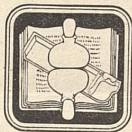


THE KENTUCKY PRESS

**OF, BY, AND FOR THE
KENTUCKY NEWSPAPERS**



**VOLUME TWO
NUMBER SEVEN
AUGUST, 1930**

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

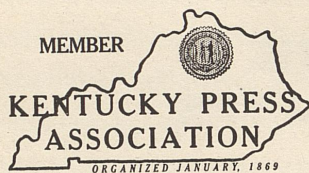
VICTOR R. PORTMANN, Editor-in-Chief
FRANCES L. HOLLIDAY, Assistant

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PRESS ASSOCIATION OFFICERS

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



Member 1930
NATIONAL EDITORIAL ASSOCIATION

Herman Roe, field director for the National Editorial Association, suggests a joint conference of organization representatives to discuss rate differentials, free publicity, and other important newspaper subjects. This would be a very practical application of organization service. Too often publishers attempt to do things individually, or by specially created, or self-appointed, committees which can better be done by organizations. If an organization is worth while it has a prestige, and commands a respect, that cannot be attained by individuals. After agreement is reached by an organization representatives then each organization has machinery for carrying the word on down to its membership. Again the action and information carries much more prestige and authority than is possible for individuals. One of the greatest weaknesses in newspaper organization work is the lack of appreciation of the possibilities of the organization service.—Ole Buck.

OUR GUESTS

Next winter the Kentucky Press Association members will be the guests of the University, the department of journalism and The Kernel, bringing men from all parts of the state to our campus. These men, editors and publishers of newspapers in Kentucky, are in reality guiders of the opinion of the reading public of the state, and the sort of impression made upon them here will be one which they will present to their subscribers when they return home.

It is important that they gain a good impression of our University and

our students. We feel that the former is far less liable to reproach than the latter. Preparation for the program of entertainment will go forward during the summer and fall, and it is hoped that the burdens that it entails will not fall on the shoulders of a few, for it is a part of the whole student body to remember that these men will be guests of the University, and that each one of us, as an individual, is host.

It is hoped also that The Kernel will become a member of the Kentucky Press Association, although it is strictly a college publication. However, it would mean recognition of the work that the paper has done, and is very desirable as an honor.—University of Kentucky Kernel.

The American Press Association of New York has again gone to the bat for the small town newspaper. To offset the erroneous reports that the small towns of America are passing out of the picture, and that the census returns are showing badly for the small town, the American Press made a survey of the latest census figure. Their report indicated that the small town is still much in evidence, and this is the story they sent to all of the leading advertising agencies and space buyers:

"With the publication of early census figures, the impression got abroad that the final census reports would show a falling off in the population of the smaller towns.

"We have checked the census reports made public to May 20 for 5003 towns having a population up to 5000. This is more than one-half of all the towns of that size, and of sufficient number

to serve as a pretty accurate index to the population trend of small towns.

"Of the 5003 towns checked, 3395 show substantial gains. In fact, the gains made by these 3395 towns, aside from offsetting the losses in the towns that have less population now than in 1920, show a population increase of 1,861,121. This is a 23 percent gain over the population count of 1920.

"A very important point brought out by our analysis of these census figures is that fully 95 percent of the towns that have a good weekly newspaper show appreciable increases in population.

"Such decreases in population, as have appeared, occur for the most part in the smaller communities and cross-road sections, which, it is apparent, the people are leaving to move to the more progressive communities which offer better church, banking and educational facilities.

