

The Kentucky Press

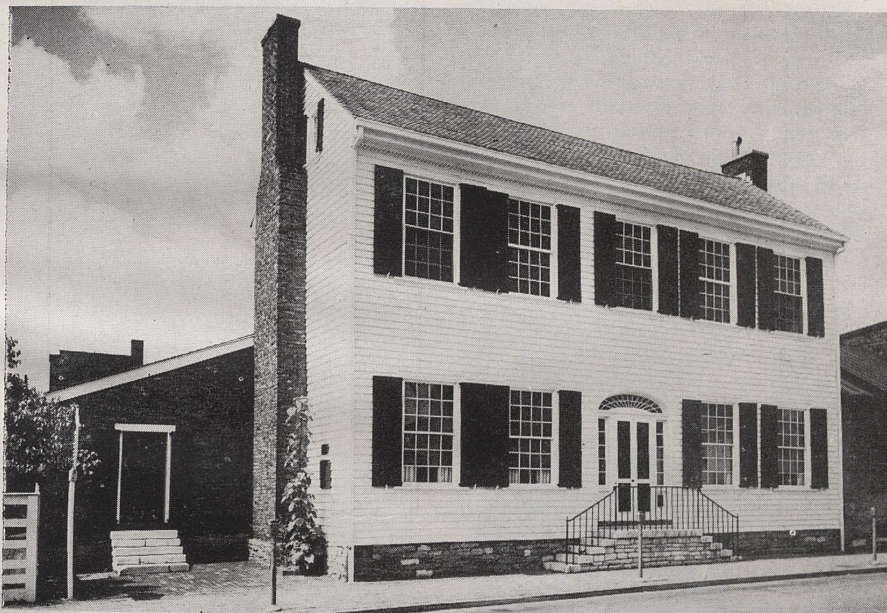
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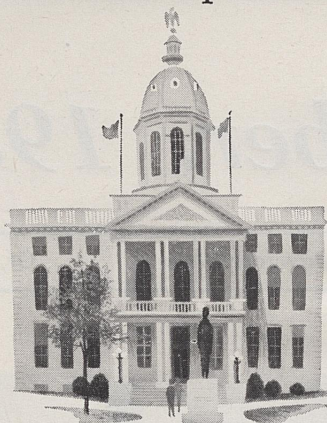
Kentucky's Showcase: McDowell Memorial House, Danville

Official Publication Kentucky Press Association

How well do
you know your
Capitals?

Concord

this Capital
is important to
New Hampshire



“C”

this Capital
is important to
our trade-mark

When you have occasion to refer to our product by its friendly abbreviation, you'll keep your meaning clear if you make it "Coke" . . . with a capital "C" please. And you'll help us protect a valuable trade-mark.

Incidentally, why not have a Coke right now. The cheerful lift, the sparkling good taste of Coke, make any pause The Pause That Refreshes.



SIGN OF GOOD TASTE

*Ask for it either way . . . both
trade-marks mean the same thing.*

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Survey Of Community Newspapers Answers Pertinent Questions

By PERRY J. ASHLEY

Some of the first questions a young person faces before choosing between Journalism and other fields are: what openings are available for a career in weekly journalism? What are the opportunities? What are the financial rewards for a beginning journalist and what can one expect in the future? How can one best get himself established in business? Will some older publisher give me necessary encouragement and help me get established in the field? How much investment is involved in the average newspaper?

It is the lack of proper answers to these questions that has caused worthy young journalists to go elsewhere for employment. With radio, television, industrial publications, magazines of all types, and public relations making a strong bid for the graduate's services, it seems a good time to stand back and see what the weekly newspaper has to offer comparatively.

Schools of journalism still feel a strong tie to newspapers, but the formal training which the student receives places him in a highly desirable position for employment in other fields. Therefore, the newspapers of Kentucky, as well as other states, must be aware of these deficiencies in order to maintain a steady flow of qualified young people into the profession.

To provide answers to the prospective journalists, a survey was made recently of Kentucky weeklies in an effort to find what opportunities are available for young journalists. Up to this point, very little data has been available regarding Kentucky weeklies. It is hoped the information compiled will help to answer essential queries about the newspaper business.

As a matter of general information, at the time this study was conducted, there were 12 Kentucky newspapers with a circulation under 1,000; 53 with circulation figures of 1,000 to 2,000; 56 between 2,000 and 3,000, and 25 with a total of over 3,000. All of these papers are published either once or twice a week; none are in the small daily class.

A group of 50 publishers were chosen to be questioned about their business. Of these, 30% replied—one third in the circulation bracket of 1,000 to 2,000; one third in the 2,000 to 3,000 group, and the remaining one third with a circulation of over 3,000. This should indicate that the replies reflect all sizes of newspapers in the state. The ques-

tionnaire was detailed with the intention of covering most of the major points about the newspaper business.

It is hard to determine the amount of time which the front office employees devote to bookkeeping, gathering the news, soliciting advertising, and selling of job printing. For that reason, the following chart will show only the number of employees, exclusive of the publisher and his family, which work for the weekly press and will make no effort to break down the number of hours spent at the various tasks. This question was designed to show, by circulation groups, the average number of employees used by the newspapers which in return, may give the student some indication of the extent of employment available to him.

