

**PAGE(S)  
MISSING**

**HIRAM DUDLEY FIFTY YEARS IN INDUSTRY**

Hiram Dudley, editor and publisher of the Flemingsburg (Ky.) Times-Democrat, and now in his fifty-first year of continuous service in the industry, was born September 13 1845, a son of Charles Zadock and Sophia Northcott Dudley of Fleming county, Ky. When 21 years old Hiram went to western Missouri, and on April 16, 1873, began the publication of a weekly, the Times, at Aullville. The publication continued for a year when he merged it with a paper at Lexington, the Caucasian. Hiram Dudley worked on the Caucasian until September, 1874, when he and an old printer, Herman Westbrook, began the publication of the Cass County Times at Pleasant Hill, Mo. This was during the grasshopper visitation of 1874-75, and when the grasshoppers ate up everything green in sight he sold out his interest in the Times and returned to his old home in Kentucky.

He worked as a compositor on the Flemingsburg Democrat until 1877, when he started a job office in Flemingsburg, and in February, 1879, began the publication of the Flemingsburg Times. Some two years later he bought out the Democrat and consolidated the two papers under the name by which the paper is now known, the Times-Democrat.

Though age creeps on, Mr. Dudley is still fond of hunting and fishing, likes to see a good game of baseball or basketball, and enjoys life in general. —Linotype News.

If its news of the Kentucky newspaper fraternity, the Press wants it. Send it in.

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Why not increase the efficiency of your staff, or correspondents, by enrolling them in these courses?

For Information Address  
**DR. WELLINGTON PATRICK, DIRECTOR**  
Lexington, Kentucky

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 means that they have access to a near-by casting box. Only sixteen papers have adopted the 12-em width column, one uses an 11 em column, two use the odd size of 13½-em column, while 151 kept the old 13 em column in their papers. In the number of columns to the page we find the six-column page is the most popular with 94 editors, the seven-column page with 52 editors, and eight-columns find 14 adherents. Five papers are listed as printing only five columns to the page, one with four columns, one with three columns, and one with the colonial-day custom of using nine columns, the so-called blanket sheet. In the column length we find papers running

from 14 inches up to 22 inches, with the popular length being 19¼ or 20 inches.

**Circulation Statistics**

In the following table circulation and advertising rates are given according to the headings at the top of each column. The names of the papers are not given but each line of figures stands for a particular paper. These are run in alphabetical order. The editor has been an advocate for many years of a proper and adequate column-inch rate for advertising. According to the survey of the National Editorial Association, the minimum advertising rate per inch that the country newspaper should charge in order to cover cost plus a small profit

should be:  
 Circulation.

Circulation.	Rate Col. Inch
Less than 500	25c
500-1000	30c
1000-1500	35c
1500-2000	40c
2000-3000	45c
3000-4000	50c

In checking over the following figures we find that many of our Kentucky papers are not getting anywhere near the minimum rate per column inch that they should. We cannot urge any too strongly that every editor whose advertising rates are "below cost" should raise them to a living wage. Too many depend on the job shop to carry the newspaper load. You will be convinced by these figures.

