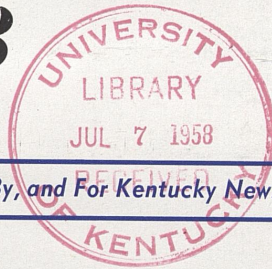


The Kentucky Press

May, 1958



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



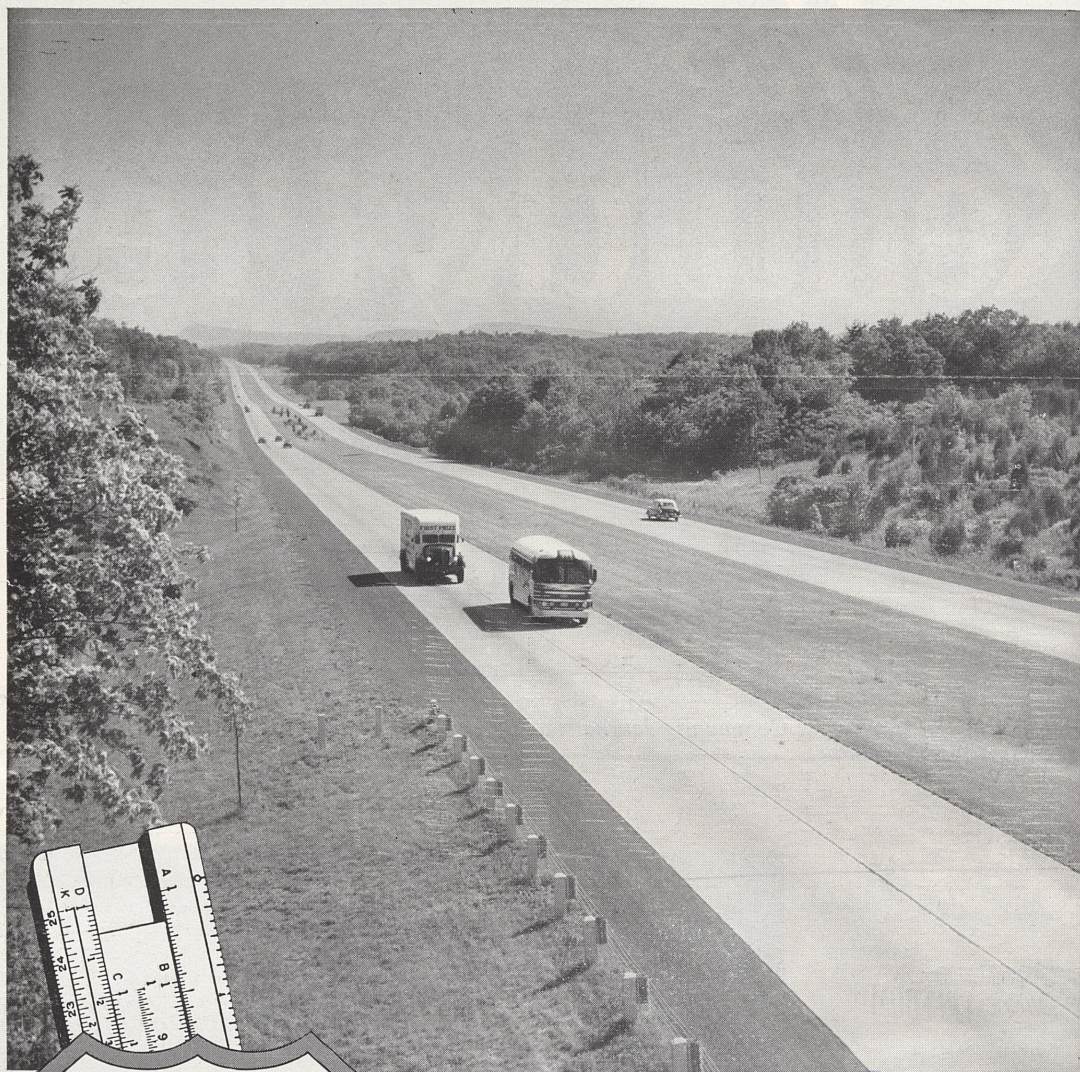
VOLUME TWENTY-FOUR
NUMBER EIGHT



Kentucky's Showcase: Beautiful Cumberland Falls

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association



New York Thruway in Greene County



**DESIGNED
FOR
SAFETY**

A wide median strip is one of the important safety features that highway engineers are designing into vital new roads such as the National System of Interstate and Defense Highways. Separating opposing traffic streams eliminates the hazard and discomfort of oncoming headlights at night.

Specify concrete for these great new roads and you will assure motorists of the safest, smoothest-riding highways that engineering talent can build. Concrete roads offer unmatched safety features: High skid resistance, whether wet or dry, and high light reflectance for safer nighttime motoring.

