

THE KENTUCKY PRESS

OF, BY, AND FOR THE
KENTUCKY NEWSPAPERS



Volume Two
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THE KENTUCKY PRESS

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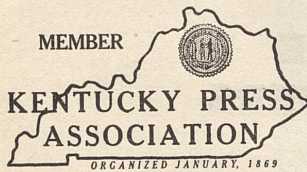
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PROGRAM COMMITTEE MEETS

President Evans and Secretary Alcock met with Professors Grehan and Portman at the university as the committee in charge of the mid-winter meeting and editors' short course and outlined the program for the January meeting in Lexington.

The dates set are Friday and Saturday, January 30-31, and an instructive and interesting program has been outlined. Headliners at the meeting will be Herman Roe, Northfield, Minn., field director for the National Editorial association, and W. Clement Moore, Philadelphia, expert accountant on circulation audits and newspaper administration.

The complete program will be published in the November Press. Invitations will be sent to every Kentucky publisher and editor to attend this meeting which promises interesting new data that will aid every editor in his business. The committee hopes that every editor in the state can be present.

What do you know about the territory in which your paper circulates? Can you give a prospective advertiser definite, concrete information that will make it possible for him to decide whether or not it is to his advantage to use your paper? Do you know the average value of farms, the average value of farm products, the leading farm products? Can you supply a correct list of retail trade outlets? Try to prepare a survey of your territory from the information you now have and the chances are you will be astonished at your limited knowledge. The possibilities of your territory is one of the chief things you have to

sell. You will not buy merchandise without a chance to know something about it. How can you ask anyone to buy what you sell purely upon speculation? If you do not have a detailed survey of your territory, make one. If you do not feel competent to make a survey, or haven't the time, then employ a capable person to make it for you. After it is once made, print it and use it. Revise it from time to time. Keep it up to date. This is one of the subjects we are going to harp upon a lot. When you get your survey completed, send this office a copy.

How many subscribers have you, how many delinquents, how many free copies, what territory do you cover, do you actually cover it, is your list making or losing money? These are some of the questions a circulation audit answers, or helps answer. You may be putting fifteen hundred papers in the mail when only eight hundred of them are of any actual value to you. Every paper that does not add strength to a list is so much loss. There may be weak spots in your coverage. An audit helps find them. One man added 115 new names in a part of his territory shown by his audit to be weak. Another man collected more than \$800 from delinquents as a result of having them shown up to him by an audit. Too many publishers jump to the conclusion that the chief aim of an audit is to help get more national advertising. The chief value is to the publisher himself. National advertising is a by-product of circulation auditing. Many think auditing is to uncover

crooks. Wrong again. One of the chief purposes is the protection of honest men. If a publisher deliberately falsefies his circulation statements, if he knows he has an undesirable list, he will have an audit. Yet he is able to compete successfully with other non-audited papers. The audit provides a means for honest men to successfully meet such competition. The time has not yet arrived for general condemnation of non-audited papers. It must not be done. Too many honest publishers are not yet convinced of the value of auditing. Their hesitation and opinions must be respected. The service is not yet general enough to be is going to come, though, when lack is going to come, though, the lack of an audit will become a handicap. Twenty-three states are already taking a practical interest in auditing. All the states will fall in line. The service will become available to all who desire it. This isn't all going to be done quickly. Patience, persistence, educational work, showing of results, are all necessary. We have set aside a special department for this subject. We propose to make circulation audits, and circulation area surveys major activities of this magazine.—The U.— S. Publisher and Printer.

Free publicity??? There is "no such animal"—it's either legitimate news or advertising and the only man who can decide the difference is the editor himself.

