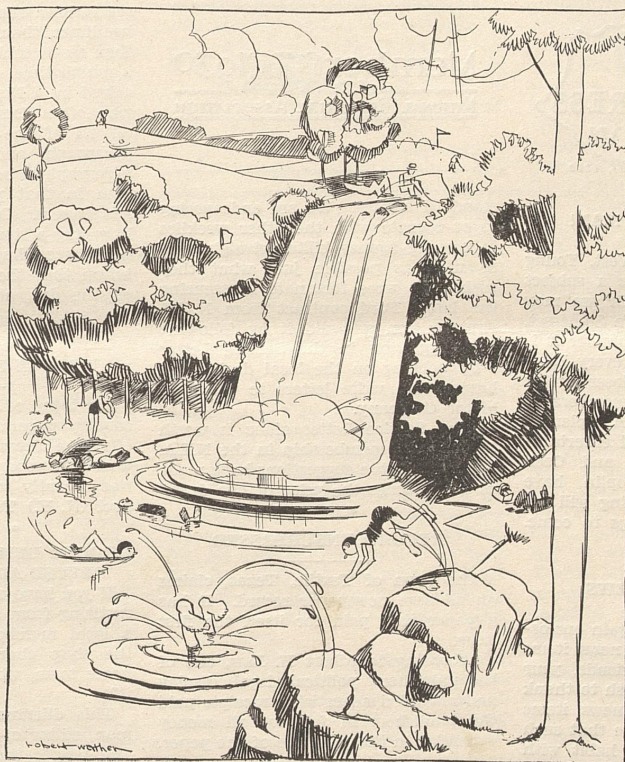


# THE KENTUCKY PRESS

Of, By, and For The Kentucky Newspapers

## The Journey's End



Courtesy Engraving Department, Louisville, Courier-Journal.

Volume Two

JUNE, 1930

Number Five



# THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

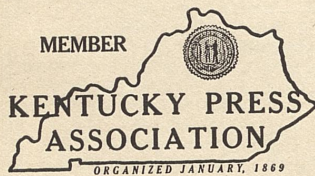
VICTOR R. PORTMANN, Editor-in-Chief  
FRANCES L. HOLLIDAY, Assistant

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### PRESS ASSOCIATION OFFICERS

HERNDON J. EVANS, Pineville Sun, President  
JOE T. LOVETT, Murray Ledger-Times, Vice-President  
JAMES T. NORRIS, Ashland Independent, Chm. Exec. Committee  
J. CURTIS ALCOCK, Danville Messenger, Secretary-Treasurer



### GO SOUTH, YOUNG MAN!

Horace Greenley's "Go West, Young Man!" comes in handy as a subject for this short editorial. Or we may again paraphrase it, "Go To Somerset, Young Man!" Whatever manner it is worded, it means just that every Kentucky editor will be the loser unless he meets the loyal KPA members at Somerset next month. A splendid program of instruction and entertainment has been prepared and Cecil Williams and George Joplin have determined that this meeting will set a criterion for all meetings to come. Meet you in Somerset!

### SEND IN YOUR NEWS

With this issue we are again enclosing return post cards for news items about your office, your friends, your family, and yourself. We wish to thank those who have sent in news items from time to time and hope that such procedure will become a habit with every editor in the state. Make use of the cards, please.

### ANXIOUS TO CO-OPERATE

A gratifying number of requests for samples of the N.E.A. standard invoice for billing national advertising and orders for the mat or electro of the ruled portion of the invoice have been received the past month.

Typical of the letters received is the following from F. C. Eaton, publisher of the Audubon County Journal, Exira, Iowa.

"Please send me sample of N. E. A.

standard invoice. We are endeavoring to co-operate with the other weeklies in keeping agency billing straight and as near as possible just what they wish. We were fortunate in securing the latest Ford contract from N. W. Ayer & Son and did it by following the suggestion in the Service Letter —by working on the local dealer and having him write letters to the Ford Motor Company.

"The Service Letter alone is worth the price of membership in the N.E.A. and some of the suggestions have made us many times the price of our dues."

