

THE KENTUCKY PRESS

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THE KENTUCKY PRESS

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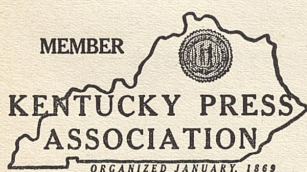
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A Word or Two

Buying from peddlers or subscribing to get-rich-quick schemes illustrates a weakness some people have. It is remarkable how people, ordinarily credited with having good business judgment, will fall for some peddler's story or will bite on some fly-by-night scheme which is supposed to make one rich with no effort. When it comes to soliciting these folks for some worthy community enterprise the money is never forthcoming, but let some slicker come along with a proposition to make one rich which he sleeps and these same folks will loosen up with the family sayings and put their money into the scheme. They seldom ever see their money or the slicker again.—Dassel Minnesota Dispatch. Here's a moral for every citizen to follow.

A DIVIDEND PAYING PRINCIPLE

We recently saw a card addressed to the salesman of a certain newspaper and printed supply house doing business in Oklahoma that interested us tremendously. It stated: "Why we say again that the Blank company never has held a mortgage on a printing plant or any other kind of business. We have always felt that by holding a mortgage we would, in a way, be helping one printer compete against another. That is absolutely against the policy of this house.

"The Blank company has never compromised with a debtor for less than one hundred cents on the dollar in 75 years, but we prefer to do so rather

than settle for 50, 60 or anything less than 100 per cent, leaving the concern in business to compete with successful business men who do pay 100 per cent of their obligations.

"These two rules are not only policies of the Blank company but definite principles and therefore inflexible."

We ask the question: If all printing and newspaper supply houses held and did business upon these principles would the newspaper and printing industry not be in better condition than at present? We believe it would. There would no doubt be fewer concerns engaged in the industry, but they would be doing a larger volume of business, securing a more uniform price, buying more and better equipment, and placing the industry as a whole on a firmer basis.

Too many supply houses have injured their own business by giving some printer enough credit to allow him to install a printing or newspaper plant in a good field against an established plant that was doing a nice piece of business and making a fair profit. With competition in the field down went the prices; all profit was lost; new equipment that the established firm desired could not be bought, and everyone lost in the end.

We heartily commend the policy of this organization, and trust that the time is at hand when the executives of all newspaper and printing supply houses will find it to their advantage and to that of their customers to adopt such a policy and make it one of their definite principles.—Oklahoma Press.

COUPON SALES GO OVER WITH DEALERS, PUBLIC

Coupon Sales:— We notice various dailies are publishing ads for their local stores consisting largely of small boxes, made up in the form of coupons. The top illustration and head shows a large pair of shears cutting through the bold word, PRICES. One bargain is shown in each coupon making up the ad. The reader has to clip

the coupon and bring it to the store, in order to get the special price. Good results are reported. This idea has served well to demonstrate direct results from newspaper advertising.

BUSINESS GOES WHERE INVITED

Observation of recent editions of the newspapers of some of the smaller towns in the state indicates that business men of these various communities are relaxing their efforts to sustain their business. The advertising volume of many newspapers is being kept to near normal by heavy campaigns carried on by cigarette manufacturers. Keen competition among distributors of gasoline has kept them well represented. New models in automobiles about to be brought onto the market are being introduced to the public and new demands created by consistent advertising. Yet while the attention of buyers is being directed to these matters not strictly essential to every day existence there has been a marked decrease in the use of advertising to retain or to revive trade by the dealers in the prime necessities—clothing and food.

Meanwhile, large scale merchandising, represented by the city department stores, is making a more strenuous use of advertising than it did during the period when business was better.

It is going to be unfortunate for the smaller communities of the state if the small town merchant continues to apply the major portion of his reduction in operating expenses to his advertising expenditure. The producer of advertising space is not the only one to suffer under such a program.

