

# **THE KENTUCKY PRESS**

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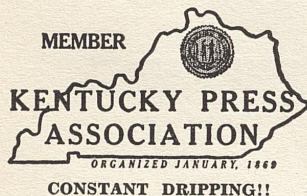
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A field secretary in an eastern state has sent out the following suggestion to his members:

"It was the constant, regular, drip, drip, drip of the rain drop that made the great hole in the stone beneath the eave. Will you place the following sentence at the top of your editorial column and keep there until the next regular session of the Legislature acts upon the suggestion?"

"Every Board, Every Person, Who Handles Public Money Should Publish An Accounting Of It."

### ONE WHOLESALER WILL COOPERATE

Five hundred letterheads and 500 envelopes for \$2.95 is one of the specials advertised by a Twin City wholesale house through its dealers. One of the inserts advertising this was sent to the office as an example of the cooperation which some of the wholesalers are giving locally.

The following letter was written to the wholesaler commenting on the publisher of a Minnesota newspaper wrote to the field secretary as follows:

"Have worked a good deal on cleaning up my subscription list. Have got my outside list (zones) all up to date and have culled my local and county list so that everything is paid up to January 1st of this year. Have had good results on payments on those that have been cut off, some days getting ten to 15 back, and most days getting three to four. They tell us that if we discontinue them as they expire, they would have been in long

time ago. Certainly hope that we will be able to get to the stage when we can expire or discontinue when the sub expires."

### THE CIRCULATION CONTEST

Note with interest the article published in last month's issue of The Minnesota Press regarding a talk delivered by E. E. Howard, publisher of The Wheaton Gazette, at the Short Course this spring, relating to Circulation Contests.

Mr. Howard stated that he does not know whether he is for or against contests, although his talk in my estimation is against them, if I could place myself in his shoes I am positive that I would be against contests. According to his own words the total amount taken in was \$4,528.35 on a campaign on his newspaper, after prizes and the contest manager's commission was paid Mr. Howard had a balance of \$1,000.00.

Do not know who had charge of this contest, but I can plainly see that there was an unnecessary overhead somewhere. Prizes for a contest on The Gazette should not total over \$1,300.00 in cash. The prize list would consist of a Chevrolet Sedan, Ford Coupe or Coach, \$150.00 Radio, \$100.00 Radio, \$75.00 Watch, \$45.00 Watch and \$50.00 for commission to nine-prize winners. Contest managers commission should be 25 per cent and not 30 per cent, which would be \$1,132.00, and no \$100.00 allowance for expenses for the contest manager besides his commission. Total for prizes and contest manager's commission would be \$2,432.00. Deduct \$2,432 from \$4,528.35, and Mr. Howard would have a balance of \$2,096.35 and not \$1,000.00.

Also note that 908 new subscribers were gotten during this contest, but after the final analysis only half that amount were actually new. "In checking over these subscriptions it was discovered that new subscriptions were placed in a family to take the place of old ones in order to give more credit to the contestant." Mr. Howard failed

to mention how much extra work all this checking and verifying these 908 subscriptions caused his office. Before the contest in most cases the head of the family was on the mailing list, but by checking over the list now, one will find that the daughter, or sons name is on this list. Why all this extra work without any benefit to the paper? Why not keep the head of the family on your mailing list? In the case of the Gazette contest, I feel confident in saying that double the amount of credits were issued for new subscriptions and subscribers wanted to give their candidates the most credits possible. This was no fault of the candidate, but it was the fault of the contest manager. According to Mr. Howard's statement it was discovered after the campaign that only about half of the 908 new subscribers were in reality new. If this was discovered after the close of the contest, one can't help but wonder if the right candidates got the prizes they were rightfully entitled to. Take about 400 subscribers and reduce the credits to half that amount and one may find different totals.

Mr. Howard further stated that, "there is a tendency, of course, on the part of the outsider to stimulate the candidates to unwarranted activity during the last few days, and there is always a danger near the close that contestants will put money of their own in and not furnish bona-fide subscribers." That may be true in some cases and it is no wonder that some of the publishers whom I have talked to rather smile when I state that I fight money, in other words candidates will not invest money unless they are told directly or indirectly by the campaign manager to do so. Publishers should not sign a contract unless they have utmost confidence in the contest manager. I would suggest that before signing a contract with any contest firm, that the publisher get in touch with those in the association, who are in a position to recommend what concerns to recommend.

