

THE KENTUCKY PRESS

OF, BY, AND FOR THE
KENTUCKY NEWSPAPERS



Volume Two
Number Twelve
January 1931

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

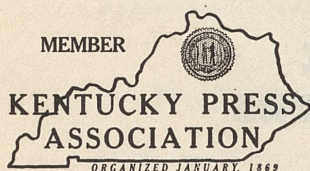
VICTOR E. PORTMANN, Editor-in-Chief
FRANCES L. HOLLIDAY, Assistant

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

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

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



HIGH SCHOOL CRITICS

High school teachers of journalism and their classes, in their so-called criticisms of newspapers, take particular delight in sorting out horrible examples of the use of English. The mistakes are there, and some of them are horrible. But did the high school critics ever stop to think that we have to depend upon the schools to teach English for us? If they will stop trying to teach all the details of producing a paper and concentrate on some of the fundamentals we will have better papers.—Ole Buck.

* * * * *

SOME DARE NOT

Usually the argument is made that every business concern should advertise. Generally speaking, that is true, but there are exceptions. In fact, some concerns hardly dare to advertise, because they cannot make good according to the requirements of modern business practices.

When advertising is untruthful or misleading it does more harm than good. Only an enterprise which fulfills the promises made in advertising can stand the spotlight of publicity. Hence, when we find a store or other business establishment boldly advertising its wares or service, month after month and year after year, we may generally conclude that it can and does give real values.

Observing the advertised business of any community, large or small, will enable one to identify the most dependable concerns in that community. Only efficient and reputable establishments

dare to advertise.—Vernon, Alabama, Democrat.

* * * * *

ADVERTISING? NO

The habit most merchants have of charging charitable donations, space bought in programs, and other such stuff to advertising is a handicap to legitimate advertising. The man who does this points to the total he has charged to that account to excuse himself from doing more advertising when the fact may be that he has actually spent very little for legitimate advertising. Donations to charity should be entered under that head. Other items could often properly be entered under the heading "blackmail," or "graft."

* * * * *

FACTS

Here are the "Ten Advantages" of newspaper advertising as given by the Bureau of Advertising of the American Newspaper Publishers Association:

1. Newspapers reach everyone. Just about everyone who reads at all reads a newspaper.
2. Newspaper advertising produces immediate action.
3. Newspaper advertising tells where to buy.
4. Newspaper advertising enables the advertiser to check results.
5. The newspaper dollar goes farther—reaches most readers.
6. Newspaper advertising insures dealer goodwill.
7. In newspaper advertising only profitable markets need be selected.
8. "Newsvvertising" is a product of

the ability to spot copy quickly.

9. Newspaper advertising enlists many aids to distribution.

10. Every newspaper fits its market.—N. E. A. Bulletin.

COST ACCOUNTING

By E. F. Clipson, Publishers' Auxiliary
The cost system idea is slowly but surely gaining ground, as is evidenced by the bulletins of field managers and national and state editorial associations. It has long been not only a fixture, but an absolute necessity, in the larger plants. Smaller ones are adopting it with increasing alacrity after testing its benefits. Now and then a publisher permits an item of cost accounting to lapse, but resumes it quickly when he notices the effect upon his monthly balance sheet. These lapses and resumptions are the practical demonstrations that are making for a firm establishment of the system.

Simplified systems, as promoted by state universities and publishers' associations, are proving a boon to many of the smaller plants. The old systems, designed for the larger plants and expert accountants, were too complicated; but now there are methods readily understandable and applicable for anyone with an elementary knowledge of bookkeeping and average ability to use figures.

Cost accounting, especially one based on hour costs, has been the most important factors in stabilizing advertising and printing rates. It has checked the tendency to reduce rates to a point below a fair return and has changed many a losing business to one showing a decent profit. Also, by revealing where leaks and lax methods occur, it has been highly instrumental in promoting efficiency in management.

Price cutting is the first resort when business shows a tendency to become slack. It seems to be the easiest way, and like most "easy way" proclivities, it proves to be the wrong way. Eventually it develops to a point where the publisher is supplying advertising and printing at, or below, cost. When the publisher adopts a system which reveals his correct production costs, he speedily arrives at the conclusion that advertising and printing must be sold on a basis of service, and that salesmanship should be invoked instead of price cutting.

