



# THE KENTUCKY PRESS

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Of, By, And For The Kentucky Newspapers  
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Lexington



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# THE KENTUCKY PRESS

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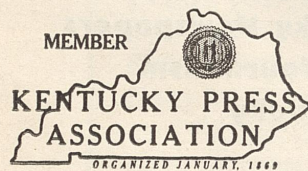
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NATIONAL EDITORIAL ASSOCIATION

## NEWSPAPER HISTORY

In presenting Urey Woodson's address made at the Paducah meeting the Press adds another publication to its series of histories of Kentucky newspaper men. We have found it interesting and instructive, and thus place it in the archives for preservation. Short histories of Kentucky newspapers of past and present will be run in this series, and the editor bespeaks of the cooperation of every state editor in presenting an accurate history of every paper.

\* \* \*

## THE COST TRACER

On another page will be found a modified form of a cost tracer for weekly newspapers. In his address on costs and newspaper administration at the winter meeting of the KPA, Herman Roe explained the necessity of every newspaper keeping an accurate record of the cost of each issue. Most editors have no idea, or record, of what each issue of his paper costs. He guesses at the approximate cost and usually, misses the exact amount keep his record, all guessing is eliminated, and he can tell at the end of each week, or month, whether his paper is making or losing money.

The Cost Tracer is simple and its departments and items as easily understood. There is a department for the time spent in setting the paper, both by machine and by hand. There is department for the bindery cost which includes the folding, addressing, mailing, etc., Finally, in the summary col-

umn on the left, there is a department that lists, classifies, and summarizes all the costs that enter in the production of a weekly paper. A few minutes spent each week end in filling out this form enable the publisher to keep an accurate check on his newspaper. Please note that only the actual hours, of time spent on newspaper production are charged.

Editors are urged to use this form. It can be copied, or the Press will supply this form to anyone at the actual cost of production of 1.25 per hundred forms on good paper for permanent record. Send in your order to the Press today.

\* \* \*

## PREPARE FOR RUSH

I read a story not long ago about the mountain folk down in Kentucky. A part of the narrative related the natives' methods of getting ready to do a piece of work. A number of them had been enlisted to help in the erection of a log school house, and all had promised to start work on a certain day. To the amazement of the woman who had enlisted their support no one showed up at the appointed time. Upon inquiry she found that they had not really failed her in the project but had spent the appointed day in filing up his saws, sharpening their axes, etc. Two days later they were ready to begin felling the trees, the work she had expected them to start two days earlier.

There are other folks in the world with this attitude too. Too many publishers and retailers will find Sep-

tember upon them with few plans for September advertising or business. Printing equipment will not be in shape for rush jobs that will be coming from retailers who have waited until the last minute for some necessary jobs for fall merchandising.

Why not use August as an inventory month, making plans for fall advertising and business? Perhaps a number of publishers will not be interested in publishing a fall opening, fair, progress or other special edition this year, on account of the slowness of business. More careful plans should be made for such an edition this year than in the past. It will be good for your retailers. It will be good for your community. It will serve as an inventory for them in checking upon community resources, and will give added confidence to buyers for the fall and winter market.

A study by R. S. Vaile, professor of marketing in Northwestern university, shows that firms which increased their advertising at the time of the last depression experienced a sales loss of only 12 per cent from the pre-depression period, whereas those which reduced their advertising during the depression period suffered a decline of 26 per cent. For the year following the depression (1922) the sale of those businesses which had increased their advertising during the time of depression were 7 per cent above pre-depression business, while those who had reduced advertising were still 12 per cent below the pre-depression sales records.

These facts should be considered by every retailer in connection with his plans for fall and winter advertising and sales during 1931.

As the local publisher you can help your community and your business men to get the right slant on fall and winter business. Do not let August slip away with nothing done just because it is hot. If you do you will find that October will be upon you before you get your fall advertising started and that you have lost a month, which you should have used to an advantage.—Harry B. Rutledge, Oklahoma.

Legionaire, "Jimmy" Norris, of the Ashland Independent, was at Lexington visitor at the state convention. If Legionaire Barrett, of Hartford, was in attendance, or other prominent Legionaire-editor, the Press editor failed to find them.

The Highlander, a weekly newspaper, has made its appearance in the Highlands community of Louisville. The editors not only made immediate application for membership in the KPA, but asked that their names be placed on the Press list.