It is unsafe to depend upon generalizations in the interpretation of postal rules and regulations pertaining to lotteries. The only safe thing to do, unless the situation is so plain that there can be no possible chance for error, is to get an opinion from the postal department. One cannot rely upon opinions given by postmasters. They have no authority to express opinions, or interpretations; few are competent to do so. The general rule is that if the element of chance enters into a project in any way it comes under the law and cannot be legally mailed. Chances may appear to be given absolutely free, but the element of consideration always enters some place. If one does no more than write his name on a card, or enter a store to give his name to a clerk, such an act is interpreted as a consideration. Possibilities of interpretation are endless. Uniformity appears to be impossible. Two men in the department make opposite decisions on the same subject. Confusion is unavoidable. Hence the only way to be certain is to make each proposal an individual case, and get a decision upon it alone. If a publisher has a decision direct from the postal department, then he may safely proceed.—Ole Buck.

Circulation Audits

Reprinted from the 1930
Minutes of the National
Editorial Association

George O. Leonard, Campbell-Ewald Company, Detroit, Member, Country Newspaper Committee, A. A. A. A.

Mr. President, Ladies and Gentlemen: It is a fact that Larry Kelly should have been here but he is so busy in New York and this was so much of a jump that I am pinch hitting for him. We have been dividing our work. It is a real privilege to be here and see so many people I have met in the various state press meetings. I am particularly proud to be here, not as a representative of the Campbell-Ewald Company, but rather as a representative of the American Association of Advertising Agencies. The things I say—I shall attempt to tell you what the agency thinks—and the illustrations used must come mostly from our organization because I am familiar with those.

The last time we appeared before your Association was in Memphis in 1928. Since then much water has flowed under the bridge, from all indications, a large part of it has also been turning busy mill wheels to useful purposes.

As I remember the Memphis session with you, we talked about insertion orders and checking copies, about invoices and cash discounts, about local and foreign rate problems. It is typical of progress that we are today concerned about another problem. But before we take up today's discussion of the audit, let us look back over the past two or three years and see what the hearty co-operation of agencies and newspapers has done to the problems we discussed at Memphis which were so acute in those days.

If we are not mistaken, the Campbell-Ewald Company was one of the first agencies to send a representative to state and national meetings of country newspaper publishers to discuss the problems of billing, checking, etc. A little later other agencies aided and, still later, the American Association of Advertising Agencies lent its co-operation by appointing a committee to work with press associations in the interests of a greater co-ordinating of efforts by agencies, advertisers and publishers. Your speaker today is one of the members of this committee and is representing it at this meeting.

During the past two years the co-operation of publishers has been most wholehearted and as a result of a better understanding of one another's needs and problems, the task of placing advertising with many small town papers has been greatly facilitated. Officers and field secretaries of state and national associations have, too, co-operated so fully that conditions are greatly improved and are still improving. This does not mean that agencies no longer have billing and checking problems with small town newspapers,

but it does mean that, as compared with three years ago, the situation is most satisfying. The fine co-operation of the country papers, in bringing this situation about, is evidence of their willingness to aid in improving the machinery of newspaper advertising. It is evidence, too, that they are willing and anxious to do those things which will place them in an increasingly favorable position to serve national advertisers.

And so we have all made very real progress in understanding one another's problems and in co-operation to make our business relationships more pleasing and profitable for all concerned. It was the logical first step and you are now starting to take another and even more important step. We refer of course to Audited Circulations—our subject today.

Whereas the proper handling of insertion orders, checking copies, and invoices, which we discussed at Memphis, is merely a matter of the mechanical handling of accounts in the most business-like manner; today's question of the audit goes much deeper because it has to do with basic values. An audit concerns itself with the quantity of circulation, with the distribution of circulation, and with the soundness of circulation. And since today's space buying is done with values in mind more than ever before, this a most important consideration.

Newspapers differ radically from manufactured articles in that they are not standardized products. By this I mean that, whereas, Lucky Strikes, Gold Dust, Atwater Kent Radios, and Buick automobiles are standard merchandise the country over and can be purchased wholesale or retail in any city with full knowledge of their characteristics and worth, one cannot size up a newspaper's advertising space on any such standardized basis. Each newspaper serves its own peculiar community, has its own editorial and advertising policy, its own standard of ethics, its own degree of progressiveness. Neither local nor national advertisers have any definite way of arriving at actual or relative worth or value, nor can they have until the newspaper is rightly analyzed. The purpose, therefore, of a standardized audit is to get and verify the vital facts about newspaper circulations, and because these facts and figures are standardized and verified, to be able to determine values and usefulness therefrom. It is, of course, impossible to standardize newspapers themselves but, thru an accredited audit system, one can standardize measurements and comparisons and get a pretty accurate idea of values.