Conditions in your town are about the same as those in other towns of equal size, resources and advantages. When a publisher, whose field is similar to yours, adopts a cost system which shows him at all times just how his business stands it seems apparent that his system would be a good one for you.

NOT ALWAYS RIGHT

If "the customer is always right" policy is followed, then good customers must be compelled to make up losses caused by unreasonable customers.

Make the Press your newspaper. Send in your items.

Full Program Planned For Mid-winter Meeting

When President Herndon Evans, Pineville Sun, brings down his gavel for the annual mid-winter meeting, it is hoped that representatives from every Kentucky newspaper will be present to take part in the pertinent discussions on the program of topics. Formal invitations have been sent to every Kentucky editor, and, by the rate the return cards have been received, a splendid and interesting meeting is assured.

The meetings will be held in Dicker hall, the assembly and "club" room of the College of Engineering on the university campus. Two years ago the old sycamore tree that stood for many years as a landmark on the Richmond pike, just outside the city limits of Lexington, was cut down because it was obstructing traffic. Dean F. Paul Anderson, College of Engineering, procured a large section of the tree. Members of the various engineering classes cut the trunk into thick sections and with the co-operation of the iron-working classes, made a large number of attractive tables which now ornament Dicker hall. It is around these novel and historic tables that the editors will gather to take part in the truly "round table" discussions.

The first assembly will be called promptly to order at 9 o'clock, Friday morning, January 30. Following the invocation by the Rev. R. H. Daugherty, pastor of the First Methodist church, South, Lexington, President Evans will introduce W. Clement Moore, expert accountant, who will discuss the problems of circulation audits for community newspapers and how this method of procedure affects and can be installed by Kentucky papers.

Mr. Moore needs no introduction to Kentucky editors who are members of the NEA. He is a joint editor, with Herman Roe, of the annual surveys of the weekly newspaper publishing business as issued by the NEA. His title is industrial engineer and business economist. He is head of the department of business analysis and assistant district manager of Wolf and Company, accountants and engineers, with offices in most of the large cities. Wolf and Company have been appointed as official accountants and circulation auditors for the NEA and are now conducting such audits in many states.

The question of circulation audits for community newspapers is nationwide and between 25 and 30 states

have adopted the audit in whole or in part. It was thought for a time that a sworn circulation statement would be sufficient for national advertisers, but advertisers now refuse to accept them as they were making falsifiers out of so many of our otherwise upright editors. The circulation audit will satisfactorily bridge the gap between community editor and national advertiser.

Herman Roe, publisher of the Northfield, (Minn.) News and field manager of the Minnesota Editorial association, also needs no introduction to our editors. As field director of the NEA, he is a national authority on matters pertaining to community newspapers and his discussion on the two topics assigned him will be well worthwhile and instructive.

Mr. Roe will have two topics under his leadership, "Building up Local Advertising" and "Newspaper Accounting

solicitor, "devil", proofreader, repoter and a dozen of other duties, has simply not had the time to put his office and newspaper on a strictly business basis.

Another reason for this reputation, and strictly the editors' own fault, has been that many editors hesitate to put an up-to-date bookkeeping and accounting system in their offices because they feel that they, or their employees are not capable of handling such a system. This is fallacious and entirely wrong. Messrs. Roy and Moore will discuss the business and accounting end of the newspaper business, both from the front office and mechanical plant as well. This ought to be one of the most popular and interesting topics of the meeting.

A luncheon will be given the editors by the university on Friday noon with McVey presiding. A similar luncheon will be given Saturday noon by the the Kentucky Kernel. The ladies will be entertained at a luncheon by Mrs. Enoch Grehan at a local hotel on Saturday noon. Friday evening, the editors and wives will be entertained at a banquet given jointly by the Lexington Herald and Lexington Leader.

While the editors can register at any of the excellent Lexington hotels, headquarters for all meetings will be at Dicker hall on the university campus. The hall can be reached in a few minutes from downtown either by walking or by taking a South Limestone street car and getting off at the main gate. Dicker hall is located in

the center of the campus in the engineering group just south of the Administration building. Just follow the signs. There will be plenty of parking space available for those who "roll their own."