In closing Mr. Howard states, "In considering a contest you may be sure of one thing, and that is that the contest manager's picture should be discounted at least 50 per cent." According to the above statement there must be some exceptional high-powered contest managers who specialize in the once over system. However, there is a difference in contest managers. All of them are not artists at painting pictures, at least not one who lives in the community, and who is building up his business for return campaigns in the future.

Remember the KPA meeting in January at Louisville. Come prepared to take part in the discussions and bring your constructive criticisms.



## The Press During The Civil War

By TRUE MACKEY

It is said that the nomination of Abraham Lincoln was due in part to the influence of Horace Greeley, of The New York Tribune. His nomination was a great surprise to the Democratic journals of the North.

Lee, in his "History of Journalism in the United States," tells us that "amazed at the defeat of Seward, who was the logical candidate, they did all they could to belittle the ability of Lincoln, whom they repeatedly referred to in their campaign attacks as 'Old Uncle Abe'."

On the other hand, the Republican newspapers called him "a man of the people," and honest Abe." After Lincoln's election the conservative papers supported him and said that only revolution would give grounds of resistance to his authority.

The history of a newspaper in a great war is the history of the war itself with its political, social and economic developments as well as its military triumphs and disasters. The files of the Springfield Republican from 1861 to 1865 reflect the growing purpose and determination of the North, first to preserve the Union, and then to free the slaves. They reflect the economic changes caused by the rising prices of raw materials essential to industry in general and to newspaper production in particular; and they reflect journalistic progress and increased circulation. Careful scrutiny of the most important newspapers during the Civil War Period will reflect practically the same trends in the journalistic world.

The war stimulated the reading of newspapers throughout the country. But to Springfield, Massachusetts, it also brought a relatively large increase in population. Here was made the weapons with which the war was won. The manufacture of the Springfield rifle was carried on there.

Immediately after Lincoln's election the Republican expressed the view that all the Southern states except South Carolina would decide against secession. Bowles said that the state of South Carolina should be allowed to secede if she so desired. He said that "A Union that must be preserved by force is undesirable." This was a very different position from that which his paper took a few months later, which was thereafter maintained throughout the war. But when Bowles saw that the rebellion was imminent he demanded that force should be used.

All during the Civil War the Springfield Republican was strongly in support of Lincoln, and Mr. Bowles did not wait until after the President had been assassinated to give him praise.

The following excerpt from an editorial appearing in the Republican

during the early part of the war will give the reader an idea of Mr. Bowles' position: "There are three ways in which a Northern man can give aid and comfort to the traitors who are making war on the Union. One is by joining them personally and helping them to fight their battles. Another is by remaining at home and stealthily sending them arms and munitions of war. And still another is affording them moral support by assuring them that the rebellion cannot be put down by force and by advocacy of concessions to the traitors, or consent to the dissolution of the Union, if they cannot be coaxed back by concession and compromise."

The New York Times, which published many columns of war news during the period, gives a good index to conditions as well as its own stance in regard to the slavery question. Raymond was entirely in sympathy with the moderate attitude on slavery. He felt that slavery in the South, though objectionable on moral and political grounds, was a southern question; the great issue of the day was not slavery but the slave power in politics, and the struggle with that power was inevitable.

Although, The Times supported Seward in the campaign of 1860, it gave Lincoln much attention and was entirely fair. When the secessionists began to put theory into practice Raymond wrote, "We shall stand on the Constitution which our fathers made. We shall make an effort to preserve the old one and shall not make a new one, nor shall we permit any human power to destroy the old one... We seek no war—we shall wage no war except in defense of the Constitution and against its foes. But we have a country and a constitutional government. We know its worth to us and to mankind, and in case of necessity we are ready to test its strength."

During the war the Times made an excellent record not only as an organ of opinion but as a medium of the news. It spent much money to receive true accounts if possible and the result was gratifying and beneficial to the position which it holds in early journalism. It might be noted that the Civil War had a tremendous effect on journalism.

