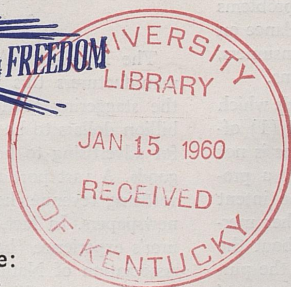


The Kentucky Press

December, 1959

Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



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University of Kentucky
Lexington

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The Kentucky Press

Volume 26, Number 3

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

Member
Kentucky Chamber of Commerce
Newspaper Managers Association
Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

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+ As We See It +

The Press and staff wish a happy holiday season to you and yours and looks forward with you to a mutual new year of co-operative effort in making the Kentucky Press Association of greater service to community, and state, and to our fraternity.

* * * *

Today, our reading public is more conscious than ever of the impact of advertising and its media, especially since the TV scandals which focused attention, rightfully or wrongly, on the advertising programs which apparently financed the offending "payolas" and "fixes" seemingly without the knowledge of the manufacturer or advertiser. So the Federal Trade Commission, without power to act in these cases (the power lies, if such exists, with the Federal Communication Commission) has announced its full determination to keep the advertising "on the air" on a truthful and high plane.

The FTC took an important step forward to include all advertising in its new directives against bait, misleading, and false advertising on December 4. The guide sets standards that have met with general approval of all concerned with the problems of advertising, but need eternal vigilance on the part of all media, and the consumers, to enforce the long-needed provisions.

The four-point guide sets standards which emphasize that advertisers must not (1) offer a product for sale when the offer is not a bona fide one; (2) misrepresent a product in an advertisement with the intent of later switching customers to other merchandise by disclosing the truth about the advertised product; (3) discourage the purchase of advertised merchandise as part of a scheme to sell other merchandise; or (4) in event of a sale of the advertising product, attempt to "undersell" the product with the intention of selling other merchandise in its stead.

This Association, and other state association, have given warning and notice about such bait and/or misleading advertising through official bulletins for many years. We welcome the emphasis by the FTC now placed on this evil situation which has existed for so many decades, and pledge continued editorial support. We do hope, however, that our newspapers will make a strong point in informing their advertisers, perhaps at recurring intervals, of the evils as set forth in the directives. At least, by their right to refuse advertising, our newspapers can, and should, police, or refuse to run, advertising that violates these principles of good taste and business acumen.

The Press cannot agree with Leo Meag-

her of the Louisville Better Business Bureau that the mecca of honest and truthful advertising has now been reached; that the mere threat of action against "bait" advertising will correct the evil; that not all retail advertisers will be "good boys" and never sin again. We are afraid that Leo's wistful thinking in the whistling dark.

The Press hopes that KPA legislative committee will adopt its recommendation that the present Kentucky statute on advertising, KRS 424.270, which was based on the model "Printers Ink" statute of 1911 (Passed by Kentucky and twenty-six other states), should be amended and brought up to date so as to include: (1) certain changes that are necessary to include radio and television, indicated as necessary by recent court decisions to widen its construction; (2) an interpretive paragraph, or two, to define bait and misleading advertising in specific terms; and (3) the addition of a directive that should positively set forth that state agencies, or commissions, should not have the authority to adopt rules and regulations that in any way would restrict truthful and lawful advertising. We believe that the Legislature should not pass on its inherent right to regulate lawful advertising or curtail the right to free enterprise and pursuit.

* * * *

The Bureau of Advertising reports that manufacturers this year have appropriated the staggering total of approximately one billion dollars to be spent at the local level for advertising to help retailers move their goods. A vast portion of this potential advertising revenue, however, is untapped by newspapers. In fact, the average manufacturer's experience (based on a survey of the Association of National Advertisers) is that only about one-third of his dealers participate in the co-op program.

No medium has a bigger stake in getting these dollars spent than newspapers. That is why your KPA buys sufficient copies of the Manufacturers' Cooperative Advertising bulletins so that each KPA member can be mailed a complimentary copy. Last week we mailed the fourth quarter booklet. This service is another dividend of your KPA membership and we hope you have discussed with your advertising manager the advantage of tapping some of this co-op budgeted money.

* * * *

The oldest printed book is the Gutenberg Missal printed by Johann Gutenberg about 1450. The first printing in the Western Hemisphere probably occurred about 1539 in Mexico City with the printing in the United States beginning in 1638 at Harvard Academy in Cambridge, Mass.

DECEMBER

Account

A chart of Accounts, set up by the manager of the Oregon News Publishers Association, is a guide for weeklies in other states.

Explaining the Webb said:

"It is designed to help the understanding of the want to expand the larger weeklies to set up their own department with a separate books for that department would set up the fixed expense items in those items which volume goes up month basis. The expenditures which to either fixed or expenses."

Mr. Webb's chart

BALANCE

Current Assets:

1. Cash on Hand
2. Cash in Bank
10. Notes and Accounts Receivable
- 10R. Reserve for Doubtful Accounts

Inventories:

11. Newsprint
12. Job Stock
13. Ink Inventory
14. Merchandise

Fixed Assets:

21. Land
22. Building
- 22R. Reserve for Depreciation
23. Machinery
- 23R. Reserve for Depreciation
24. Furniture and Fixtures
- 24R. Reserve for Depreciation
26. Type and Composition
- 26R. Reserve for Depreciation

Deferred Charges:

31. Prepaid Insurance

LIABILITIES

- Current Liabilities:
51. Accounts Payable
 52. Employees' Salaries
 53. Employees' Wages
 54. Employer's F.O.B., Unpaid

Accounting Chart Aid To Weeklies

A chart of Accounts for Weekly Newspapers, set up by Carl C. Webb, manager of the Oregon Newspaper Publishers Association, Inc., has proved a good guide for weeklies in Oregon as well as in other states.