FRONT OFFICE EMPLOYEES (average):

	full time	part time
1,000 to 2,000	2.2	.2
2,000 to 3,000	2.6	.4
over 3,000	4.0	1.2

BACK SHOP EMPLOYEES (average):

	full time	part time
1,000 to 2,000	2.2	.4
2,000 to 3,000	2.3	.6
over 3,000	4.6	4.

These figures reflect the obvious fact that the larger the operation of the paper the more employees used. This also suggests that many young journalists have the opportunity to get started in the field and to gain valuable experience with the larger weeklies of the state.

Contrary to the long standing claim that local newspapers are only a family affair, a checking of the responding newspapermen revealed only one newspaper was a husband and wife operation. Some publishers indicated their wives worked at other occupations but not in the front office of the business.

The much disputed status of the semi-employee, the country correspondent, has quieted some but their importance to the weekly newspaper editor has not diminished in the same proportion. They are still an important source of local news. Some of these correspondents are not paid while others are paid for the actual amount of copy which they supply to the paper. The following chart indicates the approximate number of stringers used by the various sizes of newspapers in Kentucky.

COUNTRY CORRESPONDENTS (average):

	average	high	low
1,000 to 2,000	10.4	25	3
2,000 to 3,000	13.4	25	2
over 3,000	27.6	80	0

The American dream of one owning his own business and being independent still lingers on to a certain extent even though it is said that big business is squeezing the small man off the stage. The dream of many a young journalist of some day having a small paper of his own is no exception.

Upon considering such a move, the student should look at himself in an effort to understand his personal wants and desires for the future years. It ultimately is the choice of being a "big duck in a little puddle" or going into the daily field in an attempt to become a "big duck in a big puddle." In the operation of the metropolitan daily, there is a tendency for the person to lose his identity and to become a cog in a large machine. In contrast, he can have more personal importance and satisfaction on the weekly.

When questioned about the best way for a young person to get started in the business, newspapermen across the state seem to agree on a formula for the transition from newsman to publisher. The most frequently mentioned rule was to learn the business from the bottom up. One publisher says "learn circulation, then advertising. You can always hire a newsman." The necessary prerequisite of knowing all phases of the business before taking the forward step to investment was a theme throughout the replies.

Then, our informers agree, after the apprenticeship or training period is over, the young journalist is likely to profit most by either buying into a plant or going into business with an older publisher nearing the age of retirement who wants to be relieved of the burden of the business.

However, the young man who has just ventured into the newspaper business will not find the going easy. While unions and labor are cutting back on the number of hours worked, the publisher finds he still maintains his steady schedule. The chart which follows indicates the estimated hours spent in the office each week but does not reflect the additional time which he spends in community projects, serving on committees and the many other after-hours duties which the newspaperman is called up to perform.

HOURS DEVOTED TO BUSINESS: (average):

	front office	back shop	total
1,000 to 2,000	37	7	44
2,000 to 3,000	44	4	48
over 3,000	43	5.5	48.5

Aside from this, the Kentucky newspaper publisher holds active membership in an

average of five local organizations in which he has held a variety of offices and served on many committees. The most often mentioned were Rotary, Lions, Kiwanis, Chamber of Commerce, school boards, planning and zoning committees, and church organizations. Following these organizations in lesser importance are: Junior Chamber of Commerce, Farm Bureau, hospital board, booster clubs, Jaycees, Knights of Columbus, Shrine, American Legion, Veterans of Foreign War, Red Cross, Sportsmen Club, Masonic Lodge, Parent-Teachers Association, Retail Merchants Association, fair boards, and recreation boards.

In the political phase, some have held office in the following areas: city council, coroner, presidential elector, representative to the state Legislature, master commissioner, and school boards. These answers indicate that the newspaperman is a leader in his community and devotes long hours to his business and community.

From the standpoint of education, newspaper owners vary widely but show some trend toward journalism degrees in the higher circulation and income brackets. The following chart reveals the level of education achieved by those responders to the survey.

PUBLISHERS EDUCATION (percentages):

	high school	college	journalism
1,000 to 2,000066	.20	.066
2,000 to 3,000066	.20	.066
over 3,000066	.066	.20

These figures show that one-third of the publishers have a journalism degree, with three out of five having papers in the largest circulation area. Besides these journalism graduates, 46% of the publishers hold a college degree with their papers falling generally in the 1,000 to 3,000 circulation range. This leaves 20% with less than college education, some of which have done work at the college level but have failed to fulfill the required courses for a degree.

It will also be noted that the publishers with training in journalism have the largest papers in both circulation and income. Below is a tabulation of incomes according to circulation categories. (In this question the publishers were asked to give an average figure of their net income for the past five years.)

PUBLISHERS NET INCOME (percentages):

	1,000 to 2,000	2,000 to 3,000	over 3,000
Below \$5,00026		
5,000 to 7,500075	
7,500 to 10,00015	
over 10,000075	.075	.35

Investments is one of the prime concerns of the young persons desiring to enter the field of weekly newspaper publishing. The

figures presented here may help answer these questions.