PORTLAND CEMENT ASSOCIATION
805 Commonwealth Bldg., Louisville 2, Kentucky

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

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Full Cumberland Falls Program Ready For KPA

Eighty-Ninth Annual Mid-Summer Meeting
Cumberland Falls State Park
June 5-7, 1958

Thursday, June 5th

Arrival Day—Hikes on well-marked trails, the Falls, swimming and boating, horse-back riding, fishing, shuffleboard, bridge and canasta, play area for children.

9:00 p.m. Premier showing, stereophonic sound and colored lights display on the Falls; first showing in Kentucky.

Friday Morning, June 6th

8:00 a.m. Registration, Dupont Lodge Foyer, *Miss Florida Garrison*

9:00 a.m. Business session, *President Martin Dyche* presiding

Invocation, *Editor W. Foster Adams*, Berea Citizen

Address of Welcome, *Mrs. Ben Kilgore*, Director, Kentucky State Parks

Appoint of Committees

Address, "Modern Newspaper Design", *Ed Arnold*, editor, *Linotype News*, Mergenthaler Linotype Company

Discussion and question period

12:00 noon Report of School of Journalism Committee, *George Joplin III*, chairman

12:30 p.m. Luncheon, strictly dutch

Afternoon Recreation

Card party—Women's committee, *Mrs. Murray K. Rogers*, chairman

Fishing—*Martin Dyche*, chairman

Golf tournament, Stearns Golf Course, as guests of the *McCreary County Record*, *C. W. Hume*, chairman

Baby sitter and recreation for the "younger fry"

Reception—punch and cookies, Women's committee

7:00 p.m. Annual banquet, DuPont Lodge, *Thomas L. Adams*, vice-president, presiding

Songs by *Billy Ed Wheeler*

Presentation of 1958 newspaper contests awards, *Maurice K. Henry*, *Middlesboro Daily News*

Presentation of golf tournament prizes, *C. W. Hume*

Informal dance on the terrace, music by *Don Orwin* orchestra

Saturday Morning, June 7th

9:00 a.m. Business session, *Thomas L. Adams*, presiding

Legislative forum, "The Model Publication Statute", *William E. Crutcher*, moderator, assisted by special committee members,

Alfred S. Wathen, Jr., *Martin Dyche*, *S. C. Van Curon*, *Secretary Portmann*

Address, "Audits and Requirements", *Miss Mary Louise Foust*, State Auditor of Public Accounts

Committee reports

Old business

New business

Adjournment

12:30 p.m. Luncheon, strictly dutch

Saturday Afternoon

Recreation, "as you like it"

Exhibit—Photographs and page-layouts, courtesy University of Southern Illinois

School of Journalism, Carbondale, photo clinic; presented by *Fred J. Burk-*

hart—on the porch

Exhibit—1958 contest entries on the porch, Saturday morning

Final plans for the 89th annual mid-summer meeting, Cumberland Falls State Park, were made at London, Sunday, May 4, with the full committee in attendance. The formal program is published in the adjacent column.

Committee members present were Co-Chairmen *George Joplin III* and *S. C. Van Curon*, *Mrs. Murray K. Rogers*, *C. W. Hume*, *John L. Crawford*, *Maurice Henry*, *Fred J. Burkhard*, *Andrew J. Norfleet*, *Cecil Wilson*, and *Martin Dyche*. Vice President *Thomas L. Adams*, Secretary *Portmann*, and *Perry Ashley* were ex-officio observers. Many were accompanied by their wives or husband.

Plans were laid for both business and recreation for the three-day activities. Special sub-committees were appointed to make arrangements for the recreational programs which have made our summer meetings interesting and desirable. These committees were:

Women's Activities—*Mrs. Murray K. Rogers*, chairman, assisted by Mesdames *John L. Crawford*, *S. C. Van Curon*, *Martin Dyche*, *C. W. Hume*, *George Joplin III*, and *Maurice Henry*.

Golf Tournament—*C. W. Hume*, chairman, assisted by *John L. Crawford* and *Cecil Wilson*. The tournament will be played at the Stearns Golf Club with the *McCreary County Record*, *Mrs. Rogers*, publisher, and *C. W. Hume*, editor, as hosts. Bring your clubs and handicaps along.

Fishing—*Martin Dyche*, chairman, assisted by *James Crawford* and *Andrew J. Norfleet*. Arrangements are being made for boats, but, it is suggested you bring your own tackle along.

Banquet and Dance—*George Joplin III*, chairman, assisted by *S. C. Van Curon*, *Fred J. Burkhard*, and *Maurice Henry*. The dance will be held on the beautiful terrace overlooking the river if weather permits. *Don Orwin's* ten-piece orchestra will provide the music. *Billy Ed Wheeler*, popular folksong singer from Berea, will sing during the banquet.

