

# *The* Kentucky Press

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Kentucky Newspapers

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## Modern Trends In 'Streamlining' And 'Rocketing' Headline Display

At the beginning of the present century, and continuing for perhaps the first decade, our newspapers were steeped in tradition as far as makeup of the paper was concerned, and, especially, in presentation of headlines. At that time multiple-deck headlines were the rule rather than the exception. Main stories were headed with four decks, at least, and in many instances, ran five, six, or even more decks.

Results published by Dr. George Gallup in his first newspaper surveys, which augmented the personal-interview testing method, indicated that most readers seldom read more than the first two decks of any headline. Further surveys by various newspapers pointed to the authenticity of this statement which indicated that more than two decks were superfluous. Various newspapers then begin experimenting with a new headline that was radical change from the traditional; thus was born the "ragged head" or "flush left."

In 1929, John E. Allen, editor of The Linotype News began a series of experiments, a different makeup for each succeeding monthly issue. These exemplifying releases seemed to have been based on three premises in what might be termed a trial-by-error method: first, could traditional type families lend themselves to this method of headline makeup; second, could effective presentation be made with a main-deck and one minor deck; and, third, could the new "flush left" head permit as attractive makeup in relation to contrast, balance, and symmetry as the traditional headlines. Under the leadership of Mr. Allen and the several editors over the U. S., who had the temerity to throw tradition overboard, this new style of makeup began to appear on the news stands.

### *Papers Hesitated At First*

Newspapers were loath, at first, to adopt this new innovation, perhaps from fear of what might happen to newsstand sales and possible antagonism on the part of their conservative readers who are legion. But these pioneer editors spread their gospel that the new schedule, which was slowly being accepted by their readers, was a boon to the copydesk in that these new heads were easy to write and saved many valu-

able minutes of time.

First decks were easy to write because they did away with the meticulous unit counting necessary in writing the traditional heads, and, probably which was more important, were easy to set in the composing room because they saved time-consuming letter-spacing. Minor decks were as easy to write as straight news paragraphs, and except for some necessary spacing, could be set as easy as straight matter on the machines.

Two elements were at once apparent: much time could be saved in writing such heads, and, not only were the heads attractive and in symmetry with good makeup, but greater contrast could be procured and the page "opened up" without sacrificing space. Indeed much valuable space was procured by doing away with the multiple decks.

### *Sans-Serif Types Appear*

Then, in this writer's opinion, appeared the greatest asset to this new style makeup: the advent of the sans-serif type faces. The Linotype and the Intertype brought out many attractive faces that were particularly and peculiarly adapted to flush-left makeup. For the smaller hand-set newspapers the type foundaries added their new faces.

In my study of this new makeup since its advent, and an exhaustive study of the possibilities and limitations of all type faces that have been used for headlines in the past and are in use today, I have reached the conclusion (perhaps prejudiced) that there are only a few sans faces adaptable to this style, and, assuredly, very few traditional type faces that should be used. Perhaps it would be better to give exceptions rather than to advocate types.

In the traditional type faces (my own opinion) only the Bodoni family in bold face should be used. The other families, such as Cloister, Century, Caslon, Garamond, Cheltenham, et al, should be carefully scrutinized and weighed. Perhaps a light face or oldstyle might be used according to the dictates of the editor's fancy, but, on the whole, the traditional families do not seem to fit into this new style of makeup. Especially, should the heavy, bold face, small-unit-count type be avoided. In the sans serif faces any of the lighter types can be used ef-

fectively.

Even the new square-serif gothics possess potentiality for attractive symmetrical makeup, but the old traditional black-face, angular gothics should certainly be avoided like the plague.

### *Streamlined Papers Appear*

I believe the Los Angeles Times is responsible for the use of the word, streamlined, in giving this new makeup an expressive and pertinent name. It seems to fit and gives the connotation that the reader is able to read rapidly and easily while the page, as a whole, is far more legible than of yesteryears. I have adopted "streamlined" in my newspaper vocabulary.