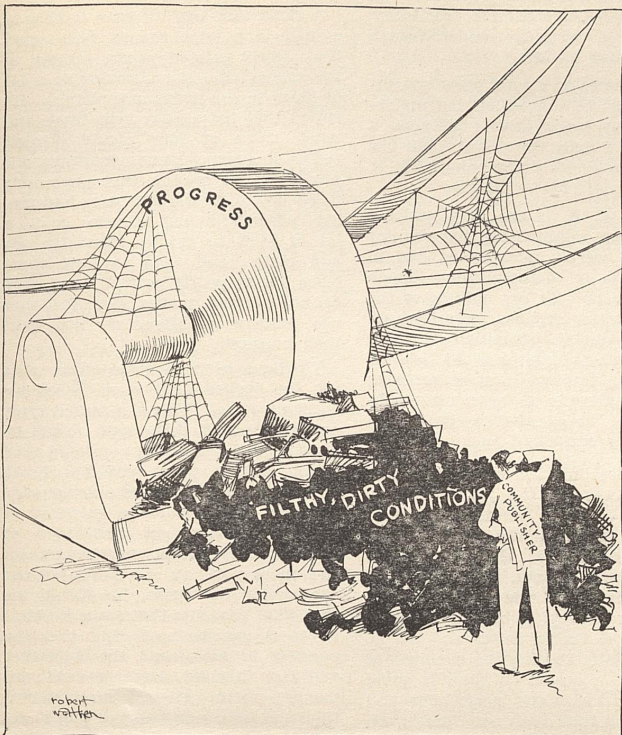
"Mr. Schneider, our promotion manager, has prepared a chart which lists the number of towns in each state, according to population, and which also shows the number that have gained or lost in population. In other words, it shows the gain or loss in towns having a population under 1000; from 1000 to 2000; from 2000 to 3000; from 3000 to 4000 and from 4000 to 5000. This chart, together with a detailed analysis, appears in the June issue of the American Press, which is just off the press."

Ole Buck, new and rising editor of the former United States Publisher, has changed the name to include "And Printer," and has enlarged its scope and activities. This trade magazine, always a leader under Editor Williamson, now rises to higher heights and should prove to be one of the best trade magazines in the country if the first issue, under the new editor, is any criterion. We commend Ole Buck on this initial issue, especially on the excellent editorial material presented so ably and creditably, as well as on its versatile contests.

PRESS HISTORIES

While the subject of a history of the Kentucky press was under discussion at Somerset, it occurred to the editor that this paper had missed an excellent opportunity to be of service to the editors of the state, and, at the same time, print material that will be of great interest to his readers. Accordingly, the Press would like to print a history of each newspaper in the state as a regular feature. We will rely upon each editor to give us a complete and authentic history of his paper, which should also include the part that the paper has played in the building up of its community. This history can be long or short, but, remember, the longer the better. Who will be the first editor to send in his history?

Clean Up Your Shop and Office Today!



Courtesy of Courier-Journal Engraving Department

SECRETARY ALCOCK'S N. E. A. REPORT

It was my pleasure and privilege to represent the Kentucky Press Association at the 45th annual convention of the National Editorial Association held at Milwaukee June 16th to 18th, and to join editors of weekly and country daily newspapers from all over the country on an educational trip through the state of Wisconsin and on the Great Lakes for a week following the business sessions. I am expected to give a report of the convention and it is a difficult matter to determine just where to begin and where to stop.

I could write enough material to fill the Courier-Journal or talk for two or three hours, if I should attempt to tell all about the convention and describe the wonderful outing taken by the two or three hundred editors in attendance at the meeting, but I assume you are interested only in the business side of the convention and shall report a few of the things seen and done at Milwaukee, although I probably got more out of the educational trip mingling face to face with editors on our visits to other cities and in talking with them on the steamer

that took us from Milwaukee to Mackinac Island and Sault Ste. Marie—even crossing the Soo and spending a few hours in Canada, returning sober.

Business Programs

The business programs at the convention in Milwaukee were very much like those of the K. P. A., except nearly everyone on the program was a man or woman of national reputation and successful in the newspaper or advertising business.

The first business sessions was opened with community singing, an invocation and four addressee of welcome followed by a response by the president of the NEA, L. C. Hall, of Wareham, Mass., who also delivered his annual address. Reports of the field director and advertising committee were made and the convention was addressed by Hugh P. Baker, of Washington, D. C., manager of trade association department of the U. S. Chamber of Commerce, who spoke on "Newspaper Associations and Their Opportunities."

The afternoon business session was devoted entirely to subjects pertaining directly to the newspaper business,

such topics as "Business Management of a Print Shop," "Measuring a Community with a Make Up Rule," "Job Printing and Its Relation to Country Newspaper Offices," and "Cashing In On Your Local Advertising," being discussed by leading editors and printers.