In these days when miles means little to a shopper, the small town merchant's most powerful competitor is not the dealer in the same line in the same town, but the dealer in the same line in the large city. Thus when the dealers in life's necessities in the small town relax their efforts to retain the patronage that should be theirs, they give the most valuable support to the efforts of the larger institutions to draw their patrons away.

Persons who have their money invested in property in the community and who secure their livelihood out of the business activity of that town should realize that the disappearance of many small towns during the last decade has been due largely to a lack of consistent business building effort in periods when it was most needed.

Business goes where it is invited. It is particularly sensitive to favorable invitation right now.

Have your neighbors ever dropped into your home to borrow the weekly collection of circular letters, handbills, etc., that the users think are as good as advertising in your favorite county newspaper?

The Richmond Daily Register

The newspaper now known as The Richmond Daily Register, printed in Richmond, Madison County, Kentucky, dates from the year 1880. It is the direct descendent of a paper which dates back to the year 1866.

The paper from which it descended was started in 1866 by James P. Hurley. It was a democratic weekly called the "Madisonian." Hurley ran the Madisonian until his death a few years later. His son, Frank Hurley, then assumed control of the paper and ran it successfully until 1880 when he sold it to Grant E. Lilly, a Madison County man. Lilly changed the name of the paper to "The Register," and continued to run it as a democratic weekly.

In 1908 a second democratic weekly named the "Climax" was started in Richmond by T. N. Barnett. Barnett continued to run the paper until 1914 when he sold out to S. M. Saufley, a native of Stanford, Kentucky.

Mr. Saufley's father died early in life and left him as the sole support of his mother and sister at the age of 16. He sought for work and was given a job on the Interior Journal, a weekly of Stanford, run by E. C. Walton. He worked for Walton until he obtained a position with the State Journal in Frankfort, a few years later. After remaining there for some time he was made managing editor of the paper. Saufley remained in Frankfort until 1912, at which time he bought the Interior Journal and moved back to Stanford to run it.

In 1914 Saufley sold the Interior Journal and bought the two Richmond weeklies, The Register and the Climax. He combined the two under the name of The Richmond Register and continued to run it as a democratic weekly in the old Climax Building on First street.

In 1918 Mr. Saufley erected a new building on South Second street to house his paper plant. On the advent of occupying the new quarters the paper was changed from a weekly to that of a daily.

In 1924 The Register was incorporated. Saufley insisted that all his employees buy some stock in the corporation. Those who couldn't afford to buy it outright were given a share and the money was taken out of their salaries until it was paid for. In one case, a negro pressman could not afford to buy the stock nor have the money taken from his salary. Consequently, Saufley raised his salary \$2.00 per week and deducted this amount from his pay until the stock was paid for.

The Register continued to thrive and grow under Saufley's direction. New equipment was added whenever it was needed and possible to do so.

The paper has not missed an issue of at least six pages with possibly one exception. In this case a storm in the county blew down wires, preventing the use of current for the press. A hand bill with only the name of the paper on it was set up and run off on a job press by hand power. This hand bill was distributed as an issue of the paper.

On January 1, 1924, Saufley gave up active direction of The Register to accept the position of Insurance Commissioner of Kentucky, to which office he was appointed by Governor Fields. At the expiration of his term he was reappointed, being the first to ever receive reappointment for that office in Kentucky. He continued as Insurance Commissioner until the latter part of 1929 in which year he resigned to accept a position with the Inter-Southern Life Insurance Company of Louisville. At present, in addition to his other duties, he is editing the Islic a company paper. The Islic is an insurance news sheet which is sent over the country to agents every month.

During 1924, E. T. Wiggins and R. G. Dixon, former assistants to Mr. Saufley, ran the paper as editor and manager, respectively. They had no interest in the paper, being temporarily hired until Mr. Saufley could make permanent arrangements for its conduct. During this year Mr. Saufley traveled between Richmond and Frankfort daily, in order that he might be near at hand to give advice and to a certain extent, direct the activities of Dixon and Wiggins in publishing the paper.