Circulation			Rates																	
Total	Town	Rural	Display per In.	Ex. Comp. per In.	Reader per Line	Political per In.														
2460	520	1040	30	10	10	30	500	....	....	30	5	..	..	1730	444	950	35	10	5	35
750	....	....	20	5	..	..	4000	800	3000	30	5	8	35	900	400	500	30	10	5	30
1000	300	600	20	5	10	20	1569	569	1000	25	10	10	25	2791	688	1871	40	5	10	40
2600	500	1300	35	5	5	50	1525	200	800	35	10	10	..	3000	....	....	40	10	..	..
1840	740	830	35	10	10	35	1800	720	720	30	5	10	30	800	200	600	20	10	5	40
2500	500	1600	30	10	10	40	1180	327	640	25	10	10	50	1200	....	....	15	10	..	..
1500	500	1000	20	5	5	20	625	....	....	20	5	..	..	1800	600	900	30	10	10	30
1250	450	800	35	10	18	50	2175	500	1575	35	10	10	50	1050	350	700	25	5	10	35
1200	....	1200	30	10	5	30	1700	....	....	30	5	10	50	1500	500	800	25	10	10	50
1853	435	1418	35	10	15	42	2925	....	....	40	10	..	..	1400	840	550	25	5	10	40
1300	450	200	35	5	5	30	4259	1225	2500	40	5	10	50	900	300	600	30	10	7	50
1500	500	500	30	30	10	50	1965	393	1572	30	5	10	30	2521	1200	1321	40	5	10	50
815	200	600	20	10	5	30	1850	700	1150	40	10	10	40	4312	1200	3100	42	10	10	56
1875	....	1538	25	10	10	30	1400	450	800	20	10	7	30	2100	1000	850	40	10	10	50
2300	250	1700	35	10	5	50	2200	1100	1100	30	5	10	50	500	....	....	25	5	6	48
2000	3000	1700	40	..	12½	50	500	....	....	20	..	..	..	1500	1900	500	30	5	15	45
535	161	300	25	5	20	30	3250	....	....	30	..	..	..	1350	300	900	25	5	10	25
2900	200	600	40	10	10	50	1025	400	625	30	10	20	30	3280	810	1470	40	10	10	50
500	100	400	15	5	7	15	3150	600	2500	35	10	10	40	2500	1200	1300	35	5	5	50
1517	180	1150	25	10	10	25	2000	1000	1000	45	5	10	45	1250	300	950	25	10	6	35
1000	270	630	30	5	5	50	1800	750	1050	30	5	5	50	1000	....	....	20	5	..	..
1750	700	875	25	10	10	50	4500	2000	2000	50	..	20	50	1500	600	900	30	10	10	30
2314	800	1360	35	..	10	35	3658	800	2858	40	..	10	50	4600	....	....	40	10	..	..
1230	400	650	25	..	10	25	1600	....	....	18	4	..	..	2850	900	1925	40	..	10	50
2000	500	1100	30	10	10	40	1900	800	900	30	10	12	35	2500	850	1550	40	10	10	50
2200	500	800	40	5	..	40	2250	550	1700	40	5	10	50	4450	2000	2000	60	10	10	75
1780	400	1275	30	5	5	50	2000	....	2000	35	..	4	35	1400	600	800	30	10	10	50
1800	500	1300	35	5	10	50	2500	....	....	30	..	10	40	2000	500	1500	35	10	10	50
3600	2000	1100	40	5	6	50	790	300	490	40	10	7	40	1600	250	1350	40	8	15	50
1230	330	900	25	5	5	25	3898	2045	1853	40	10	10	40	3150	1450	1700	30	..	5	30
1250	500	600	25	5	6	25	2300	1100	900	27½	7½	10	27½	3360	1171	1350	30	10	10	50
2000	1000	1000	40	10	10	50	1400	750	650	30	10	10	50	1200	....	....	25	10	..	..
1600	400	1200	30	10	..	..	2100	600	1500	35	10	7	45	700	500	200	35	..	7	50
3000	1500	1250	40	..	10	50	2285	338	1847	40	10	10	50	600	200	400	15	5	5	20
2429	595	1506	30	10	10	50	656	250	400	20	10	5	20	3600	1600	2000	35	5	7	50
2400	475	1625	30	10	10	30	2624	605	1824	45	10	10	60	2750	1250	1550	40	10	10	50
2400	....	....	30	10	..	..	1200	240	960	25	10	5	35	3100	1250	1850	40	5	10	50
1250	700	550	30	10	10	35	1200	400	800	30	10	10	50	2000	500	1500	40	..	10	40
1150	500	650	30	10	10	35	2000	600	1400	30	10	10	40	1863	700	1163	25	10	4	35
1150	500	650	30	10	10	50	2198	456	1482	35	10	10	35	1000	300	700	25	10	10	25
1500	600	500	30	5	5	35	2475	900	1450	30	10	10	40	2300	....	....	30	10	..	..
2800	900	1900	40	10	15	40	3200	1000	1000	25	10	5	25	2485	1130	1355	40	10	12½	60
3650	1600	2000	40	15	10	50	1450	800	500	20	5	10	20	3569	2569	1000	45	10	12½	60
2500	1500	1000	35	10	10	50	1000	....	....	25	10	..	..	1400	300	900	30	5	8	50
2085	950	1000	35	5	10	50	3250	1250	2000	25	5	10	30	800	480	320	30	10	10	30
							1700	427	787	25	10	5	25	850	425	425	20	5	6	25
							3100	800	1300	35	8	10	40	2764	1119	1217	35	10	10	50
							1650	415	1200	45	5	10	50	2150	1000	950	35	10	15	50
							850	209	441	25	5	4	25	2100	350	1450	30	10	12½	35
							2417	785	1632	28	7	10	28	3000	900	1240	40	5	10	30
							4000	400	3600	25	..	5	25	500	....	....	30	5	10	50
							2000	362	1292	30	10	10	35	1700	....	....	30	10	..	..
							1192	....	....	25	..	..	..	625	225	400	39	5	10	40
							2750	1000	1750	35	..	5	35	800	....	....	25	10	12	25
							800	500	200	17	5	5	20							

