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The Kentucky Press

Voice of The Kentucky Press Association of Kentucky

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EIGHT PAGES

Ad Division has new theme



A Fall Harvest Of Ad Ideas will be the theme for the first meeting of the Advertising Division of the Kentucky Press Association. The organizational meet of the division will be held at Rough River State Park on October 19-21st. Division chairman, Ed Moores, of the Lexington Herald-Leader, has planned one full day of advertising ideas, which can be used by the weekly newspapers in Kentucky as well as the daily papers. A good crowd is expected as indicated by the flow of reservations into the park, and the re-

turns of a survey which the Central Office conducted some months ago.

Program

The program for the meeting shapes up as follows; Check in is scheduled for Thursday afternoon, to be followed at 5:30 by a reception. Dinner is on your own Thursday night. Friday's session gets underway at 10:00 am with a resolutions meeting. It is here that we'll get your ideas on what we should provide for you through the Ad Division, and generally let

our hair down about our problems in advertising. At 11:15 we'll see a banking presentation. It has been suggested that KPA purchase several presentations which could be loaned to any newspaper in the state. These presentations could easily be used as an effective sales tool by your newspaper.

KPA sponsors lunch

Lunch will be sponsored by the Kentucky Press Association. At 2:00 we'll get under way with two presentations on selling advertising for anniversary

or any issue. You're bound to take some ideas out of that session. At 3:15 we'll see a retailing presentation followed by general discussion and a question and answers session. You can either check out following that session, or you can stay overnight and leave on Saturday.

Mark your calendar now for October, the 19th. That's the day that the Advertising Division of the Kentucky Press Association holds its first meeting. Make your reservations directly with Rough River State Park.

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 Tommy Preston (At Large)
 Larry Stone (Past President)

Presidents column

This is a busy season in Press Association affairs.

Chairman Tom Buckner of the January convention committee has things rolling along fine at this stage of the game for the mid-winter convention, January 18-20 at the Continental Inn in Lexington. Tom will be calling upon others to help him during the convention and for some pre-convention work.

The organization meeting of the Advertising Managers Division of the Kentucky Press Association is scheduled for October 19-21 at Rough River State Park. This is another plus service for the members of KPA -- a chance to get you ad managers away to spend a couple of days hearing successful sales methods that have produced for others in the business. Ed Moores, advertising manager of the Lexington Herald - Leader has worked many weeks on plans for this meeting and has a good program scheduled.

Bob Hovermale, publisher of the Estill Herald, will tell how he sold and produced the 100-page anniversary issue he published earlier this year. If you haven't seen this issue of Bob's paper, it's a revelation of what can be done when a man sets his mind to the job. In addition to telling you how it was done, Bob will have some thoughts about what not to do, and how he would change if he were planning to get one out now.

Don Towles, promotion manager of The Courier Journal - Times has been helping Ed with the program. Promotion techniques for selling your own paper to your territory has an important spot on the program. This will explain how you can use what you have -- news promotion, advertising, community service, etc. -- in selling your readership on the value of your newspaper to the community. This is important, you know.

There's going to be plenty to interest the weekly publisher in this Advertising Managers meeting. Everyone should try to make this meeting.

The West Kentucky Press Association has its fall meeting at Rough River State Park also. Registration begins Friday, Oct. 6, at 4 pm. If you've never made one of these meetings, you're missing a lot. Guarantee you these boys will have a program filled with worthwhile subjects. In addition, they're past masters when it comes to hospitality.

Right on the heels of this meeting is the International Promotion Managers Association meeting in Louisville.

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Circulation with Jerry

The Circulation Division of The Kentucky Press Association has just ended on a most successful note and a highly successful meeting.

I would like to take this time to thank each of the attending newspaper representatives for their time and effort in making this meeting so successfully. If you are in the Circulation end of a newspaper and you have not attended one of our circulation meetings and discussed your problems in circulation, then I personally feel that you must not have any problems. In this case I would like very much for you to attend our next meeting and let the rest of us newspaper men and women know what you are doing to prevent the many problems that sometimes arise in circulation departments.

If you have any notes or comments pertaining to circulation or promotion please forward them on to me and I will hold them for our next meeting which will be announced at a later date. Many new ways and means of increasing your circulation are discussed at these meetings and can be beneficial to you and your newspaper.

Again I say if you are not a member of The Circulation Division of The Kentucky Press Association I would like to take this time to personally invite you to join and to attend our next meeting.

P.S. October 14, 1967 is National Newspaperboy Day. Lets all pitch in to make Newspaperboy Day the greatest yet. I feel that each newspaper has room to promote an editorial type promotion ad honoring our newspaper delivery boys in their organization.

For further information write or call:
 Jerry H. Adkins
 Circulation Director
 The Commonwealth-Journal
 102 N. Maple St.
 Somerset, Ky. 42501
 Chairman
 Circulation Division
 Kentucky Press Association

GUEST EDITORIAL

Once-a-week newspaper holds attention longer

Reprint from the Leitchfield Gazette

The Elizabethtown News editor recently noted how few papers in Kentucky are semi-weeklies, observing that after The News converted from a weekly to a semi-weekly over sixty years ago it became hard to understand why more newspapers do not adopt the twice-a-week schedule.

While news might be stale if it is up to seven days old, as the editor suggests, experience has shown that information is never old, and gaining information is the principal reason for perusing publications, or so it is assumed.

The fetish that newspapers supposedly make of "scoops" and meeting deadlines has been exaggerated in movies as builders of circulation. Comics and human interest columns are widely credited with doing more to attract and hold readers than news presentation or editorial comment. It is desirable, of course, to keep abreast of the news, but some of the most thoroughly read publications are weekly newsmagazines.