Some of the best points made in the above addresses were the following:

Make reasonable advertising rates and stick to them.

Inconsistencies in advertising rates hurt the business of national advertising, as agencies cannot tell the reliable ones from those not reliable.

One speaker insisted that local and national advertising rates should be the same, as agencies have never been able to understand why this is done and often refuses to advertise in newspapers with two different rates. I do not agree with this view although there is some good argument in it. The speaker insisted on publishers being fair and honest in their dealings with advertisers.

One of the best speakers of the afternoon was a woman, Mrs. W. W. Henderson, of the Home Press, La Plata, Mo., who was speaking on the small country weekly as a community paper. She said the small town newspaper must depend upon the local merchants and local people for support and not those in other towns. Publish home news and support home institutions and sell the paper upon its own merits and not club with city newspapers, she advised. No employe of the local paper, she said, should supply news to city newspapers. Local newspapers should print farm and home news and leave national news for the city papers, she said. Mrs. Henderson said she attended all local community meetings of the ladies and of the farmers, and instead of working for factories, etc., she adopted a platform of "Five cows, three sows and 100 hens on every 80 acres of land in her county."

Mrs. Henderson said it's just too bad for the newspaper that has no auditing system and that does not belong to the press association.

Another speaker on job printing said few publishers know the costs of job printing and suggested using a good cost finding system.

John L. Meyer, formerly with the National Printer-Journalist, who at one time addressed the K. P. A., and is now field director of the Mead Paper Institute at Madison, Wis., talked on local advertising problems, saying country publishers should not depend so much on national advertising, but develop the local advertising, which will keep the newspaper going. Read trade journals and the N. E. A. bulletins and keep posted on the best methods of securing more local advertising, he said. If the local merchants fail the local newspaper will

fail, he said, and urged the editors to build mutual confidence among the home people.

The second and third days of the convention were taken up with more addresses on newspaper topics, reports of committees and awarding of newspaper prizes.

J. C. Brimblecom, of Newton, Mass., made a report of work being done by the N. E. A. Legislative Committee, mentioning in particular efforts being made to have the government quit making and selling printed government stamped envelopes in competition with the printers of the country, in looking after legislation in Congress that affects the newspaper and printing business. He mentioned a number of things the committee looks after in the interest of editors and printers.

W. Clement Moore, of Philadelphia, made a very interesting talk on "What the Second Annual Survey of daily and Weekly Newspapers Reveal." He said many country publishers are losing money by adopting poor systems or having no systems at all and reported many publishers have increased their business by having surveys made. The general survey made showed that in many offices payrolls increased more than the increase of business. The income, he said, should be one and a half times as much as the money put into the investment. A simple accounting system should be installed, he said, and every publisher should know where he is going in his business.

One of the best talks on country newspaper work was made by Neil R. Murray, of The Herald, El Monte, Cal., who said a weekly newspaper should be clean, accurate and truthful, declaring sensation has no place in a country weekly. He said he considered his paper an institution of the town, founded on sincerity and endeavor to make it constructive and comprehensive. He never uses his paper as a spite sheet, he said, and has for his motto: "Clean, Constructive and Comprehensive."

Wm. L. Daly, representative of the N. E. A., at Washington, D. C., spoke of his work at Washington, saying the N. E. A. office in the capital city is given a hearing on all matters pertaining to the publishing business. He said government departments send out much propaganda that is intended to influence public opinion, rather than as a public service. He mentioned a number of cases where the press had violated the postal rules and regulations and were settled by the Washington office of the N. E. A.

Newspaper Contests

Handsome loving cups and other prizes were awarded for the Best Weekly Newspaper; Best Editorial Page; Greatest Community Service; Newspaper Production and Advertising

Promotion Contest, our own Prof. Victor R. Portmann of the department of journalism, University of Kentucky, being one of the judges and chairman of the latter contest.

I made notes on several other speeches made at the convention, but my report is now longer than I intended it to be and I must close, but would like to mention some of the things the N. E. A. is doing, before closing.

The N. E. A. is the only national organization representing the country daily and weekly newspapers, and in my opinion is accomplishing much good for them. To say nothing of the annual meeting of the editors from all over the country, promotion of newspaper contests, addresses by leading publishers, printers and advertising men, the interests of the country publishers are looked after every day in the year by competent men.