A special feature is being furnished by *Fred J. Burkhard* in an exhibit of photographs and picture page layouts, the work of the photographic clinic, attended by *Fred*, at the University of Southern Illinois, Carbondale. Newspapers entered in the 1958 contests will be on display on Saturday. All exhibits will be on display on the porch.

There will be entertainment and recreation for all, young or oldsters, who like to be young, so bring along the entire family. A

(Please Turn To Page Five)

Senate-House Agree On P.O. Bill

By RICHARD GREEN

NEA Washington Representative

The House-Senate conferees on the postal rate increase bill finally completed their work and reached an agreement. The main provisions of the bill agreed upon are:

First class: 4 cents.

Air Mail: 7 cents.

Second class: Rates would be increased approximately a total of 60% on the advertising portions of publications and 30% on the reading matter. These increases would be in three annual installments of 20 and 10 per cent, beginning January 1, 1959. The increases, however, are actually 53.85 per cent on the advertising portion and 28.2 per cent on the reading portion. These percentages resulted because numbers were rounded off. For example, 2.24 cents was set at 2.2. This resulted in final overall percentages below 60 and 30 per cent.

At the present time, the second class rate on the advertising portion of publications is 1.95 cents per pound or fraction thereof for the first and second zones. This is due to increase to 2.2 cents on January 1, 1959, 2.6 cents on January 1, 1960 and 3.0 cents on January 1, 1961. The current rate on the reading matter is also 1.95 cents per pound or fraction thereof for the first and second zones. The rate will increase to 2.1 cents on January 1, 1959, 2.3 on January 1, 1960 and 2.5 on January 1, 1961.

Free-in-county was not involved in the bill and, therefore, remains unchanged. The exemption from second class rate increases for newspapers with press runs under 5,000 fell by the wayside. The Post Office Department recommended such an exemption and the House approved it. However, the provision disappeared from the bill under mysterious circumstances while in the custody of the Senate Post Office Committee staff. This incident we believe to be an echo of a successful fight we made a year ago to defeat an attempt to grant second class status to controlled circulation publications or, as we call them, "throwaways." House members fought for the exemption, as did Senator Carlson (Rep., Kans.), but it is evident those in a position to do so were successful in effecting this retaliation against small town newspapers.

Many NEA members, however, are opposed to the 5,000 exemption on the grounds it represents classification of the class, or because they wish no special consideration. The 5,000 exemption, had it been adopted, would have been nullified in part or in whole since the minimum piece rate was raised from one eighth to one quarter cent. The exemption

would not have applied to the minimum piece rate.

Third class: The bulk piece rate would be boosted from one and one-half cents to 2 cents next January 1, and from 2 to two and one-half cents July 1, 1960.

Post cards: Cards would increase from 2 to 3 cents except handwritten cards purchased from the post office which would remain at 2 cents.

Books: The rate on books would be increased from 8 to 9 cents on the first pound and from 4 to 5 cents on each additional pound.

Postal policy: It is not clear as yet what the total amount is that was approved to be charged to public service. Post Office Department officials are studying the actions of the conferees to determine what it will come to. It is estimated that the amount would fall in a range between \$165 million and \$265 million. The nearer the higher figure the total becomes the more likely a presidential veto will result.

Postal pay: The bill would raise the salaries of 530,000 postal employees an average of 10 per cent, retroactive to January 1, 1958.

Veto possibilities: The rate bill, approved by a "majority" of the eight conferees after nearly 11 weeks of debate, increases postal rates by \$530 million a year and the pay of postal workers by \$257 million annually.

The measure faces an uncertain fate at the White House. Sen. Johnston said he doubted the President would veto the bill. "But if he does veto it," Johnston warned, "a pay bill will be passed and we'll hold hearings on rates until this session of Congress adjourns." The President is unhappy with the pay features, particularly the expensive retroactive feature.

The report of the conferees on the rate bill will be ready in a few days. Two and possibly three of the conferees may not sign the report. If they don't, particularly if Senator Carlson is among them, it would undoubtedly indicate the measure is headed for sure veto.

Freedom Of Information: The House-passed Moss bill to stop executive departments from using a 1789 "housekeeping" statute as authority for government secrecy has been approved by the Senate Constitutional Rights Subcommittee of the Judiciary Committee.

The bill now must be approved by the full Judiciary Committee and reported to the Senate. All five members of the Subcommittee approved the bill but they reserved the right to try to amend it if the explanatory

report which would accompany the bill to the Senate floor does not express properly the legislative intent.

