

# The Kentucky Press

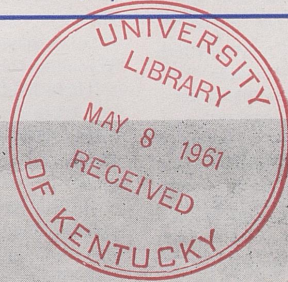
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Kentucky's Showcase: The Palisades of the Kentucky River

# The Kentucky Press

Volume 27, Number 5

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

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

Kentucky Chamber of Commerce  
Newspaper Managers Association

Sustaining Member  
National Editorial Association

Associate Member  
National Newspaper Promotion Association

Printed by The Kernel Press

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

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## Publishers Must Fight Anti-Circulation Statutes

There has been no let-up in the efforts in almost every part of the country to pass local ordinances to restrict newspaper subscriber solicitation, using the pattern of "Green River" ordinances. There seems no doubt that such efforts will continue to be a menacing influence unless publishers and other outside selling organizations take preventative action.

Since the original enactment of the "Green River" ordinance in Wyoming in 1931, similar legislation has been approved on 1,019 other areas in 45 states of the United States. It was later upheld by many states and the Supreme Court of the United States as not violate of the Interstate Commerce Act.

There are two types of ordinances which plague solicitors. The "Green River" ordinance absolutely prohibits soliciting in towns where it has been enacted unless invited by the tenant of the house to do so. The other ordinance, the peddler or license ordinance, permits soliciting where the requirements such as fee, license, health certificate and other restrictions are first met by the solicitors.

While seven states upheld the "Green River" type of ordinance, twelve other states have declared it invalid. Those declaring it valid are: Colorado, Idaho, Louisiana, Maryland, Nebraska, New Jersey, Oklahoma, South Carolina, Texas and Virginia.

Those holding it invalid on state grounds are Arkansas, Florida, Georgia, Iowa, Kentucky, Maryland, Nebraska, New Jersey, Oklahoma, South Carolina, Texas and Virginia.

It can be recognized by the contrary opinions held by some state judiciary, that there is no unanimity of opinion on this subject. Test cases in many instances could hold invalid many ordinances in effect at the present time. However, it is a costly operation to exhaust the due processes of law through the various courts.

\* \* \*

## New Jersey Passes Right-To-Know Statute

New Jersey will join the growing list of states with "right to know" legislation on the statute books in April.

The change was signalized Jan. 9 when Gov. Robert B. Meyner signed a legislative measure which guarantees the right of citizens to attend official meetings of most government bodies on all levels of government in the state. The act takes effect in 90 days.

The Governor's approval of the bill climaxed a three-year campaign waged by the New Jersey Press Association, through its Legislative Committee, to gain statutory in-

surance of the right of citizens to observe first hand the conduct of governmental affairs.

Action by the governor to assure open meetings in the state represented a 50 per cent victory in the overall "right to know" campaign of the Press Association.

A companion measure, which would insure the right of citizens to inspect public records, with certain exceptions, will be vigorously supported by the Press Association during the 1961 session of the State Legislature.

The open meetings bill, approved by the Legislature, provides the following anti-secrecy pledge:

"The Legislature finds and declares it to be the public policy of this state to insure the right of the citizens of this state to attend meetings of public bodies, with certain exceptions for the protection of public interest."

The bill contains a number of exemptions, including the State Parole Board, negotiations involving funds from the federal government, actions on investment of state funds from the federal government, actions on investment of state funds, and private caucuses.

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The Washington Star has issued a booklet to its readers which includes a recommendation on how to read a newspaper. Here are its ten points.

"1. Read your newspaper every day. Make it a habit. 2. Don't be headline happy. Heads are just the menu; you have to eat the food (read body type) to get a complete meal. 3. Don't be page-one happy. Your news may be inside. 4. Don't be one-subject happy. Sticking only to sports, comics or crime news is picking up pennies and leaving dollars.

"5. Be a fact-seeker. Get facts from news columns. Then read the comment of columnists and editorial writers. You may find you're the better thinker. 6. Read with both eyes. Note qualifying words and also 'who said so.' Don't take a charge for conviction, rumor for fact or plans for accomplishments.

"7. Don't be a reading coward. Don't be afraid to read opinion at complete variance from your own. 8. Get out of your reading rut. Read at least one thing every day completely apart from your normal interest. It'll give you a mental jog. 9. Do your shopping at home. You'll find the best buys in the advertising columns of your own newspaper. 10. Relax and enjoy the fun. There's a lighter side of life and your newspaper covers it. Join in."

Today's youngsters don't leave footprints on the sands of time—just tire tracks.

FEBRUARY

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## Papers Should Take Responsibility For Classified Ads

All newspapers today should be aware of the many schemes to entice money from their readers, especially through the columns of classified and display advertising. Most newspapers make the laudable practice of scrutinizing such type advertising, even though it means less advertising revenue, but surely emphasizes the duty of the newspaper in its "watch-dog" service to their unsuspecting readers.

State association central offices bulletin many warnings and information on the myriad of promoters that are fleecing thousands of people for thousands of dollars, but sometimes said warnings are disregarded by unobservant publishers. Better Business Bureaus send out the warnings daily and supplement newspaper publication of stories that emphasize the cruel approach made by unscrupulous promoters. Wide publicity is given whenever a promoter is brought to justice—but the practice goes on and on and, unfortunately, by newspapers, magazines, and other media that refuse to recognize the importance of self-policing of the advertising columns.

The pity of the schemes is that the people who respond to this type of advertising include those of limited means, housewives, shut-ins, elderly persons, widows, and others who are anxious, and need funds to supplement the family incomes. These are easy prey for the promoter.