For the first time in American history since the invention of the railroad and telegraph a situation had arisen in which the public wanted to know what had happened yesterday rather than some man's opinion on what had happened last week. The latter type was, and still is, European.

Before hostilities had begun papers which previously had printed not more than two or three columns of telegraph news a day were printing two or three

pages. Correspondence by mail still existed, but was accepted only with reluctance, when nothing better could be obtained. Even in the fifties, New York papers, maintained regular correspondents in Washington and could depend for news from the rest of the country for the most part on brief telegrams to the Associated Press, supplemented by details from the local papers when these arrived by mail, and occasionally by letters from correspondents who as likely as not were volunteers. But by 1860 every New York newspaper that wanted to deserve that name had to maintain a large staff of its own correspondents in the southern states. Thanks to their exertions the North knew pretty well the trend of Southern thought during the period; and the South might have been better off if its knowledge of the North had been as extensive.

The work of these correspondents involved a good deal of both difficulty and danger. When secession came to be a fact and civil war was just around the corner, Northerners in the South were under suspicion. A number of Northern correspondents had narrow escapes from lynching.

When the war actually began these men who knew the South for the most part became correspondents with the armies. Raymond, with some assistance from the Times Washington bureau, covered the first battle of Bull Run by himself. Interesting stories are told of correspondents who snooped around generals' headquarters and were discovered in the act of taking notes in the course of discussion of plans for the next day's battle.

Not only did the war cause a demand for more news but it increased the expense of newspaper production. There was also an increase in circulation. It caused the New York Times to start printing a Sunday edition which was an important step in newspaper work.

During the war there arose what was known as the "Copperhead Press." This group of papers favored acceding to the demands of the South. Even the New York Tribune advocated letting "the erring sisters depart in peace," and another New York newspaper, during the first year that Lincoln was President, compiled a list of newspapers in the free states which were opposed to what is called the "Present Unholy War." According to the New York World Lincoln's election meant that the Union neither would be restored nor would slavery be abolished. Sentiment of other newspapers was for the South to persevere and for the North to be condemned for using arms to force states to remain in the Union. The "Copperhead" papers' greatest injury was in their op-



position to the issuance of treasury notes. One "Copperhead" editor, Wilbur D. Storey, of the Chicago Times, whose editorials became so bitter that time and time again soldiers sent word that upon their return from the war they would destroy the "Copperhead Times," was disliked by the entire North.

It is interesting to note the history of the Memphis Appeal during the Civil War as it was typical of Southern newspapers during the period. In this period it was driven from place to place and was published away from home for three years. This newspaper was the mouthpiece of the Confederate Army. The first move made by this paper was during the "sea" fight in front of Memphis when the Appeal retreated in a box car to Grenade, Mississippi. It next went to Jackson, Mississippi, where it appeared as an afternoon paper and made its bow to the public as follows: "Though driven from home, we are not among strangers." It was shelled out of Jackson and retreated to Meridian, and then to Atlanta, from which it was shipped to Montgomery, but part of the staff continued to issue extra news slips from a proof-press. Again it was found necessary to move on to Macon, Georgia, but stopped at Columbus on the way. It finally was returned to Memphis in 1865.

Henry Watterson, famous editor of the Louisville Courier-Journal, was editor of the Rebel in which he attacked General Bragg and was forced to discontinue his paper's publication for a while. During its period of publication the Rebel managed to keep just a little in advance of the Federal army, until it was finally forced to surrender in 1865.

When the Union army captured a town it would probably seize the presses, type and other equipment of value and would carry all along with them. Soldiers who could set type were allowed to use their time setting the news of Union victories in bold headlines. One paper, being in need of material, was issued on the blank side of wallpaper and was eagerly read by Union soldiers.

Many people considered the editors during the Civil War to be too meddling. Cartoonists pictured Greeley, Raymond and others as mock generals stirring the pot of discontent and it was thought by many that purely political and selfish principles were back of all the editorials that appeared in the New York newspapers. The New York press received more criticism and Greeley was the chief recipient.

