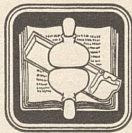


# THE KENTUCKY PRESS

OF, BY, AND FOR THE  
KENTUCKY NEWSPAPERS



Volume Two  
Number Eleven  
December, 1930

# THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

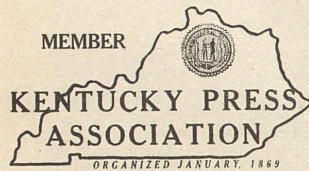
VICTOR R. PORTMANN, Editor-in-Chief  
FRANCES L. HOLLIDAY, Assistant

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JOE T. LOVETT, Murray Ledger-Times, Vice-President  
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Member 1930  
NATIONAL EDITORIAL ASSOCIATION

### THE BEST IN 1931

"It's the same old greeting in the same old way," but the Press wishes you and yours peace, health, and prosperity in the New Year, 1931.

### KPA Goes On Record

The KPA went on record this month in sending out requests to the national advertising agencies to cease sending "Free" advertising matter and publicity to our newspapers. The Kentucky newspapers have been flooded the past few months with all kinds of free publicity and thinly-veiled advertising matter which the agencies are sure "that our readers will be interested in." At the same time these same agencies have made an appreciable cut in the display advertising sent to the same newspapers.

While many of the national agencies have made a decided stand against the practice of sending out this "free" material, it still seems that pressure has been brought to bear upon the same agencies and they send this material to their newspapers. Many of the largest agencies have joined in this practice and the KPA has said "stop" in decided tones.

Our weekly papers are willing to cooperate with the national agencies in every way possible and are willing to help the local dealer in any legitimate way in the tie-up with the wholesaler, but cannot see their way clear, in giving "free" puffs to every Tom, Dick, and Harry that has an account in that town. Our newspapers are realizing more every day that their space is valuable and ALL advertising must

bear the load. They would be defeating their own ends if they would publish this publicity material even sugar-coated with the promise of "exclusively written for your own territory."

We advise all Kentucky editors to begin sending back all this free publicity material, postage collect. The National Editorial Association will furnish, at a small cost, stickers marked "Free Publicity," etc., to any one who will write for them. Paste one of these stickers on the material and send it right back. If every editor will do that, they will not only cooperate with the KPA, but it will not be long before such practices are dropped.

Every agency is trying to secure as much of this free publicity as possible to show their patrons "results accomplished." Every editor should bear in mind that for every inch of free publicity given in our Kentucky papers, just that much paid advertising will be dropped from the agency schedule. A determined stand by every Kentucky newspaper will bear definite results in a very short time. Back up your association in this stand against free publicity and this evil practice will stop. This is a good resolution with which to start the new year.

### Advantage of Membership

Through the efforts of some organization leaders, one large advertising agency was induced to give special consideration to the paid-up members of state press associations. Other agencies seem to fall in line with this movement and it is worthwhile. One of the functions of a state association is the furtherance of the business of

its members. The advertising agencies, in fact all agencies of national importance which do business with our newspapers, realize the need and importance of the state associations and do all in their power to promote the work and scope of these associations in every way possible.

Yet there are a number of editors in every state, Kentucky not excepted, who refuse to join their state association because they "cannot see what they are doing for ME," while many simply cannot leave go of the annual dues. State associations, and Kentucky is in the front rank, are working for the newspapers every minute of the day, in legislative work, advertising, and, indeed, in all phases that concern the community editor. Of course those who refuse to join the associations profit by the work of the association and bask in the reflected activities without paying one cent for dues or helping in any way possible.

The Press highly concurs in the idea of "special consideration for paid-up association members" as inaugurated by this agency. We hope in time that other machinery can be set up that will exclude those "penny proud" editors from the benefits and results of the associations' efforts. This may sound as if we were advocating a boycott, but we mean every word of it, leading to this pertinent question "Why aren't YOU, Mr. Kentucky Editor, a member of the KPA?"

### Resolutions

Here are a number of resolutions to paste on your desk so that you can see them every day. Are they worthwhile?

1. That I will give service plus to my community in 1931.
2. That I will give my readers the best newspaper possible.
3. That intolerance and petty jealousies will leave my office with the old year.
4. That I will pay my membership dues to the KPA and be an active member this and every year to come.
5. That I will join the National Editorial Association and help to promote its work for the community press of America.
6. That I will put my newspaper on a strictly business basis.
7. That I will be a good citizen to my community, my state, my nation, and, through my example, lead others to be the same.