The one common denominator of all the spurious "home work" or "big income" schemes is the requirement that the prospect buy something from the advertiser under the promise, usually skillfully implied, that the end-product would be purchased, or sold for him, when the "victim" is ready to sell his productions. The advertiser's primary interest is the sale of goods, literature, instructions, or services, to the prospective home-worker at a big profit. Oftimes these "gimmicks" are absolutely worthless.

One of the worst evils of the home work racket is the fact that, though the perpetrator can eventually be stopped in his activities by authorities, there is little redress for those who have already lost their money—the promoter keeps it.

In their obligations to the readers, most newspapers refuse to carry that type of copy submitted by schemers, but it is often difficult to identify the underlying scheme until it has been published for some time because of false implications. Often there is no indication of cost, or "down" money required in the ad itself.

Many fraud orders have been issued by the Post Office Department against such

schemes and promoters and some, when conclusive evidence can be obtained through cooperation of the victims, have been prosecuted for using the mails to defraud. The Department has held consistently that the use of the mails to obtain money from the public for employment, when no employment is actually offered, is in violation of the statutes. It is therefore highly important that newspapers advise their readers and/or victims to file immediately a complaint with the POD, or nearest BBB. The complaints will be investigated, warnings will be issued, and, if sufficient evidence can be accumulated, prosecution will be started.

In every instance of bait, false, or misleading advertising, even if the newspaper had not been a party thereof, newspapers should warn their readers and request them to file complaints. Just warn your readers, "If you are required to buy" anything to obtain work to be performed at home, be on your guard. It may be only a plan to "sell" you something that will work a hardship on you."

Again, the one thing in common in these type ads is the requirement that the prospect buy something from the advertiser. This can be pointed out to your readers, but there are many other spot-indications that should warn inquiring prospects. Such phrases as "Help Wanted" (when advertiser has no employment to offer); offering huge profits, offering huge part-time earnings; little or no experience needed; unsigned testimonials; selling materials, kits, instructions, equipment; guaranteeing a market; exaggerated demand for productions; promoter agrees to buy back at high prices; costs hidden or not even mentioned; asking for down payments; promising refunds; and even ads themselves which warn against "get-rich-quick" schemes.

The Better Business Bureau classifies eleven different earn-money-at-home schemes although features of one type are often present in others. The purposes are: 1. To sell information first and then to sell informational literature to be distributed by victims which purports to sell items so advertised on a commission basis; 2. To sell instructions and materials to be made at home and sold by the purchaser; 3. To sell instructions and materials for making items at home which the promoter promises to purchase.

4. To sell equipment with instructions regarding its operation and with promises of providing work; 5. To sell instructions on how to get work at home; 6. To sell courses

of instruction, oft-time on projects that should require highly technical skills; 7. To sell pamphlets on "home work ideas" and "use your spare time"; 8. To sell breeding animals on a promise to buy back the offspring or "furs"; 9. To sell breeding animals to raise more breeders; 10. To sell instructions and supplies for growing exotic and special vegetables (as mushrooms) with a promise to purchase all crops; and 11. To sell professional talent services (songs, poems, scenarios) on promises of great profits.

Victims of many of these schemes, when forwarding the fruits of their efforts, receive such replies as "market is saturated, we cannot buy at this time," or the more pernicious statement, "Your product is not up to our standards."

You also could inform your readers that anyone wanting to start a home business can obtain authoritative information on the subject by writing to the Small Business Administration, U.S. Department of Commerce, Washington, and ask for service bulletins Nos. 95 and 98 on the subjects "Information and References on Home Businesses" and "Information and References on Handicraft and Home Products for Profit."

In addition, many such informative bulletins on home handicraft, etc., can be obtained by writing the Agricultural Experiment Station, or picking up ideas, suggestions, and procedures from topical books in the libraries.

You can reprint any or all of this article for the information of your readers. At the same time, explain how your newspaper joins in protecting the public from these pernicious types of advertising.—V. R. P.

Philip Harsham, night editor for the Courier-Journal, is on leave from his newspaper to survey communications media in Africa under a special appointment by the Rockefeller Foundation. The tour, which will last three months, will take him to West Africa, the Congo, Northern Rhodesia, Southern Rhodesia, British East Africa, Ethiopia, and Sudan.

The main purpose of the trip is to study and observe how newspaper and radio stations might be improved to better serve the fledgling African nations. This is the second time Harsham has been to the African countries. He was awarded a Reid Foundation grant in 1955 for a year's study of the Africa's rising nationalism. He traveled the whole of the continent on that trip.

## KPA Members Pose In 1880



The Kentucky Press Association began to be an active and influential organization? The picture shows a group which attended one of its meetings about 1880. Those standing, left to right, are: Robert Walker, the Crittenden Press; L. Barrett, Hartford Herald; C. J. Norwood, then editor of a Russellville paper and now at the University of Kentucky; C. H. Meacham, Hopkinsville Kentuckian; Urey Woodson, editor Greenville Echo, now editor of the Owensboro Messenger; Hunter Wood, Hopkinsville New Era, now dead; Samuel M. Gaines, Hopkinsville New Era; F. Bristow, Elkton Register, now dead; and R. Wilgus, Hopkinsville Kentuckian, who met a tragic death. The men seated are: John B. Gaines, then editor of the Paducah Enterprise, now editor of the Park City Daily News, Bowling Green; Mr. Blake, Kuttawa Beacon; Len Faxon, Paducah News, now dead; Mr. Grosnell, Leitchfield Sunbeam; Colonel Morris, Hopkinsville New Era, now dead; and Mr. Robert, Nashville Sunday Courier, also dead. (From The Louisville Times, February 8, 1922.)