INVESTMENT (Building):

	average	high	low
1,000 to 2,000	\$12,666	\$20,000	\$ 8,000
2,000 to 3,000	11,666	15,000	10,000
over 3,000	26,000	30,000	22,000

INVESTMENT (Machinery):

	average	high	low
1,000 to 2,000	\$16,000	\$32,000	\$10,000
2,000 to 3,000	36,400	60,000	12,000
over 3,000	58,750	95,000	14,000

One can hardly get away from the subject of costs without taking a look at the payroll which the newspaper must meet each year.

PAYROLL FOR 1957:

	average	high	low
1,000 to 2,000	\$13,625	\$22,000	\$ 7,000
2,000 to 3,000	17,260	30,000	15,000
over 3,000	33,890	70,000	9,060

One point which was continually stressed by the working newspapermen of the state is that the young person must be a good businessman. When the sources of income of the newspaper are considered, it can easily be seen why "business sense" is essential to the success of a publishing enterprise.

SOURCES OF INCOME (percentages):

	1,000 to 2,000	2,000 to 3,000	over 3,000
Advertising			
average	55	65	55
high	65	70	90
low	45	50	33
Printing			
average	29	25	30
high	40	40	40
low	15	10	16
Circulation			
average	12	8.8	12
high	20	10	20
low	7	4	8
Miscellaneous			
average	4.2	1.2	8.2
high	15	5	22
low	1	1	4

Starting salaries are one of the biggest drawing cards for any profession. The publishers were asked to give the dollar figure at which they would start a person, with no experience, in three different educational brackets. The replies are below.

STARTING WEEKLY PAY FOR EMPLOYEES:

	high school graduate	college graduate	journalism graduate
Circulation			
1,000 to 2,000			
average	\$38.12	\$63.33	\$66.66
high	45.00	65.00	70.00
low	30.00	55.00	65.00
2,000 to 3,000			
average	33.75	58.75	62.50
high	50.00	75.00	75.00
low	25.00	45.00	45.00

	40.00	58.75	68.00
average	40.00	58.75	68.00
high	60.00	75.00	87.00
low	20.00	40.00	40.00

The above figures show there is still an advantage of the college student taking professional courses in the field of journalism if he wishes to enter the weekly business. The survey reveals the editors and publishers in Kentucky place a certain amount of emphasis on the technical training and "know how" which the student obtains in the journalism school. When asked if it was desirable for a graduate to have a knowledge of both advertising and news writing upon leaving college, the answer was an overwhelming "yes." One publisher said "newsmen ordinarily have no sense about the importance of bringing in the dollars that go into the paycheck. Admen frequently have no business knowledge of what a news story is."

Weaknesses of the journalism graduate seem to fall into two categories—business education and mechanical knowledge. From a news standpoint, most agree that the graduate is well qualified to do the job, but too much stress is placed on metropolitan daily work and not the news sense of the community paper. One publisher states the journalism graduate generally "is an idealist," with his vision of newspapering learned "from movies, books and other romantic sources." Others say the graduate knows very little about job printing, newspaper makeup and record keeping. All agree that, from a newspaper standpoint, the most desirable person is the one which can adapt to the task of doing all of the jobs which are essential, even to the point of invading the back shop to make up his own front page.

Newspaper Public Relations

Things that you already know but bear repeating are the following pointers for increasing good public relations for your newspaper:

Good manners in person, on the phone, correspondence; thorough understanding of what your paper can do, and its limitations; know something about, and show interest in, advertiser's business; show up at business meetings—Chamber of Commerce, ad club, etc. as well as openings, anniversaries, other business activities of interest to your accounts; express congratulations, condolences, etc. to advertiser or his family by call, letter or card; send prints of pictures of advertisers or their families who appear in your paper or clippings of stories of interest to advertisers; and watch personal appearance of yourself and employees.

Not all crows are black; some have brightly-colored feathers.

Western Kentucky Editors Meet

The lag between national and local advertising was pointed as one of the problems facing the weekly press by Prof. Donald G. Hileman, speaking to the morning session of the West Kentucky Press Association, at Kentucky Dam Village on Saturday, Oct. 25.

The newspaperman should educate the local retailer instead of keeping him in ignorance, Hileman said. He predicted retail business, much as the car industry of today, will be controlled by a few large groups in the future unless steps are taken, through advertising, to encourage buying at the local level. Therefore, it is the responsibility of the community newspaper to help retailers keep trade local.

The growth of other media is seen by Hileman as a second problem to be overcome by the newspaper. He emphasized that radio and television will always remain a part of the mass media and newspapermen should recognize them by selling them as only a supplement to the efforts of the paper. However, Hileman stated these media cannot replace the newspaper as the prime source for the advertising message because of the lack of time available for the message and the scant news coverage which radio and television are able to present their listeners.

Universities can be partially blamed for the lack of growth in the local newspapers, Hileman said, because they have failed to take the lead in showing admen how to sell advertising to the local retailer. In the past, he emphasized, many schools of journalism have only been concerned with teaching the student and not the problems of newspapers.

Another hinderance to selling advertising on the local level is a basic fear on the part of the retailer, which, according to Hileman, comes from misunderstanding the function of advertising. In this case the retailer must be educated in the process of advertising much in the same manner as he is in the other aspects of his business.