We, headline writers of the old school, are still old-fashioned enough to believe that there are certain fundamental rules in writing headlines. Perhaps the best and all-inclusive rule is: Every head a complete sentence and every line a complete phrase. The new streamlined head certainly lends itself to good writing and ease in following this rule, but we abhor the tendency of some writers (seemingly with the permission of their superiors) who continually and continuously split verbs, prepositional phrases, and compound phrases in streamlined heads. This unexcusable error surely is more glaringly apparent than in the traditional heads.

On the whole the newspaper fraternity is taking kindly to the streamline makeup and we will see more and more newspapers adopt this presentable and extremely legible type of makeup.

### *Rocket Styling The News*

A new style of headlining is rearing its ugly head in several of our newspapers—the so-called rocket head. It violates every principle of good typography and surely is far from attractive while it reduces legibility and good contrast to a negligible quantity. Most headline writers follow the established rule that every word should be capitalized. Some newspapers permit prepositions, and a few other words, to be run in lower case. On the whole, good typography demands that all words in a title (and assuredly headlines are titles) should be capitalized.

German typography, as evident in late-day advertisements, is advocating use of lower case only, but, happily to state, American typographers turned "thumbs down," quickly and positively, on this violent deviation from good composition. Perhaps antagonism to the new rocket style is based on this typo-

graphical violation rather than upon the composition of the style itself. Read the following defense of rocket style and then form your own opinions. We reproduce the sample heads in smaller type from necessity.

#### *Defends Rocket Style*

In an article in the New York Press, Editor Alexis McKinney, Alamosa, Colorado, Daily Courier defended the new rocket style in these words:

Many years were required to develop the accepted journalistic style of today. It is not to be thought, therefore, that Rocket came as an inspiration in its perfect form. Since the first rocketed edition of *The Courier*, hardly a week has passed that has not brought some re-liniment of the idea, some new conception of its possibilities, or a new proof of its applicability and acceptableness. There has been, too, an earnest effort to create a catchy, foolproof, attractively modern newspaper technique. From the nationwide recognition received, Rocket now may be said to have achieved, to a remarkable degree, that aim.

Rocket is no hit-or-miss idea of setting the first words of any news story in large type and calling it a headline. It must be applied with intelligence. While it is no more difficult to handle than any other style of headline writing, it is not a shortcut or an excuse for sloppiness.

The following qualifications must be present to make a correctly written Rocket head: It must have drawing power. It must tell some of the story. It must be so integrally woven as part of the lead sentence that the reader will not experience any sense of unbalance or broken thought as he reads from the headline into the body type. It should constitute a concise thought, so that, read as a headline, it can "stand alone" in its own right as a heading for the story.

To meet these requirements, the editor must forget a few of his old ideas, but retain the best of the old ones. He cannot leave out articles and pronouns as he did before, for these are necessary to the smooth flow of his leads. At the same time, he must remember that headlines "sell" the story beneath them. The punch must be present in Rocket heads.

It is surprising, though, how many heads can be made to "read" like the old style ones and still be entirely Rocket. Take the following combined heads and leads:

### **Union officials are recruiting added backing**

**for the United Automobile  
Workers of the Pacific  
coast, having moved from  
Long Beach to Richmond,  
Calif., in quest of new pledges for  
support in the event a strike is  
called against Henry Ford.**

### **U. S. potato buying is being continued on revised schedules**

**in the San Luis valley and  
other potato-producing  
areas, according to infor-  
mation released today by  
the county agricultural agent's of-  
fice in Alamosa.**

### **Tsingtao plants owned by Japan will be bombed**

**by Chinese forces under  
orders of Gernalissimo Chi-  
ang Kai-Shek, an unconfir-  
med report said in Shanghai  
today.**

It will be noted that datelines, which, after all, are monotonous and unnecessary, have been eliminated, yet the locale is established clearly to the satisfaction of the reader. Credit lines for wire services, and by-lines to show authorship may go at the bottom of the story as: (United Press), or (By John Hennessey, Daily News Staff writer).

The headlines above, it will be observed, are not of the "stepped" variety, but are set flush. Thus, a Rocket paper resembles in general typographical appearance the "streamline" newspapers.