Circulation			Display per In.	Ex. Comp. per In.	Reader per Line	Political per In.
Total	Town	Rural				
1200	400	800	25	5	10	30
1985	375	1340	30	5	10	35
1310	.....	.....	33	..	10	33
2875	250	2675	30	5	5	30
1100	85	900	30	10	..	30
2680	700	1980	35	10	10	50
1500	.....	.....	35	10	..	..
2500	385	2000	40	5	10	40
1200	400	600	25	5	10	35
3000	.....	.....	35	5	10	30
600	350	105	25	10	10	50
2350	1000	1350	40	5	10	40

**IMPROVING THE MAKE-UP OF EDITORIAL FEATURE PAGES**

(By John E. Allen, in the Linotype News).

Many newspapers—particularly the small town papers—make the mistake of setting editorials (and other feature matter on their editorial pages) in lines that are too wide for use in comparatively narrow measures. Wide measures call the use of larger faces.

While six, seven and eight point faces are approximate for use in newspaper columns for twelve to thirteen picts wide, those same faces are too small for use in columns from twenty-four and a half to twenty-six and a half picas wide. Comparatively wide lines set in comparatively small faces are unattractive and difficult to read.

Although it would be foolish to attempt to lay down an arbitrary rule for the width of type lines, repeated experiments suggest that a fairly safe guide to follow is this: That a column should not be much wider than an alphabet and a half of the lower case characters of the font to be used—not more, at least than two alphabets, or fifty-two characters of lower case.

Many editors who now set their editorials (and certain feature matter) in twenty-four and a half or twenty-six and a half pica widths would do better to increase the type size, or to decrease the width of the columns.

Those who do not wish to increase the type size, but do want their editorial columns to be at least a little wider than the regular news columns, can secure the desired result by converting three regular columns into two columns from seventeen to nineteen picas in width. An even more attractive arrangement results from converting four regular columns into three columns of three sixteen picas wide, with extra shoulders of white space on both sides of the column rules involved.

The regular columns of the Linotype

News are twelve and a half picas wide, eight columns to the page. But the magazine page (page five) appears in six columns—sometimes in four, with a double column panel in the center. And extra shoulders of white space help considerably to brighten up the page.

Eight times twelve and a half picas equals 100 picas. Allowing for seven six point column rules, the total printing width is 103½ picas. Six into 103½ picas goes sixteen times, with seven and a half picas over for the column rules and extra shoulders of white space.