Explaining the chart in a letter, Mr. Webb said:

"It is designed as a minimum and with the understanding that larger papers would want to expand it. For example, most of the larger weeklies would probably want to set up their commercial printing department with a separate set of books. Also, those who have a large office supplies sales department would no doubt want separate books for that department or business.

"On the 'expense accounts' I have tried to set up the fixed or more or less stable expense items in the 200 series. The 300's are those items which vary considerably as volume goes up or down on a month-to-month basis. The 400's are the 'policy' expenditures which have very little relation to either fixed or variable-by-volume expenses."

Mr. Webb's chart follows:

BALANCE SHEET

ASSETS

Current Assets:

1. Cash on Hand
2. Cash in Bank
10. Notes and Accounts Receivable
- 10R. Reserve for Bad Debts

Inventories:

11. Newsprint Inventory
12. Job Stock Inventory
13. Ink Inventory
14. Merchandise for Resale Inventory

Fixed Assets:

21. Land
22. Building
- 22R. Reserve for Depreciation-Bldg.
23. Machinery
- 23R. Reserve for Depreciation-Mchy.
24. Furniture and Fixtures
- 24R. Reserve for Depreciation—F.&F.
26. Type and Metal
- 26R. Reserve for Depreciation—T.&M.

Deferred Charges and Prepaid Insurance

31. Prepaid Insurance

LIABILITIES

Current Liabilities:

51. Accounts and Notes Payable
52. Employees F.O.B. Payable
53. Employees Income Tax Withheld
54. Employer's Contributions—F.O.B., Unemployment Ins.

Workmen's Comp.

55. Interest Payable
56. Income Tax Payable

Fixed Liabilities:

61. Mortgage & Long Term Notes Payable

NET WORTH ACCOUNTS

71. Capital
72. Drawings
73. Profit and Loss

PROFIT AND LOSS—Operating Statement

Income Accounts:

101. Local Advertising
102. National Advertising
103. Classified Advertising
104. Legal Advertising
105. Circulation
106. Commercial Printing
107. Merchandise Sales
108. Miscellaneous Revenue

Expense Accounts:

201. Salaries-Adv., Bus. Office, News, Adm.
202. Depreciation-Bldg., Mchy., Furn. & Fix., Motor Vehicles, Type & Metal
210. Features & Ad Mat Services
212. Insurance & Services—Legal, Acctg.
215. Light, Power, Water
218. Membership and Dues
219. Motor Vehicles & Mileage Paid
220. Office Supplies
221. Rent, Fuel, Heating
225. Repairs & Maintenance of Equipmt.
230. Taxes on Property
235. Telephone, Telegraph, Postage
240. Miscellaneous
301. Shop Wages
302. Taxes on Payrolls
303. Bad Debt Expense
304. Commissions on Sales
305. Materials—Newsprt., Job Stock, Inks, Mdse.
306. Photos and Engravings
307. Second-Class Postage
401. Contributions and Advertising
402. Promotions (non-sales)
403. Travel and Entertainment

Other Income:

501. Cash Discounts Taken
502. Interest Earned
503. Miscellaneous Other Income

Other Expense:

601. Cash Discounts Allowed
602. Interest Paid
603. Miscellaneous Other Expense

Advertising Should Be Deductible Business Expense

Elisha Hanson, general counsel for the American Newspaper Publishers Association, has told the House Ways and Means Committee that tax laws should be amended to permit all advertising to be deducted as a business expense. Committee Chairman Mills (Ark.) expressed some concern that if all advertising were made tax deductible, Internal Revenue Service might lose its right to determine what is "ordinary and necessary" expense. Atty. Hanson conceded it might be desirable for Congress to draw some line between proper and improper advertising expenses. Rep. Forand (R.I.) said he considered Hanson's proposal "worthy of very serious consideration."

A veteran Democratic leader in Congress, Representative Overton Brooks (D., La.), has jumped into the advertising deductibility controversy by charging two agencies with rulings "which pose a threat to freedom of the press and freedom of speech." NEA promptly extended "sincere congratulations" in a letter from Legislative Chairman Bernard E. Esters.

Targets of Brooks are Internal Revenue Service and the Federal Power Commission, which are charged with acting "as a censor of advertising." IRS and FPC have ruled that certain advertising costs of private electric companies cannot be considered a business expense for income tax and rate-making purposes.

The Louisiana legislator is from Shreveport. He is serving his 12th term in Congress and is Chairman of the new Science and Astronautics Committee. He is also on the Government Operations Committee. He is a lawyer and served for a decade as U.S. Commissioner.

Rep. Brooks took as his text the position of the American Newspaper Publishers Association as recently outlined before the House Ways and Means Committee. ANPA asked for an amendment to the law to make all ad costs deductible. The suggestions got a surprisingly good reaction from committee members who chose to comment.

Esters wrote Rep. Brooks that his remarks "are almost exactly parallel to the position of NEA." Mr. Esters included a copy of his recent statement on ad deductibility made at an IRS hearing. Hometown newspapers, Mr. Esters wrote, "are grateful to you for so eloquently supporting their position" and will appreciate any further efforts "on this matter so critically important to newspapers."

Feature Stories Are Plentiful For Many Community Papers

(Remember that good pictures—action shots whenever possible—add tremendously to the interest of any feature.)

Interview people who grow any unusual plants, either indoors or out—or who have unusually beautiful yards and lawns. Include tips on "how to". Oftentimes there's an interesting story on where specific plants were obtained.

Every town has its interesting old homes and buildings. Carry a series of stories about the history of those in your town and when possible, include interviews with people who have occupied them.

Who keeps your city property beautified? Interview him. He'll appreciate your publicizing some of the problems he has in connection with his job.

Trailer parks always make good copy. Write a story about the people who live in one or more such parks in your town, and tell about some of the problems peculiar to their unusual way of life—and some of the advantages, too.