Information in a community newspaper is never quite duplicated in any other publication, so whether it is published once or twice a week is not so important. What is important is that it contains items of interest to persons

Continued to page 8

GUEST EDITORIAL

For what it is worth

Reprint from the Mountain Advocate

BY C.H. WILSON

One by one the weekly newspapers of this nation are switching from the hot metal process to the cold metal method of producing a newspaper. Gone are the days, in many small cities and towns throughout the country, where fine printing craftsmen are doing excellent jobs of typography. It has switched to the hit-or-miss system of preparing a newspaper by method of typing on a strip of paper and pasting it into columns. Perfection has disappeared from many small papers. Accuracy has been substituted to come up with all types of page forms. It is true that photos are bright and sharp, but the balance of the printed page, to our way of looking at it, has much to be desired. After spending 30 years in this trade it is difficult for me to become accustomed to this type of printing, where there are no basic rules of page makeup. We will stick to our linotypes and type, with the hope that our readers will stay with us, even though it costs us more for labor to do the job. This is to say nothing of the thousands of fine craftsmen thrown out of a job because of this complete transition.

GUEST EDITORIAL

A new Outlook New

Reprint from the Falmouth Outlook

The Falmouth Outlook becomes a new outlook this week. Born 60 years ago and under the leadership of one family, the most modern printing production available in this great new day.

We are proud of our new appearance and hasten to add that we hope you are, too.

The paper will be clearer, blacker, more easily read. The pictures will be wonderful and you will enjoy them so much more.

Most of the papers in this area have gone to this modern way of printing and while we are not the first, we are happy to be among them.

We have studied offset printing and the "changeover" for sometime and finally came to the conclusion that this was the time to make it. The change is brought about for several reasons, among them a labor shortage. Too, small businesses such as ours must knuckle under the federal standards and we have no alternative but to seek modern, more progressive ways to produce a newspaper.

We are happy to have taken on a new outlook this week. We invite our readers to send us even more news than they have been; for merchants to advertise more, for they are sure to get even more results from Outlook advertising. This modern way of advertising always brings new customers, new people to this trading area.

And, through a better produced paper, we hope to seek many more subscribers.

In these days of uncertainty, a newspaper has several choices: to remain in its present course; to close its doors; or to seek new horizons. We chose the new horizons and a new day in printing. Come along with us now and enjoy your hometown newspaper even more in this new day.

Another reason that we have made this great change at this time is that the coming of the Falmouth Dam will bring many changes to this area. We realize this and want to plan for the future which is sure to bring new challenges.

We are not a newspaper to "stand still;" we want to move out and progress in this growing marvelous new world.

Jack-Notes

By A. J. Viehman, Jr.

A hint of Autumn is in the air. This is my favorite time of the year. It means that football season has started, the hunters are cleaning their weapons, and many of us will put on a few pounds while we sit in front of the idiot box on Sunday afternoon, and catch up on what the pros are doing. There is activity everywhere, and the advertising business is no exception.

This is the time of year that the advertising budgets are being formulated. Along about September or October, the people who spend the dollars get together with the agency people and decide where their money is going to go. ANR and KPA are on the scene trying to secure YOUR share of that dollar. Each year, the selling job becomes a little more difficult. There have been some complaints recently that relate to the fact that the amount of national advertising which you realize is down. That's right, it is a fact. The amount of national advertising realized by newspapers all over the country, not just in Kentucky, but all over the nation, is down. It's down in the dailies, and its down in the weeklies.

Let's take a look at this situation and try to come up with a logical explanation. First of all, the automotive strike is hurting everyone. A strike such as this is felt on every level, from the worker on the picket line, ANR, KPA, and the automotive dealer, to you and the person who reads your paper.

What could be a second reason for the shortage of national advertising in the newspaper. It could be that the radio and television boys are presenting some pretty good arguments, backed with survey figures on their listening audiences. The thing that we have to understand is that the weekly and daily newspapers are in competition with many other aggressive media, not with each other. Now is the time when all newspapers must stand together and present a realistic picture of the effectiveness of our medium. It's going to take teamwork, a lot of co-operation, and last but not least, a great amount of far-sightedness.

* * *

I had the good fortune to visit with Louise Hatmaker and Mr. and Mrs. W.P. Nolan this past week. Louise is over in Jackson and the Nolans are located in Hazard. Man oh man, the leaves are turning in those mountains, and it's really worth a trip over there to see the scenery. Louise and I had a chance to talk about the newspapering and what the newspaper should mean to the community. I think that she'll go great guns (not literally, I hope) in Jackson. That's not all, though. She also has the Beattyville Enterprise, and is putting out a Booneville edition. The Nolans are featured as the Newspaper Of the Month in this issue.

**ANR SELLS
 YOUR PAPER
 EVERYDAY**

Kentucky Weeklies Reflect Nostalgia And Pressures

Kentucky weekly newspapers reflected editorially the nostalgia of autumn and the pressures of world and economic conditions, as well as the hurry-flurry of back-to-school as August gave way to September.

A survey of the editorial content of the weekly press revealed a high percentage of staff-written editorials indicating Kentucky editors continue to be keen observers of the local and national scene.

Of the weekly papers surveyed, 64% of those having editorial-page material had locally written editorials. Twenty-five per cent contained "canned" editorials or those clipped from other papers. Eleven per cent contained editorial matter in the form of chatty columns by the editor or other staff members, but did not have a formal editorial page.

There were no actual editorials and a bare minimum of any kind of editorial page material in 34% of the 116 papers included in the inventory.

Very few of the editorials dealt with the upcoming November gubernatorial election, a situation which possibly will change as election time draws nearer.

The opening of school, with its related problems of drop-outs, school financing and traffic safety, was the subject of many editorials. Other local subjects included housing, industry, libraries, little league baseball, dog licensing, air pollution and teenage drinking. One editor pleaded for the support of the local Red Cross chapter and another urged agreement on local water rates.