In the above examples the heads had the same characteristics as the accepted non-Rocket ones. They were written with that in mind. But that is not always possible, or, for that matter, desirable. In Rocket we first must maintain the flow of meaning. We cannot continue properly a sentence starting with the headline:

*Sixteen person  
killed instantly  
in plane crash*

But, if we make the head read:

*Sixteen persons  
died instantly  
in a plane crash*

we can make the following complete sentence, using the head: "Sixteen persons died instantly in a plane crash on the west slope of Mount Baldy, thirteen

miles west of Meeker, Colo., during a blinding snowstorm Thursday night." Such a head may not appeal on first glance to an old school editor, but the public will not criticize the past tense or the *a* in the last line of the head.

The dependent clause may be used to advantage. A head may read thus:

### **Sentenced on third offense drunk driving**

**charges to which he plead-  
ed guilty yesterday in jus-  
tice of the peace court,  
George Smith of Summit-  
ville today started a term of 90 days  
in the county jail.**

Use lower case in the headlines just as in the body type, according to the style of the newspaper. Since the headline has become part of the story, there is no reason for unnecessary capitalization. The lower case lines are far easier to read, too.

In the larger stories it may be a little more difficult to write a lead that embodies both a large-size head and a drop-head. But a little practice will make it easy. But to get the big force of the story in the larger head, using the drop to give some modifying information that "rockers" the reader into the body type.

Take a recent war story. The following rocket headlines were used in *The Courier*, leading into the story itself. The first was set five columns forty-eight Century, the drop twenty-four Century, followed by the straight matter with a lead of four lines of fourteen-point bold, indented at the left, then straight ten-point giving way later to regular seven-point.

The time required to write this head-lead was no longer than would have taken for a regular "stepped" head, drop and pyramid deck; in fact, it took probably no more time than necessary to write a well-worded "streamlined" head for the same story.

Rocket style is so logical that it is surprising it was not adopted and accepted long ago.

People who read newspapers are those who buy the commodity we editors manufacture, or prepare, for sale. For a long time we have been giving the public what we believed it should have, not what its dictates showed it wanted. It took the modern news magazines with their terse style to establish a new trend in news presentation. Yet the papers

*Please Turn To Page Five*

# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

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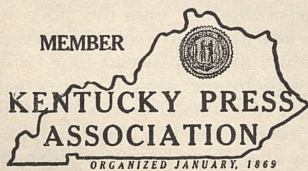
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#### Greetings And Best Wishes

The Press extends sincere holiday wishes and salutations to every editor in the state. May the new year, 1939, bring you increased prosperity and good health, and may you always keep the wolf and the sheriff away from your door. The best in the new year to come to all!

#### Attend The Mid-winter Meeting

Chairman Armentrout and his committee are preparing a splendid program for the winter meeting, January 26-28, and every editor in the state should plan now to be in attendance. You owe it to yourself and to your paper to keep up with the problems of today. Meet and discuss them with your fellow editors at Louisville.

#### Newspapers Offered Short Talk On Advertising

The Advertising Federation of America has prepared their fifth series of promotional advertisements for use in newspapers, and copies have been distributed to newspapers and periodicals throughout the United States. These talks make excellent house ad copy. Copies are available on request and the only requirement is a credit line to the A. F. of A. Write to Alfred T. Falk, Director, Bureau of Research and Education, Advertising Federation of America, 330 W. 42nd Street, New York, N. Y., if you desire a copy.

Mr. Falk has written this office that he will be glad to supply publishers with this series if they want to run them in their newspapers. The talks run 500 words each and can best be used in a space of 3 col. x 10 inches. They can be run in smaller space if the newspaper wishes to use smaller type, but they will appear to better advantage if run in 10 or 12 point. A complete set of these talks is on file at this office and can be seen by anyone who is interested.

#### Don't Paste Riders

When sending sample copies to prospects, don't paste a rider on the newspaper calling attention to any feature or standing of the publication.

Acceptable at third class rates, it is not at second, and publishers who do so will get a "calling down" as one did recently.

The idea is a good one when sampling possible subscribers or in soliciting advertisers, but mail it at the regular 3rd class rate.