In 1925 a man came to be head of the Register who has since improved it so that it is now one of the best country dailies in Kentucky. This man was Keen Johnson. Johnson received his first journalistic training at the University of Missouri. He later attended the University of Kentucky where he received his degree. His education and work was interrupted by the World War and after a lapse of six years he resumed his journalistic career by editing a weekly paper in Lawrenceburg, Kentucky. He remained there until 1925 at which time he bought a half interest in the Richmond Register from Mr. Saufley. He moved to Richmond and has been there ever since as editor of the Register.

Keen Johnson is known throughout the south for his ability in editorial writing, having turned down many flattering offers on city papers in order to be his own boss and edit a country daily. Many of these offers required him to do nothing but editorial writing. In his editorials he strives for that which is best for the

community, never hesitating to criticize any public official or institution which he believes to be either wrong or right.

A feature of the Register is a column written by Mr. Johnson which he calls "Scrabble." In it he has many clever gags and wise sayings. Sometimes the paragraphs in Scrabble take the form of short editorials or possibly humorous criticism. The actions and problems presented by Mr. Johnson's "infant daughter" are commented on in Scrabble and these comments afford the Register subscribers no end of amusement and pleasure.

Mr. Johnson is a hard worker and is surrounded by a staff of 17 capable men and women. James A. Miller, the city editor, is a graduate of the University of Kentucky where he studied journalism. Before coming to the Register he worked for the Lexington Herald. Johnson is always the first to arrive at the plant in the morning and the last to leave in the evening. He does not overwork his staff but requires them to be as efficient and diligent as possible.

The Register at present has a circulation of 4,500. The circulation list has been steadily growing since Johnson took charge in 1925. The price of the Register is \$3.00 per year in Madison County, 10 cents per week in the city by carrier, and \$5.00 per year for out of county subscriptions. The subscription terms are cash in advance. In 1927 Johnson put on a subscription contest which increased his circulation materially. Several worthwhile prizes were given away and the contest proved quite a success.

The Richmond Daily Register is probably the best equipped small town daily in Kentucky. They have only recently purchased a new Ludlow type casting machine and an Elrod which makes all kinds of borders, column rules, etc. A duplex press is used in printing the paper and a flat bed press is used in the job printing department for work too large to be printed on the regular job press. The paper owns and operates three linotype machines. The average country paper cannot afford or either has no need for more than one.

The paper has an extensive and very complete job printing department. Two job printers and a student who works extra are employed to do the work from the County and from the City of Richmond. A great amount of job work is also done for the Eastern Kentucky State Normal School and Teachers College which is located in Richmond. Job work is estimated and a 20% profit added before a price is given to anyone. The paper has experienced a slight bit of annoyance by being underestimated on job work

by a new weekly which has just begun to operate in Richmond.

In one case the Register made a price of \$10.80 on some work on which a customer had asked the price. Knowing that the customer intended to get a quotation from the new weekly on the same work the Register representative had figured the job as a 10% profit instead of 20% in order that the price would not seem too high over that of the new weekly. The customer came back a few days later and confidentially told the Register representative that he was much too high on his prices, saying that the weekly had offered to do the job for \$7.40.

The representative of the Register gave the customer the addresses of three large metropolitan printing houses and told him to write to them for estimates on the same job. The customer did so and returned several days later to show the representative the following estimates: \$15.20, \$16.80, and \$17.00. Incidentally the Register got the job. I was told by a representative of the Register that estimating roughly he would say that they did on an average of \$50.00 worth of job work daily.

Besides printing their own daily paper, the Register prints the Eastern Progress, the school paper of Eastern Teachers College and The Berea News, a weekly paper of Berea, Kentucky. They also furnish all type for the Pantagraph, a republican weekly, located in Richmond across the street from the Register plant. The Pantagraph is edited by a Mr. Smith (known in Richmond as Pantagraph Smith) who goes to the Register plant early every morning and gets the type of those stories he wants to print in his weekly, before the forms of the previous day's paper are torn down. The Register charges him a very small sum for the use of the type and he can consequently publish his paper for almost nothing. I was told that the only time he ever needed assistance in printing his paper was when he got ready to lift the forms on the press.

