14 Linotype with wide auxiliary magazines will go a long way toward filling up those two or three slack days after publication that you have each week... it will give you the equipment and capacity for a big increase in job work... take care of your newspaper requirements and give you new, clean type to print from... banish the drudgery and waste of distribution... release you for the leadership and inspiration your business and your paper need to prosper. You can get a Model 14 equipped to meet *your* requirements—with the typographic variety that will be most productive and profitable. The equipment shown above is a suggestion. Dozens and dozens of varying combinations are possible within the range and capacity of the machine.

One, two or three main magazines—the same latitude in auxiliary magazines—whatever is best suited for you is what you need. The nearest agency will be glad to counsel with you, study your problems, make specific recommendations. And all without any obligation, of course.

EVERY JOB SH

24 PT. CLOISTER BOLD CAPS  
FIRST AUXILIARY MAGAZINE

EVERY JOBS

30 PT. CLOISTER BOLD ITALIC CAPS  
SECOND AUXILIARY MAGAZINE

EVERY JO

36 PT. NARCISSE CAPS—THIRD AUXILIARY MAGAZINE

## MERGENTHALER LINOTYPE COMPANY

BROOKLYN, N. Y., SAN FRANCISCO  
CHICAGO, NEW ORLEANS

TRADE **LINOTYPE** MARK

CANADIAN LINOTYPE, LIMITED,  
TORONTO, CANADA

Representatives in the Principal Cities of the World

LINOTYPE CLOISTER, NARCISSE AND INDICATED FACES

510.31.8-c