A cordial invitation is extended to every Kentucky editor and others interested, to attend the meeting. If you have not filled out the attendance card, please do so at once. But do not wait even if you are not certain whether you can leave until the last minute. Come anyway.

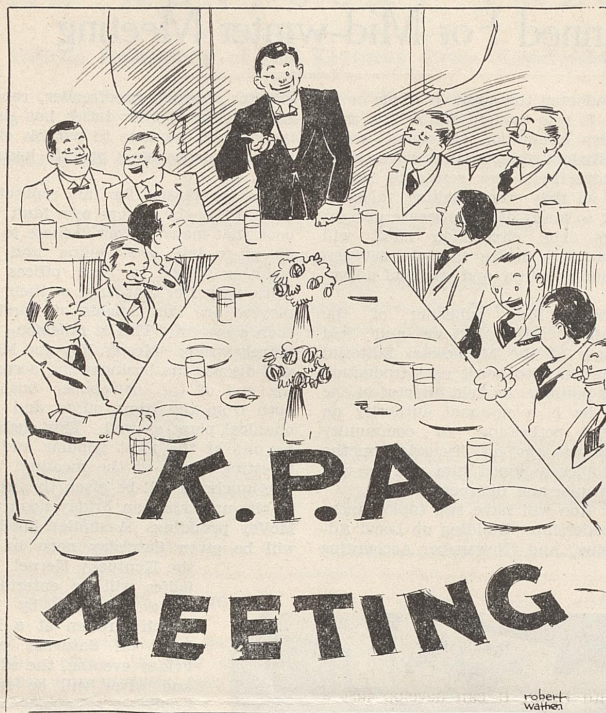
Miss Edna Bennis, Lancaster, has purchased the Georgetown News and will assume editorship on the first of next month. Harvey Wiggington will assist Mrs. Bennis in the editorial management. Both the new editors have had experience on the News in previous years.



The Fountain in Dicker Hall

and Office Management," in the latter he will be assisted by Mr. Moore. Every editor would like to know how and under what methods he can build up his advertising, both local and national. Mr. Roe, during his affiliation with the NEA, has been a leader and is a recognized authority on the subject of community newspaper advertising. He has had many years of practical experience on his newspaper at Northfield and has made the Northfield News, one of the most, if not the most, outstanding newspaper in the Northwest.

It has been true in the past, fortunately becoming less a reality in the last few years, that newspaper editors have been notoriously poor business men. Some of this reputation has been due to the fact that the majority of editors, because of their manifold duties as editor, advertising solicitor, job



Courtesy Louisville Courier-Journal Engraving Plant

Midwinter Meeting Program

EDITOR'S SHORT COURSE AND MID-WINTER MEETING
KENTUCKY PRESS ASSOCIATION
Dicker Hall
UNIVERSITY OF KENTUCKY, LEXINGTON

Friday, January 30

- 9:00 a. m.—Call to order by President Herndon Evans, Pineville Sun.
Invocation: The Rev. M. R. H. Daughtery.
Round Table: Circulation Audits—Leader, W. Clement Moore, Wolf and Company, Philadelphia.
- 12:30 p. m.—Luncheon, University Commons.
Address: President Frank L. McVey, University of Kentucky.
- 1:30 p. m.—Inspection trip of the University.
- 3:00 p. m.—Call to order by President Evans.
Round Table: Newspaper Accounting and Office Management.
Leaders—Herman Roe, Field Director, National Editorial Association, Northfield, Minn.; W. Clement Moore.
- 7:00 p. m.—Banquet by the Lexington Herald and Lexington Leader.

Saturday, January 31

- 9:00 a. m.—Call to order by President Evans.
Round Table: Building Up Local Advertising. Leader—Herman Roe.
- 1:00 p. m.—Luncheon, University Commons.
Business Meeting.
President's Annual Report.
Secretary-Treasurer's Annual Report.
New Business.
Election of Officers.
- 3:00 p. m.—Open Meeting.

The Green River Independent of Munfordville, Ky., made its first appearance on New Year's day. Robert Darling, former assistant editor of the Hart County News, is editor and publisher.