In March of 1928 Mr. Johnson got out a 48 page paper which he called the Progress Edition. He was assisted in the work by two professional special edition promoters, in addition to his regular staff. The Progress Edition contained much interest material about Madison County. It exploited the advantages and resources of the city and county and was the object of much praise over the State.

Local advertising rates are 35 cents per inch unless the advertiser signs a contract to use a certain number of inches per year. They are paid 50 cents an inch for national advertising but of course the commission which they pay the company that sends them the work cuts this amount down to about 40 cents.

TWO SETS OF FIGURES REVEAL PRINTING HOUR COSTS STILL HIGH

Franklin Price Catalog and United Typothetae Figures Given Below

Because of the depression and lower prices on raw materials, some printers have felt that they should make drastic cuts in the price of their work.

But printing costs are practically as high as they were in 1929, and any printer that slashes his prices will find that he is losing money.

In August the United Typothetae of America released their records of Hour Costs as found by their members for the year 1930. These costs were figured without a profit. The Franklin Price Catalog published on September 1 a new set of figures on Hour Costs, taking into consideration a margin of profit on the work.

The two sets of figures are given below. They were arrived at independently of each other and show about what a print shop should charge for Hour Costs.

	Franklin Ptg. Catalog	U. T. A.
Hand Composition	\$3.60	\$3.75
Slug Machine Composition	4.00	3.70
Monotype, Keyboard	2.80	2.41
Caster	2.40	2.65
Ludlow Typograph	4.00	None
Platen Press—Hand Feed		
10 x 15 or smaller	2.10	1.98
12 x 18 or larger	2.40	2.35
Universal, Colts, etc.	2.80	None
Platen Press—Mechanical Feed		
10 x 15 or smaller	2.00	2.07
12 x 18 or larger	2.30	2.37
Auto Cylinder Press—Mechanical Feed		
12 x 19	2.70	2.76
17 x 22	3.00	2.76
20 x 26	3.40	3.90
Cylinder Press—Hand Feed		
22 x 32 (Pony)	3.60	3.97
25 x 38 to 32 x 44	4.20	4.70
38 x 50	5.40	5.46
Cylinder Press—Mechanical Feed		
22 x 32 (Pony)	3.40	4.55
25 x 38 to 32 x 44	4.00	5.00
38 x 50	5.00	4.89
A—Ruling Machine and Feeder	2.70	3.25
Ruling, Three Deck Strike	3.00	None
B—Men's Hand Work	2.40	1.52
C—Small Bindery Machine and one girl	1.60	1.82
Second Girl80	None
D—Girls' Hand Work	1.00	1.13
Cutting Machine	2.80	2.51
Folding Machine, 19 x 24 or less—Hand Feed	2.00	1.95
Folding Machine, larger than 19 x 24—Hand Feed	2.40	2.56
Folding Machine, Mechanical Feed	2.80	2.75

The Register does not use any one particular system of bookkeeping. However, they do use special job work and circulation forms. Mr. Johnson knows just how much money it takes to run his paper each week and the amount seldom varies.

The Register gets service from the Associated Press, the Myer Booth Advertising Service, and the Central Press picture service.

Other papers published in Richmond are the Pantagraph and the Madison

County Times. The Madison Times, Republican, was started in Richmond in 1930 by F. H. Dahl. The paper went broke and was taken over by its creditors on May 1, 1931. At present it is being edited by Mr. J. Preston Smith.

Do the people from whom you buy your supplies advertise in your Kentucky Press? If they do not wouldn't it be to your interest to ask them why?

The Newspaper A Public Service Bureau

By HOWARD G. WILLIAMS

The newspaper is a public service bureau in many respects. It does good for the community wherever it can, and all news of local interest is presented in a way that the public can readily understand. It should, with the public in view, give all of the things that the public is entitled to know. There are many things that would pass un-noticed unless of great importance if the paper did not present the facts to the people and in this way allow the functions of the town to be understood by all the citizens.