Through the courtesy of Publisher Preston Walker, Daily Sentinel, Grand Junction, Colorado, the Press received a valuable photograph of pioneer Kentucky publishers in the 1880's. Mr. Walker is the grandson of Robert C. Walker, pictured in the photo, publisher of the Crittenden Press, Marion. The photo will be hung on our office wall.

Accompanying the photo was a faded press clipping of the photo with one vital corner torn off from the Louisville Times. The editor wrote Donald B. Towles, Public Service Manager, asking his cooperation in locating the clipping through the Times microfilm so that the complete list of names could be ascertained. Don forwarded this office a print of the microfilm requested, with an interesting commentary:

"You might be interested to know how we located the clipping. (We, included Ralph Shoemaker, C. J. and T. Librarian.) The original photograph is not in our files. Of course, the Times was not started until 1884.

"On the back of the clipping you sent there is a story out of Irvine dated February 8. We checked all the names of the story but found nothing in the clips. Then we checked the death notice about it and found nothing. Finally, on the clipping, we noticed a 'letter to the editor' which mentioned the name of a representative Richardson from Louisville. Checking the Legislative Directory, we found that Richardson served in the State House three terms, from 1920 through 1926. (He died in 1944.)

"From there we went to the microfilm and started checking the Louisville Times of February 8 and 9 in each of those years. The clipping turned up in 1922. If the Irvine story with dateline had not been on back of clipping, I doubt if we had ever found it."

From the microfilm copy, the Press was able to identify all persons in the photo which is in a remarkable fine state of preservation, and is reproducing same above with a copy of the original caption.

## In Memoriam...

### Miss Effie Bristow

Miss Effie Bristow, staff member of the Hart County Herald, Horse Cave, for forty-nine years, died January 19, at her home in Horse Cave. Herald Editor H. H. Hansbrough says "never has anyone endeared themselves to the public as has 'Miss Effie' who has always been loyal to her family, position and friends."

### Clarence E. Alcock

Clarence Edward Alcock, former Kentucky editor and publisher, died January 31 at his home in St. Petersburg, Fla. He was 85. Alcock began a long history of editing, publishing and printing with his first duty as editor of the Taylorsville Courier in 1894. Seven years later he took over a similar post at the Bardstown Standard, becoming half owner with his brother, the late J. Curtis Alcock.

After a brief return to Taylorsville, he became associated with the Courier-Journal printing company, a position which he gave up to become an instructor and printing foreman at the Masonic Home Journal.

In 1916 he took over as job-printing foreman of the St. Petersburg Independent, then came back to Danville as advertising manager for the Daily Messenger, owned by his brother. He left the state again in 1922 and purchased the Forest City (N.C.) Courier, retaining it until he moved to St. Petersburg in 1941. While in Forest City, he was elected to the North Carolina State Senate where he served three terms.

For the second year in a row, the number of daily newspapers, counting both English-language and foreign-language dailies, in this country have increased.

Our thanks to Publisher Walker for this valuable relic of the early days of KPA. Mr. Walker stated, "I believe Marion was the home-town of my grandfather, an old-time newspaperman who came west. In the old days he was editorial writer on the Daily Sentinel for many years for his son, Walter Walker, my father. Grandfather Walker died in 1927."

Our thanks also to Colorado Manager, William Long, who forwarded the photo and clipping to us, and to Don Towles and Ralph Shoemaker, for their painstaking efforts to trace the facts for us. This is another instance that emphasizes the importance of microfilming of historical back files of our Kentucky newspapers.—V. R. P.

# UK Will Hold Annual High School Press Clinic On Friday, March 10

Thirty-two hours of class instruction and individual hour-long evaluation sessions for 50 high school publications staffs are scheduled for some 600 scholastic editors and their advisers attending the University of Kentucky School of Journalism Press Clinic on Friday, March 10, on the UK campus.

On the newspaper side, headed by Niel Plummer, Director, will be sessions on writing news stories and features, selling advertising, getting and recognizing good photographs, sports reporting and makeup. Throughout the day talks by University officials to those students planning to enroll at UK in the future will be given on how to get ready for college and what to expect after they get there.

Other sessions will be held on evaluation of high school newspapers by the staff of the School of Journalism and students majoring in the field. During this time, constructive criticism will be given in relation to overall reporting, makeup, and writing.

The UK chapter of Sigma Delta Chi will make its annual awards to those student enterprises which are outstanding, in an effort to encourage and promote better journalism on the high school level.

The yearbook session will be stronger than it has been in the past with two of the top men in the field of yearbook production directing the program. C. J. Medlin, graduate manager of student publications at Kansas State University, will be featured with discussions on planning, getting good photographs, and layout. He has helped his own publication, the Royal Purple, to win the top awards in the field for 25 consecutive years. He has several publications on yearbooks in current use, which are said to be the best in the field.

Following Medlin on the program is Herb C. Taylor, chairman of the Board of the Taylor Publishing Company, a firm which has specialized in producing top quality yearbooks for many years. He is thoroughly familiar with the technicalities of yearbook production. His topic for the day will be yearbook financing. UK's assistant director of student publications, Perry Ashley, will moderate the yearbook program. He will also serve on a question-and-answer panel with Medlin and Taylor.

Representatives of both newspaper and yearbook companies will be on hand all day to consult with students and faculty advisers on any special problems of production which might come up.

Why not encourage your high school's journalists to be part of the program? It will give them a chance to see the modern facilities of the School of Journalism and an opportunity to talk over future journalistic plans with the personnel of the S of J, perhaps to your future advantage.—P. J. A.