Comment on the Vietnam situation was, expectedly, vigorous, but the two subjects receiving repeated editorial comment were juvenile delinquency and the so-called war on poverty.

The recent state-wide Juvenile Delinquency Conference received much editorial comment including that of the Hancock Clarion: "We most certainly believe every law-enforcing official worthy of his service is willing and anxious to aid in better understanding of problems and difficulties of young people, and ready to aid in every way to help solve their problems. . . It is useless to recount the ever-increasing number of juvenile delinquents without doing something to solve the problem."

On the same subject, the Floyd County Times editor states: "As of this date, our own policy toward juveniles is undergoing a change. We shall continue to withhold the identities of

first-time offenders, doing so on the premise that every youngster is entitled to a second chance. But, once that chance is given and the youngster again shows contempt for the law, his or her name will appear in the news columns of this newspaper. . . The Times has arrived at this decision after finding the names of the same juvenile violators showing up, again and again, on the court records. We do not believe that the coddling of youthful criminals, in either the courts or the newspapers, is helpful to either the young law violator or to the public which the law has the job of protecting."

Kentucky editors are commenting freely on the Office of Economic Opportunity and other agencies of the war on poverty. In the Appalachia area the Hazard Herald states: "Most of our people, we think, would be willing to work if suitable labor is provided for them. We mean work which can produce a product, not cleaning debris from the roadside or sweeping out a school room. We're talking in terms of industry and small factories. If the 'Great Society' would loan this 'poverty money' to establish a small factory in the area, the dividends would be much greater than the so-called OEO poverty war, and our people would feel much better knowing that they have contributed something to the nation, in both product and taxes." And from the Paintsville Herald: "Unquestionably the idea behind the War on Poverty, a name which also has fallen into disfavor, is good. It is unfortunate that red tape, mostly of its own making, has made it difficult for many poverty battles to be won. And, despite the fact that our area is among the targets of the poverty campaign, we are forced to agree that use of the proposed new surtax on incomes to finance more of the same poverty procedures would indeed be a pill most difficult to swallow."

The Union County Advocate, following the publishing of the annual statements covering expenditure of public moneys, took advantage of the opportunity to commend editorially two local governmental agencies: "We believe that both Fiscal Court and the Board of Education are doing an excellent job in handling available funds. Purchasing procedures are strictly according to statute provisions. There is no noticeable waste of public moneys."

But the editorial concern is not

Continued to page 8

NAM elects Owen Wallace to speak to KPA

Newspaper Association Managers, Inc. have elected Gordon P. Owen, manager of the Utah Press Association, president of that group. He succeeds Elmer White, of the Michigan Press Association. Other officers elected during the recent meeting in Coeur d'Alene, Idaho, were Ben D. Martin, general manager of the California Newspaper Publishers Association, vice-president; and Mrs. Louise Bowker, manager of the Arkansas Press Association, secretary-treasurer.

Named to a three year term on the Board of Directors, was Glenn McCullough of the Georgia Press Association. Continuing terms to which they were elected in 1966 were Dick Cardwell of the Hoosier State Press Association, and Bob Shaw, of the Minnesota Newspaper Association.

This was the second Newspaper Association Managers, Inc. meeting which your Secretary-Manager has been privileged to attend, and without a doubt, it is the most necessary and helpful meeting that a newspaper association manager can attend. This year your Secretary-Manager participated on the program in the capacity of being a resolutions committee member and taking part in a presentation concerning problems as a manager. The next meeting is scheduled to be held in Wisconsin.

The Circulation Managers Division of KPA just completed its fall meeting at Cumberland Lake State Park the weekend of September 22. They started their second year. If you missed this meeting, you missed learning some things of value to you. This is one area where more revenue can be derived with little additional expense.

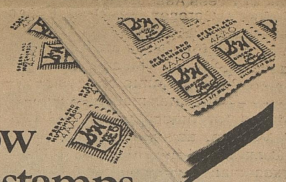
George C. Wallace, former governor of Alabama, has accepted an invitation to speak to the members of the Kentucky Press Association who attend the annual convention this January. The fiery former governor and possible presidential candidate, confirmed by phone, his intention to be present at the Continental Inn on January 19th, to speak for a KPA luncheon.

For the first time, the Kentucky Press Association will hold its annual meeting at the Continental Inn in Lexington. Convention chairman, Tom Buckner, of the Lexington Herald-Leader Company, upon learning that Governor Wallace had accepted the invitation to speak said "We are extremely happy that the Governor plans to be with us. We feel that this year's convention will be the best ever. We have a brand new place to meet, many interesting and entertaining items on the program, and now we have a controversial and nationally recognized speaker to offer the main address. We feel certain that each newspaper man and woman who attends this convention will take something of value home with him."

One hundred rooms are being set aside for KPA convention goers, and they will be awarded on a first come first serve basis. Reservations should be made directly with the Continental Inn as soon as possible.

"Man all wrapped up in self... make mighty small package."—Charles Cunningham, Editor, Natchitoches, (La.) Times.

Here's how to save trading stamps without really trying



Some people think the only place you can get trading stamps is at supermarkets and service stations.

They're wrong. Nowadays you can get trading stamps with a wider variety of goods and services than ever before. For example, Sunset House of Los Angeles, the country's largest specialty mail-order firm, started issuing S&H Green Stamps this year to its customers across the nation.

And National Car Rental System has been giving S&H Green Stamps at all of its more than 1,100 outlets in this country for four years now.

Lately, more department stores—traditional users of stamps since the 1890's—have begun to use our service, too. The Cox department store chain in West Virginia recently began giving S&H Green Stamps, as did the W. M. Whitney department stores in the Albany, New York area, and the Bon Marche stores in Asheville, North Carolina.