Quoting Mr. Radder, he says, "Do not avoid news. Tell it. Avoid private scandal always, except where its court record or vital statistics concern the social structure. Then point out its lesson in the telling as the novelist or the dramatist would do. Tell all the public scandal. The paving contractor who charges the city for rock excavation when only digs sand, who lays concrete between curbs thirty-two feet apart and sends the city a bill for a forty-six foot job, should be exposed, and the paper is an enemy of society that will not search out these facts and boldly publish them. The newspaper that will ignore the story to give space to some pleasing sunshine thesis that is good reading any old time and in any old place, may serve the needs of a cult, but it will never serve the needs of our country."

The paper can, if it only will benefit the town in which it is located by noticing the needed improvements there. There are many things that the people would back if only they had a leader. In this case the paper can be the leader and the people will be sure to follow it. There was on a certain street in a Wisconsin city a very large mudhole and that it was gradually getting worse. The paper in each issue would tell the exact size of it and how deep it was. It was not long until that mudhole was filled up and repaired. The people probably realized that there was a bad mudhole there, but never did anything until there was mention of it. The paper came out and told the facts, and it was sent all over the state. Until the street was fixed, the town was probably the target for a great amount of ridicule.

The paper may create serviceable news of its own. Of course the news that has happened and will happen must be given the usual space, but the paper with very little work, can if it but will, create news that will have a bearing on the whole community.

The paper should delve into all social conditions of the town or community. It should investigate any immoral conditions that exist and this should be a target for the paper. To

clear up the "red light" district of any town would be a "feather in the cap" for any paper to claim. Any condition that exists that is harmful to the health of the community is also a mark for the paper to hit. The health of the community is certainly one of the most important things that can be discussed. The people of the town would certainly follow the leadership of the paper if will only begin the crusade against the unhealthful conditions. Another type of public service is that of protection such as against burglars, hold-up men, etc., but there is another type of protection that should interest the public as much as does this other. That is the safety of structures. The paper should expose any old structure that is subject to condemnation as a public menace. Things just mentioned are not usually noticed by the public unless it would be that of the robberies. There was a case cited once that a certain part of town. It was fairly well under way when the paper came out with a daring statement saying that the building was not being built according to specifications. It so happened that an inspection of the building showed a weakness in the concrete and also in the structure. The construction company was forced to wreck the building and rebuild under official supervision. This was uncovered by a reporter that had at one time worked with a construction company and by chance had seen the workmen mixing the concrete and had checked up on the blue prints as to the rest of the building. This was certainly of public interest. When one thinks that maybe at some later date that building might have given way, and that many lives might have been lost, it is realized that the paper was acting for the public good of the town.

The reporters of the newspaper are its eyes in a large use of the word. Of course there are many things that come from syndicates and AP. and UP. over the wire, but in the town itself the reporters can be said to be the eyes of the paper. All that occurs in that town with the exception of probably a few friends of the paper that will call in some things and of the correspondents that are in the community, must come in through the reporters. The reporters are in a good place to find out many things and often they are used by the police to assist in tracing the various crimes. Not only this, but also they often are able to trace crimes by themselves that for a great time have baffled the police. The reporter can in one sense be called a plain clothes man. Often a reporter will pick up a clue that a policeman would never get because of his uniform. There are on record in

the larger cities many cases where the reporters have received the reward for the capture of certain bandits, just because he played the part of the detective. In the manner that the reporter develops his method, depends his success. There are only a few that could do the right thing at the right time and make the discovery. They must be very keen to sense things and quick to act.

The papers should proceed to print the evidence that its reporters bring in on such cases but they must be very careful not to print any libel in it. The evidence must be the truth and the paper must stand ready to prove any of it in case of court action. There have been many cases where the paper figured in the conviction. One case in particular was where the paper talked against the political rulers of the city and caused so much trouble there that the police investigated and as a result indicted fifteen of the councilmen. There could hardly be any greater public service than to save money that could be used in ways that would aid public health or like types of public need.