Signed and sealed this 1st day of January, 1931.

Write it 1931!

Our genial friend and hard-working official, Secretary Alcock, was honored by having his picture and short write-up adorn the front cover of the United States Publisher and Printer in the December issue. He really looked natural. Congratulations!

## State Advertising Rates Are Below Average

A study and comparison for the past year of Kentucky's newspapers and their advertising rates, a small extract from a research that is being carried on by the editor of the Press, shows that the newspapers in common with many other states, do not charge enough for their advertising. This study shows a comparison with the average rate charged by all the newspapers in the U. S. and with the recommended rate as advocated by the National Editorial Association.

In Table No. 1 we find the rate charged by 164 of the 167 community papers in Kentucky, three not reporting. We also find a great discrepancy in the rates charged in each circulation group. For instance, in the 500-999 group, we find two papers charging 15c an inch, and, at the other extreme, two papers charging 40c an inch, with varying rates in between. Theoretically, all papers of the same circulation should charge and receive the same rate for their advertising. Just a glance at the table will show that this is not true. Why? is a debatable question but our guess is that too many editors are AFRAID to charge a livable rate.

In Table No. 2 we make a comparison between the average rate for each Kentucky group, the average rate charged in the U. S., and the recommended rate of the N. E. A. In every group we find that the state papers are from 1c to 12c below the average for the entire country and from 4c to 14c below the rate recommended as a fair and livable charge by the N. E. A.

TABLE NO. 2

Circula.	Papers	Av.		N.E.A.
		Total State Rate	U. S. Rate	
500-999	23	26c	27c	30c
1000-1499	30	27c	31c	35c
1500-1999	34	30c	34c	40c
2000-2499	33	34c	37c	45c
2500-2999	22	37c	40c	48c
3000-3499	10	36c	41c	51c
3500-3999	9	39c	49c	52c
4000-4499	1	60c	49c	53c
4500-4999	2	40c	52c	54c

The Press has continually advocated a cost system for every Kentucky newspaper. Every paper should establish this system if for one reason only and that is to find out exactly what each inch of advertising costs per issue. It is true that there will be a slight difference in costs in individual newspapers, but, on the whole, the costs for each department of newspaper production will average the same whether in Kentucky, or Maine, or California. Every year the advertising committee of the National Editorial Association makes a survey of

TABLE NO. 1  
Rate Charged Per Inch

Circulation	15	17	18	20	25	27½	28	30	33	35	36½	39	40	42	45	50	60
500-999	2	1		7	4			5	1		1	2					
1000-1499	1	2			13			10	1	3							
1500-1999			1	2	7			13		5	1		5				
2000-2499					2	1	11		10			6		2			
2500-2999								5		6			9		1	1	
3000-3499					1			2		2			4		1		
3500-3999								2		1			3	1	1	1	
4000-4499																	1
4500-4999													2				

newspapers over the entire country and has recommended, through its findings, that a certain rate must be charged if the newspaper is to meet cost of production. These rates are given in Table No. 2.

Every editor, in Kentucky or outside of Kentucky, can keep an accurate record of the cost of production in his own plant with a simple cost system. He can thus ascertain exactly what it is costing him to print each inch of advertising in his paper. The results of this finding will be an "eye opener" to many of our editors, we are sure.

As a result of some surveys made by the classes in Community Newspaper Administration at the University of Kentucky, it has been found that the costs of producing the average community weekly, dependent, of course, on size of the paper and circulation, runs from not less than \$200 per week up to over \$350 per week. Do you know what your paper costs to issue each week, Mr. Editor.

The editor of the Press once asked a Kentucky editor, "What does it cost you to put out your paper each week?" The astounding answer came back, "Oh, about fifty dollars!" Assuredly that editor needed a cost system in his plant. If the editors of the community newspapers in the U. S. would establish cost systems in their plants, we would not find the discrepancies in the rates charged for advertising.

Our national advertisers state that they find many such discrepancies in the rates charged by various newspapers, and they hesitate to open an account with a newspaper that is charging a low rate. They, by their own statements, become suspicious of such a newspaper, and, judging by standards of what a good newspaper should be and the rates that should be charged to make it a good newspaper, are justified in their supposition that the paper in question is not run on a business basis.