### RECORD UNSURPASSED

The town of Textile, Texas, claims an all-time newspaper record. It has a paper that paid for itself the first issue.

According to Albert H. Law, one of the publishers, political, legal, display and classified advertising receipts paid the publishers in full for all money expended in the purchase of the paper.

### A BLACK SHEEP

Not all country newspaper publishers are co-operators. For instance, there is the type who sent this letter to an advertising agency that was compiling circulation and other information for use in preparing a list of papers to receive a large national advertising contract:

"Life is too damn short for a man who is editor, bookkeeper, solicitor, collector and man of all work about a country newspaper office to endeavor to answer all the fool questions pro-

pounded in your questionnaire. I know our field and get the business."

That type of publisher not only drives business from his own paper but brings discredit to all newspapers. He is a leaner, not a lifter. He is an added burden on the backs of the builders and co-operators.—N.E.A. Bulletin.

### ABANDONS SUMMARY "LEADS"

Frank E. Gannett, publisher of the Brooklyn Daily Eagle, has had placed on the Eagle's city room bulletin board the following message in which he urges the reportorial staff to get away from the practice of trying to tell the whole story in a one-paragraph lead:

"I hope we will all abandon the old worn-out, useless rule about telling a story in the first paragraph. It makes me furious when I read a story in the headlines, then in the first paragraph, then see it told again, and later retold a fourth time. This old rule was conceived by a New York newspaper man who often found it necessary to cut off all of the story except the first paragraph, and he wanted the first paragraph to be complete. We are seldom in that position in any of our newspapers. Our writers should know how long a story should be and should tell it accordingly, without any expectation that the desk will cut the tail on the dog, at least not just behind the ears."

### WEEKLY SELLS FOR \$107,000

Big-town editors who poke fun at country papers may try to laugh this off: The Press and Recorder Post, a weekly newspaper of Dickenson, N. D., was recently sold for \$107,000.—Liverpool (N. Y.) Telegraph.

### GROCER DEMANDS PAPER REFUSE ADS OF CHAIN STORES

If you have accepted chain store advertising from a neighboring town and a local merchant came bustling into the shop charging disloyalty to the home town, what would you do about it?

This dilemma confronted Ray Norman, editor of the Oklahoma Clarion, and this is the way he answered the merchant.

First the editor asked the merchant if he would sell a sack of flour to the manager of a chain store. Of course he would, because that was merchandise.

Then Mr. Norman opened his newspaper, spread it on the table before the merchant.

"The pages of my paper are my stock in groceries, the column rules my shelves, and on these shelves stand my stock of goods. This is what I have to sell."

The merchant promptly left the shop.



## KPA Promised Big Doings At Somerset

### Somerset Is Making Elaborate Plans To Entertain Kentucky Editors Next Month

The Kentucky Press association will dedicate the Hotel Beecher, Somerset's new one-quarter-million dollar hotel. Mr. Woodson Moss, leesee, will open the hotel just one week before the association is scheduled to hold the mid-summer meeting in this city.

The opening date is set for July 10. There will be a formal opening. Distinguished citizens are expected from every section of the state. Mr. Moss is making elaborate preparations to entertain the editors.

Convention headquarters have been established ahead and plans are going forward for the event. Local committees are meeting weekly and are perfecting arrangements for entertainment of the delegates. The people of Somerset are determined to make this the best summer meeting in the history of the association.

The program, which is published in this issue, tells only in part what will take place. It would be impossible to go into detail. There will be one surprise after another. Mr. Joplin and Mr. Williams have secured an entertainer of national fame for the banquet on Friday night, July 18. This will be a knockout. This feature alone will be worth the trip to Somerset.

Then there is the trip to Cumberland Falls on Friday. Cars will be provided to take all the delegates to this famous resort. Those who desire to do so may bring their bathing suits and fishing rods. You will enjoy a swim below the Falls. There is good fishing near the Falls. The Courier-Journal and Louisville Times will provide lunch at the Brunson Inn.