One characteristic of the Civil War Period was the absence of cartoons. This was the loss of the press's great weapon to supplement the power of its editorials. Probably the reason was the newly discovered cylinder

press invented by Hoe which made it expensive to print cartoons. The most likely explanation, though, is that there simply were no good cartoonists of the period.

During the Civil War there was a noticeable scarcity of paper and other printing supplies. This was caused by the reluctance to use material from the North. The paper supply soon became so inadequate that probably every paper in the South was forced to reduce its size. Some Southern papers abolished headlines, and the sheets were printed in very small type and resemble handbills. Many papers availed themselves of common wrapping paper, writing paper, and paper bags or even the blank side of wallpaper.

Among those paper sissued on wallpaper were: The Pictorial Democrat, of Alexandria, La.; The Daily Citizen, of Vicksburg, Miss.; The Courier, of Opelousas, La.; The Southern Sentinel, Alexandria, La.; The Courier St. Martinsville, La.; The Stars and Stripes, Thibodaux, La., etc.

Scarcity of ink was also a handicap to Southern printers. In one instance that of the Memphis Appeal, resort was made to the use of ordinary shoe blacking. Southern papers of the period were poorly set up because of poor ink.

In the North the daily paper suffered no such difficulties as found in the South in the matter of securing the raw product on which to print the news. The larger dailies, however, were forced to carry the additionally heavy burdens of war correspondents. Printing paper increased to thirty cents a pound. After the war started the papers on the average increased the cost of their papers about one cent a month.

Was there any freedom of the press during the Civil War? During the Civil War in America while sedition was suppressed in high places, criticism was more freely tolerated on the part of the rank and file who were presumably without opportunity of making their criticisms effective. Soldiers' newspapers appeared then, as they have done during the recent war, although most of them were short-lived and they were printed on presses found in captured Southern towns. "These newspapers," says Schlesinger, "frequently assumed an attitude of criticism and reproof toward superior officers that would not have been tolerated in the late war."

There was a slight degree of punitive censorship during the war. When General Burnside, July 3, 1863, issued the order that "on account of repeated expressions of disloyal and incendiary sentiments, the publication of the newspaper known as the Chicago 'Times' is hereby suppressed," it was followed by the arrival of two companies of infantry who "took posses-

sion of the office, stopped the press, destroyed the newspapers which had been printed, placed a guard over the establishment, and patrolled the entire block during the remainder of the night." The immediate response was a mass meeting of citizens presided by the mayor, and a telegram from President Lincoln rescinding the order of General Burnside and directing him to suspend no more papers without first conferring with the War Department.

D. A. Mohney, editor of the Dubuque, Iowa, Herald, was arrested and imprisoned for nearly three months in Washington, D. C., for publishing editorials against the Government, although, no official reason for the act seemed to be given. One explanation was that it was done to prevent his running for Congress against a Republican candidate since he was nominated a few days after his arrest, and the period of his confinement gave color to this situation, although it did not prove the truth.

Early in the Civil War, on the order of the Secretary, Harper's Weekly was suspended because it had printed sketches of the Federal works before Yorktown.

During the Civil War the effort of the Federal Government to suppress the sympathy with the South brought only criticism against itself and the policy was quickly repudiated. Lincoln said, "In regard to the order of General Burnside suspending the Chicago 'Times', now nearly a year ago, I can only say I was embarrassed with the question between what was due to the military service on the one hand, and the liberty of the press on the other."

Union generals did not hesitate to suppress any newspaper in the South whenever they thought such papers were guilty of treason. In New Orleans, for example, The Bee, The Delta and The Crescent were suppressed at various times. When General Wallace suspended the Daily August, of Memphis, for publishing a "fake" item about the capture of Cincinnati by Confederate troops, he allowed it to continue publication under military supervision.

In the South one peculiarity of the war period stands out as being singular. After South Carolina had seceded from the Union, the papers of that state published all items from the North under the head of "Foreign Intelligence." This practice was followed later by all secession papers throughout the war the most important news, save the announcement of a victory or of a defeat, was the long list of dead or wounded soldiers which newspapers printed in small type. Headlines were extremely modest and usually read in the North, "The Rebellion," "The Great Rebellion," "Important—If True." Few headlines were



over two or three columns in width and Lincoln's death only increased the length of the headlines.