These columns sixteen picas wide are more attractive, and easier to read, than would be the case were the same face and point size to be used in columns twenty-five and a half picas in width or wider.

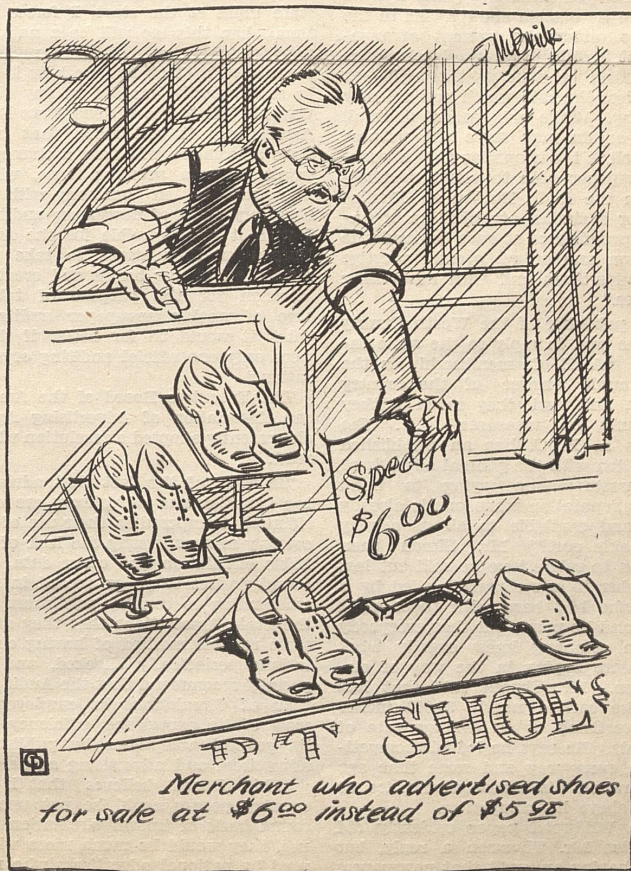
The suggestion is offered that editors desirous of brightening up their editorial or feature pages, study the make-up or page five of The News. Observe the attractiveness of the page as a whole. Notice the widths of its columns—how easy the lines are to read. And don't overlook the bright-

ening up effect contributed to the page as a whole by the use of extra shoulders of white space for the column rules.

Papers that now use four single columns to present their editorials or feature matter, or that use two double columns of eight point or smaller for that purpose, should find it desirable to convert those columns into three columns, with extra shoulders of white space for the column rules. Of course when only part of a page is presented in this way, there should be no extra shoulder of white space to the right of the third column rule. Those three wider column should be self contained and not intrude on the single column lines adjoining.

Tell the Forum, and your brother editors, your newspaper problems.

Otis C. Thomas, published of the Liberty News, now operating in a new modern brick building, recently added a Linotype. Mr. Thomas has been publishing the News, established in 1904 by his father, about ten years.



(Continued from First Page)

ing manager of the Western Electric Company, who is president of the Audit Bureau of Circulations, the Skowhegan paper said: "Perhaps the greatest benefit derived from our membership in the Audit Bureau of Circulations is that we have been able to maintain a rate for advertising commensurate with our 4500 circulation. Numbering among the larger weeklies it is perhaps natural to expect that we would receive practically all national accounts using Maine papers in our class even though we maintained no audit service. We are satisfied, however, that our A. B. C. statements have resulted in some additional business. An instance of this occurred recently. After working on an account for some two months and having been actually turned down, we drove home a final argument of A. B. C. membership."