Drug stores issue stamps, too. Forty-two stores in the Mading and Dugan drug chains in Texas, for instance, began using S&H Green Stamps a short time ago, joining 4,500 others around the country in the use of our 71-year-old promotion.

You may have heard that you can also get our stamps at hardware stores and dry cleaners. Did you know you can also get them at florists, shoe stores, appliance stores, and even motels?

You can also receive S&H Green Stamps if you work for one of the 2,500 companies that are using the S&H incentive plan.

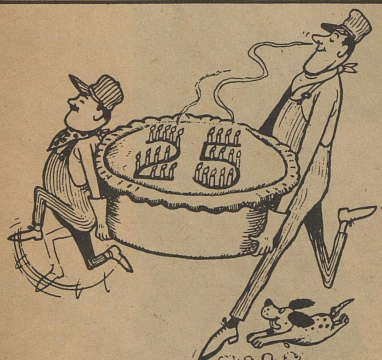
Businessmen find they can use stamps to do everything from building sales to reducing on-the-job accidents. Some landlords even use trading stamps as a reward for tenants who pay the rent on time.

Of course, while there are these other ways of obtaining trading stamps, supermarkets and food stores still are the public's main source of stamps.

Thousands of supermarkets, in fact, use S&H Green Stamps to say to customers, "Thank you for your patronage." The newest S&H food accounts are spread throughout the country, from the Associated Grocers of Arizona to King Supermarkets in New Jersey. Other new ones include Home Markets in Tennessee, Food King Markets in Utah, Spartan Stores in Michigan, and Dutchland Dairy in Wisconsin.

There's a simple reason that our service across the nation is helping to sell everything from soup to safety: People want S&H Green Stamps.

Need information about trading stamps? Write or call the local office or redemption center of The Sperry and Hutchinson Company.



In September, 1942, we decided that newspapers were the best media to introduce a corporate advertising program that has continued uninterrupted in our on-line hometown papers ever since.

We've never regretted the decision.

Southern Railway System
WASHINGTON, D.C.



LOOK AHEAD—LOOK SOUTH

Circulators and publishers meet at Lake Cumberland

Thirty-six circulation managers, weekly publishers, and their wives met on the weekend of September 22 in order to discuss problems which affect newspaper circulation in Kentucky. The meeting, which was held at Lake Cumberland State Park, drew the largest crowd in the history of the Circulation Division of the Kentucky Press Association. This was the third meeting which has been held since September of 1966, when the idea of a circulation division became a reality.

Those in attendance for this past meeting were; Mr. and Mrs. Robert Poage, Brooksville; Mr. and Mrs. Jerry Adkins, Somerset; Mr. and Mrs. Bill Gibson, Frankfort; Miss Jane Hutton and her sister Mrs. James Pyles, Harrodsburg; Mr. Andrew Norfleet, Russell Springs; Mr. and Mrs. Bill Blackwell, Ashland; Mr. S.C. VanCuron, Frankfort, President of the Kentucky Press Association; Mr. James Norris, Ashland; Mr. Dan Knotts, Russellville; Mr. and Mrs. Jay Goodman, Henderson; Mr. and Mrs. Bill Chambers, Louisville; Mr. and Mrs. Corbin Goble, Berea; Mr. and Mrs. Howard Matthews, Lexington; Mr. Don Towles, Louisville; Mr. and Mrs. Haven Fette, Huntington, W. Va., Publishing Company; Mr. and Mrs. Ed Springer and Mr. George Churchill, the Hickey-Mitchell Company; Mr. and Mrs. George Wilson, Irvington; Mr. Clyde Harlow, Glasgow; Mrs. Norval Lee Harris and Mrs. John Settles, Mt. Washington; and Mr. James Lanham, Shepherdsville.

Programs in the morning involved the newspaper in the classroom and newspaper promotion. This session was conducted by Don Towles of the Louisville Courier-Journal and Times. Mr. Towles suggested that in order to make the newspaper in the classroom a success, it would have to be carried to teachers all across the state. The weekly can be just as effective in this type of program as the daily. The Kentucky Press Association can also be instrumental in the development of a state-wide program to make the teachers aware of the impact that teaching has upon the student when a newspaper is used as an effective teaching aid.

Don further pointed out that this program could never succeed if the newspaper entered into it with a selfish attitude. The idea was not to gain overnight additional readership, but rather to build a better and more aware community, where in ten or twelve years, the students of today become the adult readers of tomorrow.

The afternoon session in the Circulation Division meeting was conducted by Bill Blackwell of the Ashland Daily Independent, along the lines of a round-table discussion. Everything from postal problems to the cost of handling pre-printed inserts was discussed, and this lively session produced many ideas for both weekly and daily newspapers to use.

The election of officers was held following the round table discussion. Jerry Adkins, Circulation Director of the Somerset Commonwealth-Journal was elected chairman of the division. Corbin Goble, publisher of the Berea Citizen, was elected vice-chairman for the dailies. Jay Goodman of the Henderson Gleaner-Journal was elected secretary. The gavel of office was presented to Jerry Adkins by Bill Gibson, the out-going chairman, during the evening festivities.

Following the evening banquet, various awards were presented to those persons who were responsible for the success of the Circulation Division since the organization meeting last year. One of the recipients,

George Churchill, who is affiliated with the Atlanta office of the Hickey-



The Saturday night banquet was the highlight of the meeting. At the right is George Churchill of the Hickey-Mitchell Company, a recipient of one of the service awards for interest in the Circulation Division of KPA.



Mr. and Mrs. Haven Fette came from Huntington, W. Va. to attend the circulation meeting. L to R: Jerry Adkins, Somerset, Mr. and Mrs. Fette, and Bill Gibson, Frankfort.