It is extremely fortunate, it seems to us, that the various state press association, their field managers, and the N. E. A. have progressed as far as they

have in the development of the audit. There has been a crying need for years for such a move but the events of the past few months have greatly increased the necessity for it. The days of promiscuous haphazard space buying are already past. The days of space purchasing on faith and hope instead of basic facts are fast passing. Although I make these assertions mainly from the standpoint of the agency and the national advertisers, I know that to a lesser but marked degree the same holds true of local space buying. Keen competition, reduced profits, high sales expenses, have definitely changed the attitude of the buyer of advertising space. He demands to know more definitely what he is getting for his money because today his advertising dollars must do more work than they used to do if he is to survive. In previous years he may have considered advertising as a thing he didn't fully understand but as something he ought to use because others used it; today, with narrow margins of profit, he must be shown if, why, and where he should do advertising. Today he is looking for the facts in the case.

And so I say again that this audit movement comes none too soon to meet the peculiar demands of the times. As a matter of fact the country newspaper, because of the definite and restricted area in which it circulates, might logically have been one of the first instead of one of the last to analyze its circulation and place the selling of its space on a sound and reasonable basis.

Speaking of the present as being a wise time to push to push the development of the circulation audit, we want to cite a few reasons in support of this statement. We realize that it takes courage and foresight on the part of publishers to do things that cost added money and work in a period of lessened business activity but I want to submit to you that very frequently such is precisely the right time to do the needed thing. In this case it seems to be particularly so. Here are the reasons that we offer. We shall first state them briefly and later expand each reason.

1. The space buyer and advertiser is today demanding more facts and information about publications and their circulations. Why not, therefore, bring the country newspaper into a favorable strategic position by supplying the facts needed when they are most wanted—particularly since the request is reasonable?

2. The audit will put country newspapers in a better position to meet the vigorous sales efforts of competitive forms of advertising. Much pressure is being put forth by your competition and this aggressiveness will increase as time goes on.

3. The audit give country newspapers a powerful selling weapon to use in securing local advertising which, after all, is the backbone of their business.

4. The condition of your own business and methods you employ may not fully satisfy you. Audits invariably help the publisher to detect leaks and weaknesses. Now, then, is an opportune time to put your own business on a more effective basis.

5. With verified facts and figures about circulation at its finger tips a newspaper can go out and sell its space aggressively. Country newspapers have been in a defensive selling position for years. Why not step into an offensive position?

Let us take these five points, one at a time, and study and develop them a little further.

Our first one was that the space buyer and advertiser is today demanding more facts and information about publications. Why not, therefore, bring the country newspaper into favorable position by supplying the facts needed when they are most wanted—particularly since the request is reasonable?

The situation here is so obvious that it seems unnecessary to say much about it. The facts in the case are that both the local and the national advertiser are anxious to reach down and touch the minds of people right where they live and if given a fair chance will patronize country newspapers even more liberally. In the past advertisers have used country newspapers in spite of the lack of information about them. Today, and increasingly in the years to come, every dollar spent in sales and advertising will be carefully scrutinized and the places where these dollars are to be spent will be checked and double-checked. Needless to say, proof of values will be sought and where the evidence to prove value is lacking it is only human for them to turn to other forms of advertising where such evidence has been made available. To have a valuable advertising medium and not put oneself in a position to prove it, is almost as bad as not having the value. Certainly it is less excusable.

Inasmuch as these requests for definite facts about country newspaper circulation are admitted by all of us to be just and right, it would seem that now is the psychological moment to put added effort behind this audit move. In talking with the space buyers of various advertising agencies, we are more and more conscious of the pressure which advertisers are placing on all of us to furnish them with the facts and figures which will make space buying a businesslike procedure instead of a haphazard undertaking.