Editor D. M. Hutton, of the Harrodsburg Herald, slipped on a banana peel on the pavement last Monday, severely sprained his left ankle and tore loose some ligaments. He will be on crutches for some time.

IMPOSSIBLE

One reason it is inadvisable to accept pay for space on a basis of volume of business produced, is because there is no way to trace all returns. Another is because the publisher must, perforce, depend entirely upon the other fellow's bookkeeping. If a number of publishers in a given territory are carrying the same advertising, then inextricable difficulties arise over cross claims of publishers. Each can be perfectly honest in his belief that his paper produced the sale. One instance is on record where the advertiser made the greatest possible effort to see that every paper got full credit for sales made. Coupons, key numbers and other things were used in an effort to make sure of absolute fairness and honesty. The plan worked fine for some time and numerous publishers got substantial pay for their space. Eventually the system broke down because of the impossibility of making satisfactory settlements. The advertiser was absolutely honest. It is certain that no publisher claimed anything that he did not honestly believe belonged to him. The system just would not work. In this case, the advertiser was well and favorably known to the publishers. Many knew him personally. It would be far more difficult to handle such an arrangement with strangers where there could be no mutual basis of trust.

GETS KICK OUT OF PUBLISHING PAPER

"I am publishing a newspaper because of the kick I get out of it and not with the insane idea of becoming wealthy," Harold L. Dahl, editor of the Berea News, the city's newest journalistic enterprise, said in discussing his project.

Mr. Dahl, native of Chicago, has been in Berea four years. He is chairman of the 1920 Red Cross Roll Call Committee for Berea.

Inquiry brought the answer that his hobbies were babies, old folk and collecting postage stamps. He did not indicate what percentage of his stamp collection was taken from letters conveying the usual "kicks" editors get from newspapers. Aside from his hobbies, Mr. Dahl has another distinction. He is one of the few persons who owns an automobile, but does not drive it.

Since living in Berea, Mr. Dahl has been elected councilor of the local chapter of Junior Order, United American Mechanics. He is a Mason and at Cornell University was a member of Delta Upsilon social fraternity. Mr. and Mrs. Dahl have two children.—Courier-Journal Highlights and Shadows.

D. M. Duncan, editor of the Meade County Messenger, who sustained a broken arm in a fall during the Christmas season, is still confined to St. Anthony's hospital in Louisville.

Publishers often forget that the classified page is the one page which can be used by every citizen in the community says an article in the current issue of the Minnesota Press. It is a page which can be used by the dry goods dealer to sell unbleached muslin, or by the factory worker to sell an old sewing machine.

To develop a good classified page is good psychology on the part of a newspaper. A well filled page is more likely to be read and studied than a poorly filled one. People will also assume that it pays to advertise when they discover that everybody is doing it. When people learn that classified advertising gets results, they will be better prospects for display advertising.

It takes time to develop a good classified page, but once built up, it is one of the most substantial departments of the paper and should yield at least 10 per cent of annual gross receipts. In the average country office it is a good policy for every publisher as a reporter, advertising or subscription solicitor to also endeavor to sell classified advertisements.

For instance, when the advertising solicitor gets his regular display copy gess that he should use the classified page to dispose of his out-of-date goods. He calls on the hardware man and learns that the merchant has just failed to make a binder sale, because a prospect had a blinder in too good condition to junk and yet was unable to sell it. He can suggest to the hardware man that he run a classified ad, which will bring him the names of persons who are interested in purchasing a used binder. Out of the list he may secure prospects for new binders as well as finding a buyer for the farmer's old machine.

News gatherers have many opportunities to secure classified ads. When they learn that a certain family is moving from one house to another, they can get in contact with the owners of the building being vacated and sell him an ad.

In most communities there are store buildings owned by the merchants who occupy them, the ground floor being used for a store and the ground floor for apartments. News upper floor for apartments. Newspapers representatives can occasionally inquire as to whether these apartments are all occupied and if they are not the merchant undoubtedly can be induced to use a classified ad. Even if the upper story is used as a hall it is well to advertise that it is available for dances and meetings certain nights of the week.