## Seven Adv. Guideposts To Protect The Public

Members of the Interstate Advertising Managers Association were told at their 1960 Fall Conference that the Federal Trade Commission will continue to proceed against false and misleading advertising to assure the protection of the public interest.

Charles A. Sweeney, member of the FTC's Bureau of Investigation, offered seven "rules of thumb" to remember when screening ad copy. These guides, he said, "have received direct support from the courts."

"1. Ads must be considered in their entirety as they would be read by those to whom they appeal.

"2. Ads are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon the ordinary purchaser.

"3. Ads as a whole may be completely misleading although every sentence separately considered is literally true.

"4. Whether or not an advertiser knows the representation to be false, deception of purchasers and the diversion of trade from competitors is the same.

"5. A deliberate effort to deceive need not be proven to prohibit the use of advertising which misleads as an unfair or deceptive act or practice within the meaning of the FTC Act.

"6. Laws are made to protect the trusting as well as the suspicious.

"7. Advertising representations which are ambiguous will be interpreted in such a way as to accomplish the purpose of the FTC Act, which is to prevent the making of claims which have the tendency and capacity to deceive."

In 1878, the first successful Sunday edition of a daily newspaper was published by the Philadelphia Times. Today, approximately one-third of the daily newspapers in this country publish a Sunday edition.

## Telephone Techniques Suggested For Staff

The Admanagers Association bulletin also reproduced the following "office routine training and outline for phone room," as submitted by another member:

1. Selling by telephone is selling by voice alone. You must plan your telephone sales calls as carefully as you would plan a face-to-face presentation because you have only your voice to work with. First, your prospect cannot see you—he must form his impression of you through the personality of your voice. Second, since you can't make a visual presentation, you must be able to paint a picture in your prospect's mind as to what it is you are selling and how it will benefit him. Third, you don't have much time to tell your story, so you must plan your sales talk so that you will . . . Get your prospects attention quickly, create a desire of your product, and get the prospect to say yes.

2. Hang your telephone conversation on a "hinge". A "hinge" is the plausible reason you give for calling at a particular time. For example, you might refer to classified promotion ads that the prospect might have seen in the newspaper. Or direct mail that he may have received.

3. Your prospect must benefit from listening to you. You must have a reason for the prospect to listen to you—a potential benefit from doing so. In this case, the quick and proven sales results of classified ads.

4. Measure your selfish interest. You must have a planned and well-phrased leading question so as to assay the sales potential of your telephone prospect—so that you measure your "selfish interest" in continuing the telephone call.

5. Try and close the sale as often and as quickly as possible. You must have frequent trial closing devices to consummate the sale as quickly as possible. No one ever loses in selling by making frequent trial closings. For example, "You would like to take advantage of bargain rates like these, wouldn't you?"

6. Make sure your customer is sold. You must confirm your sale. Make very sure that your prospect has a clear impression of your proposition, that you have a clear understanding of what your prospect means and that both have a definite understanding of the obligations assumed.

7. Remember . . . the customer is kind. The essential condiment that blends all these ingredients into a palatable sales approach is the early development and the maintenance of a "Customer You Attitude" throughout the telephone call. Everything you say must portray to the customer that the call was made with his interest in mind.

## Washington Notes--

By THEODORE A. SERRILL  
Executive Vice-President  
By THEODORE A. SERRILL  
Executive Vice-President

Congress: Seven weeks after convening, Congress still has not gotten off the ground. House committee organization was completed only this week. Many committees have not even met yet. The future workload increases daily as President Kennedy sends message after message asking legislation he regards as urgent.

While the Executive has been handling Congress with kid gloves up to now, he began to prod for action. However, the legislators will be on a virtual vacation for another week while many Democrats make Jackson Day speeches. The Republicans have just had their turn to celebrate Lincoln's Birthday.

A new Congress is always slow in getting started, particularly in an inaugural year, but the 87th seems to be bidding for a record in procrastination. A speed-up is inevitable a bit later but the leisurely pace now casts doubt on the record this Congress will achieve.

The sense of urgency that is apparent in all White House actions appears lacking on Capitol Hill. House Speaker Rayburn has described the economic situation as "the most urgent" since the depression, but he has not applied the spurs to committee chairman. Nor has the Senate shown any signs of speed.

Minimum Wage: One controversial bill that is at least getting started through the mill is the President's proposal to raise minimum wages and extend coverage. Hearings began Feb. 17 before a House Labor subcommittee, with Secretary of Labor Arthur Goldberg as the initial witness. Chairman Adam Clayton Powell (D., N.Y.) of the House Labor Committee, contrary to the general pattern, does have a sense of urgency on the wage-hour bill. In fact, he has scheduled such short hearings that he is being criticized widely for not allowing more witnesses to testify. Only a few business spokesmen, possibly only two or three, will be allowed to appear personally.

For example, NEA's Ted Serrill filed a timely request for an appearance by a spokesman for the hometown press. Rep. Powell replied that NEA would be permitted only to file a statement for the record. Legislative Committee Co-Chairman Bernard E. Esters is preparing this statement.

The bill before the subcommittee which bears the White House stamp of approval is H.R. 3935, sponsored by Rep. James

Roosevelt (D., Cal.). It preserves both the exemption for employees of papers with a circulation of 4,000 or less, and the present language covering newspaperboys. However, many NEA members will be adversely affected by a \$1.25 an hour wage minimum, as called for by the bill. Also, the bill is not likely to sail through in its original form and NEA must remain vigilant to see to it that any changes do not alter the status quo in other respects.

The chief battleground will be in the House, which is why Senate consideration is being deferred while the tougher battle is waged first. In 1960, a similar bill died in conference and did not become law, despite passage by both the House and Senate.