Publisher and Circulation Manager together - Jim Norris and Bill Blackwell of the Ashland Daily Independent.



A portion of the Saturday morning crowd listens to Bill Gibson as he calls the meeting to order.



Jerry Adkins is the new chairman of the Circulation Division.

Mitchell Company, explained that in his opinion, the Circulation Division of the Kentucky Press Association

was unique in the fact that it brings together publishers and circulation managers, both weekly and daily, for

the purpose of discussing common circulation problems. The next meeting of the group is slated for April.

American Press Survey finds under half of papers show increase

Newspapers have traditionally dominated the advertising field in percentage of total expenditures, although currently they are showing the smallest percentage increases. But they continue well ahead of television, direct mail, magazines, and radio with 29.1% of the market (see chart on opposite page.)

Strength of newspaper advertising derives mostly from the importance of local advertising, which last year accounted for 71% of the revenues.

In 1966 total advertising expenditures showed a gain of 8.5% - exactly the same as the increase in Gross National Product. Local advertising was up 9.8% and national advertising was up 7.6%. Newspapers - with a gain of 9.4% - did not quite gain as television at 9.9% but it was close. Figures were prepared by McCann-Erickson Inc. for Printers' Ink.

Early this year predictions from this same source estimated an increase in total advertising for 1967 of 7.6% to a level of \$17.8 billion. With slackening business activity, the forecast will probably be revised downward, according to Perspective, issued by the investment management department of Calvin Bullock.

National advertisers invested \$975 million in daily newspapers last year according to the Bureau of Advertising, American Newspaper Publishers Assn. This was an increase of \$105 million from 1965 and the largest percentage gain, 12.1 since 1955.

National newspaper advertising has been popular with automobile companies. The three largest spenders last year were General Motors, Ford and Chrysler, in that order. In 1966 GM's expenditures for newspaper advertising exceeded its combined expenditures for network and television. But newspaper shouldn't be complacent; network and spot television received 60% of the total expenditures

in 1966 of the top 125 national advertisers.

Newspapers' hold on total advertising is slipping, as shown by the table below:

	1956	1966
Newspapers	32.6%	29.1%
Television	12.2	17.0
Direct Mail	14.3	14.8
Magazines	8.0	7.8
Radio	5.7	6.0
Miscellaneous*	27.2	25.3
	100.0%	100.0%

* Business papers, Farm publications, Transit, Outdoor, etc.

*Business papers, Farm publications, Transit, Outdoor, etc.

Calvin Bullock feels that with increasing market saturation of television, the limited amount of prime broadcasting time coupled with rising cost, the older media will begin to regain a larger share of the market.

Survey results

The American Press, in a junior survey of 157 newspapers selected for distribution of the now defunct Dimensions in Living Magazine, found that 42.8% of the dailies and only 37.8% of the weeklies have shown an increase in national display advertising in the last five years.

Weeklies showed the largest average increase. Those weeklies that did show an increase have an average of 58.4% more national advertising than they had five years ago. Dailies that showed an increase have an average of 15% more than five years ago.

The figures are based on a 24% response to our survey, or 30 weeklies and eight dailies. The sampling is too small and too specialized to be considered a broad-base indication of an industry trend and should be look-

ed at in that light.

National advertising accounts for 6.8% of the total advertising income (because of generally higher national rates.)

In dailies, the national advertising accounts for 6.4% of the overall volume and 8.7% of the income.

Circulation of responding dailies ranged from a low of 3,600 to a high of 58,079. Average is 15,921.

Circulation of responding weeklies ranged from 2,250 to 101,067. Average is 16,987. Larger circulations in this category is accounted for by the fact that in many cases, total weekly circulation for a group of weeklies is given.

For the dailies, the type of circulation is evenly divided between "audited paid" and "sworn paid." For the weeklies, the majority is "sworn paid" with "combination (paid and free)" running second. There are slightly more "audited paid" weeklies than "all free."

In physical size of newspapers re-

sponding, 75% of the dailies are less than 20 pages per issue. But 70% of the responding weeklies are more than 20 pages per issue.

Close to 76% of the weeklies and 87% of the dailies are printed in more than one section.

The majority of both weekly and daily newspapers say they believe local and national advertising rates should be the same. Eighty percent of the weeklies and 75% of the dailies are affirmative about this.

When asked if they make available special promotional materials aimed to the attention of national advertisers and agencies, 87% of the dailies but only 33% of the weeklies said "yes."

Only 47% of the dailies and less than 14% of the weeklies engage in special research on advertising effectiveness.

But the publishers of these newspapers have some pertinent things to say about how the community newspaper can generate more national advertising.

**American Newspaper Representatives (ANR)
Works For YOU.**

NEWSPAPERS GET THINGS DONE



NATIONAL NEWSPAPER WEEK
OCT. 8-14, 1967

**This reporter...
always on the spot**

... whenever and wherever the news breaks. Also works a 24-hour shift, gets no overtime, no vacations. Low cost, too. And for getting the news through while it's still hot, nothing, but nothing, beats the speed of a phone call. It's fast, it's convenient, it's easy, it's personal. It keeps you in touch with your news sources. That's the whole story.



Two Lexington Reporters Are Barred From Court

Police barred two Lexington Herald-Leader reporters from the Adult-Juvenile division of Fayette County Court on orders of County Judge Joe Johnson.

They were turned away from the door to the county courtroom by four police officers who also denied admittance to several members of the Fayette County Bar Association and the general public.

The policemen, headed by Capt. Larkin Powell, allowed representatives of local radio and television stations to enter, however, again acting on orders from the county judge.

Adult-Juvenile Court handles all cases in which an adult has been charged with any offense against a minor. Frequently the minor is called to testify in such cases.