The favorite type of crusade that is found in the city today is that of the Community Chest and for Community Buildings. This the one type of crusade that the paper is completely justified in boosting since there is public gain for the town and the paper would be doing a great public service in backing it. The community benefits from any kind of a community building or fund, and the paper is merely carrying out its plan of public service in doing all it can to aid it in the campaign. There are also many other types of campaigns that are right for the paper to back such as public parks, children's play grounds etc., as long as there is no selfish gain for the paper. If any greed on the part of the paper enters into the crusade, it no longer is a public service and the paper is not doing its duty toward the town.

Mr. Radder says that "if the first duty of a newspaper was to crusade, then William Lloyd Garrison would stand out as the most illustrious example of a crusading editor. The first duty of an editor is to print the news, not to reform." Again quoting Mr. Radder, "Joseph Pulitzer rather than William Garrison represents the highest type of crusading journalism. The World is first of all a newspaper—a great independent and liberal newspaper. But it has never been satisfied with merely printing news. True to its platform, The World has been an institution that has always fought for progress and reform, never lacked sympathy with the poor, and has always been devoted to the public wel-

fare." Mr. Radder lists the case where during Cleveland's administration when the government was selling bonds and J. P. Morgan was set to buy them at a price lower than market price, Mr. Pulitzer, by a series of editorials succeeded in getting people to buy them above the market price and kept the Morgan syndicate from getting them.

Mr. Radder in his book continually refers to the slogan "Start Something," and lists what editors have done in this manner heretofore. This is a good idea since it will give editors something to look forward to and plan. Some editors will conceive ideas from that column that they would never conceive. Mr. Radder lists some items that if they were taken up by the editors of the towns today they would soon score victories.

Quoting Mr. Marcellus Foster, publisher of the Houston Chronicle, he says, "What killed the Klan was our reporting verbatim every meeting they held. If a prominent citizen attended, we printed his name, whether or not he was an advertiser. If a well known minister delivered a talk to Klansmen, we told it. We used no condemnation." That shows what a crusade against the Klan resulted in. The Klan was broken up through the efforts of the paper.

Quoting Mr. Lippman, he says, "The press is no substitute for institutions. It is like the beam of light that moves restlessly about, bringing one episode and then another out of darkness into vision. Men cannot do the work of the world by this light alone. They cannot govern society by episodes, incidents, and eruptions. It is only when they work by a steady light of their own, that the press when it is turned upon them, reveals a situation intelligible enough for a popular decision. The trouble lies deeper than the press, and so does the remedy. It lies in the social organization based on a system of analysis and a record, and all of the corollaries of that principle."

The whole decision of the crusade hangs upon the old phrase, "Is it selfish to do this or is it only for the public good of the community?" If it is for the good of the community then follow the crusade to the end and help it along. If, however, it has a selfish motive behind it, the paper will benefit instead of the community, then let alone and do not vouch for it on that basis.

Reference: Norman J. Radder, "Newspapers In Community Service"; Walter J. Lippman, "Public Opinion."

There seems to be some sort of relation of ideas right now between the editor who is overcoming the present business conditions and the one who frequently buys half soles.

THE NEWSPAPER BEGS A LITTLE OF ITS OWN SPACE

(Elizabethtown News)

A newspaper, through its editorial and news columns, gives a vast amount of space to the discussion of questions that affect other folk. It writes on farm relief, taxation, political, social and financial matters, but seldom does it dangle before the public its own problems and difficulties.