Accordingly, many of our national advertisers advise that the rates be raised to a livable, adequate rate, and, in many individual cases, have returned a contract to the newspaper with a request (mind you) that the rate be

raised before the advertiser would accept the contract.

Look at your own rates, Mr. Editor. Then if you have any questions to ask, bring your problems to the Editors' Short Course round-table discussion at the University next month. Whatever you do, start the year 1931 right by raising your advertising rates to a recognized, livable figure.

### BETTER BUSINESS BUREAU EXPOSES PRESS SCHEME

In the mistaken belief that they can buy their way into the new columns of reputable newspapers, business executives are spending more than a million dollars a year. Many of the Nation's leading executives are supporting a scheme that preys exclusively on "big business."

For a fee ranging from \$100 to \$1,000, depending on what the traffic will bear, some twenty-odd firms styling themselves "Press Bureaus" or "Press Syndicates" or "Press Associations," offer to prepare and publish a short but favorable biography, illustrated with a photograph of the subject, for distribution, ranging upward to approximately 1,000 newspapers throughout the country. The solicitors represent that the newspapers will welcome the biographies, but based upon its survey of newspapers the National Better Business Bureau reports that the vast majority of the newspapers replying to the bureau's inquiry, promptly consign these unsolicited and undesired biographies to the wastebasket.

The National Better Business Bureau will willingly assist business executives to get the facts regarding any organization masquerading as a "press association" that offers to publish their biography for a consideration.—National Better Business Bureau, Incorporated.—Highlights and Shadows.

Are you planning to attend the editors short course and mid-winter meeting at the University? You cannot afford to miss the many good things on the program as you will get more than "value received" in return for your time.

### WHICH DIRECTION IS YOUR BUSINESS HEADED?

(By Harry B. Rutledge, Field Manager Oklahoma Press Association)

The United States Chamber of Commerce has asked the following list of questions recently of business men generally:

1. Do you keep a "purchase account" that shows a total of all goods bought?
2. Do you know what you save by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowances for depreciation and dead stock?
8. Do you know what is due you?
9. Do you make depreciation of fixtures and delivery equipment?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. Do you know what it is costing you for allowances for customers?
13. How often do you make up a "profit and loss" account?
14. Into how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge rent therefor?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expenses to sales?
20. If a fire took place, could you, from your books, give a complete statement of all accounts?

A few of these questions might not apply generally to newspaper publishers, but most of them will. The publisher who knows all of these things in relation to his business, whether it be the publication of a weekly in a town of five hundred or the operation of a metropolitan daily or print shop, knows in which direction he is traveling. The publisher who cannot answer these questions concerning his business is traveling in the dark.

Check up on these things. A knowledge concerning them may change the direction in which you are traveling—possibly from a considerable loss to a neat profit—because you may be able to remedy some conditions which you did not know existed before taking this inventory.

Archie Thomas, linotype operator, and Bill Nelson, foreman, have bought an interest in the Three State printing office at Middlesboro from Mr. Chapel. This paper has closed a successful subscription campaign which added many new names to its circulation list, fifteen candidates covering the trade territory.

## THE KENTUCKY PRESS

### WKPA TO MEET

The main feature of the winter meeting of the West Kentucky Press Association, which will be held at the Hotel Hall in Mayfield, Ky., probably on Friday, February 6, will be the appearance on the program of Tom Sharp, brilliant editor of the Memphis Press-Scimitar, one of the Scripps-Howard newspapers, it was announced by A. Robbins, editor of the Hickman Courier and president of the association. Mr. Sharp will dissect newspapers in the W. K. P. A., pointing out their good and bad points and how each paper can be improved and built up.

Make the Press your newspaper. Send in your items.

Editors' short course and mid-winter meeting of the KPA, January 30-31. Coming?

J. W. Lusby, publisher of the East Kentucky Journal, Grayson, has just installed a new Linotype to make his office complete and up-to-date.

Advertise your newspaper, your features, your departments in your news columns. If you don't, no one else will.

Miss Sarah Owsley, a graduate of the Middlesboro high school this year, has accepted a position as society editor of the Middlesboro Daily News. She was editor of the high school paper during her school days.

It has been truthfully said that the purpose of giving newspaper contest awards is not to award a prize to some editor, but to promote, encourage, and stimulate interest in the production of better and more profitable newspapers. Plan now to qualify for the contests of the KPA this coming year.