Newspaper Definition: Spokesmen for NEA and ANPA asked Internal Revenue Service at a hearing, Feb. 17, to tighten the definition of newspaper contained in proposed rules implementing the new cooperative advertising law, while a representative of shopping papers expressed "shock" at what he termed "this obvious effort by the NEA to eliminate competition." Witnesses testifying on this question were: NEA Legislative Committee Co-Chairman Walter B. Potter, and Ted Serrill; William Mellus, President of Accredited Home Newspapers of America; and Publisher M. W. Armistead of the Roanoke (Va.) Times and World-News, representing ANPA.

The NEA presentation, which had been widely distributed in draft form, had even reached the competition because the Mellus testimony included an answer to NEA's position. NEA spoke for 6,000 members, ANPA for 900, and AHNA for 196, only nine of which have second class entry at the Post Office. NEA's testimony was supported by copies of more than 100 member newspapers along with their "shopper" competition. The aim was to demonstrate the difficulties which IRS will encounter if it does not tighten the proposed definition.

NEA concentrated its fire on historic concepts developed over the centuries by the Post Office, starting with 1782. The basic law of 1879 which established second class mail, and which is still in effect, provides as follows:

"Second-class matter shall embrace all newspapers and other periodical publications which are issued at stated intervals, as frequently as four times a year, and meet the following conditions upon which a publication shall be admitted to the second class:

1. It must regularly be issued at stated intervals, as frequently as four times a year, and bear a date of issue, and be numbered consecutively.

2. It must be issued from a known office

of publication.

3. It must be formed of printed paper sheets, without board, cloth, leather, or other substantial binding, such as distinguished printed books for preservation from periodical publications.

4. It must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, arts, or some special industry, and having a legitimate list of subscribers: Provided, however, that nothing herein contained shall be so construed as to admit to the second-class rate regular publications designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates . . ."

A 1924 order by the PMG amplified the law, as follows: "Newspapers as interpreted by this order are publications which are commonly and popularly understood to be newspapers, of which the leading and major feature is the dissemination of timely news of interest to the general public, whether published daily or weekly." In 1950, another PMG's order reemphasized the requirement that a newspaper must be a publication "devoted to the dissemination of current news of general interest." Thus, the NEA statement pointed out, the P.O. has evolved "a workable definition which is understood by the industry," and IRS should follow this pattern.

ANPA took a broader view along the same line, citing Census and other Federal definitions based on the P.O. language. ANPA also entered in the record a compilation of 48 state laws which define newspapers, asking that all of these definitions not be diluted by adoption of the proposed language.

Mr. Mellus, who publishes "shoppers" in the Detroit suburbs, concluded his statement with this attack on NEA. "In the face of their outspoken opposition to any and all restrictions upon advertisers, I am at a loss to understand why our colleagues of the NEA are urging that you define a newspaper in such narrow terms to exclude all except their own active members." He added he was sure IRS would not adopt language "that would benefit one segment of the industry at the expense of another that is of equal importance."

According to a recent survey, the average high school girl spends \$170 each year on clothing. The newspaper is carrying the market message to them.

If you want to know what's behind the headlines, ask any housewife. She'll tell you it's her husband, especially at the breakfast table.

## Class

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# Classified Advertising Tips

Here is what a Texas publisher told the business conference of the Southern Classified Ad Managers Association that he expects from his classified department:

1. Promotion ads to be specific. "They should sell some kind of a special promotion, or a special classification." The front-page box, when not used too often, is still the best classified promotion, according to Craig.

2. A classified department should strive to build reader interest "and reader interest is built by the individual offering a specific item for sale." Craig noted that some big foreign newspapers in Europe and South America carry their classified advertising on the front page.

3. Various classifications should be built and strengthened—by contests among salespeople, by specific promotions in the display part of the paper, and in front-page boxes, and by direct mail to the specific classification accounts." He said that after the classified department has built each classification to the maximum, the next step

is to develop special promotions and special classifications.

4. A certain percentage of the total advertising in the newspaper should be achieved by the classified department. Craig pointed out that a classified service survey showed "the percentage of classified advertising revenue in total advertising revenue runs from about 20 per cent in papers of 25,000 circulation, up to about 22 per cent in papers of 75,000 or more." In the 5,000 to 6,000 circulation bracket, he noted, classified amounts to about 15 per cent of the total advertising revenue. In the 12,000 to 15,000 circulation group classified runs from 13 to 17 per cent of total revenue.

"These figures indicate," Craig said, "that for the medium-sized newspaper the classified department should get 20 to 22 per cent of the total advertising revenue, and 20 to 24 per cent of the advertising linage." Classified managers are doing a good job, in Craig's opinion, if they have 25 per cent or more of the revenue and linage.

## Penn Adv. Group Formed

Publishers of 33 Pennsylvania daily newspapers have formed "The Penn Group" to offer national advertisers a simplified, low-cost method of buying space at 26.7 per cent discount.

The Penn Group state-wide effort at group selling on a one-order, one-bill, one-check basis is the result of almost a year of research among media people of major agencies and advertisers to determine the most feasible way of placing national copy on a statewide basis.

The 33 dailies have 354,228 circulation covering a city zone population of 906,825 and a combined city and trading zone population of more than 2,000,000.

The rate structure contains only two rates—open at \$2.865 per line, and a 1,000-line rate \$2.10. The latter rate, which is the basic feature of the Penn Group plan, reflects the 26.7 per cent discount.

If it's true that a fool and his money are soon parted—then tell us how they got together in the first place?