## Woodson Tells Of Good Old Times

Following is the text of the address delivered by Col. Urey Woodson, former Owensboro publisher, before the members of the Kentucky Press Association.

When I received your invitation to address this meeting on the subject of my early experience in Kentucky journalism, I was greatly flattered, and have contemplated this opportunity with growing enthusiasm as the day approached.

And no place in Kentucky could have been chosen for this meeting that would please me so much as Paducah, where I have spent so many happy days in the past. Though I never actually lived here, my personal contact with Paducah dates back more than fifty years. My return to Paducah on this occasion, however, brings to mind the fact that many of my dear friends of former years, citizens of this metropolis, are no longer here. Many members of the legal and medical professions, the bankers, and business men, newspaper men, as well as members of their families, have passed away, but I am rejoiced to know that some of them are left and the others have succeeded so well in their places.

### Forty Years Ago

I was somewhat startled a few days ago in reading in the 40-year-ago column of one of the Louisville papers, that this month of June, 1891, the Kentucky Press association met in Paducah, and I was its president, having been elected a year earlier at a meeting at Winchester. How tempus does fugit! Col. John C. Noble, editor of the Paducah Herald, delivered the address of welcome. We were quartered at the Richmond House on Broadway, near the river, operated by Charlie Read, prince of hosts, (\$3 a day for room and three wonderful meals), afterward until his death proprietor of the Palmer house, then building. And for 10 cents Don Gilberto would give you the biggest drink of Kentucky Bourbon that could be had anywhere on earth, save Owensboro.

The daily newspapers of Paducah at that time were the Evening News, published by Ballard & Thompson, with Henry E. Thompson, as managing editor, and the Morning Standard, founded by the Leigh Bros., but sold about this time to Dilday & VanSelden. The latter was afterward private secretary to Secretary of the Treasury John G. Carlisle. He is today a retired capitalist of Washington. Dilday, I think, is in California.

In later years Ed Leigh, after serving as private secretary to Governors Buckner, Brown and Beckham, was on my editorial staff at Owensboro. While in my employ he passed away about two years ago. Clint Leigh was my

managing editor at Owensboro for ten years longer. He was killed in a railroad accident in Utah while employed on a Salt Lake paper.

My successor as president of the Kentucky Press association, elected at that meeting, was Harry Sommers, of Elizabethtown, and his successor a year later, Charles M. Meacham, of Hopkinsville.

I am proud to be here with these two old boys for whom I have always had the greatest affection. I am sorry that our old friend John D. Babbage, of the Breckinridge News, now 83, can not be with us today — but we have here his daughter, Miss Mildred Babbage, the sweetheart of the Kentucky press. Her sister, Louise, until she married and left the state, was also active on the Breckinridge News. Another old Kentucky editor, now retired is George A. Lewis, of Frankfort.

### Oldest Kentucky Editor

The oldest editor in point of service in Kentucky, to my knowledge is Harry Sommers, who commenced the publication of the Hart County Democrat, at Munfordville in June, 1873, but in 1882 bought the Elizabethtown News. In July, 1878, John Babbage bought the Breckinridge News. He has long been a neighbor of mine, and I have read his paper faithfully. I can say without equivocation it has always been about the best printed and one of the most capably edited weeklies in Kentucky.

Harry Sommers has ranked all these years as one of the ablest editors of the Kentucky press. I think his editorials have been more frequently quoted in Louisville and other leading papers of Kentucky than any other. He has always had the highest ideals and courageously fought for them through good and evil report, and when he follows me on this program you are going to hear a real orator.

Our friend Meacham, who sits over there, commenced his editorial career with the South Kentuckian at Hopkinsville in 1879. He published it nine years with W. A. Wilgus, bought out Wilgus and continued as sole owner until 1920. His first work was that of a columnist, and he still is doing columnist work on the Hopkinsville New Era, and I find when I pick up the New Era I turn to that column the first thing. Meacham has never seemed to realize it himself, but he ranks with the best of newspaper humorists in this country. I can remember today some of the sidesplitting funny things he said to us in his speech at Paducah 40 years ago entitled "Pi."

### His First Newspaper

I am somewhat overwhelmed in undertaking to talk to you of my early experiences in Kentucky journalism.