An article of this kind, written by the publisher of a newspaper in Frederick, Md., the home of Barbara Frietchie, and adjoining to the birthplace of the editor of The News, is both interesting and timely. It follows:

"There is a vast difference between such local papers as ours and a newspaper of extensive circulation. Because of the intimate character of most of our news, the interest on the part of the reader is naturally greater. This, we feel, develops greater advertising value for the circulation. A smaller newspaper must necessarily be more careful to report news correctly. So much of the news is readily checked for accuracy. Inaccuracy in our news presentation would be disastrous for our newspapers. We are obliged to be careful, whether we are inclined to be that way or not.

"We want the news of local persons and local events. We crave it—as long as it does not smack of advertising. As an illustration we will report a happening in Baltimore in which local people are interested or participate and give more space to it than the Baltimore newspapers, in some cases. But sometimes what is news and what is advertising brings a very close distinction. We print so much local news that some persons, like those connected with churches and other organizations, lose sight of the fact that the principal thing we sell is space for advertising and we cannot afford to give away what is 'goods on our shelves.' A certain amount of free publicity in certain cases is given, but how much, if any, to grant at times does bring up some rather trying situations.

"Too many forget that a newspaper is not a philanthropic enterprise, that it has a payroll to meet each week and expenses that are beyond the realization of the readers. It is a common thing to hear such a statement as this: 'Won't you put this in the paper for us? We have been taking the paper in the family for the past 50 years. (The News is not that old yet. You certainly can do that for us.'

"It is sometimes hard to explain why particular items like In Memoriam notices do not classify as news. So many readers do not understand that these notices must be charged for. Because they subscribe, they think they are entitled to a few words of

praise in the papers for some relative who has died.

"The worst cases to handle are those where the person wants to keep something out of the paper rather than get it in. Some very unpleasant cases arise. Not long ago the wife of a well-known Frederick man of a good family came in with tears in her eyes, requesting that nothing be used about her husband who was caught driving his car while drunk. Then, if you are told that publication may mean the loss of the bread winner's job, it makes you stop and think. We have found that we must be more or less hard-boiled in the publication of news of this kind. It causes heart-aches, sometimes loss of friends, but in the end there is a duty to the general public that must be performed. A local newspaper in some respects is a safe-guard to society against wrongdoing and violation of the law the same as are those who administer the law, the magistrates, the judges, the courts. Many a person feels the publication of his misdeeds more severely than the sentence meted out to him by the magistrate or judge. We tell such people the time to think about the ones he wants to protect is beforehand, not after something happens.

"There are some cases where, for the public good, news must be handled with the care. I suppose practically every newspaper in the country had to face the same problems we did a few months ago in regard to publishing the news of bank failures. There were so many items of this nature coming in that people were becoming disturbed. We saw the necessity of soft-pedaling these stories. A run on a bank can start from the slightest cause and when the public mind is uneasy there is no telling what disastrous effects could come from the injudicious handling of such items. The news did not necessarily have to be suppressed. It could be subordinated to more constructive stories.

"The most striking things about newspaper efforts is that one seldom hears much from readers unless it is in the way of complaint. If no comment is made it is a pretty good sign. Make a mistake, or say something that displeases and you will be sure to hear about it one way or another."

Get acquainted with your Competitor, you may like him," is a very good thought. Why not fight in this game of business the same as we do in our athletic games. Our opponent beats us by fair methods, more power to him. We do not hate a man because he is a better golfer than we are.

Call it "business and social printing" if you want to get away from that old term "job".

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THE ROAD OF TRAVEL LUXURY

With every piece of paper, every piece of printing machinery, every pound of ink and every hour of labor we publishers are buying, we purchase somebody's taxes, insurance, interest on investments and other items. And with every piece of commercial or social printing or advertising we sell we must include those items and add our own portion of taxes, insurance, interest, etc., with it. It seems difficult for us to understand that we must sell our taxes and other such items, to those who purchase from us. We seem to be inclined to be charitable and are willing to pay for those expenses of doing business but do not resell them. The successful printers of today are those who have sold everything. They don't buy taxes and feel that they have purchased a priceless souvenir, which they should put away in a strong box and keep, they just mould it into their commodity and resell it. Even that block of unproductive time, which all shops have, has to be sold to somebody. The publisher who recognizes these facts today isn't the publisher who is experiencing any stagnation in his business or any serious cessation of his income.