Talk to your city librarian. She can tell you some interesting stories about the oldest book in the library—the most requested book, smallest book, the youngest library borrower, oldest borrower, etc.

Pets are always good copy. Find out if there aren't some unusual ones in your town and do a story about them and their owners.

Check with your banker about his business. Has his bank ever been robbed? How long has his oldest depositor been with him? Does he have any very young depositors? Get an interesting story from him on the economics of your town—how has the picture changed in the past 25 years—what is the outlook?

If you have a local bakery, find out how many loaves of bread they bake each day. Are people eating more bread now, or less? How have tastes changed in types of bread?

Interview a local cleaner. What is the strangest article he's ever been asked to clean? Has he ever found a large amount of money in somebody's pocket? What types of stains are the most stubborn to remove—what types are the most common? What advice can he give people as to what to do about stains on clothing? Does he have any new problems in his business due to the many new types of fabric on the market?

Interview your fire chief for a story on the biggest fire the town has had. Find out what are the most common fire hazards and

include some tips on how people can prevent serious fires.

Interview someone who works at night instead of during the daytime, such as the owner of an all-night cafe, service station, power plant workman, policeman. Find out what happens in town while most people are asleep. He or she should be able to tell some amusing incidents that happen during the wee hours. What does he do to keep from going to sleep?

Interview the person who has been teaching school for the longest time in your city or county. How is teaching different today from some years ago? Are children any different, basically? How have facilities improved? What special satisfactions does he or she derive from his work?

Have you someone in town or in the county who has a telephone in his automobile? Interview him for a story on how he uses the phone, how it saves time for him, why he had it installed, etc.

If you have a doctor in the area who has been practicing there for a long time, he'll make interesting copy. Find out from him how conditions in his field have changed, how he traveled to visit patients when he first started practicing, how new drugs have helped, how many babies he's delivered, etc.

How did your town get its name? Some of the old timers around town can contribute interesting sidelights to this story.

Is there anybody in your town whose business is wrecking buildings and old houses to make way for new structures? He can tell an interesting story about what he finds in these old places, or under or around them, and what problems he encounters in tearing down the older places that were solidly built.

An interesting series of features can be built around the senior citizens in your town. How long have they lived there? How did they happen to move there in the first place? What changes have they seen in the city? Is it a better town now than in the "good old days?" What amusing incidents do they remember?

Watch the classified ads. Often there's a might interesting story in an unusual "for sale" item, or in the "lost and found" classification.

Talk to a local pharmacist. Are people buying more sleeping pills than they once did? How has the drug business changed in recent years? Are prescriptions written by

Oklahoma Bar Protests Courtroom Photography

Oklahoma Bar Association in brief filed with State Supreme Court recently alleged it is impossible to take pictures in courtrooms without distracting anyone. The bar asked the court to reject a request for a demonstration by press and television groups to show pictures can be taken without disrupting trials. The bar's brief stated it was a known fact that pictures can be taken without the principals in the trial knowing it. "It is the fact of photography the fact that the intrusion is present, the fact that all the principals—judge, witnesses, lawyer, jury—are 'on stage' which is inescapably distracting from the task at hand," the brief said.

In more recent brief filed by Kay County Bar Association in support of State Supreme Court's ban on courtroom photography, the brief declared that courtroom photography in the past has been permitted "as a matter of accommodation, but not as a matter of any right." The Oklahoma Court Bar Association had previously alleged that the slanted news stories and interviews by the press telling people that Canon 35 "was a deliberate wiping out by the court of the guarantee of freedom of speech in America, is a prostitution of the right to free speech, and should not be tolerated or given weight or consideration by free think men."

doctors really as hard to read as you hear they are? How is his stock of drugs different now from what it was in earlier years?

Interview a local long distance operator for some of the oddities that occur in her business. Are people usually nice in dealing with a telephone operator, or are they inclined to be impatient? What are some of the most unusual calls she has been asked to place? What is one of her biggest problems in dealing with the fellow on the other end of the line?

Interview a local watch repairman. What is the most unusual repair job he's been asked to do? How long does it take him to clean a watch? How many pieces are there in an average timepiece? How did he happen to become a watchmaker? Do people usually take good care of their watches and clocks? What is the oldest and most unusual timepiece in town?

Is there a woman in town who does unusual handwork such as—hooked rugs, intricate lace work, quilt piecing, etc. A good women's feature can result from an interview with her if you find out how she got started in her hobby, how many she's made, why she likes to do that type of work, etc.

How Much Money Throw Away

How expensive You can get a on who you talk has one idea and Wherever there though, it's always Many management idea of just how Wage rates are u basis and office

Since they're and selling time officials of Cincinnati sharpened their some interesting

If you have 10 them an average minutes wasted you \$531.20. W with some 500 time there'll be down the drain i

Suppose your r per hour. Those cost you \$1,062. 313.00 with 50 a 500.

Now, if you'r facturer with 100 \$1.50 per hour, y the end of a year ates per day per

All these figur hour day, five d days per year, ov hourly rate. Th Sundays and ho where your emp ing careful check solution. Another your managers a time goes. It'll s run.—Printing I

There are two lishing firms in total volume of half billion dolla

Most ad mats Advertising agen but their ads ma supposed to give ed—by floating pay only for the shops tighten it doing the boss o happens even in Sometimes we v body ever really y

How Much Money Can You Throw Away Today?

How expensive is time?

You can get a lot of answers depending on who you talk to. A plant superintendent has one idea and an office manager another. Wherever there's a business operation, though, it's always a discussion subject. Many management men have little or no idea of just how expensive time can be. Wage rates are usually pegged on an hourly basis and office workers on a salary.

Since they're in the business of making and selling time recorders for industry, officials of Cincinnati Time-Recorder Co., sharpened their pencils and came up with some interesting figures.

If you have 10 employees and are paying them an average of \$1.25 per hour, five minutes wasted per day for a year will cost you \$531.20. With a much larger plant, with some 500 employees, and the same time there'll be a whopping \$26,560.00 down the drain in a year.