Hileman pointed out that advertising is the presentation of needs and wants in terms of the individual. On the national level, he said, preselling is the key to success and should be the rule in selling on the local scene as well. Emphasis in the advertisement sells the store and forms an image in the minds of the reader. For this reason, he asserts, the newspaperman must know more about the business in order to help the merchant effectively promote his store and merchandise.

If more of the merchants are on contract for advertising space, more time can be spent with him on his problems of promoting and

less on selling space each time the adman makes his calls, Hileman continued. However, he added, good advertising depends on the good buying, pricing and merchandising on the part of the retailer. Advertising will not sell a poor product, it only provides the velocity for a promotion campaign. Consumers want good honest information in advertising.

In concluding Hileman pointed out newspapers should give retailers all the important facts about the facilities which the paper has to offer him and should guide his use of types, color, borders and other advertising aids.

Hileman, introduced to the group by Paul Wespeling, is professor of journalism at the University of Southern Illinois, Carbondale, Illinois.

In the afternoon session, Secretary-Manager Victor R. Portmann presented a slide presentation of the sales program which is being shown to the major automobile manufacturers in an effort to gain more advertising for the weekly newspapers. In the film, and a narrative which accompanies it, it is pointed out that the buying power of the nation is concentrated in the hands of small communities. Along with this, the idea is proposed that the most effective way to reach this buying audience is through the community's newspaper.

The presentation graphically shows that daily newspapers do not have the concentrated readership which the local paper can provide. To effectively reach this buyer market, the advertiser must plan a promotion campaign including the community newspaper.

The film is centered around the town of Freehold, New Jersey. Even though many of the metropolitan dailies of the Eastern seaboard circulate in the area, the Freehold paper has a much larger readership, in percentage figures, than the combined total of the dailies. The advertising dollars needed to reach the new car buyers in the Freehold area is much less in the local paper than is that which would be required to reach the same persons through the dailies circulating in the locality.

The remainder of the afternoon was spent in discussing local advertising problems, one of which is the publicity releases which are received by all papers in Kentucky. It was decided to send back such material as "refused" in an effort to get the advertisers to place their message in the papers as legitimate advertising.

Niles Dillingham of Dawson Springs, presi-

FTC Starts Action On False, Misleading Ads

War on trickery and falsification in price advertising was declared by the Federal Trade Commission on October 9 in which the Better Business Bureaus and advertising clubs everywhere, and KPA and other press associations heartily join.

The Commission issued a set of rules for its staff fixing the borderline between legal advertising and illegal fiction, and served notice that intensified enforcement has been ordered.

In what was perhaps the key directive, the commission told its investigators to judge the impact of advertisements in their entirety since some price claims "may be entirely misleading although every sentence separately might be literally true."

The agency has been increasingly active in filing complaints against firms which preticket goods with inflated price tags then advertise deep cuts in prices. But Commission Chairman John W. Gwynne's announcement said:

"While our staff already has been hitting hard at those who lie about their bargain prices, we believe the problem is growing worse."

The commission will work with Better Business Bureaus, the Advertising Federation of America, and civic organizations to alert the public to the tricks by which unscrupulous merchants pass off regularly priced merchandise as bargains, Wwynne said. He hopes for voluntary cooperation by sellers.

The crackdown will apply to radio and television commercials as well as to advertising in newspapers, magazines, handbills, direct mail, placards and billboards.

In proclaiming the code of forbidden practices, Gwynne emphasized the commission will not excuse dealers who falsify out of ignorance or misunderstanding, or those whose ads mislead merely because of omissions or typographical treatment. The damage to customers and honest competitors is the same, the chairman said.

"Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon prospective purchasers," his directive said.

"Laws are made to protect the trusting as well as the suspicious. . . Pricing claims, however made, which are ambiguous should be interpreted in the light of the FTC's purpose, which is to prevent claims which have the tendency and the capacity to mislead."

dent of the organization, presided throughout the day.

The Kentucky Press

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.

Kentucky Press Association, Inc.

Martin Dyche, *President*
Sentinel-Echo, London
 Thomas L. Adams, *Vice-President*
Herald-Leader, Lexington
 Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

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Chairman, Paul Westpheling, Fulton County News, Fulton (First); Second, Larry Stone, Messenger-Argus, Central City; Third, Basil P. Caummisar, Courier-Journal, Louisville; Fourth, John B. Gaines, Park City News, Bowling Green; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, George Trotter, Enterprise, Lebanon; Seventh, W. Foster Adams, Citizen, Berea; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, Earl W. Kinner, Licking Valley Courier, West Liberty; Tenth, S. C. Van Curon, Enterprise, Harlan; State-At-Large, Fred J. Burkhard, Casey County News, Liberty; State-At-Large, Landon Wills, McLean County News, Calhoun; Immediate Past President, Alfred S. Wathen, Jr., Kentucky Standard, Bardstown.

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Volume Twenty-Five

With this issue, The Kentucky Press enters into its twenty-fifth volume, with twenty-four years (and a three-year interruption) of service to the press of Kentucky. We can only reiterate our pledge, chronicled in the first issue, that the Press will do everything possible to be of service to the newspaper fraternity, here and elsewhere, as expressed in its slogan, "published in the interest of community journalism—of, by, and for Kentucky newspapers." We hope that the Press in the past has lived up to this slogan and pledge a higher goal toward our mutual problems and highest ideals in practical journalism.