The juvenile division of the court takes action on all cases in which anyone under 18 years of age is accused of a criminal offense.

Only one person at a time was allowed to enter the courtroom after satisfying officers that he had business before the court, Captain Powell explained his orders, saying, "I've been instructed to keep Herald and Leader reporters out. Who do you work for?"

"The Herald," the reporter replied. "I can't let you in," Powell answered.

Earlier, Leader reporter Woody Simpson was turned away from the door when he tried to enter Juvenile Court. The Leader had been reporting Juvenile Court activities until yesterday.

The Herald, while reporting proceedings in Adult-Juvenile Court, had not attended Juvenile Court for the past year because of restrictions imposed by Judge Johnson.

The hallway outside the county courtroom was filled with reporters for local broadcast stations, as well as newspaper reporters and persons summoned to court.

Following Juvenile Court actions, Judge Johnson ordered a recess and said that Adult-Juvenile Court would be held under the same restrictions—no local newspaper reporters.

Asst. County Atty. Jack L. Miller relayed Judge Johnson's order to Capt. Powell.

When asked if the judge legally was empowered to restrict newspapers from the Adult-Juvenile Court, Miller replied over his shoulder, "If I'm asked, yes."

Judge Johnson walked to the County Court clerk's office where he defended his order. He said his action was based on a 1958 opinion by the attorney general's office which, he claimed, applied to this case.

Judge Johnson's exclusion order yesterday was a reversal of a position he took in June 1966 when he tried, unsuccessfully, to have a Herald reporter expelled from Adult-Juvenile Court.

At that time he threatened the reporter with arrest and contempt of court saying the county attorney had told him he could use the same discretion in Adult-Juvenile Court as in Juvenile Court.

He then conferred with former Asst. County Atty. L. T. Grant, now a Circuit Court judge, and announced:

"The county attorney advises me this is a regular criminal court and the press cannot be excluded."

During the recess, yesterday, the door to the courtroom was locked, and as court reconvened, the guards allowed only one person at a time to enter.

The exchange of words between newspaper reporters and the police guards was calm and without incident.

Important facts about newspapers

Eighty percent of America's nearly 10,000 newspapers are weeklies serving rural, small towns and suburban "hometown" communities. Less than four percent are metropolitan dailies; three-fourths of the 1,754 dailies are published in cities of less than 25,000 population.

Circulation of the median-size daily is about 10,000 and the median-size weekly, 3,000.

Daily circulation of newspapers in the U.S. and Canada last year rose to 61,397,252, a gain of a million over 1965 and an increase of 20 percent since 1946.

Circulation of 8,023 weekly newspapers was an estimated 26,888,230 last year, an increase of 800,000 over 1965 and an increase of 39 percent since 1950.

Readers spend more than \$2 billion annually to buy and read daily newspapers and another \$85 million for weekly newspapers.

Advertising revenue of daily newspapers in 1966 (\$4.9 billion) broke all newspaper records, topping 1965 revenue by 9 1/2 percent and nearly doubling the dollar volume of television. Advertising revenue of weekly newspapers in 1966 is estimated to exceed \$675 million.

Newsprint used by newspapers in 1966 (9 million tons) was up seven percent over the year before, the largest one-year increase on record. Using newsprint consumption as an indicator of volume in the newspaper business, it growth has exceeded the rapid growth of the U.S. economy as a whole since World War II by 211.3 vs. 207.2 (GNP index).

Employment by a newspapers averaged 353,800 during 1966, a 2 percent increase over 1965 and an increase of 42 percent since 1947.

For new plants and equipment, daily newspapers in the U.S. and Canada

Continued to page 8

The news is audited for ABC Membership

The Ohio County News has made application for membership in the Audit Bureau of Circulations, a non-profit organization controlled by advertisers, advertising agencies and publishers to verify paid circulation for its advertisers.

An initial audit of paid circulation was conducted Thursday and Friday last week by John R. Wright, field auditor.

The Audit Bureau of Circulations, known as "ABC The Golden Standard of Media Measurement" has more than 4,300 members in the U.S., Canada and Pan American countries.

Application for membership in ABC is another first in Ohio County newspapers.

"The best advice for modern people, young and old, facing all sorts of propaganda, is the single word: think."—Joseph M. Shaw, Jr., Centre (Alabama) County Herald.

LET'S OFFER INCENTIVES TO NEW INDUSTRY

KENTUCKY'S RURAL ELECTRICS WILL HELP



Building a more prosperous Kentucky requires that we attract new industry to provide more jobs for our citizens. Kentucky's Rural Electrics are helping to bring in new industry, such as the new \$50 million Harvey Aluminum plant at Lewisport, by offering the assurance of low cost power in the amounts needed by major manufacturers. Power for the Harvey Aluminum plant will come from the new Big Rivers Generating Station at Sebre.

The Rural Electrics' program for industrial development includes national advertising, directed to industry, as well as personal meetings with out-of-state industrialists to present the many good reasons for putting new plants in Kentucky.

Everybody can help! Speak up for Kentucky and the many benefits we offer to new industry... central location, good transportation, willing labor, lots of raw materials. Let's make Kentucky grow!



LET'S SPEAK UP FOR KENTUCKY!

Newspaper Of The Month

By A.J. Viehman, Jr.

The Hazard Herald

COURIER OF EAST KENTUCKY COAL FIELDS — A KPA AWARD WINNING NEWSPAPER

The NEWSPAPER OF THE MONTH for September is the Hazard Herald. This outstanding paper has an interesting and colorful history, and probably has the only real morgue in Kentucky journalism. Here is how it all came to pass.