December, 1930

With the growing demand for new and improved machinery in the printing plants of our newspapers which has developed since many of our publishers have improved their newspapers both in content and appearance, the manufacturers are missing a bet when they do not give attention to this phase of their business.

Build up a classified advertising section. Get your small advertisers interested in running a classified ad. It will be to your advantage as classified ads, run at one cent a word, will net from two to four times more revenue per column inch, depending on the size of type, than display advertising.

One way to build up good will is to keep your promises. Deliver your job work when you have promised it or before! Give a price and stick to it! Charge each customer the same amount for the same work — special privileges to none! If you promise to run a certain article in your columns, run it—the "friends of the newspaper" are your best assets. If you lose your good will, you yourself are only to blame.

More opportunities than ever before are offered young men and women in the field of journalism, Tom Wallace, editor of the Louisville Times, told 100 delegates to the eighth annual meeting of the Kentucky High School Press Association which opened in Georgetown College December 5.

Advantages of college training in journalism in preparation for a journalistic career were emphasized by Mr. Wallace, principal speaker at the session, who answered questions from the floor by the delegates at the close of his talk.

Prof. Rice Ewing, sponsor of the association and head of the journalism department of Georgetown, presided at the sessions.

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

The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures.

This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan.

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

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

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

**LOUISVILLE**  
Dickinson Co.  
119 N. 4th St.  
City 7951

### Imperial Type Metal Co.

Philadelphia New York Chicago Los Angeles

## Town Government And The Newspaper

By John H. Casey

To what extent is the citizenry of the average American small town interested in detailed current news reports on city council meetings and other civic affairs?

One answer is that that depends on the local newspaper editor to a considerable degree.

When you find a town where people have a civic pride that is noticeable it is a fair guess that you have found a town where there is a newspaper editor who has kept the community informed on the town's affairs week after week, month after month, and year after year.

Likewise, if a community has not developed a civic consciousness it is probable that that community has not been kept thoroughly informed through the columns of any newspaper about the town's affairs.

A community's traffic problems, its street lighting, public safety measures, parks and recreation, water supply, public health, sanitation, garbage disposal, housing conditions "across the tracks," poor relief, unemployment, and the town's financial budget are matters of continuing interest once the reader learns that the newspaper's policy is to print such news consistently.

Regardless of possible apathy at first on the part of an uninformed public, the town's newspaper should concern itself with the community's governmental and other civic activities as a matter of public trust, if the news element is not justification enough. In time, readers will come to look upon news of civic affairs as of first importance, as they do now in communities where the local newspaper has made it its business to thoroughly inform the public along that line.

### Could But Do Not

Citizen-readers could attend the council meetings themselves; they could go to the city hall to read the records; they could visit the schools, and they could even go to jail once in a while to see how things are down there—but the public is too busy, or think it is, which amounts to about the same thing.

The newspaper steps in and performs therefore a distinct public service when it sends its reporter, or the editor himself, to cover those council meetings, and to the city hall for the public records, and to visit the schools, the library, and even the jail.

Citizens of Greenwich, Conn.,—readers of the weekly Greenwich Press—have come to regard news of civic affairs as news of first importance. There are others, but this newspaper will serve as an example.

All major headlines over news stories on page one of the Greenwich

Press, issue of October 23, dealt with matters that would be classed most appropriately as civic affairs. The reading matter under these headlines constituted two-thirds of the entire front page and five of these stories on civic affairs broke over to inside pages where it took four and a half additional columns of space to finish off.

An issue of the same paper two weeks later carried ten page-one stories on civic affairs, two of which were election stories. The paper is now running an informative series of articles written by the editor, Howard W. Palmer, dealing with the history of the Greenwich town government. Article Number four is about the organization of the town's first fire company, and Article Number Six is about the development of the town's police system. Only, back there in Connecticut it is "borough" government, of course.

By the time this series of articles is complete, I hope Mr. Palmer will have decided to publish all of them in pamphlet form for his home folks and for other editors who might be interested in writing a similar series of articles. Perhaps he is already saving the metal slugs for that purpose.