Oregon Ruling Upheld On Courtroom Photos

The U. S. Supreme Court has refused to hear an appeal from Oregon in the case where the appellee contended that excessive courtroom photography made it impossible for him to obtain a fair trial. The highest court's decision confirmed the judgment of the Oregon Supreme Court which read:

"Much as we deplore the decision of any trial judge not to be governed by Canon 35, and, in this case, ignoring in favor of photographers the rule of court concerning the persons who are permitted within the bar of the courtroom during the trial, the question here cannot be determined as one either of constitutional law or of policy; but the controlling consideration is whether the record discloses that the taking of photographs during the trial in this case influenced the verdict of the jury. Though the ruling was error, it was not necessarily reversible error.

"Canon 35 does not declare that its observance is essential to a fair trial, and it is obvious that the court cannot make such a pronouncement. The circuit judge, by denying a motion for a new trial, manifested his opinion that no prejudice had resulted to the defendant. While we do not share the judge's views respecting the propriety of courtroom photography, we accord weight to his judgment upon the question before us. This is but to follow the established practice of appellate courts in like cases. A careful examination of the entire record fails to discover anything that would enable this court to say that the circuit court abused its discretion in denying the motion for a new trial."

The defense attorney in the case had claimed that actions of the photographers has "affected his mental processes . . . and that his attention was so diverted from the defense of the case that he was completely ineffective . . . or take over when the counsel . . . became crushed and beaten."

Fie, on the naughty photographers!

Massachusetts Celebrates Open Meeting Statute

After a six-year's struggle, which ended when Governor Foster Furcolo, Massachusetts, signed the bill, the state's newspaper celebrated National Newspaper Week in the passage of the Open Meeting statute on October 1.

The statute makes it mandatory for almost all boards and commissions of the state, the cities, counties, and towns to: (1) conduct their business in public, and (2) maintain adequate minutes of proceedings which are to be accessible to anyone, states the Editor & Publisher.

There are some exceptions such as the executive council, which is not subject to a mandate from the Legislature in that state bodies of the judicial branch; committees of the general court which have power to recommend but not to legislate; recess commissions of the state legislature, which also possess only the power to recommend; so-called authorities which in most part do not derive their support from public funds, and quasi-judicial bodies of the state.

The new law does not extend to finance committees of town, or to special or temporary committees of towns and cities which are assigned to fact-finding roles. But the new law does not bar them from doing their business in public if they choose. A key provision, to many boards and commissions, is that it does not bar the "executive session." It does provide, however, the conditions under which bodies politic may meet behind closed doors, and further requires that records be kept of the proceedings, that they may be made public when the need for secrecy is no longer demonstrable.

More than 15 states have statutes which guarantee that the public's business, in which they have the constitutional guarantee of the "right to know," shall be conducted in the open. Official business of any elective group is a concern of the public, and any elective officer, who insists that the community's business should be conducted behind closed doors, or that there should not be a public accounting through legal publication, should be made an ex-officer at the next election.

Expenditures of national advertisers in newspapers during 1957 have been listed by the Bureau of Advertising, ANPA, in an annual report released July 18. Figures were compiled by Media Records, Inc.

Among other highlights of 1957, figures show: 1. National advertising in newspapers reached an all-time high of \$757,401,000. 2. More national advertisers than ever before (1,555) spent at least \$25,000 in newspaper



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In Memoriam...

Alfred Smith Wathen

The members of the Kentucky Press Association mourn the passing of its staunch supporter, Alfred S. Wathen, for forty-two years publisher of the Kentucky Standard, Bardstown, who died October 15 following declining health for several years. He was 70 years of age and a native of Nelson county. Death was due to an intestinal obstruction.

Al, with his cheery smile, had a long career of service to his native county and town, as well as to this Association in which he was long a member, serving as a member of the Executive Committee for many years and a regular attendant at all its meetings.

He suffered a fractured hip last December 12 after being in declining health for several years. Until his injury he was at the Standard office nearly every day, and in recent months after his partial recovery, visited the office almost daily in his wheel chair.

He loved The Standard. It was almost part of him, because he had been associated with it since a young boy.

He purchased controlling interest in The Standard in 1916 when it was a six-or-eight-page weekly newspaper and saw it develop in recent years as a family-type operations into one of the largest weeklies and commercial printing operations in Kentucky.

A figure well known over Nelson County and Kentucky, Mr. Wathen was secretary of the Bardstown Chamber of Commerce for ten years and many times a director. He was a director of the Nelson County Building & Loan Association at the time of his death.

Mr. Wathen was a former grand knight of the Bardstown Council Knights of Columbus and had been active in the organization as a third and fourth degree member. He was a member of the Holy Name Society and Altar Society of St. Joseph's Church.

Alfred Smith Wathen was born June 1, 1888, on a farm near Bardstown, son of the late John F. Wathen, who was Tax Commissioner of Nelson County, and Barbara O'Bryan Wathen. As a youngster he moved with his family into Bardstown.

He was married 44 years ago to the former Miss Teresa Cissell, of New Haven, who survives. Also surviving are two sons, Alfred S. Wathen, Jr., and B. J. Wathen; four daughters, Mrs. Elizabeth W. Spalding; Sister Ann Josephine, S.C.N., who teaches at St. William's School, London; Mrs. Edwin J. (Kathleen) Duckworth, Louisville, and Mrs. Durbin (Jeanne Marie) Murphy, Springfield; 16 grandchildren. His two sons and oldest daughter were associated with him in the newspaper and printing business.