The most important editorial printed during the Civil War period was probably the one from the pen of Horace Greeley. It appeared in the New York Tribune in 1862 under the title, "The Prayer of Twenty Million." In it Greeley, "sorely disappointed and deeply pained" at the conduct of the President, severely criticized Lincoln for not enforcing the laws of Congress and for not doing enough for the Negro. This editorial drew from Lincoln a characteristic reply which tended to change the attitude of many papers of the North. Papers rebuked Greeley.

In the West different conditions existed. Here the scarcity of paper was especially felt. The Rocky Mountain News, Denver, often found itself in the same predicament as that of many Southern papers. The size of western newspapers was considerably reduced and mostly military orders and other military news was used to fill the sheets. The California papers were masters at "boiling down" news.

Newspaper advertising, not only in the South, but also in the North reflected the spirit of the great conflict of the period. Both governments used the advertising columns extensively to make known their various needs for army supplies. Other advertisements

A Northern advertisement reads:

"ATTENTION! — Persons desirous of joining a Military Organization for the purpose of Defending the Union and to uphold the laws at all hazards, will please address Volunteer, Tribune office.

The advertisements of the Southern states indicate the continual fluctuation in value of paper currency in that section of the country. Even when danger threatened the papers did not fail to place many advertisements in their newspapers, even though they were in need of space for news.

In making a study of the American press of any definite period it is always advantageous to compare the rate of progress with that of foreign countries. It would be incomplete to disregard the attitude of European newspapers toward the Civil War.

"Punch," even before the Civil War, contributed its share toward the ridicule of America. The "London Times" has been severely criticized for supporting the Southern Confederacy. One writer states that "the Times gave a preposterous caricature of the origin of the war, of its effect upon the country, and of the means by which it was maintained." In France and England the liberal press favored the Union. In Germany the entire press world favored the Union.

#### STICK TO HOMEFOLK

The Press reprints this editorial from the Cynthiana Democrat and recommends that each Kentucky editor run the same in his paper. It is assuredly worthwhile and to the point.

(Springfield Sun)

The writer is impelled to call attention of readers of The Sun to the fact that it pays to stick to and by home folks in most everything. Home business men, almost without exception, will give you more courteous attention, better merchandise, and prices more in keeping with quality than one may expect or receive from total strangers.

This fact was emphasized some months ago when a few of our citizens placed an order for a suit of clothes on the two-for-the-price-of-one plan and, unfortunately, made a down payment. The clothes have not arrived and the agent who took the order failed to leave his forwarding address. So much for that.

Not long since a slick-tongued magazine salesman visited Springfield and solicited subscriptions as a means of securing a college education. Many fell for it, paying more than the worth of the magazine to help a worthy cause—they believed. Money could have been saved on these magazines by calling on your home-town newspaper man for information and club prices. And that's that.

Home town merchants resent having their patrons place orders for merchandise with out-of-town solicitors, and who could blame them? They pay taxes to support your schools, maintain your streets and roads, to pay the salaries of our town and county officials, and make charitable donations to aid your poor friends, and support your churches. Aren't they entitled to a living profit from the commodities they sell? Aren't you obliged to spend your cash with them, especially in instances where the merchants extend credit? We believe you owe them your support and your patronage.

Then, along comes an out-of-town solicitor and persuades the home town merchant, and the home town banker, they should buy their printed supplies from some foreign printing establishment—and they fall for it. O, consistency, thou art a jewel!

Community enterprises succeed or fail because of community support, or lack of it.

It is a safe bet not one of the foreign solicitors who visit our town taking orders for merchandise that should be purchased in our home town have a single dollar on deposit in either of the banks here, or own a dollar's worth of property, or pay head or property tax in either the town or county. This being true, are they entitled to any portion of the business local business

men give them? And, on the other hand, are they entitled to any business the private citizen may hand them?