Our second point was that the audit puts a publisher in a better position to meet the vigorous sales efforts of competitive forms of advertising.

If you were in a space buyer's office for a little while you would realize how competitive this market is. Magazine, outdoor advertising, direct mail, metropolitan newspapers, and radio, are working more intensively than ever to get their shares and more of the available business. I do not need to tell

you that they are continually conducting investigations and digging up facts, at great expense, that will prove their right to an ever increasing proportion of national and local expenditures. There was a time when the country newspaper had the advertising in the small town and the surrounding county pretty much to itself. Within recent years certain types of magazines have cultivated this field rather extensively and billboards are appearing even in small towns.

Among the newer developments is the radio which ten years ago was just beginning but which today has an income of some \$43,000,000 from advertising sources. Moreover, radios are found today in the homes of nearly all of your subscribers and here is very real competition for local influence in your locality. The radio advertiser can talk very intimately to your fellow townsmen about products that are for sale in your own community and it will be only a few years—perhaps sooner—when, with television, your subscribers can see the product and watch it demonstrated, as they sit in their easy chairs in their own homes, at the same time they are listening to radio descriptions and sales arguments for it. And they will get this advertising sugar coated with a fine program of entertainment.

I merely cite these things to show you that, in addition to the fact that a newspaper should naturally want to present itself in the best light of its patrons, there is also a very real competitive reason why it cannot afford to fall behind its natural competition in presenting a strong story to both local and national advertisers. We cannot halt progress and competition in business but we can organize to at least keep up with it. Our point here, therefore, is that the audit, one of the most obvious ways of proving the strength and acceptance of your paper in your locality, should by all means be developed without delay.

Our third point was that the audit gives country newspapers a selling weapon in the securing of local advertising which, after all, is the backbone of their business. It is perfectly obvious that the local advertiser—the man who secures practically all of his patronage from the locality in which the country newspaper is located—can and should use that newspaper to a greater advantage than can any outsider. All his interests are bound up in the community and his ability to present himself and his wares favorably to the people of the community spells the degree of his success. To local advertisers country newspapers owe a great responsibility because the value of advertising space is contingent upon the thoroughness and soundness of the circulation. If, then, the value of the local newspaper is thoroughly understood by and sold to local advertisers and generously and profitably used by them, it is evidence of successful operation.

The audit is of untold advantage in developing local advertising acceptance because of the fact that it provides you with excellent arguments for selling your space. When you can show defi-

nately how much circulation you have; when you can tell them exactly where this circulation is; when you can show that your subscribers are interested because they patronize you liberally and pay for their subscriptions promptly; when you can prove that you cover the market because you can prove your circulation parallels it; and when you can show that these are verified facts; then you are in an enviable position to go out and sell your space to local outlets.

The average retailer in your town knows very little about advertising and many, in a vague sort of way, doubtless consider it as somehow a necessary expense. Audited figures will enable you to educate and develop present and potential advertisers in the ways of advertising and will, without question, greatly increase local lineages if properly used. This is not a surmise but is the actual testimony of many small town publishers who have given the audit a fair test.

Audited circulations are worth many times their cost for the value they have in stimulating local business. It is probably the biggest single reason for an audit. The national advertiser will appreciate and use your audit and will be more likely to use your newspaper but the local retailer, to be really successful, must use your newspaper.

In addition to this is the fact that anything that builds up the value of your newspaper as a local advertising medium is greatly to your advantage in seeking national lineages. An aggressive newspaper, well patronized by local advertisers, has a very favorable appeal to the out-of-town advertiser because it is very evident that such a paper has advertising acceptance and vigor in its community.

Our fourth point was the relationship of the audit to your own business and included the statements that circulation audits invariably aids publishers in analyzing their own particular needs, and thereby operate to greater profit.