#### P. O. Rules On Treasure Hunt

Post Office Department Solicitor Karl A. Crowley, has ruled that the following advertisement is "within that class of schemes, all matter relating to which is forbidden transmission through the mails:

"Look — Lucky Number. (89790). Bring this lucky Number to the American Sales Company. We have many free gifts in ladies' and men's clothing. Each one has a Lucky Number. If your number corresponds, the article is yours absolutely free. This is not a lottery, not a game of chance. This is a Treasure Hunt."

Outside salesmen who tell your merchants that such advertising can be printed safely can be answered with

this official opinion. Penalties for conviction under this law are fines of not more than \$1,000, or imprisonment for not more than two years, or both.

A good editor is one who has never made a mistake; who never has offended anyone; who is always right; who can ride two horses at the same time he is straddling a fence with both ears to the ground; who always says the right thing at the right time; who always picks the right horse as well as the right politician to win; who never has to apologize; who has no enemies, and who has worlds of prestige with all classes, creeds, and races. There has never been a good editor.—The Minnesota Press.

One of the most successful editors this columnist ever knew always kept his shop open on Saturday night when the rural population came to town to shop. He was there to visit with them when they dropped in and always mentioned callers in the paper next week. It was surprising the number who came in to visit him, and most of them invariably paid their subscription in advance before leaving, although this particular editor never mentioned the matter.

—Rural Press and Print Shop.

#### Our Printer-Devil Says—

That these are troublous times for the newspaper publisher. That unless Kentucky publishers band together as a solid group they will be unable to cope with proposals to abridge the freedom of the press.

That since Kentucky publishers are making more money this year because of the work of the KPA that the least they could do is to join the Association that is working for them.

That with minority groups strongly organized and imposing their will, it is wisdom for Kentucky publishers to be strongly organized to protect their interests.

Numerous reports from Detroit indicate that there will be an advertising splurge by the automotive trade in the late Fall. Advertising appropriations that have been withheld during the depression months are to be let loose, the stories go.

One paper has increased advertising considerably by gathering statistics to present to merchants showing how much money goes out of town because there is not enough local advertising to hold the trade at home.

*Continued From Page Three*

have been loath to follow.

Newspapers need headlines, but the usual style heads, obliging the reader to labor through ill-worded summaries of what they will find below, are not needed. What is desirable is for the headlines to retain their attractive power, yet not clutter up the page. Rocket does that.

Although a person may "read only the headlines," he still can get as much from a page of properly rocketed heads as he did from the old kind. But he is not likely to stop with the reading of the rocket heads. They literally pull him into the stories. The result is that the newspaper is more thoroughly read than ever before. Publishers and advertising managers know there is dollar value in increased reader interest.

Once an editor gets into the Rocket swing, it goes easily. It never is necessary to alter wire stories beyond the first sentence or two to convert them into rocketed heads, and it requires only a little thought to put the principal information in the first few words. One who has been handling ordinary heads will find it takes no more time to "rocket" the news than to handle it the usual way.

Local stories are easier to handle, as they can be written directly from a Rocket head. Any good reporter can become adept at Rocket head writing in a short time if he is informed on his type faces and the purpose of Rocket styling. If he does not choose to give the reporter a hand in head writing, the editor may handle the local stories just as he does those that come in on the telegraph or telephone. This article, if used in a newspaper, could be "rocketed" without change by using the first words as a headline, thus:

*Rocket styling  
of the news  
is here to stay*

The editor should use good judgment in his follows under the heads. On *The Courier*, fourteen-, ten-, and seven-point bold are used under the largest, medium-sized, and smallest heads, respectively. Four lines indented at the left give the suggestion of a deck and avoid a flat appearance where the head joins the body type. Such leads may be designated simply by number on the copy.

Of course, dashes are omitted under all heads since there should be nothing to break the thought. For the same reason, box heads should be of the three-

sided variety—open at the bottom—or the head and story should be boxed in their entirety. Instead of sub-heads, "sub-leads" of four lines bold, with indent similar to the original leads, will break up the longer stories. Captions for cuts used on the front page of *The Courier* are of the box style, with the first word or two inset in larger type. Although this form of caption has been in use for years, it is perfectly suited to Rocket. On inside pages, for the sake of simpler composition, a flush caption above and outline below are used.