### Still Being Read

Some years ago J. C. Brimblecom of the weekly Newton (Mass.) Graphic wrote a series of articles for his paper largely descriptive of the functions and workings of his town's governmental machinery. He reprinted those articles in pamphlet form, one of which pamphlets fell into the hands of a Harvard government professor. This professor, later transferred to Stanford University, California, where he heads that institution's government department—and where, incidentally, that pamphlet is still being read by his students in municipal government.

A third newspaper coming to my attention which has published an incentive series of articles on local city government was one of the Honolulu, Hawaii, newspapers—either the Advertiser or the Star-Bulletin. This series was written by a young man who had made a special study of city government, but who was not a regular member of the newspaper's staff.

Such a series of articles would do much to arouse interest in local government affairs in any community. Whether the historical approach is used, as in the case of the Greenwich Press articles, or whether the series is to be largely descriptive and expository is a matter of preference with the local editor. The application of the idea is almost universal in its possibilities. A constructive attitude on the part of the writer is desirable. Political partisanship is out of place. Editorials based on the articles are a

natural sequence.

### Plump Scrapbook

Another newspaper which is thoroughly alive to the value of readability of all kinds of articles and news stories on civic affairs is the Palo Alto (Calif.) Times. The Times is a daily published in a small city of about 14,000 population. I made clippings for nearly two months from the columns of that paper, selecting all stories based on the town's governmental activities, inclusive of its various towns development projects. The result is a very plump scrapbook of interesting articles on many phases of community planning, community building, and community management. Hardly a day goes by without one or more stories on community affairs being written in the Palo Alto Times office. Frequently one issue will contain three or four columns of such reading matter, under as many as a half dozen separate headings.

Newspapers with a more rural clientele, published in county seats and having county-wide coverage, might find county government a subject of equal interest.

Every newspaper editor going in for this sort of thing should have ready access to current magazines on municipal problems, most outstanding of which is probably The American City magazine, monthly, 443 Fourth avenue, New York. The National Municipal Review, 261 Broadway, New York City, is also worth while. On county government, The American County, Taft, Calif., is worthy of notice, also Municipal and County Engineering, 702 Wulsin building, Indianapolis, Ind. Most states have their own municipal review magazines. The one in Oklahoma is the Oklahoma Municipal Review, Norman, Okla., edited by a member of the government department of the state university. Then, there are more specialized publications such as City Planning, Brookline, Mass., Public Works, 243 West Thirty-ninth St., New York City, and Parks and Recreation, Minot, N. D.

Numerous books have been produced on municipal problems. One of the best of a general character is Municipal Government and Administration, volumes one and two, by William B. Munro, professor at Harvard University, and published by the Macmillan Company, New York.—County Newspaper Advertising.

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We also recommend that the Kentucky editors subscribe for The Kentucky City, a weekly bulletin of information published by and for the Kentucky Municipal League, Lexington, Ky. It will be full of valuable information.

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# Organization - -

The business and financial history of our country is measured, in every case, by organization activities. There is not one line of business activity that has progressed that has not reached its high plane of success except thru organization for the promotion of ideals, relations, ethics, standards, and exchange of development ideas.

The greater the organization, the greater the development has been held true in every business enterprise. Our state motto, "United we stand, divided we fall," paraphrased by the motto, "In Union there is strength," stands true for business as well as for government.

Kentucky editors have in their power the promotion of the Kentucky newspapers thru a worthwhile and progressive organization, the

## Kentucky Press Association

and every editor should belong to this organization for individual and united efforts in the betterment and development of community journalism.

Again, the need and benefits of united action for every newspaper in the United States can be made secure thru a national organization that "carries on" for every newspaper, whether or not a member. Again united action is needed to protect and foster OUR BUSINESS. This organization needs you, as you need the organization. Join, today, the

## National Editorial Association

Mr. Editor, you should belong to the K. P. A. and your prestige and membership in the N. E. A. will mean a better organization, and better business conditions for the community press over the country.

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**GO AFTER IT**

Some kinds of business are such that only certain people can be customers.

In very small towns, where there is only one shop or store of a certain kind, the proprietor feels that he doesn't need to advertise because people have to get their work done there. He must be shown that advertising does more than bring in the customers, that it buys good will along with each purchase. He must be sold on the idea of increasing his business by getting those customers that go out of town to have their work done, and those who are not having any work done now or who are not buying anything.

Much advertising must be used to educate the public to buy what a man has to sell even if he runs the only establishment of its kind in town.