The classified page is especially valuable to farmers. Through the columns of the local paper they can find a market for their little pigs, baby chicks, broilers, or turkeys and geese at Thanksgiving and Christmas. They

can dispose of their surplus hay, fence posts, colts, calves or their old machinery.

Several years ago a number of Minnesota communities conducted regularly what was known as a market day. On this particular day farmers were urged to bring to town articles which they desired to dispose of and an auctioneer was employed to sell them at public sale. For one reason or another many of these marked day plans failed. One difficulty was that dozens of small articles were brought in and the auctioneer was wasting valuable time trying to sell them. Your classified page can be made more valuable to the farmers of your community than any public auction. There is nothing too small or too big to be advertised in its columns. It can carry definite information, concerning the price asked and the quality of an article. It reaches more people.

In the larger cities dailies find it profitable to employ dozens of persons who do nothing but develop classified business. Smaller papers might copy some of their business-getting ideas, such as using the telephone to solicit want ads, and carrying regular display advertisements for the classified department.

The average country newspaper has a limited field. It can develop just a certain amount of local display advertising when it reaches a saturation point. Its entry into the national display field is also limited. Some papers are making the most of their opportunities in developing display advertising. Many are not. Few are developing to the utmost the possibilities that lie in the classified field and in Minnesota there undoubtedly are many communities where publishers are passing a good bet by overlooking the lowly want ad.

PULL TOGETHER

The advertising field is so highly competitive nowadays, so many are seeking the dollars of the advertisers, that no paper or group of papers can sit back and expect business to come without effort. Both advertisers and agents are constantly bedeviled by salesmen for all kinds of advertising media. Newspapers must compete with the magazines, movies, radio, billboards, all kinds of interests. Even the express company is selling advertising space on the sides of its trucks. Then the papers make matters worse by competing with each other. Why wouldn't it be better for all papers to unite in efforts to sell the newspaper market. Then let dailies and weeklies unite to sell their state or regional markets. Few papers are important enough to get far in selling individual markets. Even the largest of them cannot successfully face the results of

complete circulation breakdowns. If this plan of selling markets is adopted then state and regional press associations can function much more effectively in promoting the interests of newspapers.

DESTROYING CONFIDENCE

Newspapers would command more respect from the public if they had more respect for and confidence in each other. It is unfortunately true that some newspaper men take delight in exposing the supposed shortcomings of other papers, particularly those that differ in politics or other controversial matters. One can at least give the other fellow credit for being honest in his convictions, even though they do appear peculiar. It is also poor policy to seize upon mistakes made by other papers and hold them up to ridicule. It is an old and true saying that one cannot throw mud without having some of it stick to his own garments. The editor who tries to win credit for himself by breaking down faith in other papers needs to remember that what he is doing is destroying confidence in all papers. The public is always suspicious of the man who seeks to emphasize his own honesty and infallibility.—Ole Buck.

BARGAIN RATES

Now and then some publisher gets the notion that he can increase his subscription list by making a reduction in price—a bargain offer. The writer has personally checked several such efforts. Without exception they fell short of their purpose. Old subscribers were usually quick to take advantage of the chance to renew at a reduced rate but the number of new ones gained fell far short of expectations. What is true of bargain offers is usually true of contests and premiums. It can be taken for granted that if a paper is worth while, practically all old subscribers will renew, or can be induced to renew, without special concessions. Hence any subscription scheme that contemplates special concessions to all subscribers, or expense that must be spread over the entire list, is likely to result in loss. The way around it is to devise attractions for new subscribers that will not appeal to old subscribers, and which they will not ask to share. Probably something in the way of a short term offer is the best.—Ole Buck.

The Feese Printing Company, of Bowling Green, Ky., sold a part of its plant to the Cave City News, and stored the remainder. Mr. Feese, formerly of The Commonwealth, Somerset, will be with N. W. Cowherd on the Cave City News for a while.

Notes From Addresses By W. Clement Moore

During the past four score years or more the weekly and small daily newspaper of America has been practically without recognition by National Advertisers. And worse than that, the advertising agency having been the power between the national advertiser and the newspaper for about seventy-five years, as such has also failed to function in representing your interests.