"A two-year contract was received last week, our patron replying in part: 'We appreciate the fact that the Independent-Reporter is a member of the A. B. C., which is unusual for a weekly paper. We wish more of them would follow suit.' Prior to our affiliation with you some five years ago we engaged no outside auditor. As to the expense under the present arrangement, it is difficult to imagine how the work could be done so thoroughly at much less the rate which you are now charging. While independent or small group audits may serve the purpose very well, it is our opinion that a weekly newspaper able to claim membership in the Audit Bureau of Circulations or a similar organization of national prominence at once demands the attention and enjoys greater prestige with advertisers and with advertising agencies."

The publisher of the Worth County Tribune said in reply to the same inquiry: "A. B. C. membership is the only audit answer of the country weekly, and until they reach it they take only half measures. . . . Who besides A. B. C. has an established reputation with the general advertiser? Why waste money trying to build such a reputation when one is already built and available to all at a very reasonable cost?" Mr. Simon then goes on to relate how he sold out last December to a company headed by a man who had been with them eight years and he points out that everybody in the company knew exactly what they were buying in the way of circulation. Mr. Simons said that last year he carried nearly 35,000 inches of advertising at an average rate of 27 cents. He says he led his competitor in every way and some time ago even raised his subscription price 50 cents above his competitor.

The Wildwood paper evidently did not give Mr. Thomson a reply, but after having an audit that newspapers

allowed its record to fall behind the requirements of the Bureau and it was necessary to place that publication under suspension. Instead of dropping out, the paper paid its dues right along until it would be restored to membership. It is hardly likely that they would have done this had they not felt A. B. C. membership was worth what it cost.

The field manager of the Nebraska Press Association in a recent article said: "Advertisers have the same right to know what they are buying as any other customer. Although service is an indefinite quantity, Nebraska publishers are attempting to define it in terms of what the market demands and are endeavoring to furnish every possible aid in determining the value of their service. Realizing that others had worked on similar problems, their first step was to secure a copy of the requirements of the Audit Bureau of Circulation and model their general plans as closely as possible upon these requirements." In a letter to the Bureau a few months ago this same field manager said: "It seems to be falling to me to sort of promote the idea of country newspaper audits generally in other states as well as Nebraska. While the work will necessarily be done in state units at the start, I foresee the time when this too will be a national activity taken care of by a national organization. I do not see how it can be satisfactorily handled in any other way. If left to the various State Press Associations it will mean that each state association will have a chance to inject its own peculiar ideas, which may not be in harmony with the necessary spirit of newspaper auditing. I wish it were possible for the Audit Bureau of Circulations to take this matter off of our hands and create a division for the purpose of taking care of weekly newspaper audits. I think it would be far better if there were only one official auditing organization."

The Executive Board of the American Association of Advertising Agencies recently adopted a resolution which read:

"In view of the fact that advertising agencies and advertisers are considerably hampered in their use of the country newspapers by the lack of reliable circulation and other data, this Board desires to go on record in recommending to country publishers and the State Associations that they adopt some reliable method of having circulations periodically checked, and especially recommend that the Audit Bureau of Circulations be employed in view of its experience, efficiency and its general acceptance by publishers, advertisers and advertising agencies.

"This Board believes that if the country papers could be put upon a sound basis of known circulation values, they would be much more widely used by national advertisers who need

that kind of coverage and now often hesitate to use it.

"One great advantage of the Audit Bureau of Circulations would be absolutely uniform methods of auditing and reporting.

"This Board desires to compliment the State Press Associations of New York and Nebraska for initiating audited circulations in their states and sincerely hopes that such auditing will finally be entrusted to the Audit Bureau of Circulations."

Many publishers think they cannot afford the expense. For papers with a distribution of 5,000 or less per issue the cost is only \$1.00 per week. This is the annual dues, and there is no further cost. It includes all auditing expense, except perhaps in the case of the initial audit, which may not be quite covered by the first year's dues. This surely is not much of a burden to any publisher, and is insignificant as a business promotion expense. It is probably no more than will be found necessary to handle the publishers, statements and make audits under the auspices of the State Press Associations. It would be a nuisance to have a number of standards. As the Worth County Tribune man said, why waste money trying to build up an organization for circulation verification when one is already built and available to all at a very reasonable cost?