There is so much that could be said and so little time to say it, and I am fully aware that you younger members are far more interested in the eternal "now" and what the future will bring you than what interested us older men 40 or 50 years ago, but at the risk of being called down, I am going to try to skim over the situation as I knew it when I started my first little weekly paper—spell that weekly," please, Mr. Reporter,—in September, 1877.

Can you believe it! Is it possible that a youth of my apparent present age was running a newspaper of his own, and all by himself, nearly 54 years ago! But it is a fact, and I dwell upon the recollection of it with great satisfaction.

### Hark Back to Old Days

A few weeks ago I saw Edna Ferber's "Cimarron" in a picture show. You who have read the book or seen the picture, know it is the story of life in a country newspaper office in Oklahoma long before the opening of the Cherokee strip, which was in 1899. My older brother, Sam, was in that famous run down the strip. In this picture was shown the interior of a country printing office, with the foreman pulling the backbreaking lever of an old Washington hand press. I said to Mrs. Woodson: "There I am at Greenville in 1877, getting out the Muhlenberg Echo at the rate of 150 copies per hour." But as the picture moved on, I saw in this printing office a Model 14 linotype, and I said to myself: "No, it can not be." The first linotype ever bought in Kentucky was in November, 1887, the primitive, square-base machine in the Courier-Journal office. The Model 14 did not come into use until less than 20 years ago. So, the man who made that picture should have had somebody like me as his censor—or he would not have included that Model 14. The Courier-Journal got the first linotype, the Lexington Transcript was second, and the Owensboro Messenger was third on the Kentucky list. When the C-J introduced linotypes the printers struck, claiming these machines would produce a nation of hobo printers, but we all know how hard it has been to get linotype operators all these years and that they are the highest paid mechanics in America today.

### His First Press Meeting

The first meeting of the Kentucky Press Association I ever attended was at Hopkinsville in 1878, and in looking over the roster of the Kentucky press of that date, I can find the names of only one or two men besides myself, and one or two women, who were there and are now alive. One of these men was Elvis Porter of the Bowling

Green Pantagraph. I saw him in Houston, Texas, three years ago, and he was very much alive then. I hope he still is. Another was Tom Stuart, of the Winchester Democrat. Tom is still in Winchester, but long out of the newspaper business. Still another was little Allison Holland, who accompanied his pappy, W. A. Holland, of the Eminence Constitutionalist. Allison is now a Lexington lawyer.

Of the ladies, Mrs. Nancy Houston Banks, wife of J. N. Banks, of the Henderson Reporter, herself a brilliant newspaper woman, who afterwards wrote some notable books, including "Round Anvil Rock," "Oldfield," and "Little Hills," is today living in Washington. What a joy it was to sit at Mrs. Banks' feet and learn wisdom.

The only representative for Paducah at that meeting was Len G. Faxon, then editor of the Paducah News, owned by Ballard & Thompson. Other Paducah and Kentucky Purchase editors of that time included Col. John C. Noble, of the Paducah Herald. I will want to say a word or two later about those men I found here in Paducah at the K. P. A. meeting in 1891, forty years ago, and still later I shall hope to dwell for a while on my own experiences in Paducah journalism, beginning in May, 1901, just thirty years ago.

At Mayfield the editors in 1878 were Ben F. Briggs of the Mayfield Monitor, and M. F. Beaumont, of the Democrat. George Warren was editor of the Hickman Courier, published in 1850, at that time and continued in that post until his death at the age of 80 years. W. O. Wear was the leading editor of Murray and he reared a family of eight boys who were printers and editors in this section years afterwards.

Another early editor at Murray was Logan Curd. Capt. J. N. Boland established the Murray Gazette in 1875. The first editor at Benton, I think, was Jim Lemon. He sold out to Bud Cross and established a paper in Paducah, which did not last long, and then founded the Mayfield Messenger of which he made a success. An editorial Lemon wrote once against ever taking a bath attracted national attention. He claimed it to be unnecessary and dangerous besides. At Princeton, Capt. C. T. Allen edited the Banner.

At Hopkinsville, Hunter Wood was publisher of the New Era, and the New Era is one of but two or three newspapers I recall in Kentucky today that is in the same family. Hunter Wood's son, Walker Wood, is still publishing the New Era. Another is the Georgetown Times, established by John A. Bell in 1867. He continued to edit it until the time of his death in 1914, and his daughter, Miss Lila Bell, and son, F. M. Bell, still run the paper. There may be still others.