H. C. Hotaling, the executive secretary, is always on the job, as well as the field director, Herman Roe, who are doing much for the country press. They have directed the activities of the Research Bureau, which initiated the publication of the second annual newspaper survey, published monthly the N. E. A. service letter and the N. E. A. Bulletin, keeping the members of the N. E. A. posted on what is going on and giving many suggestions and information that saves publishers much money. Also, cooperate with the legislative committee and establish a closer contact with and rendering service to advertising agencies that place advertising in country newspapers, and in many other ways help make the country newspaper business more profitable.

The N. E. A. maintains an engraving department, giving members a 40 percent reduction from the regular scale of prices for cuts, and thereby saving members many times the amount paid for dues. I heartily recommend that every Kentucky weekly newspaper join the N. E. A. Annual dues are \$5 a year, and our president, Herndon J. Evans, of the Pineville Sun, is state vice president, and will send in your application for membership.

I shall never forget the wonderful trip to the N. E. A. convention and have gained many new ideas I expect to use in my own business and also in helping to arrange programs for the Kentucky Press Association. I sincerely thank the executive committee for sending me as a delegate to the N. E. A. convention and feel sure the information and inspiration gained will not only benefit me, but result in much good to the K. P. A., as I expect to work harder for the press of Kentucky in the future than I ever have in the past.

SOMETHING TO THINK ABOUT

A short time ago we were talking to a man in a large agency who stated that poorly printed papers coming to the agency office for checking do a lot of harm to the newspaper picture. He stated that his agency kept track and when three or four poorly printed copies of a paper came containing ads placed by his agency, that paper was listed not to receive any more business. The advertisers and agencies go to a lot of work to get up attractive ads and plates, and then to have them come in so poorly printed that they cannot be read, makes them feel that the country publishers do not want their business.

We have been in some offices that use the spoiled and soiled copies for checking copies. This is a serious error and one that if being used should be discontinued. The best printed and nicest looking paper possible should be sent to the advertisers and agencies, and real care should be exercised in seeing that they get this type of checking copy. If the newspaper takes the money of an advertiser or an agency for his space, he should see that what goes into that space is printed so it can be read, and that the position is such that the advertiser will feel that he has received his money's worth. There is no more justification for a newspaper trying to get by by selling a shoddy product, than there is for the merchant to attempt to get paid for inferior goods. Good press work is well worth the time and attention it takes, as your paper is first judged by how it is printed, and its contents come along in the later judging. Insist that your newspaper is neatly printed, and that everything that should print does print as it should.

ASK TO BE SHOWN

When a printing buyer tells you that he has prices below your quotation ask to be shown. In other words, call his bluff, for in perhaps most cases that is what it is—just a bluff. So many salesmen get stampeded at once, and the fear of losing a prospective order causes them actual misery. If a salesman KNOWS the price quoted is based on a fair basis; that the proprietor by whom he is employed KNOWS what it costs to produce the work; and that the man who makes the estimate KNOWS his work, then the salesman can throw out his chest, hold his head up, and have the courage of a man who wishes to play the game fairly with all, in that he wants nothing for which he does not give value and expects fair and honorable treatment from the man with whom he is doing business.—B. F. Witness.

 Personals

Celebrating sixty years of continuous service, W. E. Easton, editor of the Stillwater Gazette, observed the anniversary of his three score years of service August 5. Starting out on the paper as a boy, Easton has the longest record of service of any editor in the state. The Gazette was founded by his father, A. B. Easton, August 6, 1870. Easton helped with the first issue, though only a boy, and has had a hand in putting out every issue since that time.—Minnesota Press.

The Kentucky Kernel press, University of Kentucky, has installed a new No. 2 Kelly Automatic press and other equipment, making it one of the most complete and up-to-date printing offices in the state, and the leader among student-owned newspapers in the United States.

The Lexington Leader has just installed a new Ludlow casting machine and cabinet. It is building a three-story concrete, steel and brick paper warehouse in the rear of its present quarters. The building will house the transformers, automobiles and trucks, and the newsprint paper. It will be modern in every respect.