A town is constituted of its citizenship and their properties. If we spend our money to build up foreign communities, our own must suffer. If we contribute to the development of finer school systems, more magnificent business houses, better streets and roads in some other community, how are we to maintain our town? Whole-hearted co-operation on the part of every citizen in any community is necessary if that community is to prosper and grow. Without co-operation it but a question of time.

#### GARRISON WINS SUIT

Circuit Judge Charles C. Marshall has ruled in favor of R. E. Garrison, editor and publisher of the Anderson News, in his suit to compel the publication of itemized statements by the Lawrenceburg and Anderson county boards of education. Named as defendants in Mr. Garrison's petition were Charles A. Routt, treasurer of the city board of education, and the Anderson National bank, treasurer of the county board of education. Mr. Garrison asked that the defendants prepare an itemized, sworn statement of the public funds collected, held or disbursed by them and each of them, respectively, to be published in full in the Anderson News.

The Press hopes that the above result will stimulate other Kentucky newspapers to start similar proceedings in their own county.

#### A MANUAL ON WRITING LOCAL ADVERTISING, "AND THEN SOME"

Sears-Roebuck is just coming out with a big "Holiday Money Saver" special catalog, almost newspaper size! Want to have somebody write for a copy of it? It looks like a manual on local newspaper advertising, especially for this season. Those interested in "newspaper color advertising" will be interested in the use it makes of red and black; there are new stunts in lay-out and typography. It is a check, too, on prices, which will interest and help your merchants. The ways and means of punching through the idea of lower prices, bargains, etc., are unique, shrewd. It is said the offerings selected for this special catalog were determined by recent best-sellers, according to the records of S-R, so the catalog further serves as a guide for merchandisers and in selling and servicing local retailers; the big shots are pushing the best-sellers, not the lemons, just now!

Andy says that the "repression" is on the "up". Now, if any time, is the chance for the community editor to spread the gospel of good tidings.



## WHERE BUSINESS IS GOOD

What merchants are actually doing reflects business conditions better than what they may be saying. This thought was expressed editorially in Country Newspaper Advertising for April.

It appeared in connection with some advice to newspapers by Professor Robert W. Jones of the School of Journalism, University of Washington. Prof. Jones' advice is important enough to be repeated: "Goods will be sold, not bought, in 1931. The proprietor of a newspaper and his advertisers can make their city a good trading center or a poor one.

"Make sure you are giving the advertiser all the service you can in cuts and typography. Help him make his advertising pay. Try to influence your advertisers to do a better job on their advertising. They need this and so do you, for a newspaper prospers or fails with the business of its community."

Country Newspaper Advertising commented, "Business in 1931 goes to the 'pluggers,'" and quoted as evidence nine letters from eight or nine newspapers in as many states.

When these were brought to the attention of our readers additions letters began arriving and they are still coming in as this is written, late in April.

## Then Decide

Believing sincerely in the statement at the outset of this article, Country Newspaper Advertising is glad to quote further letters from all over the country. Make up your own mind as you read what these publishers say about what their merchants are doing and then decide whether it is in order to say "Business in 1931 goes to the 'pluggers.'"

A publisher from Prof. Jones' own state tells us frankly, "Our volume of business compares favorably with last year and in some months exceeds the previous figures. An analysis shows, however, that in the individual accounts the total expenditures for advertising is somewhat lower. The volume has been sustained because of the increased number of merchants who are advertising. The former sporadic advertiser now uses space regularly and the merchant who never advertised, now presents his message periodically. We cannot help but feel encouraged over this situation, because it seems a certainty that as conditions get better we will have more converts to the cause of advertising. From personal observation, I would venture that general business conditions in our community are on the ascent, as reflected by our advertising columns."

One from Idaho takes to task those who talk about poor business. He says, "If a man has a slight ailment and is constantly reminded of how bad he looks, he is almost sure to get sick. There is the same psychology in busi-

ness. If we had not been condoling where we ought to have been encouraging, business would have recovered." This reminds us of the fellow who "cut down his advertising expenses to weather the storm" and felt so good about his "success" that he hoped business would not come back right away so he could go on feeling good.