The Herald was founded in 1912, by Bally P. Wooton, a former attorney general of Kentucky. Bally P., as he is referred to in Hazard, chose to locate his paper in the rich Eastern Kentucky coal fields, nestled among the shadowy Appalachian Mountains. In 1921, Mr. Wooton had the good sense to hire W.P. Nolan as a printers devil. He stayed with the Herald until he decided to return to school.

After graduation, Mr. Nolan came back to Hazard, but this time as an employee of the rival Hazard Leader. From there he went to Princeton, W. Va., to run the newspaper. It seems that a friend of his had bought the newspaper and asked Mr. Nolan to "come over and run it for me." By saving his money, and keeping an ear tuned to the happenings in the mountains, Mr. Nolan was able to hear that Neon, Kentucky, might be a good place for a newspaper, so he came back and established the Neon News. He published that paper from 1931 to 1940.

I asked him how they ever got the name "Neon" for the town and he told me the story of the days when the train used to wind back in the mountains and make a stop at this particular place on the track to pick up passengers. It seems that the style of dress that the ladies wore at that time called for a very tight fit around the knees, thus making it difficult for them to board the train. The conductor used to be heard yelling "put your knee on, knee on" to the ladies, and the name stuck.

In 1938, Mr. Nolan bought the Whitesburg Mountain Eagle at a court sale. He ran the paper until 1956, when he sold the Mountain Eagle and bought the Hazard Herald. The Herald at that time was a daily newspaper, but under the Nolans, it became a semi-weekly. Along with the deal came the Mountain Messenger in Hindman.

The Hazard Herald has changed location four times since old Bally P. started it back in 1912, and has moved two of those four times under the Nolans. The Nolans themselves, have been flooded out twice in Hazard and once in Neon. The most recent flood was last year when the staff was in the process of moving the plant from one location to another. The waters got not only the old location, but the new one as well. Even the contest entries for the 1967 Kentucky Press Association, which had been laid out on the floor of the basement in order to be prepared for mailing, had to be moved in a hurry, before the waters could reach them.

Here is where the business about the morgue comes in. The location of the new Hazard Herald is the old funeral home. When I arrived in Hazard, I asked a fellow at a gas station for directions. The only word that I could understand in my haste was "funeral home." I assumed that he meant that the plant was located next to the funeral home, but im-

agine my surprise when I saw a green awning (the type that one sees at a funeral home) with the Herald sign on it. The front office is the parlor, the press is where the ambulances used to park, and news editor Oscar Combs as well as the newspaper's records and files, occupy the old morgue. Of course some good job was done that the place looks like an honest to goodness newspaper plant.

As always, I came away with a couple of good ideas and a little more understanding of Kentucky Newspapers. One good idea involves the "sports forecast page" that the Herald runs. Featured on the page are the football predictions of Tom Harmon (you could make your own if you have the courage) and sketches of local coaches (could be visiting teams coaches, too). Ads on the page are all the same size and border the predictions and sketches, which are located in the center of the page. The rest of the page is advertising. The ads sell for ten dollars each in this case, and believe me, they aren't hard to sell around football season (basketball either in Kentucky).

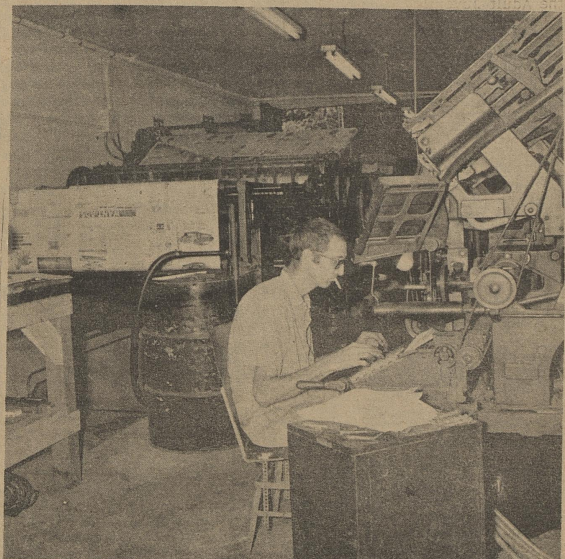
The insight into Kentucky journalism comes from the fact that Mr. Nolan can run (and probably take apart and put back together again) everything in the newspaper, from the linotype to the typewriter. During World War II, when the Nolans owned the 3300 circulation Mountain Eagle, he did all editing, type setting, press work, folding, and casting.

Thus ends the story of this month's NEWSPAPER OF THE MONTH, the Hazard Herald, a newspaper with a long and colorful history.



Oscar Combs, News Editor, occupies the only real "morgue" in Kentucky.

The press stands where the ambulances used to park.



Mrs. Nolan proofs some copy for the next edition.



Advertising is in trouble

BY THEODORE A. SERRILL
Executive Vice-President
National Newspaper Association

(Excerpts of remarks at Georgia Press Association convention.)

Those of us in newspaper management have witnessed an upsurge of antagonism towards advertising with some part of that antagonism reflecting adversely against our medium, the daily and weekly newspapers of this country.

We don't like what we see. And it is our responsibility to be alert to what is happening. We must agree that advertising - the greatest tool ever devised by mankind for the movement of goods and services - is in trouble.

The Federal Trade Commission and Federal Communications Commission are filled with bureaucrats who are aiming their efforts and talents at advertising. Their fellow attorneys in the Attorney General's office also are "dim-viewing" the concept that we frequently term the "lifeblood" of the communications world.

The academicians, the teachers, professors and research scientists are looking with critical eye, using heavy pen and sharp voice to criticize advertising and the broader marketing concepts that have made this country great.

Advertising is a waste

And all of this furor has helped create in the public mind - or at least part of it - a feeling that advertising possibly is a waste and should be eliminated. Here is what they are saying:

Advertising is wasteful - it tells the consumer nothing about the product except that it exists.