NEWSPAPERS HAULS DELIVERS FOR ITS ADVERTISERS

A Michigan Round-Table participant tells of a weekly newspaper in that state which, while distributing copies free each week to every farmer within 14 miles of the town, delivers packages free to any farmer who orders anything from one of the regular advertisers. The paper uses its own trucks to deliver the free copies and takes out the merchandise packages with them. It is said that many farmers phone to the stores for articles they want quickly, and so get them delivered free to their doors.

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:

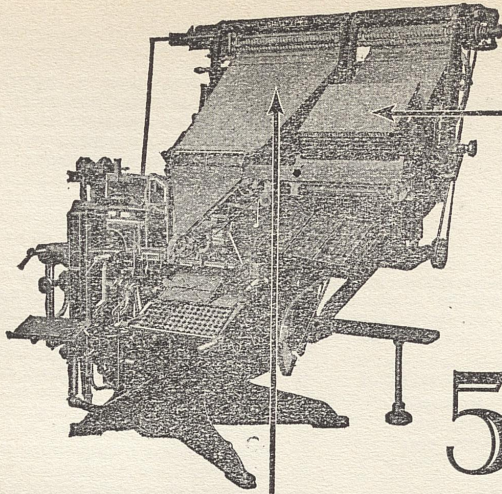
Daily, Three Months. \$5.00
Daily, Six Months. 7.50
Weekly, Twelve Months. 5.00

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.



EVERY JOBS
 24 PT. BODONI BOLD CAPS
 FIRST AUXILIARY MAGAZINE

EVERY JO
 30 PT. BODONI BOLD ITALIC CAPS
 SECOND AUXILIARY MAGAZINE

EVERY J
 36 PT. BODONI BOLD CAPS
 THIRD AUXILIARY MAGAZINE

THREE DISPLAY FACES IN AUXILIARY MAGAZINES

5 POINTS for PUBLISHING PROFIT

EVERY JOB SHOULD START
 EVERY JOB SHOULD START WITH A
 Every job should start with a plan
EVERY JOB SHOULD START
 Every job should start with a plan
 10 PT. BODONI WITH ITALIC AND SMALL CAPS
 FIRST MAIN MAGAZINE

EVERY JOB SHOULD S
 Every job should start wi
EVERY JOB SHOULD S
 Every job should start wi
 14 PT. BODONI BOLD WITH ITALIC
 SECOND MAIN MAGAZINE

EVERY JOB SHOULD START WI
 Every job should start with a plan
EVERY JOB SHOULD START WI
 Every job should start with a plan
 8 PT. IONIC NO. 5 WITH BOLD FACE NO. 2
 THIRD MAIN MAGAZINE

THREE BODY FACES IN MAIN MAGAZINES

- 1 Set ads, heads and body matter from the one power-driven Linotype keyboard. You can do it handily on the Model 14.
- 2 Use new type for every edition and all your job work. The Model 14 has the versatility and productive capacity to make this possible.
- 3 Eliminate distribution by Linotyping your composition. After you use the slugs, melt them and Linotype your composition over again.
- 4 Equip your machine to meet your requirements. The equipment shown here is merely suggested. You can get the variety of faces that will be most productive for your needs.
- 5 Let your Linotype grow as your business grows. You can buy your Linotype Model 14 with one, two or three main magazines and the same

latitude in auxiliary magazines. Additional magazines (up to three in each position) may be added as your business increases. Meanwhile, every magazine and every font of matrices is earning a profit and paying for itself as you use them.

Talk with a Linotype representative. Let him know your problems and the methods you use in meeting them with your present equipment. He won't suggest or try to sell you anything that will not be helpful and more productive to you. And there is no obligation for his counsel.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, N. Y. · SAN FRANCISCO · CHICAGO · NEW ORLEANS · CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA · Representatives in the Principal Cities of the World



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