All ten executive departments have opposed the bill as have several Republicans who fear the measure would force disclosure of defense and other secrets. Sponsors of the legislation claim the bill in itself would not force disclosure of anything. The one-sentence bill would, they claim, prevent the executive branch from "misusing" the house-keeping law but would not apply to some eighty justifiable secrecy laws pertaining to national security, trade secrets, tax returns, etc.

It is this legislative intent that some members of the Senate Subcommittee feel should be clearly spelled out in the report on the bill to the Senate.

Advertising Of Alcoholic Beverages: Hearings have been completed by the Senate Interstate and Foreign Commerce Committee on the Langer-Thurmond bills to ban the advertising of alcoholic beverages in interstate commerce.

Before the hearings concluded, a question was raised regarding states' rights. Testimony revealed forty-five of forty-six states which permit sales of liquor have their own laws regulating the advertising of such products. Beer advertising in forty-seven states is also under regulation.

Committee members conceded that the Langer-Thurmond bill, if passed, would supercede the state laws. Former Dixiecrat presidential candidate Thurmond, a co-sponsor of the bill, did not appear disturbed at this thought.

Unemployment Compensation: The House passed a modified version of the Administration's unemployment benefits bill and rejected a Democratic plan that had been labeled a "dole." Under the bill passed, the federal government could make advances to any state requesting help to pay additional benefits to workers who had exhausted unemployment benefits under state laws. States would have four years in which to pay back without interest the federal funds that had been advanced to them.

The Democratic plan approved by the House Ways and Means Committee and reported to the House would have been far more comprehensive and expensive. It would have provided out-right federal grants to all states for an extra 16 weeks of payments to workers who had exhausted their state benefit payments and also to workers who were never covered by state compensation systems.

The Senate Finance Committee will begin hearings on the House-passed bill on May 13. The Senate is expected to pass the bill in

(Please Turn To Page Three)

Hints Offered To Cut Rising Costs

There are no magic formulas for increasing production, eliminating waste, or producing a profit in a newspaper operation. But here are 10 ideas that have helped in our own situation. Some perhaps would be applicable to operations of any size; others apply only to country shops with equipment outlays comparable to our own.

1. **Keep Shop Clean.** It is next to impossible to get peak production in a dirty, disorderly shop. Employee morale also is involved. A clean shop makes for clean work habits. It is comparatively little trouble to keep a shop clean once the pattern and example have been well established. And increased production will more than offset the time consumed in the housekeeping effort.

2. **Use Modern Equipment.** Every publisher, of course, would like to have many items of useful equipment he cannot afford—and there is a limit to the amount of investment which would prove feasible in any given situation. The fact remains, however, that the best chance to make good money in the printing and publishing business stems from the use of modern, time-saving equipment. You can't pay 1958 salaries to men using outmoded machines, and have a satisfactory margin left. Even the smallest shop can afford many little timesaving items, such as high-speed quoins.

3. **Have Ample Materials on Hand.** Nothing is annoying or time-consuming as to be running out of needed material, whether it be linecasting metal, leads and slugs, newspaper, job stock or Linotype matrices. Carrying a good stock, and buying in economic quantities, is good for production and for the publisher's bank account.

4. **Use Rubber Rollers.** Most country publishers use composition rollers on their newspaper cylinder presses. Such rollers need to be changed seasonally, must be readjusted occasionally to compensate for shrinkage, are susceptible to damage or destruction through overheating or faulty adjustment, and are fairly short-lived. These disadvantages are overcome by the use of rubber rollers, which are expensive in their initial cost, but cheap in the long run.

5. **Control Static Electricity.** Uncontrolled static electricity on newspaper presses wastes time and paper and frays nerves. For \$100 to \$200, depending on size of press, mechanical devices which provide effective control can be purchased. But for those who are not prepared to make this expenditure, a homemade water spray device can be operated with air pressure obtained from the pressure chambers of cylinder presses.

6. **Train Your Own Help.** Journalism

schools and printing schools are turning out good products. But each newspaper or printing shop, large or small, can—if it wishes—be its own school. By selecting and training hometown boys and girls, you are able to get the kind of individual you want, and train him or her to do things the way you like to have them. Their home communities help make them steady, permanent employees. In our own business, we have trained practically all of our help, in all departments for more than 30 years.

7. **Cast Your Own Stereotype Base.** Metal base is desirable for use in mounting stereotype shell casts. This base may be poured in the casting box. Devices now on the market can be inserted in the box for use in producing lightweight cored base. But if such devices are not at hand, solid casts generally serve well, their chief disadvantage being only their heavy weight.

8. **Arrange Shop to Reduce Steps.** Countless steps can be saved by arranging shop equipment in such a way as to avoid lost motion. Machines should be so placed as to provide a normal movement of work from one operation to the next, without backtracking. Lead and slug racks should be placed within convenient reach of makeup men. Traffic congestions of shop personnel also can be minimized through study and rearrangement.