The question asked by the small town weekly publisher, "What could I get out of a membership in the Audit Bureau of Circulations," is a very practical one and perfectly legitimate. It is usually asked, however, with a rather narrow outlook, or let us say, a shortsighted view of what will be the benefit to them. If by benefit they mean what advertising contract will immediately fall into their laps upon entering the Audit Bureau, no one can guarantee them any specific immediate benefit.

There is no doubt that many advertisers are passing up the small town field entirely because they feel too uncertain about it. That many of them are looking towards it with considerable interest is evidenced by the recent developments among the Press Associations themselves and in the Association of American Advertising Agents. The question should not therefore be "What immediate specific contract that some other paper is getting will my individual paper secure if I join the Audit Bureau of Circulations." The question should be the big question of "What larger prosperity will come to the small town field as a whole in which my paper will share if we organize our field on a verified circulation basis?"

Another point of misunderstanding has been that nothing but paid-in-advance circulation is recognized in the Bureau's reports. This is a mistake. Every copy distributed to a reader is

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faithfully reported. It is true that the distribution is segregated and analyzed in such ways that its character may be known to the advertiser, and no publisher should be unwilling to disclose the exact facts about the thing he is offering to an advertiser in return for the latter's money. If a publisher distributes regularly 3000 copies, 1500 copies of which are paid for in advance, 1000 in three months and 500 some time after six months have passed, he should be willing to tell the advertiser all those facts. That is what the A. B. C. member does in the Bureau reports.

The Audit Bureau of Circulations is not a hardboiled circulation watchdog which has undertaken to go about the purpose of catching dishonest publishers. It is a creature of the publishers themselves. It is a cooperative organization owned and operated jointly by publishers, advertisers and advertising agencies through which the buyer and seller of advertising space can deal frankly with one another on the basis of a thorough understanding of all the facts. This makes it a great convenience for both parties, and the A. B. C. has proved itself in the fifteen years of its existence to be a remarkable promoter of business for its publisher members by establishing confidence in the whole business of advertising. The small town field may partake of that prosperity if it will.

The effort of any publisher to give advertisers information should be done direct along the lines of what the advertiser wants. So far as a daily newspaper is concerned this is exemplified by the standard form of report used by the Bureau on that class of publications. The three weekly newspapers which are members of the Bureau have been using the same form, and it has evidently proved satisfactory. On this form the circulation is divided into three territorial divisions—city, suburban or trading territory, and all other. City is generally the corporate limits of the city of publication. Suburban or trading territory is the territory surrounding the city from which the city draws its trade. This is described in Paragraph 10 of the Audit Reports. "All other" is all territory beyond that classed as city and suburban. The Bureau's requirements are that the publisher shall have a record of his distribution for each issue, segregated by the various classifications which I have just described. Paragraph 8 provides for three divisions of the paid. Paragraph 11 provides for various classifications of what does not measure up to the Bureau's definition of paid. The keeping of this information for each week will not entail any considerable work or expense to the publisher.

Proof of the correctness of the figures set up by the publisher for these various classifications can be substantiated in several ways. One supporting

way would be a mail list for periodical dates during the twelve months—say a list every eight weeks. It is also necessary for the publisher to keep a record of how many papers were printed each issue and a record of the amount of paper that was used. A permanent record book must be maintained. The Bureau has prepared such a book for the use of daily newspapers, but as yet has no special book for weeklies. Such a book will undoubtedly be prepared when the number of weekly members warrant it. In the meantime the regular newspapers circulation record book can be used.

Lehigh Harrison, publisher of the Henderson Gleaner and Henderson Journal, today announced the purchase of a site on North Elm street for a new home for the two papers. He plans to leave in a few days to visit newspaper plants in other cities for ideas before completing plans. The site, bought from Mr. and Mrs. George Minnis, has been occupied for 50 years by a building now used as a boarding house.