Suppose that he runs the only jewelry store. He is certainly not selling everyone that is in the market for jewelry, nor is he getting all the business he could.

There are many people who buy their jewelry from catalog houses every year. This business he could, no doubt, get by advertising in his local newspaper. Many more send out of town to other stores whose ads they read in city papers, because they are sold through advertising.

He could get some of this business. Then he must not neglect the opportunity he has of educating his customers to buy jewelry and he can do this through advertising. If he would conduct a campaign through advertising, which brought jewelry products before the public for the many occasions when jewelry makes suitable gifts, his business would increase.

He must be convinced that there is business going out of town that he is not getting. Selling him advertising is the last step. — Charles L. Allen in Country Journalism.

**MILO BENNETT**

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

**NEWSPAPER FILE SERVICE**

You put us on your mailing list. We check and file your paper each day and when the binding date comes we bind and return them at the following prices:

- Daily, Three Months.....\$5.00
- Daily, Six Months..... 7.50
- Weekly, Twelve Months... 5.00

We are serving publishers in all parts of the United States. Write us for further particulars.

**MONMOUTH BLANK BOOK CO.**  
O. J. Forman, Prop. Monmouth, Ill.

**ANNOUNCEMENTS**

We have recently added to our present line of "Eagle A" an entire new line of High Grade Announcements and Fancy Papers, the first ever shown in this territory, and will be pleased to show you this line at any time : : :

**CECIL W. BUSH**

Lexington Representative  
WHITAKER PAPER COMPANY

C. A. WALSH  
Western Kentucky

FRANK PUND  
Eastern Kentucky

**Type . . . . .  
Printing Machinery**



Complete Outfits For Large And Small Plants  
Boston Stitchers Kelly Presses

**LEE B. DAVISON**

Traveling Representative

526 Union Street Nashville, Tenn.

(This advertisement set entirely in Bodini Bold)

**It's A Sensation!**

Have YOU Tried

**Correct Bond**

The Letterhead Paper  
Combining high quality  
and moderate cost



Write for Samples  
and Quotations

**LOUISVILLE PAPER COMPANY**

Incorporated

LOUISVILLE, KENTUCKY



# FOUR REASONS

WHY LINOTYPE WILL  
HELP YOUR BUSINESS



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## Ads, Heads and Text from One Machine

The Model 14 Linotype, with wide auxiliary magazines, will handle ads, heads and text matter as fast as the keyboard can be operated. You can

**K** switch from 7 point to 36 point in a few seconds—all your needed faces are on the machine, at instant command of the seated operator.

## No Distribution—New Type for Every Job

Linotype economy does not stop with speed of composition. There is no distribution to spend time on; you are assured new type for every issue

**K** of your paper, and for every piece of job work you turn out. No time wasted in replacing worn type or broken letters, or in looking for sorts.

## Capacity for Extra Work—Extra Profits

The multiple-magazine Linotype will "eat up" work so fast that you won't need to stay inside and help produce. You will have the time to get

**K** after new business—to increase your present volume and your profit without adding people to the pay-roll. Or the leisure for any other purpose.

## The Machine Pays for Itself on the Job

This may sound sweeping, but read what other publishers, in circumstances similar to your own, say: "The Linotype has been the largest single factor in the success of our business."—W. L. Leach, Gas City (Ind.) Journal. "My only regret is that I put off buying a Linotype as long as I did."—W. M. Covey, Mabank (Texas) Banner. "The upkeep cost of our Linotype each year is less than that of our typewriter."—Lee O. Peacock, Tripoli (Iowa) Leader. "In five years our machine has not only paid for itself, but earned sufficient income to pay off other obligations."

**K** —William Semmler, Mokena, Ill., News Bulletin. And there are hundreds of other comments in our files that parallel these experiences.

There are other good reasons why a Model 14 Linotype would be an asset to your business. Perhaps you are hesitating—it may seem like a big decision. But do this, for there is no obligation: Get in touch with a Linotype representative and ask him to study your business and its needs for future growth. He may be able to help you more than you realize. A note to the nearest agency will make the visit at your convenience.

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# MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK, CHICAGO  
SAN FRANCISCO, NEW ORLEANS

TRADE **LINOTYPE** MARK

CANADIAN LINOTYPE, LIMITED,  
TORONTO . . . . CANADA

Representatives in the Principal Cities of the World  
Linotype Metroblack and Metrolite