Suppose your wage rate is higher at \$2.50 per hour. Those five minutes per day will cost you \$1,062.60 with 10 employees, \$5,313.00 with 50 and a fantastic \$53,130 with 500.

Now, if you're a medium sized manufacturer with 100 employees and are paying \$1.50 per hour, you'll find \$6,376.00 less at the end of a year. And that's only five minutes per day per employee.

All these figures are based on an eight hour day, five day week and 255 working days per year, overhead cost taken equal to hourly rate. That's leaving out Saturdays, Sundays and holidays. You should know where your employees time is spent. Keeping careful checks and records is only one solution. Another idea is to sit down with your managers and find out just where the time goes. It'll save you plenty in the long run.—Printing Impressions, Nov., 1959

There are two thousand magazine publishing firms in the United States with a total volume of more than one and one-half billion dollars annually.

Most ad mats shrink a little in casting. Advertising agencies call for specific space but their ads may take less space. So you're supposed to give them the space they ordered—by floating the ad. Most agencies will pay only for the space they get. Most backshops tighten it all up nice and neat, thus doing the boss out of some revenue. This happens even in the backshop is the boss. Sometimes we wonder sadly whether anybody ever really reads ad orders.

Status Of Carriers Depends On Control By Newspaper

The status of the Newspaperboy—that is whether he is an independent contractor or an employee—depends upon the control exercised either through a contract or otherwise over the operations of the boy.

In court decisions, industrial board decisions, and otherwise, the determining factor has always been the amount of actual control exercised, regardless of the terms of contract, over the newspaper carrier by the newspaper, its circulation department, supervisors, or otherwise. It does no good to declare in a contract that the Newspaperboy is an independent contractor if the operating conditions nullify the very terms which would make him an independent contractor.

The real independent contractor Newspaperboy buys his newspapers at wholesale and sells them at retail, the difference between the retail and the wholesale rate being the profit of the boy. Routes may be leased by the newspaper to a Newspaperboy in the same way that an automobile manufacturer may lease territory to one of its independent dealers. Just as the automobile manufacturer does not exercise control over the manner in which the dealer does business so the newspaper may not exercise control over the manner in which an independent contractor Newspaperboy conducts his business.

His status can be changed to that of an employee by the exercise of supervision even though that supervision be through verbal and not written orders. Requirement that a carrier agree to deliver sample copies or paid-in-advance copies free of cost to the newspaper can change his status from independent contractor to employee. Requirements that the Newspaperboy must deliver copies to news dealers without charge to the newspaper can change his status.

Requirement that his successor must be instructed on the route for a given period of time without reimbursement can change his status. Requirement that he must deliver newspapers on other than his own route can change his status. Giving instructions as to how the routes must be serviced can change his status. The right to fire can change his status although the contract can contain a provision for termination, on notice, from either party to the contract.

Newspapers desiring to maintain the independent contractor status of their carrier boys should watch carefully not only the terms of the contract but the actual operating conditions under which the boy conducts his business if they wish to have industrial

boards and courts hold the Newspaperboy as an independent contractor and not an employee.

In July, 1938 a ruling was secured from the Bureau of Internal Revenue as to the status of Newspaperboys for purposes of Social Security at that time. Based on the operations of the carrier boys of the Flint (Mich.) Journal, the Bureau of Internal Revenue July 11, 1938 ruled that the boys operating under the contract used by that newspaper and under conditions as specifically described were independent contractors.

As you know, payment of unemployment insurance has always been on a state-federal hookup. This has always been obnoxious to labor leaders who want it all under centralized federal control. Word from our Washington contact last week reported that labor leaders will have a bill this session of Congress that will require payment of unemployment compensation insurance equal to 50% of regular income, extend payments to 39 weeks (¾ of a year) and extend coverage to all employers, even with one. The proposition is said to have the support of the Secretary of Labor and the Vice-President, states the Indiana Newspaper Counsel.

So what, you may ask. Well, the effect of that would be to force every state to conform in its state law. For example, the Indiana U. C. law formerly covered firms with 8 or more employees as did the federal law. The latter was changed to cover 4 or more employees and the Indiana law had to be changed to conform. The present maximum U. C. payment is \$33 a week for 20 weeks in Indiana. If the federal law is amended requiring 50% of weekly earnings to jobless employees for 39 weeks, a special session of the Indiana legislature would be necessary to bring the state law in line. If Indiana refused to do that, you would be forced to pay the state U. C. tax and the federal tax but would lose credit you get from the federal tax.

There is a shining example of what is happening to the rights of states. Why have sessions of the state legislature to pass laws that are dictated by and must conform to laws passed by Congress? Why not just let Congress do it in the first place and save the headaches and expense of a state legislature? Ask your Congressman and Senator those questions while keeping your eyes open for this latest step to erase state lines.

Tricks Of The Trade—

Here are a few "tricks of the trade" as tried by others. You may have some better ideas or different ideas. If so, shoot them in to this department and let's pass them around.

1. Have you opened several type cases to find quads and spacing material when setting a line of large type? We put all 48 pt. and larger quads and spaces in divided small boxes built by ourselves. The boxes can be located centrally or taken to the case with you. It does save time and is a convenience in setting ads and job forms.

2. Two pounds of corn starch mixed well with three ounces of talcum powder serves as efficiently as the most expensive dry spray powder. The saving is more than 50%. No injury to equipment has been noted after several years use.

3. To set perforator—cut strip of cardboard the size of small side—step on lever, place strip back of punch and bring guides against teeth—that's all.

4. In any session of printers, the question of what to use on mold wipers comes up. The best we have found is mutton tallow or lard, used sparingly when wipers are warm.