So, as the years have come and gone, lacking in united effort and a definite purpose, the smaller newspapers of the country have failed to obtain, even a small share of the billions of dollars that have been spent each year by the great industries of America in publications of large circulation to bring their products down to the very doorsteps of the cities, towns and villages in which you publish your paper had you but shown them the way.

You may reign supreme within your town or county. Your printed word may be the law of your community. The power of your publication may be deep and strong and far reaching in the molding of public opinion and personal preferences—yet these great national advertisers with gold to spend, know you not.

And why?

Because—you have failed to take advantage of your opportunities in many ways.

You will readily concede that **anything worth selling can be sold through good, sensible, practical, dependable, and convincing advertising.**

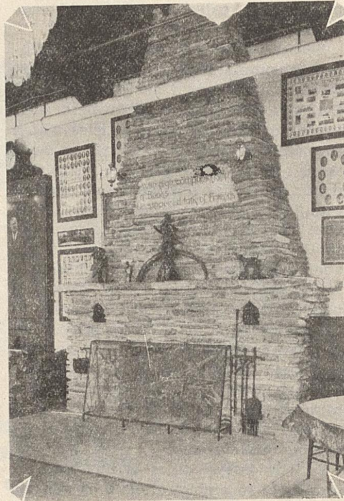
Yet, up to the last two or three years you have never made an **honest, united, intelligent effort** to sell the weekly and small daily newspaper as a **dependable, worth-while and profitable advertising medium to the national advertiser.**

Through this neglect, you have lost much prestige. And you have given to the magazines and the large dailies a great unmerited advantage. Furthermore they have developed a precedent which it will be difficult to overcome quickly. But, persistency will surely will if you fix a goal and go after it.

A mighty stride toward this goal and toward the weekly and small daily newspaper's place in the sun has been taken by the inauguration, adoption and use of the **Certified Circulation Audit.**

This one great move has already commanded the attention and enlisted the confidence of nearly every advertising agency in the country and dozens of National Advertisers as well.

You are therefore on the threshold of a real victory. Not to be gained within a day or a month nor even a year—but a victory is sure to come if you pull together and show a united front.



Fireplace, Dicker Hall

Within the past year Circulation Audits of weekly newspapers have been made in nearly 20 states.

In five or six states they have definite audit bureaus well established and destined to make their members recognized advertising mediums. It only remains for your state and the other states to follow in order to make the number of united and audited papers sufficiently strong to demand the attention and recognition that they justly deserve.

FEATURES

Editors of city papers spend lots of money for features, syndicate service, comic sections, etc., which are in reality only a development of the old fashioned ready print and plate ser-

vices. Country editors pride themselves upon doing away with ready print and plate, and producing all their papers at home. City editors are beginning to think they are spending too much money for services. Country editors might with equal propriety consider whether or not it isn't worth their while to give more attention to features. It is more important to study the desires of readers and try to supply what is most attractive than to depend too much upon personal judgment or prejudice. The man who conducts a newspaper only to please himself has the wrong idea of what constitutes newspaper service.

INSIDIOUS CAMPAIGN TO GET FREE SPACE SHOULD BE RESISTED

Within the last three months there have been three important conversions from paid advertising to free publicity reported to the Free Publicity Committee of the Publishers Association of New York City, the latest to join such a movement being the American Paint Association. A public relations concern is going to be depended upon to place free matter in the newspapers. This will be under the guise of "Save the Surface" or some other guise.

Most of the special weeks we hear about are nothing but free publicity campaigns. Even lights Golden Jubilee was such, we all know. Lookout for these special weeks such as "Canned Goods" week and others similar to it.

Now as never before it is essential that members be on the alert against an effort to impose upon them by space grafters. Having that in mind the field secretary will have prepared for the use of members an envelope in which free publicity matter may be returned to the manufacturers in order that they may know they are not getting across with their attempts to get something for nothing.

Who Does Your Ruling?

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

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

LOUISVILLE PAPER COMPANY
LOUISVILLE, KENTUCKY

The body of Miss Mary Chenoweth, reporter for the Louisville Courier-Journal, was found on a street near her home early January 19. She apparently was a victim of a hit-and-run motorist. Death was caused by a broken neck.