It is perfectly obvious that an audit will tell you many things about your circulation and your methods that you ought to know. It will tell you whether or not your total circulation is what it should be for the size of the community which you are attempting to serve. It will show you what sections of your locality, both town and rural, are not covered as they should be; it will show you whether you attempt to reach out too far with your circulation, or not far enough in consideration of the trading territory of your town; it will show you how much you are losing by subscriptions in arrears; it will bring to light many things about your circulation which you have not thought of or which you have neglected to attend to. More than that, the regularity of the audit will keep you informed from year to year and permit you to revise your plans accordingly.

Circulation facts and figures are the very foundation of your business. They reflect the interest in your editorial pages and when you go out to solicit advertising they measure the influence and coverage which you have to sell. If you are furnishing editorial matter

and advertising lineage to a good share of your subscribers who are not paying their subscriptions, it is obviously a reflection on your payer or your business methods. In either case the advertiser is the loser. The experience of many publishers who have adopted the audit is that the audit has given them the opportunity and the facts to clean up many of their circulation problems. Just as a matter of comparison, how long would a motor car manufacturer be able to do business with his dealers and the public if (1) he paid small attention to the covering properly of his sales territory; (2) if he got paid for only a part of the cars he sold; (3) if he claimed to include certain equipment and then failed to deliver cars so equipped; (4) if in his specifications of the car, he advertised approximate wheel base, incorrect horse power, wrong size of tires; claimed a gasoline gage on dash when there was none; claimed weight of car to be 400 lbs. more than was actually the case, etc., and (5) if he offered no guarantee on the material and workmanship of his product. This is a rather far fetched comparison perhaps, but there are many points of similarity.

The fifth point mentioned was the fact that, with verified facts and figures about circulation at its finger tips, a newspaper can go out and sell its space aggressively.

Country newspapers, as a group, have long been in a defensive position. Most have failed to supply facts that advertisers wanted; some have padded mitted other conditions that advertisers and agencies had rightfully questioned. This has naturally placed country papers in a defensive position in that they are continually trying to explain themselves out of unfortunate situations while at the same time they must of course, solicit advertising. The auditing of circulation, and the facts brought out in these audits, permit the country newspapers to take an aggressive attitude because it can prove its worth and value. An audit substitutes strong and constructive sales arguments for weak and damaging admissions of ignorance. A strong offense is always the best defense and known facts are always more convincing than guesses or doubtful information. Definite and dependable knowledge about one's product and its market is always essential to successful selling of that product and this is now being expected in the selling of newspaper space. This one point is reason enough for audited circulation.

Such, then, are a few of the more obvious reasons why audited circulations appear to be a wise step forward for all concerned—newspaper, advertiser and agency. The cost is actually small and when compared with its value to the publisher it is ridiculously low. As a matter of fact, an audit can be made a most lucrative investment and pay for itself many times over in dollars to say nothing of the personal and professional satisfactions it will give.

The practical value of audited circulations will naturally increase as more newspapers are audited and it is to be hoped that the development will be

rapid now that the pioneering has been done and its desirability established. Today a magazine or metropolitan newspaper without A.B.C. figures is unthinkable. The time will soon come when newspapers will be overwhelming. Individual newspapers will shortly have to choose whether they will join the forward-looking group who are laying their cards on the table face up, or whether they will continue to leave the agency, the advertiser, and even themselves, in the dark as to the character and numbers of the cards they hold.

And let me make this one point clear before I close. From the standpoint of the agency and the advertiser, the auditing of circulations is not looked upon as a policing move. It is not an effort to show up dishonest circulation figures even though that may be a by-product. The great value and the reason for its existence lie in the fact that through an audit—authorized and standardized—country newspapers can prove, individually and collectively, their influence and worth. May it be that country newspapers will rally round the audit standards and do themselves and the cause of better advertising a lasting good.

THE SMALL TOWN THRIVES

Early census reports as chronicled in the metropolitan press created the impression that the small town is slipping, that its population is on the decline. A careful analysis of the returns belies that impression.

A check of the census reports for 5003 towns having a population up to 5000 shows a population gain for the group of 1,861,121—a 23 per cent gain over the population count of 1920.