(Continued from First Page)

(Pumpkins).

"What do these strong forebodings mean." (Ghostly weird shapes).

"No leap in the dark when buying here." (Frog).

"Witch shall it be. Take your choice." (Witch).

**Autumn**—Foliage and flowers rich in reds, orange and brown, together with the fruits of the harvest. The grape is particularly designated as a fall symbol. (See September).

**Columbus Day**—Pictures of Columbus and his caravels, Ferdinand and Isabelle of Spain, his landing in America, etc.

(Compiled by, and printed here through the courtesy of The Advertising World, Columbus, Ohio.)

The Forum wants your letters on current problems. Send them in.

W. F. Fultz, publisher of the Olive Hill Herald, which he established 15 years ago, purchased a Model 8 recently. The Herald is housed in its own building.

NATIONALLY ADVERTISED  
PAPER

Mr. Editor: Your customer, a paper user, reads about certain nationally advertised brands of paper in every magazine. Do you take advantage of this advertising? Do you supply your customers with this paper on their orders? It costs you no more than the other trade marks. Why not stock the advertised brands and secure them from—

L. C. TURNER

Lexington Representative  
WHITAKER PAPER COMPANY

C. A. WALSH  
Western Kentucky

FRANK PUND  
Eastern Kentucky

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.

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

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

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

**Imperial Type Metal Co.**

Philadelphia

New York

Chicago

Los Angeles

# HERE'S WHAT THEY SAY:



TRADE **LINOTYPE** MARK

**MERGENTHALER  
LINOTYPE COMPANY  
BROOKLYN, N. Y.**

San Francisco • Chicago • New Orleans  
Canadian Linotype, Limited, Toronto 2  
Representatives in All Principal Cities

THE KENTUCKY PRESS

September, 1929

## Doubled Our Business

"...No printshop, regardless of size, can afford to be without a Linotype. One machine has enabled us to double our business volume, and at the same time cut our weekly payroll from seven to two—the writer and his son..."

R. R. PITCHFORD, Editor and Publisher,  
The Citizen Times, Scottsville, Kentucky.

## Paid for Itself—Plus

"...We shall always consider the day we decided to buy a Linotype the turning point in our business. We have had the machine five years now and it has not only paid for itself, but has earned sufficient income to pay off other obligations—such as a needed new cylinder press and additional equipment, besides earning enough to support two families..."

WILLIAM SEMMLER, Editor,  
The Mokena News Bulletin, Mokena, Ill.

## A Money Maker

"...I put my Linotype to work just twenty months ago. Today that machine has to its credit not only paying for itself, but I have bought my own building and have it partly paid for. I bought a cylinder press, used, and have it paid for; I bought a used car and have it paid for, and am putting out a twenty-four page paper, all by myself, all composed on my Linotype..."

A. B. EDSON, Publisher,  
The Morton County Farmer, Rolla, Kansas.

## How Did We Exist?

"...As I look back on the old days, I wonder how we ever existed without Linotypes; in fact, we did exist and that is about all. Since installing the machines, it is needless to say that the business has increased materially, and each time we have added a machine, while wondering whether we had enough work to warrant running another machine, it has meant increased business. We are immensely pleased to think we have four of your remarkable machines in operation at present..."

HARRIS M. DOLBEARE, Publisher,  
Wakefield Item, Wakefield, Mass.

## Increased Production

"...We appreciate the problems newspaper men have... the labor problem was quite an item with us. It was just as hard for us to keep good printers as it was to meet the heavy payrolls each week. We purchased the new Model 14 S.K. with labor-saving in mind, and we have not been disappointed. It has done more than we expected. It is a machine that has helped us to increase our production with a minimum of effort and labor... We would not take twice the purchase price of the machine and try to do without one just like it..."

J. B. ADAMS, Editor and Publisher,  
The Southern Star, Ozark, Ala.