The Press gratefully acknowledges the receipt of 1000 sheets of book paper for the printing of the Press from the White Paper Company, of Cincinnati. This company takes this method of showing their interest in the community newspaper and the work that is being done to promote the standards of journalism and the advancement of the Kentucky press. We extend our thanks and our appreciation.

The Press knows of a journalism graduate who desires a position on a community newspaper. He has had reportorial, advertising, and "back office" experience. We can recommend him highly to any Kentucky editor who wants a man of his experience. Write the Press if you have an opening.

A graduate of the journalism department, University of Kentucky, wants to buy a Kentucky county seat weekly, or to secure an interest in a good paper. He is fully capable of taking charge of the news and editorial end of a newspaper and accordingly, is highly recommended. Write the Press for particulars.

The Press presents an interesting letter from Editor John W. Zoller, of the Tribune-Democrat, Mt. Olivet, to Secretary Alcock. Mr. Zoller claims to be the oldest printer in the state, hav-

ing been sixty years "at the stick." We wonder if any other printer in Kentucky can contest his claim? We congratulate Editor Zoller on his long tenure of office and for his many years of hale health and service to his community. His letter follows:

Secretary Alcock: I enclose check for \$5 in payment of 1930 dues, and regret exceedingly that neither myself nor my son will be able to attend your meeting at Somerset. Have never, as yet, been present at a meeting of the press association, although I am probably the oldest printer in the state, as I set my first type on December 26, 1870, and printed my first job January 5, 1871. It was somewhat crude compared with the work we now do.

I was born in Miami, Clearmont county, Ohio, of German parents, January 21, 1855. I have one son and lost a daughter in March, 1909. I have two granddaughters and three great-grandsons. Respectfully,

JOHN W. ZOLLER.

1876—ANNIVERSARY WEEK—1930

The Breckinridge News celebrated its fifty-four years of success, and along with it, the owner and publisher had his birthday anniversary on July 22. He was 85.

When he was 23 years old, Mr. Babbage set down his principles and his ambitions which have been diligently carried on through the years, and are being maintained today.

Our readers, friends and subscribers, who have been so loyal to the editor, may enjoy reading the following paragraph taken from the first issue of the News under the ownership of Mr. Babbage:

"From this date The Breckinridge News will be published by John D. Babbage, whose endeavor it will be to conduct the paper so as to make it a necessity to the community and a welcome visitor in every home. He hopes by being industrious and careful, to make it a reliable, trustworthy and newsy sheet. It will be a social companion, and good company for yourself, your wife and children. On its merits, he desires to stand and to be judged, only asking from the people cooperation in an honest effort to make the News worthy of patronage and support."

The Press joins in extending congratulations and best wishes to Editor Babbage. May he enjoy many more years of health and prosperity.

In looking through the old papers in the office files the other day there came to light the issue of the Lebanon Standard and Times dated Wednesday, September 7, 1837, the week following the disastrous fire which wiped out a large part of the business section of the city and with it the Standard office, together with all its valuable records and even the type of the sub-

scription list. Clarence E. Woods, editor of the Lebanon Enterprise, threw his office open to James W. Hopper, editor of the Standard, and both newspapers were printed there until another office was fitted up.

Other losers in the fire besides The Standard publishers, were the post-office, W. W. Wathen, postmaster; C. J. Brawner, dentist; C. F. McAtee, druggist; G. R. Latimer, merchant; Sam Spalding, Hilpp & Goodin, J. H. Elden and S. D. Edmonds.—Marion Falcon, Lebanon.

After being published since 1890 as a semi-weekly, the Georgetown News, beginning with the August 15 issue was published as a weekly under the direction of Evan Smith, who recently purchased the plant from the Allen estate. The News had its origin in 1885 when the Scott County Democrat was established by Thomas E. Johnson and Harry Montgomery. In 1887, this firm dissolved with Mr. Montgomery retiring. Mr. Johnson then formed a partnership with M. R. Garrett, editor of the Corinth Enterprise, and the name of the paper was changed to the News-Enterprise. In 1890 this firm was dissolved with Mr. Garrett retiring and the paper first appeared on Washington's birthday, 1890, as the Georgetown News under the direction of the new publishers, T. E. and F. Johnson.