Advertising increases prices. (This is particularly so in those areas where heavily advertising is the general practice, e.g., soaps, detergents, cereals.)

Advertising deceives, even though nothing false is stated. They point to there being no difference between Bayer and other aspirins. That there is really no difference in gasolines.

Advertising lessens competition and promotes monopoly. And here we point to the recent divestiture of Clorox from the Proctor and Gamble Co. Also the Senate anti-trust investigating of television advertising discounts.

Not understood

The reasons behind this tremendous upsurge of criticism, condemnation, defamation and destructive action against advertising are difficult to understand.

With the problem in front of us, what is our answer? Of course there are deficiencies in our field. We are guilty of both sins of commission and of omission.

With more than 61 million daily circulation, with more than 27 million weekly circulation and growing all the time, we are bound to have some rough edges. With newspapers carrying more than \$6 billions in advertising each year, more than any other medium - actually more than three or four other major media combined - we are bound to have some envy, jealousy, some critics, some who damn, some who even fear the size of the American newspapers. If this be the penalty of success we can bear it.

But there are some things that we can do positively to improve our position in the American market place, to enhance the friendly feeling towards newspapers as an advertising medium.

And we do not need to look far for advice from our peers:

James Lyon, general manager, Washington Observer-Reporter, called upon his fellow Pennsylvania publishers to take another look at the prices they charged politicians for

their advertising. He said there is no justification for a special, higher rate for such advertising.

At a luncheon we gave for newspapermen in the Congress, one congressman asked about this practice and we agreed with this legislator that the practice of extra charges for political ads was most harmful. As a practical matter it's poor political relations.

Ben Blackstock, manager of the Oklahoma Press Association, recently had this to say about "crippling ad rates":

"Our largest advertiser is a local merchant. We have to work hard to make sense out of his copy, furnish him any number of layouts, revisions and prepublication proofs. . . The selling expense, composition costs, the frequent delay in payment make him an expensive customer indeed. He is entitled to our lowest advertising rate. We not only sell to him cheaper than to anyone else, but we have less courage about raising his rate.

"On the other hand, our newspapers get on the national schedule of a big manufacturer. His ad agency or our sales representative sends up ready-to-print advertising material in repro proof or mat form. We don't make any individual effort to sell it. We have little or no composition expense. It is guaranteed good credit. . . We charge this blue ribbon advertiser our top rate. . ."

The distortions of time and inflation ought to make us take a good sharp look at advertising rates. No doubt some of your largest advertisers are paying less than cost.

Presidents column

Continued from page 2
ville at Stouffers Inn, Sunday, Oct. 8. If you've received an invitation, you ought to make it.

Don't forget that the National Newspaper Association meeting starts October 24 in Milwaukee at the Sheraton-Schroeder Hotel. Those who plan to attend should get reservations in the mail.

Once-a-week newspaper

Continued from page 2
concerned about the community and its people.

Everything fit to print that happens in a community can be included in a once-a-week publication just as certainly as in a daily. The chief advantage of publishing more frequently is to the publisher who increases opportunity for advertising income.

In most households it is a practice to save weekly publications, especially the local newspaper, a full week or more for reference or for neighbors. Papers that come out oftener have a way of accumulating and losing their appeal. It is a fact that every time you wish to refer to a section of yesterday's daily, that particular section has been used to wrap garbage or start a fire. Such things don't often happen to a paper coming out only once a week.

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*No matter how efficient your production - the proper valuing of each order determines your profits.

Check the benefits offered in the No. 1 Offset estimating catalog. Write today for 60-DAY FREE TRIAL

PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City, Utah 84104

Everyone reads newspaper ads

Who is the reader of newspaper advertising.

This is not a hypothetical question. Research agencies have found some of the answers to the question during a quarter of century study and they are presented in a report by Dr. S.S. Talbert, chairman of the Department of Journalism at the University of Mississippi. Here are some answers to the question of who is the reader of newspaper advertising:

"He is likely to be more intelligent and more literate than people who respond to other advertising types.

"He is likely to have more money to spend than other people.

"She is over 80 per cent of the women about to go grocery shopping.

"He is nearly every man considering the purchase of automobiles, trucks or tractors.

"If she is older she gives advice on foods, electrical appliances, sewing and parties.

"He is a boy looking for a puppy, or someone with a litter of mongrels needing homes.

"If she is a teenager, she sets the pace in selecting skirts, snacks and sneakers.

"The newspaper reader is someone looking for a house to rent or someone trying to rent a house.

"He is a lawyer looking for a typist or a typist looking for a job.

"He is a builder looking for a loan, or a banker looking for an investment.

"He or she is the whole local community with unsatisfied wants and needs."

STAMPS · CONHAIM

NEWSPAPER ADVERTISING SERVICE

555 No. La Brea • Los Angeles, California 90038

Charles H. Lovette
1919 Sundown Lane
Fort Wayne, Indiana

SEPTEMBER 1967						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

30 DAYS HATH SEPTEMBER

Each one getting darker sooner

It's easy to recognize good lighting.

Just walk into your competitor's store or office, parking lot or sales room, shop or service department, restaurant or lounge.

Good lighting attracts new customers, keeps old customers; it speeds up work, reduces errors, increases efficiency and alertness.

It's profitable.

Good lighting can be bright, colorful, and inviting. It can set moods, bring out the colors in a fabric, highlight a sales feature. It can say, "Welcome," and "Please come back." It sells.

And now's the time to start planning for the dull days and early nights ahead.

Good lighting is more than replacing a bulb or a tube or a fixture. It's an art, a technique.

Why not let our trained commercial lighting personnel help you solve your lighting problems?

Turn your competitors green. With envy.

KENTUCKY UTILITIES COMPANY

Six rate reductions since 1962