This check of more than one-half of all the towns of this size is an accurate index to the population trend in small towns.

Of the 5003 towns checked, 3395 show substantial gains, these gains offsetting the losses in towns that have a smaller population now than in 1920.

A very interesting fact brought out by this analysis is that 95 per cent of the towns that have a good weekly newspaper show appreciable increases in population.

Such decreases in population as have

appeared occur largely in the smaller villages, which have lost residents to the more progressive communities that offer better church, banking and educational facilities.

Main Street, with its opportunities for neighborly contacts, will thrive and prosper in this machine and motorized era.

(Clip the above and use as editorial—Editor.)

The 1931 meeting of the National Editorial association will be held in Atlanta, the tentative dates being May 25 to 28. The Press hopes that every editor in Kentucky will take his vacation at that time and attend this always instructive gathering of the nation's leading newspapermen.

Sure, it's all right to borrow your neighbor's paper until you have time to come in and subscribe.

Tennessee newspaper men have taken steps to employ a full-time field manager by a number of their progressive members subscribing \$10 a month for six months. When will Kentucky employ their manager?

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

TWO ADVERTISEMENTS

On this page are given two advertisements. Both have the same context but which one will sell the shoes? Fortunately, the first type of ad is gradually disappearing from the community newspaper, but we hardly pick up a community paper that does not have one or two examples of "placard" advertising in their columns.

There are two reasons for this "placard" advertising, both of which are laid directly at the door of the editor. The first, is because the advertiser is always "a busy man and has not time to writ the ad, and any old thing will do." The second, because the editor will not take the time or patience to lay out an attractive ad. The editor should see that the advertiser is given advertising service beyond that of just printing the advertisement.

The Western Newspaper Union has printed an attractive booklet on layout in advertising and every editor should secure a supply of these books. He should not only study this book himself, but place a copy in the hands of all his steady advertisers. Attractive advertising makes an attractive newspaper. Sell your paper first and your paper will sell the advertiser.

Remember your press association and cooperate. An exchange suggests that whenever a banana leaves the bunch it gets skinned.

OCTOBER SHOE SALE

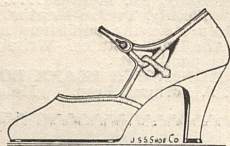
Now is the time to lay in your winter's supply of shoes for the whole family at these money-saving lot prices

- Ladies' Shoes at \$3.98
- Ladies' Latest Style Shoes at \$6.68
- Men's Shoes at \$4.98
- Children's Shoes at \$1.98

Blank Shoe Shop

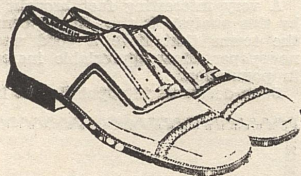
OCTOBER SHOE SALE

Buy your winter's supply at this money-saving sale



Our latest Style in Women's Shoes Special at

\$6.68



Two lots Men's Shoes Special at

\$4.98



Three lots Women's Shoes—Special at

\$3.98

One Lot Children's Shoes at \$1.98

The Blank Shoe Shop

Realizing the value of organization among businessmen, prominent publishers throuthout the nation will actively engage in a campaign during the coming months which will bring the newspapermen of the United States closer together than ever before. The campaign will be for membership in the National Editorial Association, largest organization of newspapermen in the world, and it is hoped that before the next annual meeting, which will take place in Atlanta, Georgia, in May, 1931, that at least 1,000 new members will be secured.

The National Editorial Association, which is now in its forty-sixth year, has a membership of approximately 4,000. For many years it has protected the interests of the publishers at Washington, keeping a representative at the national capitol at all times and publishing regularly a letter giving information concerning national governmental activities. It has an engraving service for its members thru which large saving are made on cuts and halftones. It is continuously conducting research work concerning costs and other problems faced by publishers and the results are passed on to the members. It also offers many other inducements and its membership includes many of the leading publishers of the nation.