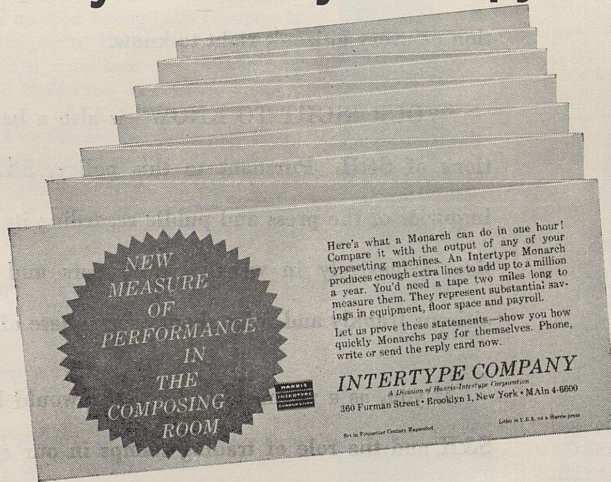
Construction has started on Garden State Paper Co.'s new mill at Garfield (N. J.) which will produce newsprint, utilizing deinked waste paper as raw material. According to Richard B. Scudder, president of the firm, and also published of Newark (N. J.) News, the plant, scheduled for completion early in 1962, will produce newsprint selling for \$80 per ton—more than \$50 less than current market prices for standard newsprint.

The project includes a deinking plant which will utilize a process developed by the newspaper publishing company, Paper Trade Journal said this will be "the first modern installation using waste paper in the manufacture of newsprint."

Mr. Scudder made his price announcement last month in a speech in Newark after he was presented with the annual Citizenship Award of the Master Printers Assn. of Newark. He declared that the new plant "represents a publishers' dream of 50 years." The award citation to him praised his work on the deinking process and said: "His dedicated and persistent efforts have won for him and the entire newspaper industry a brilliant success."

Over 200,000,000 pounds of black ink are used every year to print America's newspapers. Only the daily newspaper offers such complete coverage of all important local, national and international events.

## Do you have your copy of



This folder shows a photo of almost nine feet of news slugs — proof of what an Intertype Monarch linecasting machine can do. Use it to compare performance of your present equipment. Write us now.



**Intertype Company**  
A Division of Harris-Intertype Corporation

360 Furman Street  
Brooklyn 1, New York

Intertype is a registered trademark.

Set in News Gothic and Times Roman.

# “Your Right to Know”

The men who wrote the American Bill of Rights put first things first. In writing the First Amendment to the Constitution they were wise beyond their own troubled time. They adopted the principle that any people—to be and to remain free—must be *informed*. And to be adequately informed they must have unshackled sources of information. So by the constitutional guarantee of a free press, they gave clear assertion of every citizen's right to know.

“YOUR RIGHT TO KNOW” is also a basic concept in the operations of S&H. Pursuant to this policy, S&H invites and welcomes inquiries of the press and public regarding its affairs. S&H also advertises extensively in weekly newspapers and other media to inform citizens frankly and fully about every phase of its business.

If you, as a member of the Press, would like to know more about S&H and the role of trading stamps in our economy, please write us. We will consider it a privilege to honor “your right to know.”



*America's No. 1 Stamp Plan Since 1896*

The Sperry and Hutchinson Company

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# Those were the days...

(From the back files of the Kentucky Press)

### 30 Years Ago

The mid-winter meeting, held at the University of Kentucky by the Department of Journalism, adopted the following resolutions, "We congratulate the people of Kentucky on the victory of the movement to preserve Cumberland Falls as a State Park and venture to express the hope that our Highway Commission will make provisions for a highway connecting U.S. 25 and U.S. 37."

"Recognizing the value of the radio for the benefit of humanity, as an educator and entertainer, we express the hope that it will not invade the newspaper field by an undue extension of the advertising and news programs, confining the latter to those items gathered by its own agents at its own expense."

Herndon Evans, editor and publisher of the Pineville Sun, was lauded for his work as retiring president of the Association.

The mid-winter meeting of the West Kentucky Press Association, held in Mayfield, was the best the association has ever held, according to President A. Robbins of the Hickman Courier.

Joe T. Lovett, Murray Ledger and Times, was elected president of KPA for the next year.

The treasurer's report showed a balance on hand at the end of the year of \$277.36. The total receipts for the year were \$1,531.87.

Lt. Gov. James Breathitt, Jr., of Hopkinsville, was a guest at the banquet and made a short talk, congratulating the press of Kentucky on its victory in the campaign to have Cumberland Falls preserved as a state park, which he characterized as the "greatest piece of sustained journalistic fighting in the history of the state."

In addition to Joe Lovett being named president, the following officers were elected: J. T. Norris, Ashland Independent, vice president; J. Curtis Alcock, Danville Messenger, secretary-treasurer, and Lawrence W. Hager, Owensboro Messenger, chairman of the executive committee.

President-elect Lovett then announced the appointment of the following members of the executive committee: first district, A.

Robbins, Hickman Courier; third, Joe Richardson, Glasgow Times; fourth, J. P. Cozder, Campbellsville News-Journal; fifth, Brainard Platt, Louisville Courier-Journal; sixth, Keith H. Hood, Bedford Democrat; seventh, Desha Breckinridge, Lexington Herald; eighth, R. L. Elkin, Lancaster Central Record; ninth, Warren R. Fisher, Carlisle Mercury; tenth, Charles A. Kirk, Paintsville Herald, and eleventh, George A. Joplin, Jr., Somerset Commonwealth.

Prof. Portmann, department of Journalism; D. M. Hutton, Harrodsburg Herald; A. S. Thompson, Paris Kentuckian-Citizen, and Secretary J. C. Alcock were appointed by Mr. Lovett to have charge of the newspaper exhibits.