5. I do small tabbing jobs in the paper cutter. After trimming release clamp, with knife blade raise pile of sheets enough to slip sheet of print paper under the edge, slip another sheet on top and tuck it under the blade. (Cutter is protected from tabbing glue). Clamp paper down again, paint.

6. The cutting of wood base into stock sizes of 11, 21, 23, 32, and 35 cms widths by 11, 21, 23, 32, 35, 45, 47, and 59 em lengths and storing in cabinets under the composing stones. This saves time and material in cutting to size each week. In ad composition, strip base is added to these blocks to make the needed size.

7. We cast border on a 9-pt. slug, then we don't have to use leads along the side of a 2-column ad. On a good store sale order, after printing, we take the head or emblem and print off a few copies on scrap cardboard. Makes good store sale special cards. A piece of rubber matting or heavy roofing paper laid in front of the type cabinet will save lots of smashed letters when they fall. For newspapers using 11-em column, when casting 12-column rule, reverse your border slide and it will bring the rule exactly in the center.

8. Leaving borders off ads—most advertisers don't object—and it saves us more composing room time than any other single thing we do.

9. Use offset ink for printing letterpress on Multilith stock or on Goes forms; much better than letterpress.

Glasgow Times Goes Offset

The first offset daily newspaper in Kentucky made its debut on December 21, the new format of the Glasgow Daily Times. A move which has been in the planning stage for the past year, the Times will be printed on a web-fed press. The body of the newspaper is being set on Varityper equipment while headlines and display types will be set in the plant and then proofed for use in the separate editions.

Typographers and mechanical experts in the field of newspaper production have been predicting for some time that offset was one answer to the newsman's back shop problems, but the complete changeover from hot to cold type printing has been delayed longer than many expected. The main factor in the delay is, of course, the expense involved as very little of the equipment used in printing from hot type can be used efficiently in offset production.

We would like to wish the Times success in their new venture.

Tax On Phone Calls

The American Newspaper Publishing Association again reminds publishers of the application of Federal excise tax on telephone calls for collection or dissemination of news: (1) Tax does not apply to any long distance or toll telephone calls for collection or dissemination of news. (2) Exemption in Internal Revenue Code of 1954 was expanded effective September, 1958, Public Law 85-859, to cover telephone calls for the collection or dissemination of news costing 25 cents or less. (3) Federal excise tax applies to all local or long distance telephone calls other than for collection or dissemination of news. (4) Exemption does not apply to telephone service itself. That tax is imposed because a newspaper like others, has a telephone. (5) Federal Tax on all local telephone calls, whether for collection or dissemination of news or otherwise, ends June 30, 1960 under Public Law 86-75. 10% tax will continue, however, on long distance telephone calls for other than collection or dissemination of news.

Distribution of the stock of WHAS, Inc., to the common stockholders of the Courier-Journal and Louisville Times Company as of the end of the year was announced last week. Stock of WHAS will be owned by exactly the same stockholders—Barry Bingham and his immediate family—and in the same proportion as that of the Courier-Journal and Louisville Times Company. The purpose of the transaction is corporate simplification.

Secrets Of Successful Newspaper Advertising

A recent article in Building Specialties offers the following tips as secrets of successful newspaper advertising:

The Basic Formula

1. Tell an appealing and simple sales story.

2. Tell it often.

3. Tell it to as many people as possible.

Copy and Layout Suggestions

1. Make your ads easily recognizable (give your own ads a consistent and personality style of their own).

2. Use a simple layout (ads aren't cross word puzzles).

3. Use dominant illustrations (action pictures preferred).

4. Get the main benefits to the reader in a prominent headline (avoid label heads).

5. Make copy complete (tell the reader everything essential).

6. Specify if branded merchandise (capitalize on national brand advertising).

7. Include related items (make two sales instead of one).

Six Don'ts

1. Don't forget your name and address (it has been done many times).

2. Don't be too clever (tricky stuff is easily misunderstood).

3. Don't use unusual or difficult words (everybody understands simple language).

4. Don't overcrowd ads (your objective is easy reading).

5. Don't generalize (facts . . . facts . . . facts).

6. Don't make excessive claims (forget the superlatives).

The International Typographical Union was founded in 1852 and is the first and oldest labor union in the United States.

Postal Operations Subcommittee of the House Post Office Committee has set February 2 for the start of hearings on snail mail in the mails, including objectionable ads in newspapers and magazines. The subcommittee, headed by Representative Kathryn E. Granahan (D., Pa.), will suggest "a self-policing program" for the publishing industry. Witnesses from the movie, magazine, and book fields have been lined up to testify, with Hollywood's Eric Johnston as lead-off man. The subcommittee's principal concern is "overdramatization of sex and the spread of obscenity among youth." As far as is known, there will be no newspaper testimony although one of the subjects to be covered is sexy ads for movies in the press.

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UNITED STATES POSTAL SERVICE
FOUNDED 1775
KENT
U.S. BR
1523 HEYBURN BU

**KENTUCKY'S
BREWING
INDUSTRY...**

**... HELPS ALL OF
KENTUCKY**

**... makes jobs for
more than 19,000
Kentucky people**

**... pays \$27 million in
Federal and State
taxes annually**

**... pays nearly \$5 million
annually to Kentucky
farmers for grains**

**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION**
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

**Higher Postal Rates
Still In Talking Stage**

An all-time record high "asking price" of a whopping $\frac{1}{2}$ billion in higher postal rates, including an increase of about 50 per cent on second-class, is now expected from the Administration in 1960. The figures cannot be confirmed at this time because final decisions have yet to be made but there is every indication the forecast is accurate.

Other features of the bill now being drafted at the Post Office include 5-cent letters, 8-cent airmail, plus stiff hikes in other rates and fees. Goal is to put the P.O. on a break even basis, and wipe out the deficit almost completely. As usual, the proposed increases will be shown on the income side of the Budget, quite probably representing the margin of theoretical balance.