Rocket should have a future. It was conceived with a definite purpose—to go streamlining one better and give the people a style abreast of the times. It was named Rocket with the same idea in mind. Since *The Courier* is an average news paper in an average small city, with average readers, and since those reader shave endorsed the style with a readiness and enthusiasm surprising to *The Courier* staff itself, there appears to be a basis for the belief that it can and should become a widely accepted method.

Editor McKinney has presented his brief. The editor of the Press does not concur with him in his premises. But we are still open to conviction. Let us have your opinions on "New Methods In Makeup."

*A Circulation Idea*

By J. R. BROWNING

We know the truth of the axiom, "Names make news." In each issue, we print the names of at least a hundred or more people in connection with interesting news items. Then we have a girl in the office check these names with our subscription list.

Next we send a printed government postal card to all the non-subscribers. The postal card informs them that their names appear in the issue and gives the number of the page in each case.

Next, after the non-subscribers have received this postal card, we send them a form letter asking for their subscription, together with an order blank and a return envelope.

As an "action-getter," we give a set of six drinking glasses as a premium if they subscribe within five days after the date of the letter. We have found from experience that the premium increases the number of orders by over twenty per cent. When they know they get the six glasses if they mail their order promptly, people will subscribe. Otherwise, too many of them just put it off

and never get around to it.

All are asked to call at the office for their glasses. This gets a lot of people into our plant and helps cement a friendly relationship with our readers.

This is a very simple plan to get new subscribers, but it certainly works. Within the last six months, we have added over 900 new subscribers.

*A Test For Your Editorial Page*

Want to see how good your editorial page is?

Judges of an editorial-page contest on the Pacific coast recently set the following standards for excellent in an editorial page:

1. Interest in home affairs, as shown by ability to write judiciously and interestingly about events within the home and community.
  2. Evidence of community leadership.
  3. Evidence of intellectual leadership.
  4. Skill in selection of national or international topics, with ability to make personal local application.
  5. Variety on the editorial page, as shown in departments, editorial features, selection of material, etc.
  6. Literary qualities—ease of statement, clarity, forcefulness, brevity, humor, sentiment, etc.
  7. Mechanical attractiveness of the page, as displayed in readability, balance, artistry in choice of type, heads, etc.
  8. Ability to adopt an editorial policy and follow it up, including repetition of ideas without monotony.
- How does your editorial page measure up on these points?

*"Cooking School Profits"*

Louis A. Bowes, publisher of the *Drake* (N. D.) Register and *Anamoose* (N. D.) Progress, who won first place last year in a contest for attendance at Motion Picture Cooking Schools, has published a little booklet entitled "Cooking School Profits."

This booklet outlines the method used by Mr. Bowes in promoting a really profitable cooking school in a town of 644 population.

Advertising is to mass distribution what the machine is to production. Right now it deserves a good share of credit for the comparatively excellent volume of retail trade. Merchants cannot move goods unless customers know about them. Advertising is the last item to cut in your sales budget unless you want to close up shop.—Roger Babson.

*Grocery Advertising*

An N.E.A. member in Louisiana who has been successful in developing grocery advertising in his paper gives a few tips on "how to do it":

"We encourage our grocers to make their window displays attractive. Get them to display products that have not been selling very well and mark them down to a bargain price.

"Watch for an opportunity to meet the traveling salesmen who sell to the grocers. These salesmen frequently will help you convince your grocers that newspaper advertising pays.

"Coffee houses, soap manufacturers, some packing houses, and wholesalers frequently will allow the grocer some free goods if he will run some special product of his in the newspaper ad. Some of them will even pay for a part of the cost.

"When the paper is off the press, we print some circulars at a very reasonable price for the merchant to use in placing his message before prospects who do not read the paper. He sends these circulars chiefly to the colored quarters of town where we do not pretend to have many subscribers. He also sends them out in packages, pastes them in his window, and leaves some on the counter for the convenience of shoppers.

"Always ask your grocer or some of his clerks for some news—where he spent the week-end, who has been visiting him, and who were some of his prominent rural customers the day before, etc."

"It's easier to sell the grocers on circulars than on newspaper ads, and we have developed several of these, although we'd rather have them in the paper. I find it next to impossible to get the grocers who serve mostly negro trade to advertise in the paper. They want circulars and nothing else.