Saturday morning the women will assemble at the Somerset Country Club for a party, where the golf tournament will be held Saturday afternoon.

Its going to be a big three days. Remember there is a splendid highway to Somerset and the route is the most scenic in the state. Three large garages are located in front of the hotel.

The committee in charge of arrangements would like to know just how many will attend the meeting. Cards have been sent to all members of the K. P. A. Please return them at once, if you have not already done so.

We are creatures of habit and enjoy orderly homes and newspapers made up by system which provides regular places for regular features.—Editor and Publisher.

Famous last words—"Don't quote me."—Editor and Publisher.

## SELECTING THE RIGHT MAN FOR THE JOB

(By EARL MORGAN, Consulting Engineer, Philadelphia)

[This article struck Editor Charles McIntire, of the Pacific Printer and Publisher, as good enough for the lead position in his interesting magazine. It is here reproduced for the benefit of those Kentucky employers who read The Press and who may have missed it in the Printer and Publisher. Originally, this was an address given at the annual convention of the United Typothetae of America.]

There is little if anything known today about how to select men; but out of all the experimenting and intensive thought being given to the subject, we are gradually building up and developing more and more knowledge, and ten years hence the methods we are using today will probably seem crude. So in the absence of any 100 per cent method, the only thing we can do is to continue to give the matter intensive thought and study.

The yearly wage of a \$3,000 man is exactly the same amount as the annual wage of \$5,000 of capita at 6 per cent; so if you think of every man you employ in terms of capital which his wage can command, there should be no necessity to urge the use of all the care and thoroughness possible in selecting the personnel.

### No System Perfect

The matter of selection is not one to be handled by forms and formulae. It is not a problem of mechanics but of humanics, if I may coin the word. My experience makes it difficult to believe that any system will ever be devised for selecting the right employee every time. Each case must be handled individually; each case presents a new problem in personal characteristics and the job requirements, and it is here that the skill of the executive manifests itself by the quickness with which he sizes up conditions and adopts a plan to suit them.

An employee's qualifications should not only be weighed with respect to the requirements of the present opening, but also the possibilities of his measuring up to increasing responsibilities in the future. Every opening should be considered as an opportunity to develop an employee for a higher-up position.

This is so important, in my mind, that when I was with a corporation I always tried to constantly keep before me the question: Have we the human material on hand and in course of development which will measure up to the requirements, and—have we the executives in the making that we will need then?

### Advance Information A Necessity

I am one of those who believe that large business organizations are com-

## Western Editors Hold Interesting Meeting

### A. Robbins, Hickman Courier, Was Re-elected For His Third Term As President

A. Robbins, editor and publisher of the Hickman Courier, was unanimously re-elected president of the West Kentucky Press association for his third term at the annual meeting of the association in Paducah. All the other officers were re-elected: Elliott C. Mitchell, Sun-Democrat, Paducah, vice-president; Mrs. Margaret Hard Hogard, Crittenden Press, Marion, secretary-treasurer. The president will appoint the members of the executive committee before the next meeting in September.

The West Kentucky Press association comprises all the papers in the 13 counties of the First Congressional District, known as the Jackson Purchase. One of the leading topics of discussion at the meeting was good roads for this section of Kentucky, it being pointed out by Mr. Mitchell that the Purchase is behind other sections of the state in road construction and merely desires to catch up.

Col. Henry Lawrence, Cadiz Record, spoke on "Newspapers and Politics" at the opening session, holding that every good newspaper should be a power for good in local and state politics, leading the way for the voters. Joe T. Lovett, Murray Times and Ledger, led a round table discussion on the problems of the community newspaper, and Elliott C. Mitchell spoke at the luncheon on the "Future of West Kentucky." At the afternoon session, A. E. Stein, Hickman County Gazette, Clinton, led a round table discussion on heading off free space grafters, and Mrs. Hogard spoke on the advantages of membership in the Kentucky Press association and the National Editorial association.

At the business meeting, the Providence Enterprise, Providence, Webster county, was elected to membership, and Frank Evans, new editor of the Mayfield Messenger, was welcomed to the association.

inf to realize that the training and experience which comes out of growing up in the particular business is more valuable than any experience which can be bought on the outside.