### 20 Years Ago

James T. Norris, editor of the Ashland Independent, and G. Lee McClain of Bardstown were recently appointed to Governor Johnson's state guard unit coordination staff. Both World War veterans, the men have been assigned to the inspector general's department of home defense duty.

The Paducah Sun-Democrat was given honorable mention among Class C papers in the Northwestern University contest for typographical excellence for members of the Inland Daily Press Association.

Uncle Tom Stephens of Brownsville celebrated his 91st birthday with the boast that he is the oldest newspaper "boy" in the state. He has carried his regular Sunday paper route in Brownsville for eleven years.

### 10 Years Ago

Kentucky ranks as number 21 among the 48 states in the daily and weekly newspaper population of the country. The state in this compilation has 153 weeklies and 32 dailies. Illinois was first with a total of 750.

Central offices of Holliday Publications, publishers of six eastern Kentucky newspapers, are being located in Jackson.

The Hazard Daily Messenger, established in 1941, has suspended publication, according to an announcement by Publisher E. T. Sparks.


President Douglas Cornette of the Kentucky Press Association has been named by Gov. Lawrence Wetherby as a member of the Kentucky State Committee to employ the Physically Handicapped.

**ALL KENTUCKY BENEFITS...**

**from our state's brewing industry**

... pays more than **\$7,000,000 TAXES** annually to Kentucky state and local governments.

... annual payroll of **OVER \$53,000,000** provides a good living for 20,000 Kentucky people, and helps all other Kentucky business.



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

## That's What The Judge Said - - -

By L. Niel Plummer, Director  
U. of K. School of Journalism

There was one thing the editor did not want to happen in 1889. He did not want one B.R. chosen mayor of the city at the next election. It is not surprising, then, that he set his pen to the task of eliminating B.R. In the course of his editorial shelling he noted the selection of B.R.'s brother, W.R., for membership on the Board of Equalization of City Taxes. This seemed to call for a comment. So the editor wrote:

"A Pointer—Any tax-payer, who wants his assessment reduced next year, can do so by applying to W.R., of the Equalization Board, with the proviso, of course, that he promises to vote for B.R., for mayor."

When W.R. filed suit for libel, the editor asked, among other things, what all the shouting was about when he had only published a little pleasant jibe or political joke.

Oh no, said the court.

"Everything printed or written, which

reflects on the character of another, and is published without lawful justification or excuse, is a libel, whatever the intention may have been. (Odger, Slander and Libel, 21.) Words which impute a want of integrity to anyone holding office of confidence or trust, whether an office of profit or not, are clearly actionable per se. (Id. 69.) The words published by the appellants unmistakably imputed official corruption, and tended to injure the appellee's reputation."

How about the comment about W.R. being only a pleasant jibe or political joke?

"It is impossible that all readers of the paper did or could have understood it as merely a political joke."

In brief, that man was libeled, pay him. (13 Ky. Law Aep. 323.)

Next month: The case of the murder rumors that brought a suit for libel.

## Enterprise Installs 'Selecto-Spacer'

Type setting in the composing room of the Paris Daily Enterprise has been stepped up with new efficiency and speed that has resulted in the production of the same amount of needed type in about two-thirds the time, or less, states Publisher Jesse M. Alverson.

The results were accomplished through the installation of Teletypesetters initially, followed by the installation of electronic mat detectors and "Selecto-Spacer" equipment, the two latter items being acquired from the Shaffstall Equipment Co., Indianapolis, Ind.

The Teletypesetters were originally installed to handle perforated tapes of the Associated Press leased wire service, with perforating equipment being added to perforate all local copy and copy other than wire service offerings.

The mat detectors were installed to do just what the name would imply—to detect bad mats, if the mat fails to fall or is not selected properly from the tape, or if a line fails to cast, all of which causes the machine to automatically stop until the correction is made. The device has cut down errors in type setting tremendously and makes for much cleaner copy for the proofreader, cutting down the time of making corrections.

The Selecto-Spacer was installed to speed up the operation of the perforating of the tapes on local copy, cutting the time required in perforating a conservative 25 per cent. The Selecto-Spacer selects the proper spacing in a line as the tape runs through the Teletypesetter.

Added to this equipment was a special pulley arrangement, designed by Shaffstall, that cuts down the speed with which the mats fall into the assembly mechanism on the Linotypes. It is estimated that the speed is cut about 12½ per cent as the mats fall, allowing a much "softer" fall into the assembler and eliminating the mats flying out of the assembly mechanism. It does not slow the speed of the line casting, however.

"The Daily Enterprise is believed to be the first newspaper in the state to install the mat detector and the Selecto-Spacer to be used in conjunction with its Teletypesetter equipment. It is one of the few small dailies that have turned to automatic typesetting. The installations were made on a Model 5 and Model 31 Linotypes," concludes Mr. Alverson.

Joel Chandler Harris, creator of "Uncle Remus," began his newspaper career at 14 in Atlanta.