Ole Buck, field manager of the Nebraska Press Association and secretary of Newspaper Association Managers, incorporated, has accepted the editorship of the United States Publisher, published at Springfield, Ill., by H. L. Williamson. For the present Mr. Buck expects to continue in charge of the Nebraska association with headquarters at Lincoln. Ole has a national reputation in newspaper circles, and should make the U. S. Publisher outstanding in trade association publication field.

West Kentucky Press

To Meet In September

The fall meeting of the West Kentucky Press association will be held at the Irvin Cobb Hotel in Paducah on Friday, September 26, President A. Robbins, of the Hickman Courier, announced. A newspaper "clinic" will be a feature of the meeting.

It was also announced that President Robbins had appointed Col. Henry Lawrence, of the Cadiz Record, Cadiz, Ky., and A. E. Stein, of the Hickman County Gazette, Clinton, Ky., as members of the executive committee of the association. The other members are the president, Elliott Mitchell of the Paducah Sun-Democrat, vice president, and Mrs. Margaret Hogard, of the Crittenden Press, Marion, secretary-treasurer of the association.

THE SMALL TOWN PRAISED

In these days when so many people have been picturing the decay of the "small town" and telling how it is going entirely out of the picture, it is refreshing to note that a large metropolitan daily like the New York Herald-Tribune does not agree. Under the caption, "In Defense of the Small Town," the following editorial appeared in a recent issue of that publication:

Sherwood Anderson, who is one of the most superb and most confused philosophers of American life—superb because America is superb and confused because America is confused, too—writes of the cotton mill towns of the South in the July "Scribner's." His article is a hymn to the machine, a hymn to the village swimming pool, and an indictment of Sinclair Lewis.

Many a dapper young critic, writing of the American literature of the 1920's, brackets the names of Sherwood Anderson and of Sinclair Lewis. Anderson published "Winesburg, Ohio," in 1919, and Lewis "Main Street," in 1920. These books seemed to express a common revolt against the narrowness of life in the American small town. But Lewis continued to write diatribes, while Anderson bought a country newspaper and returned to the small-town life whence he had sprung. He loves the small town. He wants other people to love it. He loves people and wants other people to love them. The hate that crops out in Lewis' writings pain him. The whole modern crop of hate literature pains him. "Ho be quite in line now," he writes pointedly, "a man should be quite hopeless of everything American." Of the small town. Of the cotton mill. And he likes them.

"On the whole," this superb, confused philosopher says, "I like the people I have found in American small towns . . . I like to hang around the courthouses of small towns, go to ball games there, go fishing with the small-town men in the spring and hunting with them in the fall. I like to go to county fairs and the Fourth of July celebration. At night, when the moon is shining, I like to get with some small-town man and take a walk with him on a country road, preferably in the hills."

Sinclair Lewis wrote of Marion, N. C., as well as of Sauk Center, Minn., a sort of newspaper pamphlet, burning with indignation. Anderson does not like it. "You can't quarrel with its facts," he says: "only it does not tell enough facts." What Lewis sees the mill doing to people is not all it is doing; and even the Southern mill owner is much more than Lewis saw. Mill workers, mill owners—all are, to Anderson, people to understand and get to like; he resents writing that

makes of any of them more people to hate.

It is very confused, this article of Sherwood Anderson's, made up of nostalgia for the swimminghole days of his boyhood, of the kind of cast content that country sunshine gives and of that balance, delicacy and truth that lie in the machine. His is no sugared "good old days" attitude; he smells the sweat in the factory town and writes of it. But he likes the people who sweat; he does more than complain of the heavy atmosphere. And perhaps this Sherwood Anderson that is growing within the shell of the man who wrote "Winesburg, Ohio," is a portent of something that is happening to the soul of America—as significant a portent as "Winesburg" itself was back in 1919. Certainly his understanding of Bain Street, for all its confusion, seems far more complete, far more just, far nearer the truth, than any picture that can be gained from the sharp superficialities collated by Sinclair Lewis.