Modern management methods demand that positions shall not be filled on a "hand-to-mouth" basis, but that there should be maintained at all times, in advance, information as to the current requirements for people and a detailed knowledge regarding likely candidates for all positions (Please Turn To The Next Page)



which may develop. All of which means that the personnel requirements should be budgeted in advance and a "waiting list" of capable and qualified material maintained. Such a waiting list should include an inventory of the present force so that opportunity to advance a worthy employee is not overlooked. To wait until a vacancy occurs and then rush out and grab whatever is available at the moment results generally in obtaining round pegs for square holes—bad for employer, even worse for employee. The person who is willing to wait to get into your organization, who wants to be with you, is the type which can be developed into an employee of good morale.

I put my faith in the selection that is made by the man who has had extensive experience placing people in the particular job in question, who has studied carefully why some have failed and some have succeeded, and out of all this has crystallized a mental picture of an ideal type for the job against which he judges the qualifications for an applicant.

My formula is very simple: Obtain all the information that I can from all possible sources about the person, including the opinions of as many others as I can interest in the matter; then weigh this with the data that I can obtain regarding the requirements of the position. The important thing, and perhaps the most valuable thing, I have learned is not to pass judgment until I have as much information and as many opinions as it is possible to get and to remember that even then mistakes are going to be made, but I don't believe there will be as many as if it was hauled on snap judgment.

My conception of scientific placement is that an attempt is made to thoroughly analyze an applicant's qualifications and then place him in a job where his strong points will have maximum direct application and his weak points the minimum exposure under best handling.

Give as much care and thought as possible to the qualities of the applicant in relation to the requirements for the job and the social relations involved. Then follow up closely the progress of the person who is selected and see that a change is promptly made at the first signs of weakness which cannot be corrected.

There is no question but that the losses due to poor selection are tremendous, but they suffer little in comparison with the losses due to allowing misfits to stay on the job too long after it is obvious that nothing but failure can be expected. Such procedure simply pyramids the loss.

Next I should like to discuss terms and conditions of employment, which is the second of the fundamentals to which I have previously referred.

The first factor is wages—the most

important factor of all in its influence on the morale or attitude of the worker toward the job. Wages alone cannot insure sound relations, but they must be right.

There is only one sound wage policy and that is to buy production, and buy it with the same business acumen that would be applied to the purchase of some supplies and equipment. An employee should be looked upon as an investment, and not a payroll expense.

If management works along this fundamental principle of buying production, it does not approach the employing of a new man with the viewpoint of seeing how cheap he can be hired, but rather with the idea of attempting to get the best quality and quantity production. Good management does not buy buildings and machines or equipment on purely a price basis. It weighs the respective merits of one piece of machinery at a cheap quotation with those of another at a higher price and is guided in its decision by how it will produce, and what is the relative unit production cost.

The wage is not the whole factor influencing unit production costs. Material, overhead, selling—all enter into the determination of profits, and rarely is labor the largest of these factors. It is not how much or how little you pay in wages, but how much and what quality production you get for your payroll outlay that counts.

But having a fixed flat wage scale in accordance with these theories is not enough by any means, as quality and quantity vary in human productivity just as they vary in raw material, and the price should be graded accordingly. All of which should seem sufficient reason in itself for financial incentives, but there is still a more important factor, the will and desire of the worker to produce. This can only be favorably influenced by offering an opportunity to earn more when he produces more.

When quality and quantity of workmanship improve, recognition should not be left to chance. Promotions should be freed as much as possible from the element of personal whim and other human traits. This is difficult, but where production can be measured fairly definitely then it is possible to make a promotion plan automatic upon attaining certain standards of production.

Recognition should not necessarily be limited to salary increases. Frequently awarding more responsibility gives the employee a stimulus; however, if he comes through with the responsibility, give him the money to which he is entitled.