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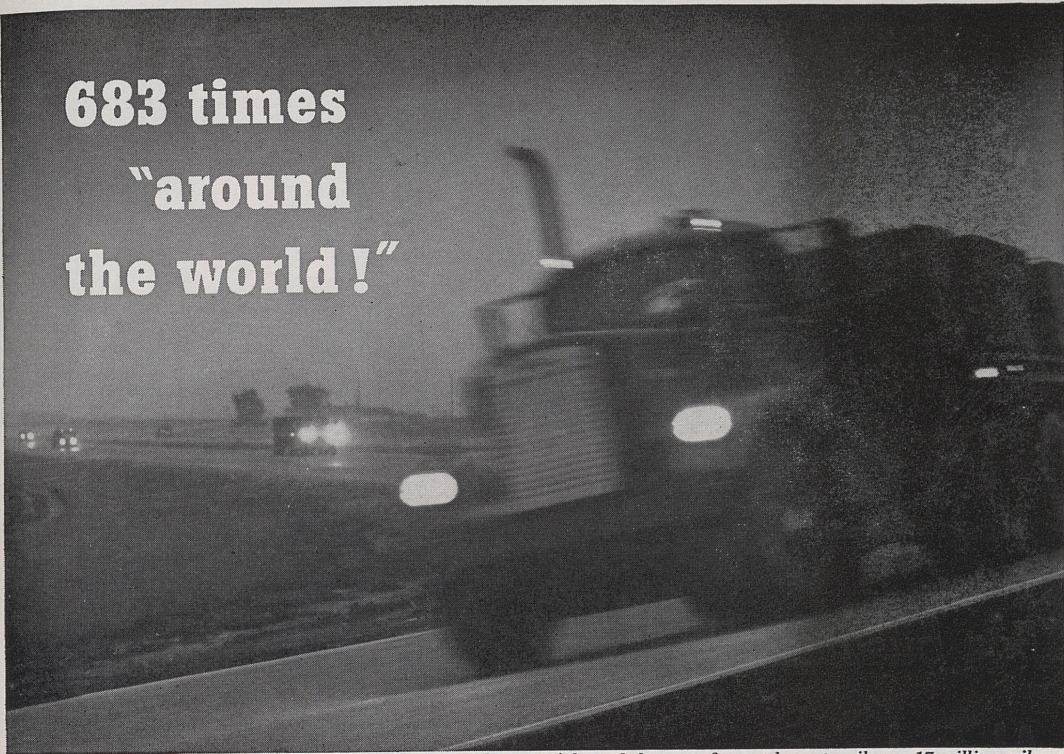
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683 times  
"around  
the world!"



*In closing months, 99 trucks ran night and day over five test loops to pile up 17 million miles*

## It's the great NATIONAL ROAD TEST!

**November 30th, test traffic ended in \$27,000,000 pavement test sponsored by the American Association of State Highway Officials (AASHO).**

More than 1,100,000 load applications and millions of scientific readings were recorded before the last truck rolled off the track near Ottawa, Illinois. The fleet of trucks included farm-size pickups to 54-ton semi-trailers.

On the test loops, 836 separate sections repeated nearly 200 different pavement combinations to provide a wide range of measurements.

Behind this pavement test are the most scientific methods ever used. Automatic electronic instrumentation and recording equipment assure unbiased, reliable findings.

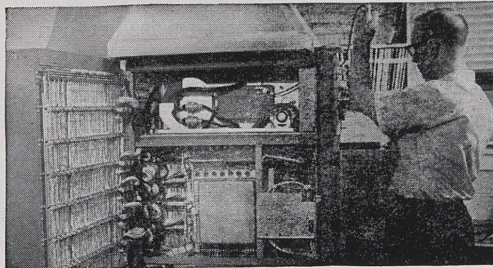
Administered by the Highway Research Board

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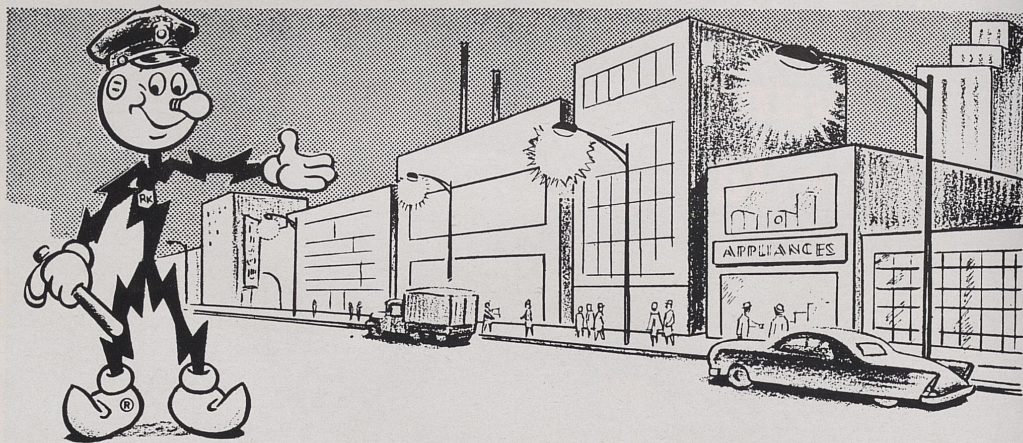
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of the National Academy of Sciences—National Research Council, the National Road Test will answer the big questions in today's highway construction. Engineers, officials and legislators will have invaluable help in designing pavements for the Interstate System—and all roads and streets.



Scientific readings by the millions have been analyzed by AASHO computers. "Statistically unassailable" facts on modern pavement design will result.



*For business, industry, farm or home*

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With Reddy Kilowatt on guard, there is always plenty of power in Kentucky. It's his job to see that electricity is *here*—when and where you need it.

Count the new homes and the new industries dotting Kentucky's countryside. It's no accident that the power to serve your needs—whether you're a home owner or plant manager—is invariably at your fingertips. You're never surprised, when

you flick that switch, to find electricity *there*. You'd be amazed if it weren't!

And whatever you add—a new appliance for your home, a new wing for your factory—there's always a reserve to take care of these needs, too.

That's why industry knows it can build with confidence in KU's service area. The power to serve is *here*.

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