Lawson Makes Progress With Burkesville News

Up until April 9, Cumberland County and Burkesville, the county seat, had been without a newspaper plant for some time. The Cumberland County News, supplying the citizens with a good newspaper, was being printing by its owner, Clarence Martin, in his plant of the Tompkinsville News. Then Ernie Lawson, and his brother-in-law, Harold Abernathy, bought the assets of the Burkesville newspaper and things started to hum.

Let Ernie tell of what has been accomplished. "We have put in a modern newspaper plant, installed all the equipment, and have been getting out our weekly editions of eight to twelve pages. Mrs. Lawson and Mrs. Abernathy, sisters, also aided in the new operations."

Things still kept humming around the News office and here's what the partners have accomplished since:

Increased the circulation from 882 to 1700; doubled the gross amount of business; made the newspaper all local news content; raised the local subscription rate from \$2.00 to \$2.50; the "outside" rate from \$2.50 to \$3.00; raised the local advertising rate from 30c to 49c and the national rate from 49c to 63c.

Changed type faces to the modern Metro and Franklin Gothic; changed format to an 11½ pica column; put in new type stands; purchased a Crown Speed Graphic.

Ernie adds, "We staged a Correspondents Contest and added 18 local women to our list of county correspondents as well as increased our subscription by 1,000, a majority of them on a special two-year offer at a cost of \$207. We gave our correspondents a dinner and gave many prizes. During this period of reconstruction we found time to print a 76-page fair catalog as well as increase our job printing output. We promoted Old Fashioned Days for our merchants the first week in October and the results were tremendous. Our pleased merchants want to make this an annual event.

"We have been promised the use of a new building in 1959 and are laying plans for a larger office as well as space for office supplies, a darkroom and studio."

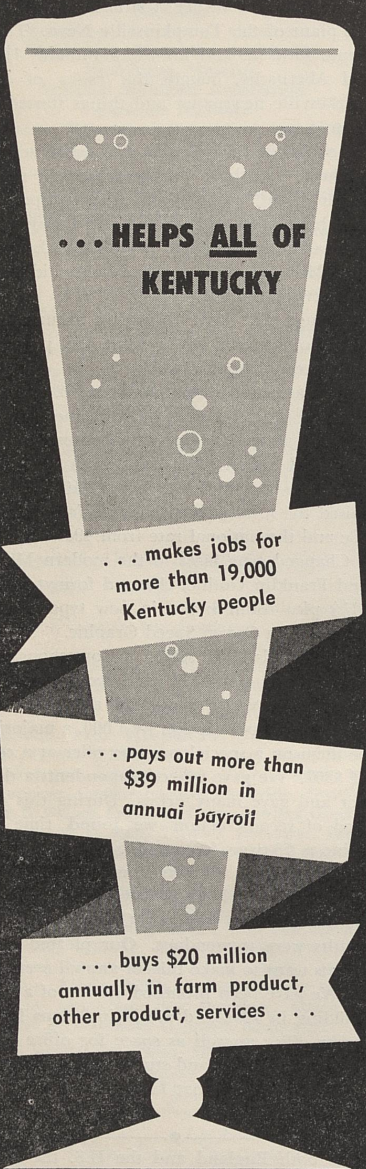
The Press adds that Ernie surely has kept out of mischief.

In both England and the U.S. the term "convict" refers only to a person found guilty by a jury.

Funeral services with solemn Requiem Mass were held October 19 with a myriad of friends in attendance.

We join his KPA friends in extending sympathies to the surviving family.

**KENTUCKY'S
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INDUSTRY...**



**KENTUCKY DIVISION
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**Fifteen Hallmarks
Of Good Typography**

**Fifteen Fundamentals Which
Mean Increased Readability
From The Inland Printer**

1. Select that type face which is in keeping with the product involved and general feel of the printed piece—formal, or informal; exotict or “homey.” When in doubt to rely on faces such as Garamond, Caslon, Times Roman, Baskerville, with a good sans serif for accompanying display.
2. Extremely extended and/or condensed type faces should be used sparingly—for display heads and a word or two requiring special emphasis.
3. As a general rule employ but two different type faces in one piece of printing. Sufficient variety is obtained by use of varied sizes, small capitals, italics.
4. Never mix type families such as those of Oldstyle faces with Modern.
5. Avoid many groups or many sizes of type on the same page. Assemble the type groups around one or two points; do not scatter them over a great area.
6. The lowercase letter, being more legible, should be used in preference to capitals for most display lines. Lines set in all caps (especially Oldstyle) are made more legible by slight letter spacing. Lowercase should not be letterspaced in body matter or in display lines.
7. Space closely between words, and an en quad or less is sufficient between sentences. Line space text matter—the larger the type size and the wider the type measure, the greater amount of leading. Avoid extremely long measures in small type sizes—the eye prefers the ideal length of line: one and one-half times the alphabet’s measure.
8. Type ornamentation—dingbats, rules and panels—should be used sparingly and unobtrusively and only when serving to clarify the copy—not merely for decorations.
9. If you want it read—avoid use of type sizes smaller than 10-point for text matter. Small size sans serif and italics, when used in large type area, do not invite reading.
10. Avoid excessive space under initial letters. The space at the right side of initial should be the same as at the foot. For example, a three-line initial should extend from the top of the face of the first line of text to the bottom of the face of the third line.
11. In all cases, the foot margin of a type page should measure more than the head and side margins. On pairs of pages, the inner side margin should be the smallest; on single page both margins should be alike. Margins in books and pamphlets should decrease in this order: foot, outer side, inner side.