Even without passage of a rate bill next year, publishers and others will start paying higher charges January 1. The second of three annual raises included in the 1958 law takes effect then. Postmasters have been alerted to pay particular attention to the increase from one-fourth cent to three-eighths cent in the minimum charge for each individually addressed copy of a publication.

Postmaster General Summerfield has been sued by the Parcel Post Association to stop the 4th Class mail rate increases from taking effect February 1. The suit provides the first legal test of the Postal Policy Act of 1958, which has been ignored by the PMG and disregarded in large part by Congress. A District Court hearing on a motion for a restraining injunction will be held January 6.

A TV friend, irked over being ribbed about rigged TV programs, came back with the charge that many newspaper stories are rigged. He pointed to those that include such phrases as "It is reported on good authority," "An informant who doesn't want his name mentioned," etc., which he claims is a method by which newspapers put something over on the public. How about that?

Cornell University offered a certificate in journalism in the years 1875-79, before the days of journalism schools.

A small town is where everybody knows what everybody else is doing and they all buy the weekly paper to see how much the editor dares to print.—*Herington Advertiser Times.*

**Charles Snyder Purchases
The Adairville Enterprise**

The Adairville Enterprise, owned and operated for almost 60 years by G. E. McKinney, has been purchased by Mr. and Mrs. Charles A. Snyder of Oxford, Ohio. The transfer of the business was effective November 1, 1959.

McKinney, after publishing the weekly Enterprise for better than half a century, says, "frankly age has caught up with us, and we have felt compelled to hand over the reins to younger and more energetic hands."

Snyder, an experienced newspaperman, has been associated with the Trimble County Democrat, the Henry County Local, the Madison (Ind.) Courier, and for the past six years with the Oxford (Ohio) Press, publishers of a chain of four papers. He is a native of Trimble County. Mrs. Snyder, also a former Trimble countian, was Clerk of Courts and secretary to the mayor of Oxford.

McKinney will remain associated with the paper as editor.

James S. Pope, exective editor of the Louisville Courier-Journal and Times, has been named to a committee of the American Council on Education for Journalism which will draw up standards and objectives for journalism schools.

**Cumberland County News
To Move To New Building**

Ernie Lawson, editor of the Cumberland County News, reports his newspaper will be in its new building and open for business again in time for the regular edition of January 7. The move is being accomplished with only missing one issue of the paper, the one which would usually appear the first week in January.

The News, Lawson says, will be housed in a building which is completely modern and the layout one of the most modern small town plants in the state. Adequate space is being provided for the newspaper shop as well as housing for offices, office equipment, and the Kentucky Oil and Gas Reporters, a publication which Lawson originated in the fall of this year.

The building is not expected to be finished by the time the move is completed, but will be ready for a public open house within the next month. The building will be heated with gas and electricity and will be air conditioned during the summer.

The annual Printing Industry sales volume is approximately nine billion dollars.



ALSO...

Authorized Dealers
Representing Leading
Manufacturers of
Graphic Arts Equipment

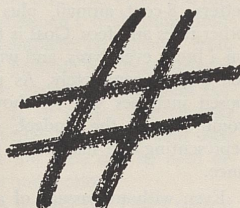
- HAMILTON
COMPOSING ROOM
- C & G SAWS
- CHALLENGE
MISCELLANEOUS
- ROUSE SAWS and
MITERING MACHINES
- AMERICAN STEEL CHASES
- NUMBERING MACHINES
ALL MAKES
- STITCHING WIRE
- BRASS RULE
and GENERAL
COMPOSING ROOM NEEDS

May we serve you?

**THE CINCINNATI
TYPE SALES, INC.**

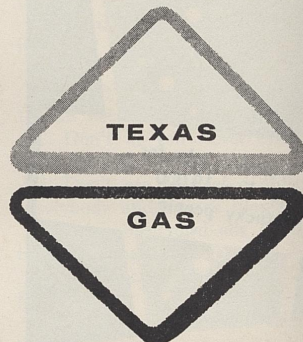
424 COMMERCIAL SQUARE
CINCINNATI 2, OHIO
Telephone: CHerry 1-8284

You'll Be Missing A Profitable Meeting If You Miss The 91st Annual KPA Mid-Winter Meeting, January 28-30



*To a newspaperman,
this always means insert space*

*To homes and industries in
the Big River Region, this
always means an abundance
of efficient natural gas*



Ample proved natural gas reserves are required before a pipeline is permitted to increase service to existing customers or extend its service to new communities. To this end, Texas Gas is constantly on the alert to take advantage of opportunities to obtain new long-term reserves, or future supplies.

As this year started, Texas Gas had reserves totaling 6.4 trillion cubic feet, or slightly more than 12 months before—and this after a full year's sales totaling 347 billion cubic feet.

TEXAS GAS
TRANSMISSION CORPORATION
General Offices: Owensboro, Kentucky
SERVING THE BIG RIVER REGION

Following is fro
land Daily Press
Liston, former
(Ill.) Pantagraph
Bureau:

"There is a ser
in the newspap
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checked their gra
which is a long p
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journalism school
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work on newspap
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two-thirds of the
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school do not a
newspapers.

"However, they
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graduates who ar
growing smaller a
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and '40s, list low
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are still with new
much less frequen
ity to the newspa
other obstacles."

Stereotyped pl
years in book prin
in newspaper pro

The first news
larly was the New
under James G.

A three per ce
national governm
tising during the

There's nothin
than a bus you've



Photo-litho
binding ind
estimating.

Send for
PORTE PU
P. O. Box 148

Following is from comments at recent Inland Daily Press Assn. convention by Harold Liston, former city editor, Bloomington (Ill.) Pantagraph, now with AP's Chicago Bureau:

"There is a serious shortcoming, I think, in the newspaper approach to journalism schools. In a recent survey, Penn State checked their graduates from 1930 to 1958, which is a long period of time. Of the students who had enrolled in editorial work in journalism schools, only 42% are still working on newspapers. Another 27% started to work on newspapers, and then left the field for one reason or another. That means only two-thirds of the editorial group in journalism school ever went to work on newspapers. That in itself is a sorry fact. I cannot imagine why all of the students in a journalism school do not at least begin to work on newspapers.