"One of the things that helped us in selling non-advertisers was to get some free advertising on flour and other products. Then get them to add a few items to the ad which they got free.

"I watch the files for anniversaries, and recently developed a nice big ad for the Jinty Jungle on their tenth anniversary.

"I know no formula except to keep calling and trying to inveigle the grocers into making a small ad with three or four specials, and working in as many cooperative ads from the wholesale houses as possible.

"I find that one can over-sell, too, at times. I oversold one grocer here recently, hiking his bill up to \$60 a month.

whereupon he almost cut out on me entirely. Now I have him back on a \$40 a month basis, which seems to be about his maximum."

*What Size, Please?*

"Look," said the new printing buyer. "You could have set that page in larger type. Then it would have been more readable."

Would it? Are the larger sizes of type more readable than the smaller sizes? Not necessarily.

Easy readability is, of course, the goal of every advertising man. But any good typographer will tell you that there are at least three things more important than mere size.

The first is suitability. The face of type must be pleasing to the class of people who will read it, and harmonize with the subject; also suitable to the kind of paper used.

Second is proportion. It is difficult to read large type set on a small page or in a narrow column. It is equally difficult to read small type set to a wide measure.

Third is "leading." This means the amount of spacing between lines. The larger the size, the more the leading needed for legibility. All bold face types demand considerable leading.

Tests have shown that the typical person reads type between 6 and 12 point most easily and at about the same speed. Above and below these sizes, reading becomes more difficult.—Clement Comments.

Gilmore N. Nunn of Lexington has been appointed chairman of the state advisory committee of the "Fight Infantile Paralysis" campaign, it was announced from New York by Keith Morgan, chairman of the committee for the celebration of the President's birthday.

Mr. Nunn said the state committee would serve in an advisory capacity in effective complete organization of the Kentucky campaign forces within the next few days and would assist in planning celebrations of the President's birthday in various cities of the state. Funds realized from the balls or other entertainments will be used in the national fight against infantile paralysis.

Among Kentucky editors who have accepted positions on the advisory committee are: Barry Bingham, publisher, Louisville Courier-Journal; E. W. Paxton, publisher, Paducah Sun-Democrat; J. LaMarr Bradley, president, KPA; and Gracean M. Pedley, publisher, Lyon County Herald and editor of the state magazine, In Kentucky.

The Wolfe County Herald, Campton, J. C. Koppenol, editor, recently installed a Model Five Linotype to take care of increased business.

Editor and Publisher J. T. Howard of the Hickman Courier gave his rural correspondents their annual Turkey Day banquet on Saturday following Thanksgiving with more than 20 members of the staff present.

Leon Blakey, pressman for the Elizabethtown Enterprise, was one of the successful contestants in a recent contest conducted by the American Type Founders corporation for his letter on essentials required most to be desired in a press. The contest was open to employees of all printing plants in the nation.

**"MY AD LOOKS SWELL  
AND IT'S  
GETTING RESULTS."**



**LINOTYPE FACES  
MAKE  
ADVERTISERS HAPPY**

Up-to-date typography does a lot to build advertising lineage. It pleases the advertisers and gets more results for them.

Modernize your typographic facilities with *Linotype* faces. They set the best-looking ads in the most economical manner.

Your *Linotype* representative is qualified to help you plan a typographic program which will pay lineage dividends. Consult him for sane, sensible advice.

TRADE **LINOTYPE** MARK

**MERGENTHALER LINOTYPE  
COMPANY**

A new Kentucky weekly, The Columbia Times, made its bow to the public Friday, December 2. It is a seven-column eight-page newspaper issued each Friday morning. By the time the first issue came off the press, 487 subscriptions, all paid but eleven, had been listed. And they continued to come in satisfactorily.

A building is being remodeled for The Times' use. It will be modern in every sense of the word.

The editor, manager, publisher and janitor is S. F. White. He has no assistants other than Mrs. White. His apprenticeship began on the old Columbia Spectator, and Louisville job shops gave him considerable experience. Mr. White has edited dailies in Florida and North Carolina, and weeklies in Kentucky, including the Taylor County Star at Campbellsville for nine years. Besides being editor of the Russell County News, he also served as associate editor of the Hardin County Enterprise at Elizabethtown.