9. **Use Cork Press Blanket.** A cork-and-rubber or cork-and-fabric press blanket for a cylinder press is inexpensive, lasts well (barring accident), gives compact and uniform impression, and produces better printing results than do felt blankets and other types of packing material.

10. **Reduce Use of Border.** Most national advertisements have no borders. These ads are prepared by the leaders in the industry, who have made intensive study of the most effective means of utilizing space. What is good for national advertisers would be good also for most local advertisers. Using fewer borders will speed up production, especially on small ads.—(By Harold Hubbard, Kingfisher, Okla., Times and Free Press.)

Urges National Sales Tax

U.S. Chamber of Commerce April 30 proposed Federal sales tax on all goods and services except food, rent and clothing. It recommended tax partly to eliminate what was described as discriminatory and selected excise taxes such as those on transportation and communications, according to New York Times May 1. Tax should be at a "low uniform rate and free from duplication," Chamber of Commerce said.

Commerce Department Urges Drastic Billboard Curbs

Commerce Dept. April 29 submitted proposals to drastically restrict billboards along U.S. highway system to conference of highway administrators of all 48 states at Chicago. Recommendations were in accordance with provisions of Public Law No. 85-381. This law, signed April 16 by Pres. Eisenhower, directs Secretary of Commerce to draft national regulatory standards on billboard erection to be used in negotiating agreements with states.

Proposed regulations follow:

1. Billboards would be limited to 2-mile "sign belts" located no closer than two miles and no farther than four miles from each interchange on both sides of highway.

2. Each "sign belt" could contain only four to six billboards on each side.

3. Billboards could advertise only facilities which serve motorists. No size limit was recommended.

4. No billboard could be closer than one mile to another advertising sign or official highway sign.

All business is local . . . and so are all newspapers.

The tonnage of paper and paperboard is more than double the weight of all the automobiles and trucks made in the United States annually.

(Continued From Page Two)

about the same form.

Minimum Wage: About 1300 members of the Retail, Wholesale and Department Store Union from 20 eastern and midwestern states converged on Washington to hold a rally in behalf of legislation to extend minimum wage coverage to millions of additional workers.

After listening to an address by Senator Kennedy (D., Mass.) and brief speeches by union officials, the delegates spent the rest of the day on Capitol Hill buttonholing Members of Congress. In addition to pressing for minimum wage extension, the delegates lobbied for unemployment compensation benefits, income tax cuts for low and middle income families and a public works program.

Kennedy told delegates that "no bill is more desperately needed in the U.S. today than the minimum wage bill, still bottled up in committee." The Senator said he might recommend to the Senate that it discharge the Senate Labor Committee from further consideration of the bill in order to bring the stalled legislation to a Senate vote. This maneuver, it might be added, is rarely attempted and almost never successful.

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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1957 Expenses Offset Gain In Total Income

Weekly newspapers participating in the 7th annual National Weekly Newspaper Cost Study enjoyed a small increase in total income during 1957 but expenses more than offset the small gain in volume.

For the "typical" weekly newspaper, a composite average of papers taking part in the cost study, the increase in total income for 1957 was 1.9% more than in 1956 but costs were greater so that the net income was 2.6% less than the year before. These are the findings of the study sponsored by Newspaper Association Managers and the National Editorial Association.

A total of 143 reports were submitted for the 7th annual study, according to Carl C. Webb, manager of the Oregon Newspaper Publishers Association. Webb has handled the compilation and analysis for the seven annual studies and is chairman of the Cost Study committees for both NEA and NAM.

The "composite" weekly newspaper is based upon the averages of 47 papers which submitted "perfect" cost study reports—with a complete breakdown of income and expense items as asked for on the reporting form.

The 1957 "composite" paper had a circulation of 3,181 and a total income per subscriber of \$36.60. Twenty-seven of the 47 papers enjoyed an increase in total income in 1957 over 1956.

Advertising occupied 59% of the total space in the average weekly newspaper in 1957. This advertising space was divided as follows: local 73.7%, national 11.6%, classified 11.5%, and legal 3.2%. Advertising income was divided as follows: local 71%, national 12.8%, classified 11.8%, and legal 4.4%.

The "composite" weekly newspaper (circulation 3181) has 13.5 employees, in addition to the publisher, and a 1957 total income of \$8,613 per employee.

Wages and salaries claimed nearly 46 cents of each dollar the publisher took in—about two cents more than the 1956 "composite" weekly newspaper. Also, materials claimed about a cent more of each dollar of income than the year before but some other expenses were reduced slightly so total expenses for 1957 represented 86.8% of total income while the 1956 "composite" paper's total expense was 82.2% of income.