#### Some Famous Old Editors

The editor of the Hopkinsville New

Era in 1878 was Sam M. Gaines, one of the cleverest paragraphists I ever read after. There was always humor and plenty of it in Sam Gaines' paragraphs, but never any malevolence. He and Meacham were a fine pair of paragraphers in the same town. One of the ablest editors the New Era ever had was Tom Underwood, father of the present general manager of the Lexington Herald.

The president of the Kentucky Press Association in 1873, and for years before and afterward, was Col. J. Stoddard Johnson, of the Frankfort Yeoman, a prince of a gentleman. Major Henry T. Stanton was his editor, and one of the most brilliant men that Kentucky ever produced. He wrote some wonderful poems, which made a profound impression. One of them was called "The Moneyless Man." Another was "Crazy Ellen." The latter caused a great sensation in Louisville because it was based upon a tragic death in Louisville society.

Another paragraphist of rare type was Emmett Logan, of the Courier-Journal in those days, afterward for years editor of the Louisville Times. In a social gathering where Sam Gaines, Emmett Logan and Henry Stanton were leading lights there was always plenty of fun for the rest of us.

#### Owensboro Newspapers

Among others attending the K. P. A. meeting at Hopkinsville that year was James A. Munday, who founded the Owensboro Messenger in November, 1877. He was a writer of wonderful ability. He fought many a paper battle with Mr. Watterson. He died in the state of Washington some years ago. Another early Owensboro paper was the Owensboro Monitor, established many years before the Messenger by Thomas S. Pettitt. It was suppressed during the war, but revived later by Mr. Pettitt. He suspended its publication when he went to Frankfort as private secretary to Governor McCreary in 1875. Mr. Pettitt still lives in Owensboro. In 1875 still another paper was the Owensboro Examiner, established in 1875 by Lee Lumpkin and later consolidated with the Messenger. C. W. Bransford, with whom I was associated from 1881 until 1888, when I bought his interest in the Messenger, is still a kid like myself.

In a much earlier period, the great Senator George Vest, of Missouri, was the editor, when quite a young man, of an Owensboro newspaper.

The youngest newspaper in Owensboro is the Inquirer, which was established in 1884 by J. J. Sweeney and others. It passed through many hands until Judge S. W. Hager bought it in 1909. On January 1, 1929, Judge Hager's sons, Lawrence and Bruce, in connection with George M. Fuqua, for twenty-seven years my associate, bought of me the Messenger, and the

two papers have since been operated most successfully, one in the morning, the other in the evening, from one plant. My relations with my successors, who have retained practically all of my old employes, have been most cordial and pleasant—in fact, I even trust Lawrence to chauffeur me around the country without misgivings. I retain my old office in the Messenger building. The important telegraphic reports are laid in advance of publication on my desk. I pore over the exchanges, I mark typographical errors and poorly written heads, and tell them sometimes the Messenger is becoming as bad as that "rotten old Inquirer," but they put up with my criticisms with remarkable patience and good nature.

#### Young Allison

A quaint newspaper genius was Ben Harrison, of the Henderson News, who had a rule that no personal should ever be printed in his newspaper. We have with us today a rare specimen of antiquity, Young E. Allison, who entered Harrison's office in Henderson in 1886 as "devil" but later when he was 14, his name went up at the mast head as "local editor," and we have proof of this. Of course Harry Sommers, John Babbage, Charlie Meacham and I will now have to step aside as ancient specimens because Allison has been in continuous newspaper work from that time until this. Once he and his brother Jim, who was for years editorial writer on the Washington Star, published the Henderson Daily Chronicle. I think it lasted about 20 minutes. When he was quite a young man, Young went to Evansville and became city editor of the Courier. I know Allison well because we slept together in those days, or rather in the same room, for Allison worked at night on the morning Courier, coming in about 3 a. m. to go to bed. While I, being a carrier on the Courier, at \$1 a week, had to get out of that warm bed at that unearthly hour, to get to the office in time to deliver my papers in all kinds of weather. My idea of a real hero is a 12-year-old carrier of a morning newspaper. I can say this in all modesty because I graduated from that school, the only school from which I ever graduated. I had to go to work before I finished by first year of high school.

I used to mooch circus tickets from Allison. He took me to my first Negro minstrel show. Do I love him? Well, who wouldn't always love a man who had done that much for him when he was a boy of 12?