At the present time, The Times and Adair County News are the only papers published at Columbia. In the past, however, The Herald, Spectator and Republican have been published there, all of which have been extinct for many years.

It's "tobacco edition" time in Kentucky and Editor V. B. McGuire of the Brooksville News issued a special edition November 24 while R. G. Smith, Carrollton News Democrat, presented one on December 1. A. S. Thompson, editor of the Paris Kentuckian Citizen, and Mrs. Joe Costello of the Cynthiana Democrat, issued their editions December 7 and 8, respectively.

The correspondents of the Brandenburg Messenger were entertained at a luncheon in the home of Mr. and Mrs. J. M. Willis November 19. Nine correspondents were present, and Lew M. O'Bannon, editor and publisher of the Corydon (Ind.) Democrat, a publisher of 32 years experience, gave an interesting talk. Mr. O'Bannon's son, Robert, who assists his father, was also present and gave the correspondents many good tips for their work.

Harry L. Gage, vice-president, Mergenthaler Linotype Co., who will address the KPA, will speak before the Louisville Craftsmen Club at the Brown Hotel on Thursday, January 26, at 6:30 o'clock. An invitation is extended to the Kentucky editors to attend. The Paducah Sun-Democrat has recently installed a new Two-In-One Model 29 Linotype completely equipped with saw and quad.

The Anderson Plain Dealer, new paper published at Lawrenceburg for the past eleven weeks by the Johnson brothers, has been temporarily suspended for reorganization according to its editors.

Congratulations on recent birthdays: Mt. Olivet Tribune Democrat, John W. Zoller, Jr., editor, 65 years old; Albany New Era, W. H. Nunn, editor, closed volume thirty; West Kentuckian, Murray, O. J. Jennings, publisher, began Volume Five.

The Maroon Gazette, a publication of the Salyersville high school, made its first appearance in the November 18 issue of Albert K. Moore's Salyersville Independent. The Gazette occupied one full page and a similar issue is planned once a month for the remaining school term.

The former Bellevue-Dayton News, of which K. E. Huddleston now has purchased full control, is now being issued as the Campbell County News.

The West Point News made its initial appearance November 21, under the editorship of E. T. Jones. Mr. Jones first ran the Monon (Ind.) News 35 years ago, and was editor of the Loveland Enterprise during the World War. His experience is wide and readers of the new publication will receive not only all local news but through Mr. Jones' foresight will receive valuable features in the form of a WNU printed service.

The Walton Advertiser, edited by Robert O. Darling, issued a special tobacco edition, containing 24 pages, November 17. The paper was mailed to every box holder in Boone and Gailatin counties and northern Grant and southern Kenton counties. It required a ton of newsprint and 25 pounds of ink. Besides regular weekly news and advertising, the issue contained special news stories and advertisements of interest to tobacco people.

The title of the West Point News has changed to the Ohio Valley Record. This newcomer in Kentucky started out in a manner that assures success.

Miss Mary Agnes Kelly, editor of the Hawesville Clarion, became the bride of Coy Ogle on Thanksgiving day, the ceremony taking place at Hawesville. The former Miss Kelly has been editor of the Clarion since the death of her father five years ago. Mr. Ogle is one of the prominent young business men of the community.

Clarence Pritchett, 19, employed in the mechanical department of the Danville Daily Messenger, and Miss Edna Crowley, 17, were married November 19 at the home of the bride's parents in Danville and 15 minutes later came near losing their lives in an automobile accident. Mr. Pritchett had borrowed the car of W. C. Alcock, managing editor of the Messenger, and was returning the car at the time of the accident. The bride received a deep cut on her left knee, but Mr. Pritchett was not injured. They had planned to go to Louisville but the wedding trip was postponed.

Henderson M. Adams, 67, father of Charles E. Adams, employee of the Shelbyville News, succumbed November 1, following a paralytic stroke.

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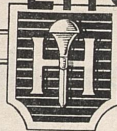
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We heartily appreciate the Good Neighbor spirit and fair dealing shown in your news and editorial columns, in matters concerning our companies and personnel, during the year now ending, and we hope that 1939 brings you all a heaping measure of prosperity.

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