Participants in the Cost Study were asked to report "net income before income taxes (include publisher's salary and drawings)" and this figure for the "composite" paper was 13.2% in 1957. However, when a "suggested publisher salary" of \$7,000 is deducted, the adjusted net income before income taxes for last year was 7.2%.

Classified advertising managers say that the number of individual classified ads published is a good business barometer. How many individual classified ads does the average weekly newspaper publish in a year? Only 29 of the 143 papers participating in the 7th annual cost study furnished this data.

Semi-weekly newspapers averaged 3.9 individual classifieds per subscriber and 5 out of 6 published more classifieds than they have subscribers. Larger weekly newspapers (over 2,000 circulation) published 1.4 classifieds per subscriber on the average but about one-half of the papers in this group reported fewer classifieds than subscribers. Smaller weeklies of less than 2,000 circulation did not quite average one classified per subscriber last year—the average was 0.9 and only one out of three papers in this group had more classified ads than subscribers last year.

Distribution of the complete 16-page analysis of the 7th annual study is being limited to participating publishers as a reward for taking the time to assemble and supply data for their newspapers. The study is financed by the newspaper associations cooperating in the sponsorship and at no cost to the newspapers which supply figures for the study.

National Adv. Revenue Increased \$19 Million

National advertisers spent \$757,401,000 in newspapers in 1957, a new high, for total increase of 2.6% over 1956 record of \$737,996,000, according to figures compiled by Media Records, Inc. for ANPA Bureau of Advertising. Figures are for newspaper space alone exclusive of production costs.

Automotive advertising totaled \$199,578,000 in 1957, compared with \$182,214,000 in 1956—an increase of 9.5%. Alcoholic beverages ads increased 4.7%, with \$68,934,000 spent in 1957 compared to \$65,837,000 in 1956. Largest classification in "General" category (all national advertising except automotive) was for groceries which totals \$149,790,000 in 1957—an increase of 0.7%.

Radio and television stations stepped up their newspaper advertising in 1957 by 25.3%—from \$14,352,000 in 1956 to \$17,987,000 in 1957—according to Media Records' figures. Magazines increased newspaper advertising by 8.6% last year—from \$8,449,000 in 1956 to \$9,176,000 in 1957.

Paper and board production for 1957 fell two per cent below the 1956 level, according to the preliminary summary issued by the Bureau of Census' wood products branch. The 1957 figure was 30,700,008 tons; the 1956 figure, 31,428,155 tons.



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- AMERICAN STEEL CHASES
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- STITCHING WIRE
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**Due Care In Packaging
Model Of Good Printing**

One tradition of the printing business is that which leads to dividing the output into as large packages as the delivery man can conveniently handle, with a copy of the printed matter stuck on the top of each package, states the Imperial Magazine.

Such packages have often been too unwieldy for the recipient to place on a shelf. Instead, they are shoved into a corner, perhaps in a dark closet, where subsequent opening and removal of the contents leave a confused mess.

The place for printed matter held for current use is on shelving. The package should be small enough for convenient handling, so as to minimize the presence of partially exhausted packages.

The sample attached to the top of a package is a poor identification. An identifying label should be located at the end or side of the package for shelf visibility. This label should carry the name or title of the printed matter, also the date of delivery, order number (for ease in possible reorder) and the number of units in the package, so that a check of total is easy. If the contents carries consecutive numbers, it is imperative to note on the label, the first and last numbers in the package.

These cautions, and others that will occur to the thoughtful printer, come under the broad category of salesmanship after the sale. Only the inexperienced business man entertains the notion that selling ends with the signing of the order. Subsequent relations with the buyer, service such as enables him to brag of his purchase and re-order with confidence, are factors that create steady customer relations. The writer adds:

No printing job is properly sold unless the conditions of subsequent handling and use of the printed matter have been understood by both parties and properly provided for. No job is properly completed and delivered unless convenience in the use of the product is duly embodied by the manner of packaging and delivery.

The distinction between dealing with a high grade printing concern and a price cutting competitor is usually conspicuous when the customer gets around to using what has been printed.

(Editor's note) In a roundtable discussion of job printing procedures in a smoke filled room, one NEA publisher (with a highly-reputed business) stated that, on routine job orders which had been often repeated, and would doubtless be repeated again and again, he would order a double or triple press run. These over-runs would be packaged and identified and placed in clean storage in

anticipation of a repeat future order.

He added, "I never make the mistake of delivering this repeat order right away, but wait for the proper time-interval for usual printing operations. But I deliver the next morning for the psychological effect of 'prompt service' which means good public relations."

If printers are not following this interesting and profit-making operation, they could do well by "following suit".