The third fundamental is the matter of treatment. This deals with the personal relationship between the employee, his associates and the manager. It involves the method of

handling him from the time he has applied for employment, the way he is treated during the process of selection, how he is placed on the job, introduced to the surroundings, and so on during the tenure of employment.

Go back into the history of any successful organization and you will find that there was a fine morale built up by personal contacts, by the human voice and the human smile, by getting into the hearts and souls of the people the thought that they are a part of the business and proud of it. All sorts of relationships are possible where there is an assembly of human beings working together during the major portion of their waking hours, and the executive who does not appreciate that there is a direct relation between this morale and productivity fails to meet the first requirement of leadership.

Let me emphasize the influence of psychological factors in acquiring the personnel on future morale. The first relation that an applicant has with the company is during the employing process. Here he forms the first impressions of his prospective employer, which are lasting and, in fact, hard to overcome even though subsequent developments show them to be unjustified.

With a new employee careful nursing is necessary during the whole process of selection, placement and training. This is emphasized by the turnover records of the average concern, which generally show the greatest turnover during the first two or three months of the worker's service. Foremen and junior executives seem to be particularly prone to overlook this fact and neglect their responsibilities with new employees.

Provisions should be made for giving instructions to the new employee, and these instructions cannot be made too plain, because strange environment leads to confusion. Any misunderstanding regarding terms of employment will undermine the morale of the force. Opportunities for salary increases and promotion should be described with care.

Inform the new employee of the company, its business, its schemes of organization, its policies, its rules and regulations. In short, sell it to him and keep him sold. A new employee should be told what is expected of him and, in turn, what he may expect of his employer.

#### ASS'N CONDEMNNS RATES

The Association of National Advertisers, at its semi-annual convention, passed a resolution condemning the differential between local and national newspaper rates, declaring that no differential whatever is justified. The criticism was aimed chiefly against the policies of the metropolitan dailies.



## Mid-Summer Meeting Program

HOTEL BEECHER, SOMERSET, KY.

Thursday, July 17.

8 p. m.—Meeting called to order by the President, Herndon J. Evans, The Sun, Pineville, Ky.

Invocation by Rev. C. H. Talbot, Pastor Somerset Presbyterian Church.

Address of Welcome by Judge John Cooper, Somerset, Ky.

Response by Herndon J. Evans, President K. P. A.

Appointment of Committee on Resolutions.

Registration.

Friday, July 18.

8:30 to 10:15 a. m.—Business Session.

Report of National Editorial Association Convention by J. Curtis Alcock, Danville, Ky.

Round Table.

10:30 a. m.—Leave by motor for Cumberland Falls.

12:30—Luncheon at Brunson Inn, Cumberland Falls, as guests of the Courier-Journal and Louisville Times. (Bring your bathing suits and fishing rods).

Banquet Friday Evening

7 p. m.—K. P. A. delegates will be guests of the Somerset Journal and The Commonwealth at a banquet at Hotel Beecher in Somerset. Herndon J. Evans, President K. P. A., Toastmaster. Banquet speakers will be "Dusty" Miller, noted Editor-Humorist, Wilmington, Ohio; Former Governor Edwin P. Morrow, Washington, D. C.; Special Music; Dancing.

Saturday, July 19.

8:30 a. m.—Business session at Hotel Beecher.

Awarding of Newspaper prizes by Prof. Victor R. Portmann, Department of Journalism, University of Kentucky, Lexington, Ky.

Address by Lieut. Gov. James Breathitt, Jr.

10:00 a. m.—Golf Tournament at Somerset Country Club; Pineville Sun trophy to be awarded; Bridge.

Report of Committee on Resolutions.

### VALUE OF CIRCULATION CONTESTS QUESTIONED BY DUNCAN PUBLISHER

"If the newspaper cannot be sold to subscribers on its merits, of what value is contest circulation to newspaper advertisers?" asked the Duncan Daily Banner in an editorial in the issue of June 8.

"Usually a circulation contest is promoted by the newspaper that has the weakest circulation," wrote B. L. Abernethy, editor. "Failing to gain subscribers in competition with its rival, it resorts to artificial means to get circulation that is little better than artificial. There really is little reason why the public should be much interested in a circulation contest. The facts are that in Oklahoma they haven't been interested, either. It is well.