"However, they do have an answer for that. They say that the percentage of those graduates who are accepting outside work is growing smaller as the years go by. But, for those who have left newspapering, the old-timers, the ones who have been away from newspapers for years, perhaps since the '30s and '40s, list low salaries as the greatest reason for abandoning newspapers. Those who are still with newspapers seldom, or at least much less frequently, say salary is a disability to the newspaper workers. They mention other obstacles."

Stereotyped plates were used for many years in book printing before they were used in newspaper production.

The first newspaper to use cartoons regularly was the New York Evening Telegram under James G. Bennett.

A three per cent tax was levied by the national government on newspaper advertising during the Civil War.

There's nothing faster on the take-off than a bus you've just missed.



HERE'S YOUR ANSWER TO OFFSET ESTIMATING!

Photo-lithography, duplicating, binding indexed for fast, reliable estimating.

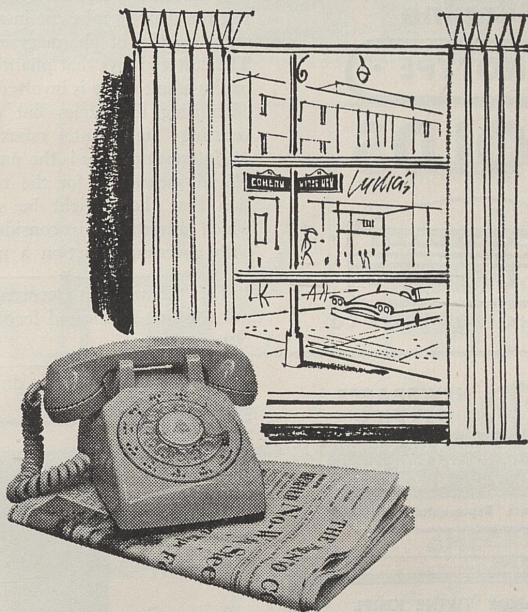
Send for 60-day FREE Trial!

PORTE PUBLISHING COMPANY
P. O. Box 148 • Salt Lake City 6, Utah

Many newspapers have found that putting larger and distinctive headlines on legals have increased readership and brought increasing goodwill from the "advertisers." Some papers are grouping legals with an overall factual headline to attract readers. Perhaps these are ways to overcome the antagonism of attorneys and municipal officers against legal publication. An increasing number of papers are using a special boxed feature on the front page which calls attention to the Legals.

Barry Bullock, Veteran Newspaperman, Dies

Barry Bullock, associate editor of the Courier-Journal for 25 years before his retirement in 1948, died earlier this month after an illness of three years. He joined the newspaper as telegraph editor in 1918 and served as news editor and managing editor before being named associate editor in 1923. He was 77 years old. A native of Lexington, he worked for newspapers in Enid, Okla.; Sioux City, Iowa; and Chicago before going to the Louisville publication.



Two-Way Street

Late night, early morning — anytime news breaks, your telephone is ready to report it.

And, *it works both ways.* We're so appreciative that your newspaper remains alert to the growing public interest in communications. It is your paper that informs the people of the constant expansion of telephone service and of our developments in behalf of the community.

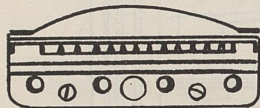
Southern Bell 

COMMUNITY PRESS SERVICE
 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

\$45 TRADE-IN ALLOWANCE on Genuine

• **LINOTYPE** •

MOLDS



MERGENTHALER LINOTYPE CO.

METRO NEWSPAPER SERVICE
 80 MADISON AVE., N.Y., N.Y.
 Means PLUS BUSINESS for Your Newspaper
 Lawson Spence Representative

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS

6

This Handy Knife Is Worn Like a Ring

25c EACH ALL SIZES \$2.40 PER DOZ.

Handy Twine Knife Co.
 Upper Sandusky, Ohio

STOP Costly Estimating Mistakes!

Pre-figured values safeguard profits, save time and create customer satisfaction.

Write for 60-DAY FREE TRIAL
PORTE PUBLISHING COMPANY
 952 E. 21st So., Salt Lake City 6, Utah

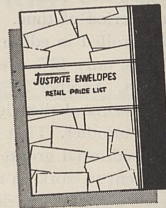
Look! Whose Talking Advertising Today!

American Medical Assn. publishes "The A.M.A. News," in tabloid format and it carries considerable general advertising. In an editorial in the Oct. 19 issue dealing with "Ethics and Advertising," the theory is advanced for elimination of "surplus advertising" through government control, although opposition to the idea is expressed in the editorial. AMA News says: "We would prefer to put up with the waste that may accompany free advertising, rather than risk the dangers inherent in a strict bureaucratic control of pharmacy and medicine." The editorial says that pharmaceutical companies admit waste is involved in direct mail advertising techniques but deny that advertising "significantly raises drug prices." An interesting angle is the suggestion by the official spokesman for the medical profession that there might be some point at which advertising is considered "surplus" with government action a possibility.

The "Journal of Occurrences" of 1768 was the first syndicated feature in America Newspapers.

He who dozes while he drives will rest in pieces forever.

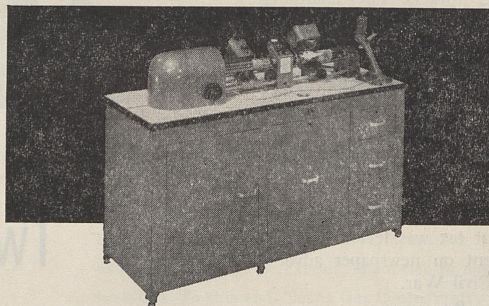
JUSTRITE'S RETAIL PRICE LIST FOR PRINTED ENVELOPES



At last, an illustrated retail price list offering competitive prices on the complete line of envelopes is available to you. Write for your complimentary copy and learn how Justrite Envelopes can help you increase your profits.