**Recent New York Law
Defines Daily Newspapers**

New York Gov. Harriman has signed into law bill to define a "daily newspaper" and a "newspaper published each business day" as one which is customarily published on each "business day of the year" (not including Saturdays, Sundays or legal holidays) whether or not it is published on any other day. Text of law follows:

Section 60. Newspapers. The terms "daily newspaper" and "newspaper published each business day" in a statute, contract, or any public or private instrument, mean, respectively, a newspaper customarily published on each business day of the year, whether or not such newspaper is published on any other day. The term "business day" when used herein does not include Saturdays, Sundays or legal holidays.

New York State Publishers Assn. bulletin April 18 stated: "This bill was designed to allow the Wall Street Journal and the Journal of Commerce to obtain certain legal advertising which they were not getting under the present law."

(Continued From Page One)

baby sitter and recreational director for the "young fry" will be provided by the committee—so bring them along.

The entire-mid-summer program will interest every KPA member and provide every facility for an interesting, instructive, and pleasant weekend. You had better come and bring the family.

Our mid-summer group will have a rare opportunity in the premier showing of stereophonic background music while beautiful colored lights will be thrown on the Falls for one hour on Thursday night. Under direction of Mrs. Kilgore, park director, and her staff, this dramatic presentation will be a regular feature for the Park this summer. REA will have completed the light installation with accompanying appropriate music by our opening meeting date, according to Ted Kronk. We hope you plan to arrive on Thursday so not to miss this great attraction.

Registration fee per person will be \$7.50 which includes banquet and Friday night entertainment.

IT HAPPENED IN KENTUCKY

Those Melodramatic Pamphlets of Kentucky's Ante-Bellum Days

The first half century of Kentucky's Statehood was a period of great development for Kentucky newspapers. As populations grew, many newspapers sprang up to meet the need for news of local, state and national happenings. In those ante-bellum days too, there appeared another form of colorful editorial reporting. Acts of villany, trials and burders often were narrated in pamphlets that were written in a highly melodramatic style. These early pamphlets were a unique contribution to Kentucky's local history and literature. Typical of them were the following:

"A Concise Statement of the Trial and Confession of William Clutter, who was Executed on Friday, June 8th, 1810, at Boone County Court House, Kentucky, for the murder of John Farmer; to which is prefixed a Short Sketch of his Life: 'The Wages of Sin is Death'" (1810).

Another was titled: "Narrative of the Circumstances which Led to the Trial and Execution of John C. Hamilton for the Murder of Dr. John P. Sanderson in 1817." The tragedy referred to in this old pamphlet took place in what is now Metcalfe County. Hamilton was convicted on circumstantial evidence. Fifty years later it developed that he was not guilty.

In Kentucky's historic past, just as today, many of our citizens have always enjoyed a glass of beer. The brewing industry makes jobs for thousands of our residents. The sale of this light, bright beverage of moderation under orderly conditions is an important objective of the United States Brewers Foundation. Our continuing educational program helps beer retailers maintain their high standards.



**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION
1523 Heyburn Building
Louisville 2, Kentucky**

Revenue Department Opposes Ad

Another vicious invasion of our dwindling freedoms was chalked up last month when the Bureau of Internal Revenue took action to try to gag private industry from using advertising to fight government competition.

A group of privately-owned electric companies, which has used newspaper and magazine space to explain to the American people how private utilities were being unfairly penalized by competition from tax-free government power operations, was not only denied the relief it sought, but was told to "put up or shut up"—to pay higher taxes to the government or else discontinue exercising its right to free speech in a free press.

This was done by the simple expedient of ruling that such advertising — advertising aimed at seeking fair competition — could no longer be deducted as a business expense for income tax purposes.

Many of the advertisements, in the series which the electric companies have been running for the past 17 years, had nothing to do with the problem of government competition, but even they were ruled out in the government's apparent effort to "get back" at these companies for daring to criticize government policy.

Fortunately for the future of institutional advertising, much of which is threatened by this ruling, it is understood that the electric companies have no intention of "pulling in their horns". It is expected that they will continue their campaign without any diminution and will probably go to the U.S. Supreme Court, if necessary, to fight the Bureau's ruling.

The decision was based on a section of the Internal Revenue Code which has been on the books for many years but was recently taken out of mothballs and revised. The regulation now reads:

"Expenditures for lobbying purposes, for the promotion or defeat of legislation, for political purposes, or for the development or exploitation of propaganda (including advertising other than trade advertising) relating to any of the foregoing purposes, are not deductible from gross income. No payment made, either directly or through an organization, for the specific purpose of attempting to promote or defeat legislation shall be deductible . . ."