"Fill a newspaper full of all the home town news possible, good cartoons, photographs and up-to-the-minute wire news, and the circulation will take care of itself. The editorial department can do more toward winning and holding subscribers than 90 per cent of the contests where young women solicit—and buy—subscriptions for a newspaper."—Oklahoma State Press.

J. Curtis Alcock and son, Chauncey, are enjoying the National Editorial Association meeting and outing this

week. Our genial secretary will make a report of this meeting at Somerset. Keith H. Hood says, "On advice of The Press, the Trimble Democrat, Bedford, has installed a casting box. Believe it is going to be a big help to us." Personally, the editor cannot understand how any modern newspaper can get along without a casting box. Your duty to your community and especially your advertisers demands the best and most complete equipment that you can get.

### AS TO CUTTING THE RATES

The merchant cuts prices and secures funds to be invested in new goods for a new turnover. When the newspaper cuts its price it is generally confronted with the prospect of having to sell its new goods at the reduced rate. Take the case of a country weekly with a circulation of 2,000 at \$2.00 a year. It is not likely that a reduction to \$1.50 will secure a circulation of 2,500; but, admitting that it will, future sales of the 2,500 will produce a gross total of only \$3,750 whereas the gross from the old circulation rate would have been \$4,000. It will require a very substantial boost in advertising rates to make up the difference and cover the increased cost of production that is sure to be involved.

Cutting rates on subscriptions, advertising or printing is likely to be

## The Forum

May 16, 1930.

Dear Editor:

I want you to scan carefully my publication of this week, (twenty pages) and take special notice of the automobile number for the Coppock Motors of this city. I realized more than \$275.00 worth of additional advertising for this week's issue, with very little effort on my part, (by correspondence) because most advertisers were out of town firms. I also printed one thousand additional copies, making a total of 3,000 and set a rate of 50¢ per inch, and take it from me, the advertisers promptly responded nicely. Besides it makes a creditable edition and a neat additional revenue that every country publisher can always find room for.

I just thought I would call your attention to this and thought that you would probably be glad to write a story for the Press, and hope that I see it therein. Its worthy to spread and I hope that many publishers use the idea when an opportunity of this kind presents itself. From the time the idea struck me, and I mentioned it to the owner of this garage, he said go to it, and to the time I issued the publication, was exactly 15 days. So, you see after writing the letters, and buying two pages of auto "dope" from Western Newspaper, and the front story, the idea was covered and soon became a reality.

I think if more of us publishers would work our heads and not let Tom, Dick and Harry get into the field and sell pages and take the cream, we would be better off.

Fraternally,

J. P. GOZDER,

Campville News-Journal.

troublesome. Most of these rates are low enough, and a further reduction does not produce a good psychological effect. This is especially true of advertising. The experienced advertiser looks with suspicion upon a cheap rate. If the publication does not produce results, no rate is too low. If it does produce results no rate, within reason, is too high.

There is the lure of increasing business by reducing rates, but it is very essential to take into account whether or not the added volume will compensate for the added costs and the lowering of net returns.—E. F. Clipson in Publishers' Auxilliary.

In other days a suitor called upon his girl, pressing the doorbell and pressing his suit. Now he presses his auto horn and she goes motoring, pressing his suit.—Atlanta Constitution.



Jumped stories—carried from the first page to two or seven or nine or eleven—have long been a source of annoyance to both the reader and the makeup editor. So strong is the disinclination of the average reader to follow even a first-rate article to an inside page that much worth-while information has been lost to the reader and many a story has been "cut-out" far beyond its minimum news value because the news editor feared that the reader would be unwilling to pursue it through the "inside" of the paper.