Allison went to the Louisville Courier-Journal in 1880 as city editor, and after about three years in that capacity, became managing editor of the Louisville Commercial.

Tiring of night work, he became editor of the Insurance Field, but in 1901, when the Commercial was bought by

George A. Newman, a Louisville druggist of California Fig Syrup fame, Allison was persuaded to take the editorship of the paper again, its name being changed to the Herald. He continued in this capacity for three years and then returned to his insurance paper. I would like to spare his blushes but I have long looked upon Young Allison as one of the most accomplished newspaper writers of my acquaintance. He has written poetry as well as prose, and some of the most stirring stories based upon his early observations are as fine as any it has been my good fortune to read. Only recently I read again one that was called the "Spawn of Satan," that would fascinate anybody's interest. It is certainly a joy to me and I know it is to others here to have this old boy with us once more, and if you can induce him to talk a little he can put all the rest of us in the shade, or if he won't talk, give him a piano and listen to his wonderful tenor voice. As we used to say at the Daviess county fair: "He is an all around horse, goes all the gaits."

#### Old Lexington Editors.

Another editor of my early acquaintance was Col. John O. Hodges of the Lexington Observer, which paper was also at one time edited by Col. W. C. P. Breckinridge.

The older Lexington newspapers of which I have nay knowledge include the Gazette, edited by Howard Gratz; the Press, established by Major Henry T. Duncan and Col. Hart Gibson. About 1875 the Transcript was founded by George Caldwell. Tom Baxter afterwards bought the Transcript and then James H. Mulligan and Ed Ferrell, two brilliant Irishmen, edited the paper until 1891 or 1892 when Sam Boyle purchased it, and consolidated it with the Press, and the name changed to the Herald. Desha Breckinridge took the Herald in 1897 and his early associates were Enoch Grehan, who came to him from the Argonaut, Walter Hiatt, Jouett Shouse, (you have heard something of Jouett in another capacity in recent years), Sidney Smith, who afterwards did such splendid work in Mexico and also Dr. R. J. Amahoney, of marked ability. Who since the days of his gifted father writes a more brilliant editorial than Desha Breckinridge today.

In about 1885 Sam Roberts came from Ohio and founded the Lexington Leader, which he published with marked success until his death about 20 years ago. It is now owned by John G. Stoll, and is a model newspaper in every regard, and a great money-maker.

Among the ablest newspaper men of Lexington was Soule Smith, who wrote many notable political articles and poems.

Col. Jim Mulligan, whom I have mentioned, was a man of marked gen-

ius. His poems and articles attained a national circulation and later he had a distinguished career in the diplomatic services of his country.

#### First Visit to Louisville

The first time I was ever in Louisville was the 4th of July 1878, the date of the world famous four-mile match race between Ten Broeck and Mollie McCarty at Churchill Downs. I rode out to the track with other boys on the roof of a little dinky street car pulled by two little mules. But before starting I saw the bookmakers selling pools in the basement of the Galt House, the Californians betting thousands on their little mare and the Kentuckians and many New Yorkers backing Ten Broeck. I got a seat on the grandstand at 10 a. m., and stayed in it until the race was called at 4 p. m., without a drink of water or a bite to eat. The day was intensely hot. That old grand stand would hold 3,000 people, but there must have been 30,000 on the grounds. I have seen probably forty Kentucky derbies since but no race that thrilled me so much as that one. But it was really no race at all. After the first mile when the two horses went around the track fairly abreast, Ten Broeck easily took the lead. His jockey stood in his stirrups with his face turned back watching Mollie McCarthy. He never once had to touch his horse with his whip. Ten Broeck at the end of four miles come in far in the lead. I saw old Harper, his owner, rush out on the track and throw his arms about his horse's neck, exclaiming, "I run him eend to eend."