12. Keep the type face and the style of arrangement used on folders and booklets uniform throughout. Cover, title page and text pages should be related in treatment.
13. Be liberal with white space, but do not waste it; apportion it so that it will enhance the general effect.
14. Use color with restraint. A touch of color is good, but gaudiness is to be avoided. A sound understanding of color harmony is essential to its effective use.
15. Make sure that your printing reflects that extra sparkle and appeal which only the highly specialized experience and artistry of trained typographers can supply.

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New Book On Features

Do you want to step up the readership of your newspaper? Overcome your metropolitan competition? Attract more local and national advertising? Boost your list of subscribers? Combat television?

Then give your readers a big dose of bright local features. That's the advice given by Stewart Harral, professor of journalism at the University of Oklahoma, after studying feature stories in hundreds of outstanding newspapers.

"Most newspapers cover routine happenings rather well," he declares, "but even the routine can become dull and commonplace. Here's something we forgot: the life of the average reader is pretty dull, so he looks for something different when he picks up his newspaper. That's one reason television programs possess such a pull; they allow the reader to escape temporarily from the monotony of his workaday world."

Local features will give any newspaper a tremendous boost in readership, Harral points out in his new book, "The Feature Writer's Handbook," just published by the University of Oklahoma Press.

"When you step up the number of local features, then you are doing something which your metropolitan newspaper and television competition cannot possibly do because of time limitations, staff, space problems and other factors," Harral declares.

Every publisher should plan several bright features for every edition just as he plans to run stories from routine county and city news situations, the Oklahoma professor believes. "We must vary the steady news diet," he says, "and give the readers something different, unusual, dramatic and human."

Professor Harral has solved the problem of getting feature ideas for busy publishers. His book lists more than 2,000 feature story ideas—under 500 topics—on everything from "accidents" to "zoos."

Community newspapers must use more local features because "today there is more competition for the reader's attention than ever before," he says. "In our rush to get out the next edition we sometimes forget that the reader has both a head and a heart. Let's aim at his heart because that's where he lives most of the time."

Metro's monthly journal, Plus Business, tells of one advertising staff that uses shopping bags for filing ad logos and mats. The idea was worked out by Tom Briggs, ad manager of the Macon (Mo.) Chronicle Herald. One long cabinet is fitted with hooks from which the 21-inch bags are suspended for quick, easy access for the logos and mats of the individual advertisers.

Ky. Chamber of Commerce To Hold Town Meetings

Industrial development "Minute Men" will be in action during Kentucky Chamber of Commerce Week—November 17-21, Maurice K. Henry, Middlesboro, State Chamber president, has announced.

Officially named "Community Action For Commerce" Conferences or "Operation Upgrade," the program will cover nearly one hundred Kentucky communities during the five-day period. Eight five-man teams of professional consultants in the fields of industrial and community development will give "tailor-made" service to three towns per day for Kentucky Chamber of Commerce Week, Henry said.

The purpose, according to Henry, is to consult with local leaders on local problems on obtaining new payrolls through industrial development or problems of the "Do-It-Yourself" programs of community development.

The conferences are sponsored by the Area Development Council of the Kentucky Chamber of Commerce. The Council's Chairman is Floyd Fairman, President of Kentucky Utilities Company, Lexington, and includes members of the KCC Community Development and Industrial Development Committees.

Each town has been asked to bring in local business leaders, elected officials, educators, Chamber of Commerce committeemen, press and radio to evaluate the town's present plans and assist wherever possible to equip the local communities to better themselves economically.

The State Chamber's Director of Industrial Development, James C. Zimmerman, Louisville, in commenting on "Operation Upgrade" said, "Every town and city in the state must keep abreast of new developments, new trends and new ideas in this highly competitive field of creating new payrolls and opportunities for Kentucky's coming generations. Here, we have the best we can find in industrial and community development professionals to assist local communities during Kentucky Chamber of Commerce Week."

Thirty-three 7-year-old second graders bought a classified ad in the Denver Post to thank the paper for their tour of the building.

Rep. Moss conceded the bill was a "modest" first step toward piercing the "curtain of secrecy" surrounding much non-classified information. Moss said he hopes next year to go after other laws which agencies use to hold back information.

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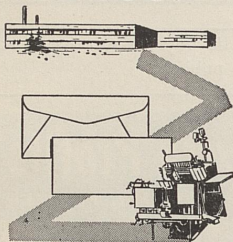
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Baltimore Adv. Taxes Declared Unconstitutional

The Maryland Court of Appeals on October 17 declared Baltimore's advertising taxes illegal in that they violate constitutional guarantees of freedom of speech and press. The court stated, the issue involved was "one of those fundamental principles of liberty and justice which lie at the base of our civil and political institutions."