The 1930 edition of the Complete Directory of Country Newspaper rates issued annually by the American Press Association, of New York, is just off the press. Each year the American Press has improved this book, until today it is recognized as the only accurate and correct directory of rates to be found in the country. An especially important innovation in this year's directory is the addition of market data and facts as to country newspaper coverage. It has always been a standing complaint on the part of the advertising agencies that no one has gone to the trouble and expense of gathering figures on the country town markets. This year the American Press Association has included these market data facts in the rate directory. In the new directory is also some real propaganda to show that the country town is still in the picture, stronger than ever, and the new edition is by

far the most complete and accurate so far issued. The agencies are all recognizing its worth, and it has come to be accepted as the only real information on country newspaper rates. The directory sells for \$3 to papers represented by the American Press, and is a fine investment for any newspaper office.

NEW METHODS USED
IN JUMPING STORIES

Consistent with the saving of space throughout the newspaper much work is being done in the way of cutting down waste in reprinting the original heads in jumper stories.

Methods in use now include repetition of the first deck only, in case of a multiple deck head; use of a single display containing words most readily identifying the story; and the numbering of a head as

NUMBER 4
(continued from front page)

Other papers reprint the original head in smaller type. This is comparatively easy as the latter count of three lines of thirty-six point is about the same as two lines of fourteen point, and other type combinations correspondingly match up.

In addition to the matter of space saving the appearance of the inside page and the matter of time enters in. While it is not necessary to resell a story that has attracted the reader's interest enough to cause him to turn the page and continue it, many papers still cling to a complete replica of the front page head in order not to spoil the inside make-up. On the other hand, variety in the form of two lines of fourteen point italics is quite as noticeable and just as attractive on the inside page as a full size front page head would be. Papers wishing to be original may well consider the possibilities dormant in the art of jumping stories.

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

**WHEN
INTUITION
says "YES"**

**—do you hesitate
about buying a
Linotype?**

FREQUENTLY a small city publisher knows that he should install a Linotype, and still he hesitates. His intuition keeps saying yes, but he doesn't follow through. He knows what a Linotype will mean to his business, he realizes the machine is an investment, and not an expense—that it will pay for itself by the savings it effects, and that its greatly increased productive capacity will bring considerable additional business to the shop—yet he hesitates.

Forget the "Ifs" and "Buts"

Often the decision to install a Linotype is the greatest single step many men make in their entire business lives. Regardless of the size and population of

their towns, regardless of the conditions of business, or of all the "ifs" "ands" and "buts"—these men followed their intuitions. Today they are

mighty glad that they did, for Linotype has meant a great deal to them in addition to the mere making of money.

Face Your Problems Squarely

Perhaps you're hesitating now. You may feel "yes" inside of you, yet say "no" and act "no." Read Mr. Simes' experience—his is just one of many. Then look at your problem squarely. Think what one Linotype, or an additional Linotype, will mean to you—to your individual business—don't hesitate, *follow your intuition.*

THIS PUBLISHER DIDN'T WAIT

Mr. Leslie Simes, publisher and owner of the *Tri-County News*, Friendship, Tennessee, recently commented on his Linotype experiences while mailing in his last check for payment—which he cleaned up before it was due. Mr. Simes writes: "Nearly seven years ago, when we first placed order for a Linotype, our town had a population of about 500, and now has something like 600. I expect that there is no town, especially a non-county seat town, in West Tennessee supporting a

paper printed in its own shop. At the time we bought our machine there were no machines in Newbern, Halls, Bells, Dyer, Tiptonville, one of the shops in Trenton and others that we know of in this territory. They came to us to see if it were possible that the smallest shop and print town in the State could successfully operate a machine. In those years we had several bad seasons for this agricultural section but with exception of one year have shown increases in our business.

"We asked the advice of one of our best business men seven years ago and when we told him how much the outfit would cost, he said that he admired our grit—but as for him, he would never try such an experiment in such a small town. We asked no one else but made the adventure on our own judgment. It has been a good investment. We are proud of our Linotype machine which is giving first-class service day in and day out; in fact, we use it for more purposes than ever."

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY, Brooklyn, N. Y.

SAN FRANCISCO · CHICAGO · NEW ORLEANS · CANADIAN LINOTYPE, LIMITED, TORONTO

Representatives in the Principal Cities of the World