#### A Thrilling Night

That night I slept in a reclining chair in the reading room of the Louisville hotel. I could find no room or bed. The next night I went around to the Courier-Journal office to see them get out a real newspaper. There were five or six men in the editorial and news room. The telegraph operator was receiving the A. P. report in long hand. There were no typewriters then known in newspaper offices. In the composing room fully forty printers were setting type, but getting up less than six or eight linotypes would now produce. I was thrilled as I watched the speed of old John Bennett, assisted by Frank Jackson, as he made up the forms on convex make-up tables called turtles. They were about the shape of a turtle back. The Courier-Journal had no stereotype perfecting press in those days. The forms in the turtle back shape were locked around a cylinder on a Bullock press. How they ever succeeded in getting a lockup that would stick I could not understand. I went to the press room and saw that press turning out printed Courier-Journals at the rate of 4,000 or 5,000 an hour. How wonderful! The Paducah Sun-Democrat, the Owensboro papers and other small dailies are

now turned out at the rate of 35,000 an hour. The Louisville presses run at the rate of 60,000 to 100,000 an hour. I watched the boys hustling in the mailing room I was invited to ride with the driver of the mail wagon to the L. & N. depot to catch the 2:30 trains to Cincinnati and Nashville. He whipped his horses to a mad gallop out Broadway. No traffic officers or red light to stop us. It was like riding to a fire on the hose reel. We tossed the bundles on the mail car. In a minute or two the train was off.

What a grand night for a country printer boy!

#### Characteristics of Watterson

I shall not undertake to go back to the days of the consolidation which brought about the name of the Louisville Courier-Journal. I am discussing only newspaper events of my own time. We all know of the brilliant work of George D. Prentiss and Henry Watterson. If I had time I could relate some interesting episodes about Mr. Watterson during my acquaintance with him, not only here in Kentucky, but in New York and elsewhere. I think however, one of the most characteristic stories of Watterson's life was recently related by Harrison Robertson, who went on the Courier-Journal as Mr. Watterson's secretary in 1879, and who is today editor of the Courier-Journal, being the oldest inhabitant of that institution except one man in the composing room, Charles E. Borah, who is assistant to the foreman. Mr. Robertson was dragged out to some meeting in Louisville recently and spoke of the erratic temperament of Mr. Watterson, telling how for weeks and months he would not write anything at all for the Courier-Journal, and then again would write so much every day that the editorial page was not large enough to contain all of his articles. Therefore, some of them had to be held over. It so happened that one of them was laid aside on a galley and stayed there for at least a year, and when discovered, Mr. Robertson laid a proof of it on Mr. Watterson's desk. On reading it, Mr. Watterson turned to Robertson and said:

"What damn fool wrote this thing?"

Robertson replied: "You did."

Watterson said: "Well, he ought to be fired!"

#### Midnight Lunches

Nothing I could say of my long acquaintance with Mr. Watterson and observation of his career would more cleverly fit him than this. He had a wonderful gift of language, but was as changeable as a chameleon. Consistency was not in his make-up. But of course we know that Mr. Watterson was one of the most widely quoted and greatly admired writers of his time.

(Continued In August Issue)

**NEWSPAPER COST TRACER**

For Issue Dated ..... 193 ..... Volume ..... Serial Number .....  
 Number Printed ..... Total Pages ..... Home Print ..... Ready Print .....  
 Size of Page ..... Columns .....

HAND COMP.				MACH. COMP.				PRESS ROOM: Press				
Date	Emp.	Work	Time	Date	Emp.	Work	Time	Date	Emp.	Work	Time	Imp.

MACH. BINDERY				HAND BINDERY				***RECAPITULATION FOR MONTH				
Date	Emp.	Work	Time	Date	Emp.	Work	Time					
								COST—First Week .....				
								COST—Second Week .....				
								COST—Third Week .....				
								COST—Fourth Week .....				
								COST—Fifth Week .....				
								<b>TOTAL COST FOR MONTH</b> .....				
								**REVENUE FROM ADVERTISING .....				
								*REVENUE FROM SUBSCRIPTIONS .....				
								<b>PROFIT OR LOSS</b> .....				

LABOR ITEMS	COST
Hand Comp.....Hrs. @ .....	
Mach. Comp.....Hrs. @ .....	
Cyl. Press.....Hrs. @ .....	
.....Hrs. @ .....	
Mach. Bind.....Hrs. @ .....	
Hand Bind.....Hrs. @ .....	
<b>TOTAL LABOR COST</b> .....	
<b>CHARGES FOR MATERIAL</b>	
Ink used .....	
Paper Stock used .....	
<b>*ITEMS FROM CASH BOOK</b>	
Express .....	
Freight .....	
Postage (second class) .....	
Ready Prints .....	
Plate Material .....	
Halftones and other cuts .....	
<b>ITEMS FROM PURCHASE EXPENSE</b>	
Ready Prints .....	
Plate Material .....	
Halftones and other cuts .....	
<b>FIXED AND SPECIAL CHARGES</b>	
Editor's Service .....	
Reportorial Work .....	
Rural Correspondence .....	
Advertising Soliciting .....	
Subscription Soliciting .....	
<b>TOTAL COST</b> .....	