The controversial levies were imposed this year on advertising in newspapers, on radio and television, and on billboards.

The high court found the taxes singled out businesses protected by the Federal and State constitutions and required them to pay a special tax not required of business in general.

The unanimous opinion, written by Judge Stedman Prescott, upheld a ruling by Circuit Court Judge Joseph L. Carter.

The Baltimore City Council had repealed the two tax ordinances, effective next December 31, but the City must now return all revenue collected under them so far this

year. Estimates have placed the amount \$1,500,000.

One ordinance imposed a 4 per cent sales tax payable by the advertising purchaser. The other levied a 2 per cent gross-receipt tax payable by the advertising media.

This tax levy was watched by cities all over the country. Should it have been declared constitutional, it has been said that the major cities over the nation would have passed similar tax provisions. It was a victory for freedom of the press in that the ordinance infringed upon the peoples right to know.

News is the plural of the word "new." The Greeks' word for it was "necs" and it became in Anglo-Saxon "neowe" and later in middle English "news." It is akin to the French "nouvelles."

1910 was the first year in this country that automobiles were offered to consumers "completely equipped." In 1957, makers of automotive parts and accessories increased their advertising in newspapers by 141 per cent over the previous year.

The old champ . . .

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NEW PUNCH!

The longtime champion of the composing room—the Model 5 Linotype—has been re-designed to give you new speed and new smoothness. With its new features comes a new name: The METEOR Linotype. High speed, low cost—and minimum investment—make the single-magazine METEOR the ideal machine for the smaller newspaper and job shop.

For details, see your Linotype Production Engineer, or write to Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N.Y.

MODEL 5 METEOR • **LINOTYPE** •

A Look At Tomorrow !

WHAT'S YOUR ADVERTISER'S FUTURE? — Where will the retail customers come from in the next twenty years? From the new World War II crop of children? From new industrial job holders?

WHAT'S YOUR TOWN'S FUTURE? — Uncertain? Promising? Doubtful? Alive? Energetic?

WHAT'S YOUR CHILDREN'S FUTURE? — Will they stay in Kentucky? Will they have the same opportunities in your town as elsewhere?

INSURE FOR TOMORROW! — Join the Kentucky Chamber of Commerce during Kentucky Chamber of Commerce Week — November 17-21.

- Be a part of the Kentucky Business Community!
- Help Kentucky grow as the nation grows!
- Join your fellow businessmen as a member of the Kentucky Chamber of Commerce.

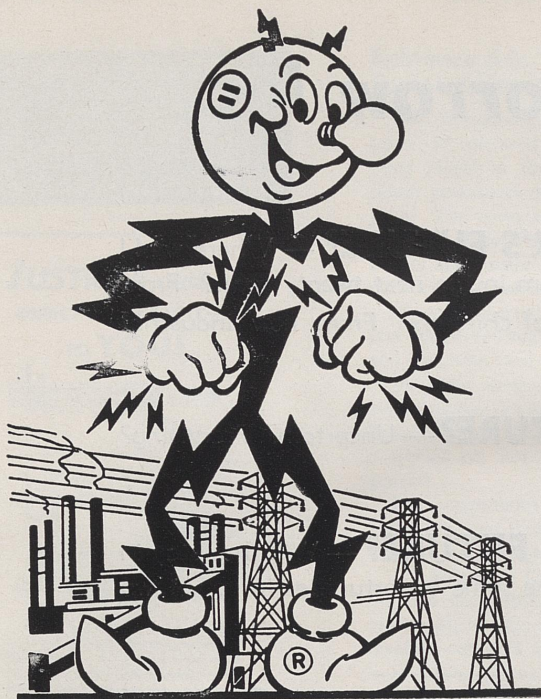
Kentucky Chamber Of Commerce Week

November 17-21

"A NEW KENTUCKY FOR A NEW GENERATION!"

Kentucky Chamber of Commerce

670 South Third Street, Louisville



"KU power reliability a big reason why we moved in"

Harry S. Sterling, Plant Manager,
Corning Glass Works, Harrodsburg

Once in a blue moon electricity is a cost factor in manufacturing . . . as in optical glass production. But even then reports like this from Corning Glass are on the record:

Influencing their location was "our firm belief that we could obtain power from Kentucky Utilities with a high degree of re-

liability and at a reasonable cost." Furthermore, they made "a thorough investigation of your facilities, and of the attitudes of your management regarding good service and facility expansion to supply future requirements . . . or we would not have located our plant in an area served by Kentucky Utilities.*

Industries can't afford to be wrong

Every industry moving into the KU service area has been concerned about power in the same way Corning Glass was concerned—never about cost. For electricity takes less than 1c of each manufacturing dollar and lags far behind taxes, labor, materials, etc., as a cost factor.

After the list of questions on facilities which industry must be right about—factory

sites, housing, schools, labor, raw materials, taxes—finally comes a question on power rates. It is rarely important, and even then, as in the case of Corning Glass, the industry is favorably impressed.

KU not only works with all communities toward strong industrial development, it also offers industries everything they ask in ample, low-cost power.

* Copy of the letter from which this information is taken is on file at your KU office.

KU has helped bring many industries to Kentucky

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY



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