In order to gain 1,000 new members, plans have been carefully laid out, dividing the nation into 23 districts. So far as possible, each of these divisions is to be in charge of one of the national officers, past or present, because of their knowledge of the activities of the Association and their familiarity with its needs. Each of these men has personally accepted the task in the spirit of service and with a determination that no stone will be left unturned to secure the 1,000 new members desired. Each of the division captains will be loyally supported by the state vice presidents and such other lieutenants as are found to successfully complete the campaign.

District No. 13 will not be as unlucky as some people think. It will be in charge of W. W. Aikens, the Treasurer of the N.E.A., who is already getting ready to see that his 50 new members are obtained in his field. He will have for his assistants the state vice president of Indiana, A. A. Hargrave of Rockville, and Herndon J. Evans of Pineville, the state vice president for Kentucky.

When a prospect becomes your customer, he immediately becomes your competitor's prospect. Think it over.

Charles M. Meacham, a member of the editorial staff of the Hopkinsville New Era and for fifty years engaged in journalism in that city, has published a "History of Christian County, Kentucky, from 1780 to 1930." It is a handsome book of 700 pages, profusely illustrated, and is comprehensive of a county which at one time comprised the territory of 21 western Kentucky counties. It is published in cloth and leather binding at \$12.50 and \$15.00 by the Marshall and Bruce company, Nashville, Tenn.

**Get Your
IMPERIAL
Metal Direct From
Cincinnati, Louisville, or Nashville Warehouses**


The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures. This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan.

The next time you need metal, get Imperial and compare the results.

CINCINNATI McHugh Exp. Co. 220 W. 3rd St. Main 1150	NASHVILLE Robert Chadwell Trans. & Storage Co. 101 B'dway Tel. 6-8572	LOUISVILLE Dickinson Co. 119 N. 4th St. City 7951
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Imperial Type Metal Co.

Philadelphia New York Chicago Los Angeles

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)

HAWTHORNE BOOK

MACHINE FINISH

A NEW ADDITION TO OUR STOCK

An inexpensive machine finish book with a good white color, uniform printing surface and fine bulking qualities.

Write for Samples and Quotations

Louisville Paper Company
 (Incorporated)
 LOUISVILLE, KENTUCKY

THE JUDGMENT OF EXPERIENCE

...“The Linotype has been the largest single factor in the success of our business.”

W. L. LEACH, *Publisher, Gas City (Ind.) Journal*



W. L. LEACH
Publisher, Gas City (Ind.) Journal

Eighteen years ago two young men formed a partnership to publish the *Gas City, Indiana, Journal*. Their equipment was antiquated, they had no capital. They borrowed some money and bought a used Junior Linotype, and for a year and a half struggled along with it and their other old equipment.

The policy of trying to publish a good paper with inadequate equipment was wrong these men—C. E. Van Valer and W. L. Leach—decided, and they took steps to procure a new three-magazine Model 8 Linotype. “The installation of that machine marked definite progress toward success” points out Mr. Leach. “Having no capital to buy the

Linotype, we borrowed money for the initial payment, and the machine easily paid for itself in a few years.)

Subscribers Asked for Aid

“We made an appeal to subscribers, and started a ‘Linotype Fund.’ Telling them all about the new machine, we asked each to pay a year or two in advance on subscriptions, to help us buy the Linotype. Several hundred dollars came in within a few weeks—and, by getting out a better paper because of ample typesetting facilities, the *Journal* began definite growth.

“Now, after more than fourteen years’ operation,” Mr. Leach writes, “the Model 8 Linotype is as good as new. It has been the largest single factor in the success of our business,” he continues. “Our cost

of upkeep has been next to nothing; there has never been a time when the machine has been out of commission, or caused any delay at a critical moment.”

Equipment Added to Plant

That the “success” of this organization is not an idle phrase may be judged from the fact that a two-revolution cylinder press was installed to keep pace with the Linotype, followed by additional equipment which now makes the plant one of the best-equipped in the state. And only three short years ago Messrs. Van Valer and Leach bought their own 44 x 125 foot building in the business section of Gas City, giving them considerable additional space for further expansion during the next few years.

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