Part of the trouble has sprung from a real difficulty in finding the jumped part of the story. To overcome this some newspapers use large, conspicuous carry-over heads on the inside pages, some of them repeating the top deck and part of the rest of the first-page head, to help the reader identify his story. This takes up a good bit of room and does not always identify the article in the most easily recognized way; the key lines tell of the unrest in China, but by the time he jumping-off place from page one is reached, the story has reached the Japanese end of the situation and the key-line jump may not suggest to the reader the thing he has just been reading. Identifying the story in some other way, such as the "China story," involves somewhat the same difficulties of recognition as are met when one files something away under the perfectly logical heading and later loses it because he never again thought of it with the same heading in mind.

In the composing-room considerable time is spent setting the carry-on lines, and frequently they have to be set at the time when there is the greatest pressure on the machines—or else, as in some offices, a jump is set for every top-head, on the theory that it might have to be carried over and if so the jump head would be ready.

The evening edition of the Eugene Register is trying out something that may turn out to be a solution of the problem. Here is the scheme as illustrated from a recent number: A story headed

**Nanking Neared by  
Fierce Offensive**

is carried from page one to page two, and the reader is guided by a line which reads, "Find remainder of story marked 2 on page 2." The jumps are numbered, in that particular issue, from 1 to 5. The carry-over on the Nanking story carries a 24-point guideline "Story 2," with the 2 in the blackest type in the paper. The figures stand out, and the carry-over is easy to find.

As Frank Jenkins, Register editor, sees it, these make it easier for the reader to follow the jumps, save time in the composing room, and space in the paper. None but approving comments have come from readers, he re-

ports. Unless a longer trial develops some weakness in the system which has not yet become obvious, the Register may have answered an old and troublesome question.—Oregon Exchanges.

**HOW CLASSIFIED ADVERTISING  
IS AFFECTED BY DEPRESSION**

By D. G. HEINTZLEMAN,  
Classified-Ad Manager  
Akron Beacon-Journal

Most of us by this time have felt or now feel the sting brought about by business depression. Being pessimistic gets us nothing and yet on the other hand optimism cannot change facts.

In Akron, for instance, we have suffered by reason of unemployment, particularly in the rubber industries. Classified in Akron started on the downward trend in the late months of 1929. The white figures enjoyed throughout most of the year suddenly turned into red. The prospects for 1930 looked anything but encouraging. Autos, real estate and help wanted were on the skids.

Yet, even through these depressing conditions have continued for the first three months of 1930, we are showing a gain in both ads and lines on the Beacon-Journal.

When major classifications go "hay-wire" something must be done. We cannot blame everything on conditions. To face the facts I believe we are all inclined to pay too much attention to big business (autos, real estate, etc.) and not enough to other possibilities such as "the butcher, the baker and the candlestick-maker." We can get a long way towards "stopping the slump" by digging into the potential prospects that are within our grasp if we'll go after them.

In the advertising offices of one of the large Ohio dailies will be found a full-sized mirror placed in a conspicuous place where all department members can get a good squint at

themselves coming in and going out of the office each day. I do not recall the exact caption hanging over this mirror, but it implies that when things go wrong we can often find the course of the trouble by "Looking in the Mirror."

Do we, as classified men, take time out to look in the mirror for trouble sources? You bet we do! Classified men are known to be conscientious and serious-minded workers—but oftentimes when we hold that classified sections of ours in front of the mirror we get a reflection that spells only one thing in our minds—"Development Needs."

Classified development into that greater public service for which we are all striving will be accomplished when we fight for the representation of smaller business other than the well-known major classifications.

With state-wide cooperation much can be accomplished in the remaining eight months of 1930.

There was, once upon a time, a man who didn't believe in advertising and yet:

He took a shower bath in a "Standard Sanitary" tub.

He used "Ivory 99 44-100 per cent" pure soap.

He used "Mennens" shaving cream.

He shaved with a "Gillette" razor.

He used "Colgates" toilet water.

He wore "BVD" undershirts.

He wore "Hart, Schaffner & Marx" clothes.

He wore "Arrow" collars.

He signed his checks with a "Schaffner" pen.

He wrote letters on a "Royal" typewriter.

He ordered "Cream of Wheat" for breakfast.

He asked for "Heinz" catsup at dinner.

He drank "Coco Cola" to quench his thirst.