\*Enter only direct charges to this issue. \*\*These figures should be amount earned, and not amount collected as shown by cash book. \*\*\*This recapitulation will prove a fairly accurate guide in the financial management of the newspaper. Final figures, however, will depend on how thoroughly the collections are made.

**Why the Editor Left Town**

(From the Kenesaw (Neb.) Progress, via Mac\*)

Mr. Robert Chetway and Miss Alice Bradkin were married at noon Monday at the home of the bride's parents, Mr. and Mrs. P. D. Bradkin, Rev. M. L. Gossway officiating.

The groom is a popular young bum who hasn't done a lick of work since he got shipped in the middle of his junior year at college. He manages to dress well and keep a supply of spending money because his dad is a soft-hearted old fool who takes up his bad checks instead of letting him go to jail, where he belongs.

The bride is a skinny, fast little idiot who has been kissed and handled by everybody in town since she was 12 years old. She paints like a Sioux Indian and drinks mean corn liquor when she is out joy-riding at night. She doesn't know how to cook, sew or keep house.

P. S.: This may be the last issue of the Progress, but my life's ambition has been to write up a wedding and tell the untarnished truth.—Editor.

\*I do not guarantee the authenticity of this clipping, which Mac says he found in the Kenesaw Progress. At any rate I care for this kind of reporting.—E. P. S.

The editor has been asked to call the attention of Kentucky newspapers to some clever "free" advertising that is being offered by a manufacturer of dog biscuits in plate form articles on the care of dogs, animals, etc.. If such a series is offered you, write the company, enclosing your advertising rate card, and inform them that all advertising is accepted at the stated rate in advance.

**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.

**IMPERIAL METAL**

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36 PT. NARCISS CAPS—THIRD AUXILIARY MAGAZINE

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**EVERY JOB SHOULD ST**

Every job should start with a  
plan that gives the exact size  
**EVERY JOB SHOULD ST**  
Every job should start with a  
plan that gives the exact size

10 PT. CLOISTER BOLD WITH ITALIC  
FIRST MAIN MAGAZINE

**EVERY JOB SHOUL**

Every job should start wi  
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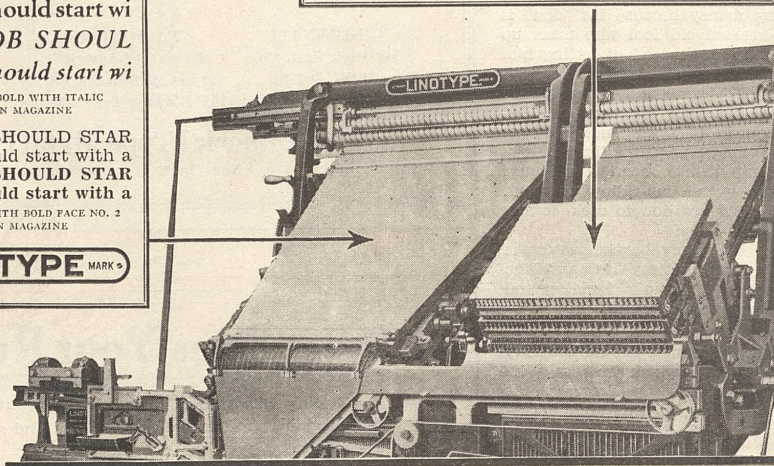
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TRADE **LINOTYPE** MARK



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The Model 14 Linotype with its wide auxiliary magazines can be equipped with either one, two or three main magazines—the same latitude in auxiliary magazines—for either 30 or 42 picas.

Set ads, heads, body matter and job work on the keyboard. Get sharp, new type for every job—banish distribution, have the machine handle your composition for a multitude of work. The equipment shown here is just a suggestion. You can have what your business needs, the combination of faces and sizes that will make your plant most efficient for economical production.

Any size Linotype matrix will run in the wide auxiliary magazines, full 36 point caps or moderately condensed faces up to 60 point. In the main magazines you can get a wealth of variety up to 18 point. The nearest Linotype agency will be glad to counsel with you at any time. Write and have a representative call. There is no obligation—his advice may mean much to you.

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## Mergenthaler Linotype Company

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