## Proves It

And almost as if to furnish proof for this Idaho publisher's contentions, from old Wyoming we learn, "We have noticed no slump in our newspaper business as the result of the so-called 'depression.' Our business runs about the same all the time and we have experienced no slacking up. We are somewhat isolated, and in a country that is all livestock and irrigated forage crops, so hard times are almost unknown to us. If we had not been reading the daily papers from outside points the past year, I doubt if we would have discovered yet that there was any tendency toward 'depression.' We are accustomed to ups and downs in prices of sheep and cattle, and present prices are not so low as they have been at various times previous to 1929."

In a short but sweet statement the managing editor of a North Dakota newspaper, circulation more than two thousands, answers, "How's business? Job work better than usual and newspaper advertising already back to two years ago levels."

From Iowa come such comments as these, "Have been here only five months, but if these are called tough times, then heaven help us to get the work out when good times return. Both advertising and commercial printing have held up well all the way. March was better than January and February—and they weren't bad by any means."

"Compared with 1930, the first two months of 1931 are down but six per cent in business—this in face of the fact that this town was without a bank from December 11th to February 12th. March business came close to beating the best month in my three years here. New stores have come in, more stores, and local advertising is strong. The foreign is the only place we've had any loss. Complaining? No!" Big business is overlooking a bet. The local merchants are on the job and are taking full advantage of today's opportunities.

"We have no reason to complain over business. It may be a little harder to get it than it was a while back, but we are going along nicely, in fact, our business has kept up better than we expected. In talking with those who are interested in other businesses here, we are sure that the newspaper business has prospered out of proportion to some other enterprises.

"As it says in the April issue of your splendid magazine 'Business in 1931 goes to the pluggers.' We are going

to be one of those guys. Watch the results."

"Our business for the first three months of 1931 including newspaper advertising and job work shows an increase of 24½ per cent over the same months in 1930. It is like pulling teeth, however, to get display ads from some of our merchants.

"You are absolutely right when you say, 'Business in 1931 will go to the pluggers.' 'Goods will be sold, not bought,' this year and the country editor will have to hustle, keep awake and take advantage of such service as Country Newspaper Advertising has to offer."

## Banner Year

From Missouri, the "show me" state, comes this word, "Believe it or not the year 1930, the 'dismal year,' the year of failures,' etc., was the banner year for us. We exceeded our business of 1929 by just exactly 12 per cent and 1929 had been the leader for all time. During 1930 we bought and paid for more than \$3,000.00 worth of new equipment, and thus far in the year of our Lord, 1931, we exceeded the same period of 1930.

"All of the above did not come on its own accord, for we worked to get it. We practice untiring zeal to give our advertisers just what they want.

"Our advertising is gradually picking up and of all things which we have been accused, 'singing the blues' is not listed. We do not know how, nor do we want to learn, for business with us is, and should be with the rest of the boys, two-thirds a state of mind. If you think business is bad, then sure as fate it's going to be. We believe in the business in which we are engaged, and especially do we believe in ourselves."

A neighboring publisher writes, "Business good, shows a small increase in February and March advertising."

Crossing the Mississippi to Illinois we get this report, "We have been having a great deal of work as usual. Ours is the only printing establishment here. However, we do notice that farmers are a bit slow in renewing their subscriptions, which is not surprising, as they have had one crop failure after another and last year was a total loss. We have been agreeably surprised that receipts have held up so well."

All of which goes to show that even when things are tough there is business to be had for the one who goes after it.

Here again, the next letter, one from a member of the "Ohio Select List" of newspaper, bears out that contention. It reads, "The following statements may seem overdrawn and not in keeping with the times, but they are actual facts just taken from our records.

"The first three months of 1931 have been the best three of any year we have ever had. Here are the comparative figures: 1929—33,578 in., 1930



You Can Get  
**IMPERIAL METAL**  
Direct From

Cincinnati, Louisville or Nashville Warehouses

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

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Central Station, Louisville, Kentucky

**Illinois Central**

THE ROAD OF TRAVEL LUXURY

—34,112 in., and 1931—34,252 in. Not a big gain, but at least holding our own.

"Who says business is bad? Our merchants reported on business last week; 'Best Thursday we have had in years.' 'We had more customers during the last three days than we have had since the war, for any three days, excepting holiday season.'