And still, he said that "Advertising doesn't pay."

**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



**MISPLACED COMMAS**

Typesetters often misplace punctuation marks with amusing results, so that a well-known toast once saw the light of print as "Woman—without her man, is a brute!" . . . which is certainly garbing the true meaning of the remark; but the classic example of misplaced commas occurs in a sentence from a modern novel—a sentence that got started wrong and had to keep on that way. It reads: "He entered on his head, his helmet on his feet, scandals on his brow, there was a cloud in his right hand, his faithful sword in his eye, an angry glare and sat down."

Well, we make 'em! There isn't a mistake made by typesetters that can't be matched by one equally as bad by a person in some other profession. Either it's a question of not hearing aright, illustrated by the cabin boy on a transatlantic steamer who brought passengers "boiling" water, when what they asked for was Poland water, or it's a care of not reading correctly, illustrated by the man who could not understand what an article meant that was continually referring to the "comic" forces of the universe.—Arthur Gordan in the Boston Herald.

**Wanted At Once--  
Forty new members  
to join and to meet  
the KPA at Somerset.  
Apply here.**

**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.

**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 operator. 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 School, Toledo, Ohio.

**Type, Printing Machinery**

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**Excerpts From Recent Letters  
From Linotype Users**

... Our Linotype is not only taking care of its business, but is making it possible for us to go out and get more business. I don't know what more a fellow wants. . . .

... Words fall me at this time to properly express my sincere appreciation to the Mergenthaler Linotype Company for the many favors shown me in the payment of my machine, which at times were not made as per contract. Your company has a human heart. . . .

... The Linotype is a most valued member of our office staff. The machine has more than paid its way, the company has been prompt in complying with any requests we have found it necessary to make, and the service we have received has been of the sort that was entirely satisfactory. . . .

... It has been a year this month that you placed a Model 8 and a Model 14 in our office, and I cannot resist the urge at this time to express my appreciation as an operator for the mechanical perfection you have attained on the Linotype. In seventeen years of experience at operating, which included a No. 1, 3, 5, 9, 14 and 8, I have never sat down to a machine that operates as smoothly as these. Our machines have run 8 hours every day and 16 hours per day for four months. The slugs are perfect and the pressmen praise them highly. There is no fatigue or ragged nerves at the end of the day. . . .

... In the four years our rebuilt Linotype has been in our shop, we have never had occasion to call for machinist assistance. Our total expense for repair and replacement of parts used during these four years has been less than \$4.00. We feel that this is a good record for a rebuilt composing-machine in inexperienced hands. . . .

... Our Model 8 is a real cog in the working of our shop; in fact, it is our composing-room, as about 90 per cent of all the composition is handled by it. . . .

... I desire to compliment the Linotype Company on the cutting of Granjon, which, in our plant, in the shortest imaginable time, has won high favor and popularity with some of our most fastidious customers. . . .

... We want to thank you for your promptness in sending us the locking screw ordered by wire last week. We telegraphed you at 3:00 P. M. and received the part at 8 o'clock the next morning. We call that service on every one's part. . . .

... The slow speed assembler is all you claim it to be and more. It assembles the large heavy matrices with the same smoothness as the thin, light ones. . . .

... We have used a Model 26 Linotype in our composing-room for the past two years. The machine has been used exclusively as a head letter machine and has proved itself the most satisfactory machine for this purpose we have ever used. . . .



# C CONFIDENCE IN LINOTYPE

**North, East, South, West—in every part of the nation—there is a confidence in Linotype that is more vital to this organization than its factories, processes or immediate monetary profit.**

**This confidence is evidenced daily in shops, large and small, when the subject of composition efficiency arises. It is voiced again in letters we receive almost every day—letters from publishers of country newspapers, superintendents and production managers of large metropolitan dailies, machinists and operators—men concerned with Linotype in their daily work.**

**Confidence of this type is not easily secured. It is the result of an honest effort for almost half a century to build the finest composing machines that money, brains and unceasing effort can produce.**

**That it is accorded to Linotype is our greatest pride.**



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