For 13 years a newspaper reporter, Miss Chenoweth covered many sensational Kentucky trials as a staff correspondent and undertook many special investigations for her paper. One of her outstanding assignments was reporting the many ramifications of the case of George Remus, who killed his wife. Her experiences in this case she put into a magazine article entitled "The Inside Story of George Remus, the Bootleg King."

A BAD BREAK

"Our paper is two days late this week," writes a Nebraska editor of the old school, "owing to an accident to our press. When we started to run the edition Wednesday night, as usual, one of the guy ropes gave way allowing the forward guilder-fluke to become disengaged, which dropped and broke as it struck the flunker-flopper. This, of course, as anyone who knows anything about a press will understand left the gang plank with only the flip-flap to support it, which also dropped and broke off the whipper-check. This loosened the flunking-dipper from between the ram rod and the flipper-snatches, which also caused considerable trouble. The report around town that the delay was caused by the indulgence of the editor in intoxicating liquors is a tissue of falsehoods, the peeled appearance of our right eye being caused by our going into the hatchway of the press in our anxiety to start it, and pulling the coupling pin after the whiffle duffer had been broken, which caused the dingus to rise up and welt us in the optic. We expect a brand-new guilder-fluke on this afternoon's train."

—LUSK, WYO., HERALD

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.

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.

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

Type
Printing Machinery



Complete Outfits For Large And Small Plants
 Boston Stitchers Kelly Presses

LEE B. DAVISON

Traveling Representative
 526 Union Street Nashville, Tenn.

(This advertisement set entirely in Bodini Bold)

You Can Get
IMPERIAL METAL

Direct From
 Cincinnati, Louisville, or Nashville Warehouses

The majority of newspapers in the state of Kentucky use Imperial Metal serviced by the Plus Plan. There is a reason. Imperial is made by a company that manufactures nothing else but type metal. That is the reason why they are in a position to give a better metal and a better service. Order your metal direct from any of the following warehouses:

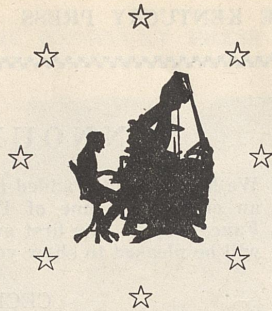
CINCINNATI
 McHugh Exp. Co.
 220 W. 3rd St.
 Main 1150

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

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

Imperial Type Metal Co.

Philadelphia Chicago Los Angeles
 New York



TO THE MAN WHO KNOWS ALL ABOUT THE LINOTYPE

AN ADVERTISEMENT THAT WILL TAKE BUT ONE MINUTE TO READ

This advertisement is addressed to one small city publisher who feels wearied of his labors.

He is able, fearless, honest. He doesn't lack vision, but his widespread interests have precluded an intimate knowledge of present-day mechanical methods and recent improvements of importance.

He "knows all about the Linotype." He'd like to have a newer machine, but. . . . So many half reasons why, so many blurred facts retained, so many thoughts of "things are good enough the way they're going." . . .

But are they though? What about this new year, and its daily routine? What about the new jobs that are never even mentioned, because every one's so busy with the paper that no one has time to get out after work? What about accelerating the progress of the paper's production . . . saving hours here and there . . . doing the customary things in less time, and doing them better?

A Model 14 Linotype won't revolutionize this man's business, naturally. Perhaps he doesn't need one. His present equipment may be entirely adequate—or may be made so by the addition of a few items. He may, in short, need many things—or nothing.

There's one sure way to find out. It won't cost a cent, and it involves only a frank attitude toward the present and the future.

Here is a suggestion for the man who "knows all about Linotype": Call in a representative and let him ask questions. He won't try to sell you anything. He will counsel to the best of his ability. For many publishers that has been profitable. For a few, it hasn't.

There are no strings to this offer—no "nigger in the woodpile." We are not foolish in making it. This business has grown by the service it renders—both through its product, its supplies, and its men. We intend to keep on growing in the same sensible way.

MERGENTHALER LINOTYPE COMPANY

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

TRADE **LINOTYPE** MARK

CANADIAN LINOTYPE,
LIMITED, TORONTO, CAN.

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

LINOTYPE METROLITE SERIES

510.31.1-C