"SOLD FOR RESALE ONLY"

.....
JUSTRITE ENVELOPE MFG. COMPANY
 523 Stewart Avenue S.W. • Atlanta 10, Georgia



SCAN-A-GRAVER® HELPS YOU BUILD CIRCULATION AND AD REVENUE. In local news and features, photos build reader interest and circulation. In local ads, photos build your ad revenue. But, to make photo-journalism and photo-advertising pay off, you need to be able to get engravings at low cost.

With a Fairchild Scan-A-Graver, you'll not only be able to print all the pictures you want without increasing your engraving costs. You'll get high-quality engravings too—conveniently, quickly, reliably. Learn how by writing for 16-page illustrated brochure, "Pictures Like These," to Fairchild Graphic Equipment, Dept. 79, Fairchild Drive, Plainview, L. I., N. Y.

FAIRCHILD GRAPHIC EQUIPMENT
 Division of Fairchild Camera and Instrument Corp.

SCAN-A-GRAVER® • SCAN-A-SIZER®
 Electronic Engraving Machines

this is how K.P.S. helps the advertiser



THE HARD WAY

CONTRACTS FOR EACH NEWSPAPER	SPACE ORDERS FOR EACH NEWSPAPER	TEARSHEETS AND BILL FROM EACH NEWSPAPER	CHECKS TO EACH NEWSPAPER
ACCT. EXEC.	ACCT. EXEC.	CHECKING DEPT.	EXEC.

THE K.P.S. WAY

ONE CONTRACT	ONE ORDER	ONE BILL	ONE CHECK
ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.

this is how K.P.S. helps the publisher



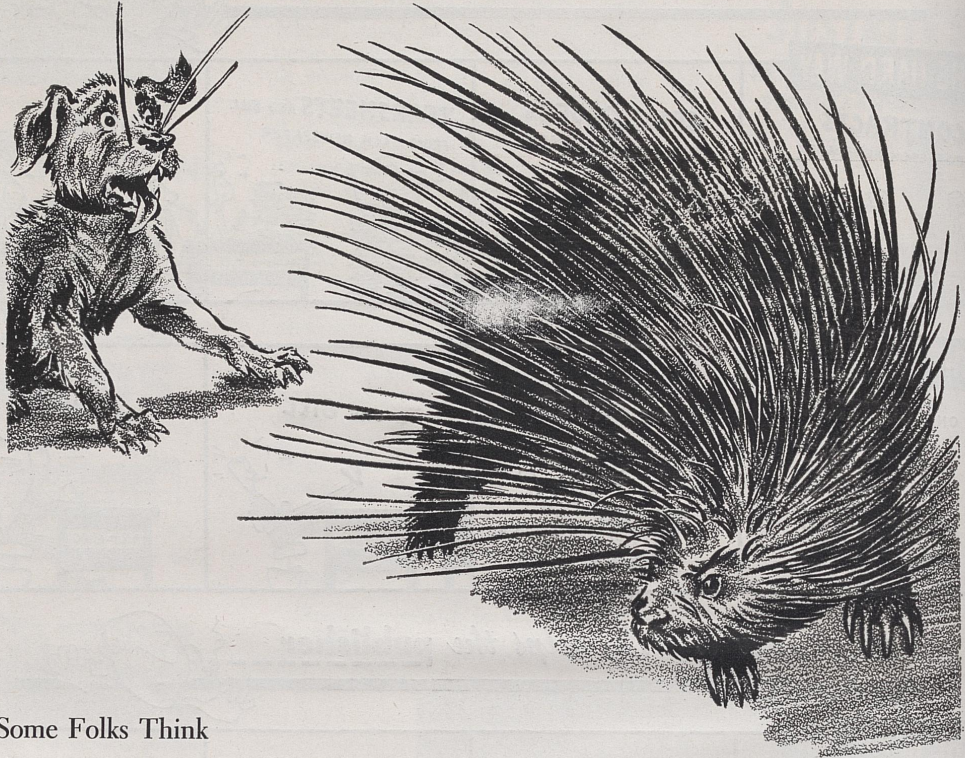
THE HARD WAY

CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS	NON-UNIFORM INSERTION ORDERS	EVERY ONE CHECKS TEARSHEETS FOR BILLING	MANY CHECKS TO ENTER AND CREDIT
PUBLISHER	PUBLISHER		BOOK KEEPER

THE K.P.S. WAY

ONE CONTRACT	UNIFORM INSERTION ORDERS	FOUR COPIES OF NEWSPAPER TO K.P.S.	ONE CHECK FROM K.P.S. TO NEWSPAPER
PUBLISHER	PUBLISHER	PUBLISHER	BOOK KEEPER

FACT OR LEGEND?



Some Folks Think
that a porcupine can throw its quills.

THE FACT IS
a porcupine can merely bristle!

Some Folks Think
that the cost of electricity is a big item
in manufacturing costs.

THE FACT IS
according to the Census of Manufac-
turers, electricity averages about 1 cent
out of every dollar of manufacturing
cost.

For example, Glasgow Manufacturing Com-
pany states: "The cost of electricity would be
no more than 10 cents on a Handmacher suit
retailing for \$60.

That's proof that electric power costs are a
small factor when compared with total manufac-
turing costs. Our Industrial Department is de-
voted almost entirely to helping Kentucky obtain
more industry. No progressive community with
ambitions to develop industrially can afford any-
thing less than dependable electric service, am-
ple power for expansion, and regulated, uniform
electric rates for all industries.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

Publis



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Publication Of
School of Jour
University of
Lexington

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VOLUME TW
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