"Business is good for the fellow who goes after it. Business is bad for the fellow who is waiting for the depression to pass over. We have no complaints to make. Our business is growing; a sure sign that the business of our merchants is growing."

A Michigan publisher informs us "Business is very much better with us."

Space limitations permit us to quote from a few more letters. A Pennsylvania publisher tells us, "Business in this community is picking up nicely," and proves it by adding, "We are finding it easier to sell advertising space and new subscriptions are being added."

Taking a rapid swing through the south: Florida contributes, "Our March best we have had—practically double any former recent month."

Another, "We carried 3,868 inches of paid advertising during the first three months of 1930 and 6,344 inches during the first three months of 1931. That answers the business question. Yes, business is good with us."

We have quoted here from the "worts" as well as the "best" letters we received. We leave you to draw your own conclusions. We believe we know "Where Business is Good." After all the smaller cities and towns are the nation's backbone.

Texas tells us that by going after new advertisers hard, which "we have only recently begun, we have been able to increase our advertising nicely. We shall keep it up and prosper accordingly."

**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.

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O. J. Forman, Prop. Monmouth, Ill.

**MILO BENNETT**

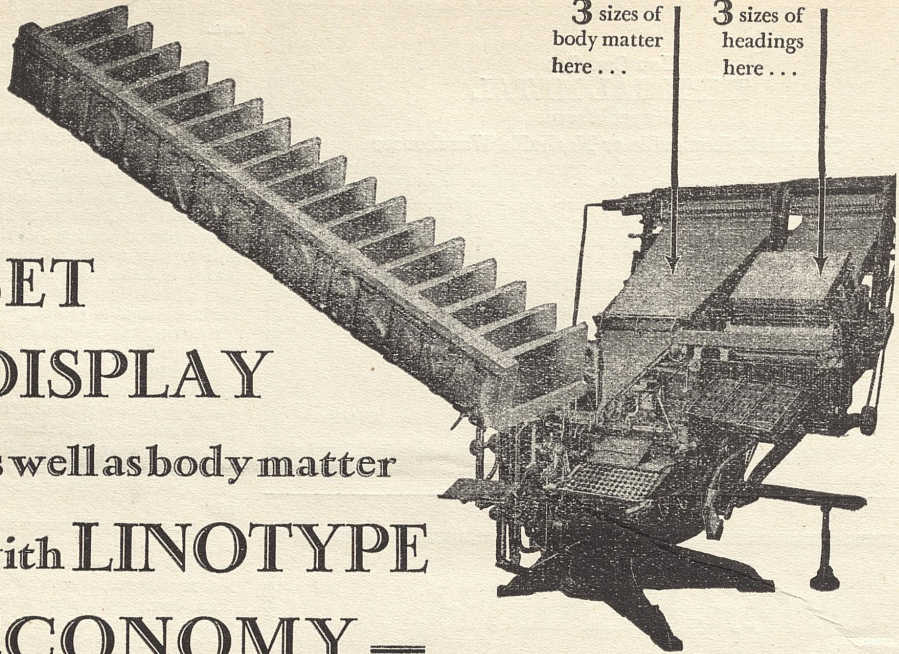
Conducts a wonderful Linotype-Inter-type school and can develop slow operators into fast operators or one of the men or women in your office into a fine operator. Correspondence course, with keyboard for home study, \$28; six to ten weeks at the practical school, \$60 to \$100. Write for free school literature. Also pleased to give you name of prominent Kentucky newspaper publisher who knows what this school is capable of doing for you. Address Milo Bennett's School, Toledo, Ohio.





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The Linotype will set display heads and ads just as easily—and economically—as straight matter. And it offers capacity for considerable job work in addition.

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The Model 14 Linotype will accommodate any size Linotype face in the wide auxiliary magazines. You can get equipment to meet your own conditions—one, two or three main magazines, the same latitude in auxiliary magazines. And, of course, for either 30 or 42 pica composition.

Get in touch with the nearest Linotype Agency. There is no obligation—the counsel you will get on equipment possibilities and operating costs may mean a great deal to you. It has for many publishers in circumstances similar to yours.



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