We are not as concerned with what portion of this ruling is being applied to the electric companies as we are with the question of how such a ruling got on the books in the first place. Certainly it would seem that a corporation or business, which may be being strangled by government action, should be able to consider it a proper business expense

to fight for its life by taking its case to the people. Certainly, too, it should be a proper business expense to fight for or against legislation which will definitely effect the profits of shareholders.

We can't think of a more American way for business to battle for its rights than to take its case to the people by the use of advertising space. Surely this is more to be desired than secret, behind-closed-doors lobbying, which seems to be the alternative.

It is our hope that the electric companies will not only fight this ruling in the tax courts but will go a step further and use part of their advertising space to acquaint the people with this attempt of the government to "gag" them.

Freedom to advertise is an important part of freedom of the press, and should be guarded with equal care. It is, in many cases, the one vehicle through which business can "speak out in open meeting." — The American Press.

Government Seeks Cut In Leased Wire Phone Rates

General Services Administration, manager of most government real estate, maintenance and transportation, has asked Federal Communications Commission to reduce American Telephone & Telegraph Co. charges for private line services by 25%. Any reduction would apply to newspapers and other private customers also. Affected would be leased private telephone service and "telephone grade" services of Teletypewriter, Teletype and Telemetry (such as reading of industrial meters via wire).

The capital investment required to build a pulp and paper mill is greater than that required to build a steel mill of equal size.

Newspaper advertising is the most effective medium for promoting motion pictures at the local level, according to an Opinion Research Corporation study conducted for the Motion Picture Association of America.

The survey found that 50 percent of the persons questioned recalled newspaper movie advertising. Percentage recall of other media: television ads, 40 percent; theater signs, 32 percent; magazine ads, 30 percent; previews in theaters, 25 percent; radio ads, 19 percent; billboards, 18 percent. The total exceeds 100 percent because many persons recalled advertising in more than one medium states the survey.

Ads Increase Those Classified Returns

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(1) Maintain a regular position for the classified page. Most publishers realize the value of this; it is only surprising that some don't. The public audience must know where to look . . . for convenience.

(2) When the customers have turned to the classified page location, they should find the classifications as conveniently arranged as possible. Related subjects should follow naturally, i.e. Baby Buggies might reasonably be expected to follow "Wedding Announcements."

(3) Classifications themselves should encompass an adequate range of reader interest, yet not be so many as to discourage those who may be in a hurry. Adequacy of headings should be designed to eliminate the need for an overpowering "Miscellaneous For Sale" classification. Headings and numbers that go with them should be consistent with the columns rather than one or the other in the middle. This is for greater ease of reading.

(4) In papers of the size most frequently found in Oklahoma it is not advisable to permit abbreviations not readily understandable. Where classifieds are sold by the publisher as in Publishers Auxiliary, permission to result annoyingly. In our sized papers it is better to sell by the word and make the advertiser feel he is getting the breaks and the water bargain by complete spelling of words. Results are better and everyone is satisfied.

(5) Set a word minimum that is reasonable for both customer and paper, likely something between 15 and 20 words. Less than that discourages the description needed in many instances; sales are lost; results react against the newspaper.

(6) Be as careful as possible to eliminate the offensive type of classified ads. Silly, practical-joking kinds won't pay off, either. Once one of my classified takers permitted a businessman to place an ad, "fine dog to be away," with the address that of another businessman whose wife was having a swell dinner at home at the time the ad said to call in person for the dog, or telephone. The many callers annoyed the hosts no end, and whatever pleasure was derived by the one who placed the ad was not shared by the newspaper which was threatened seriously with a damage suit. Quacks of all kinds should be screened out carefully. The classified columns are dignified, business allies, and should be inviolately guarded for the best results.

(7) Stay away from blackface headlines and blackface cuts. An easily read grouping of light face is the time-tested method. Cater

to the small individual users, who do not wish their little ads to be over-shadowed by big smudgy cuts or headlines of the professional advertisers. The professionals will follow but the little users in big volume are the ones to be first cultivated.

(8) Make it easy to accept classifieds over the phone. Be careful of credit, of course, but don't overemphasize restrictions. Ease of using will attract more revenue gains than the small losses that result from non-collection of a few.


(9) Solicit ads as completely as possible. By phone, in person, if possible, by all means using office ads of some kind, banner lines, front page testimonials, or other attention compelling devices.

(10) And finally, by all means, make the charges commensurate with the real worth which classifieds usually do—and should—represent. To undercharge, in the belief that more users will be attracted, is wrong, in my opinion. Actually, a classified page commands an audience far greater than that of any auctioneer, who would think it absurd, along with his buyers, were he to receive only 25c, 50c, \$1.00, or even \$5.00 for selling a farmer's \$1,000 tractor, say. The customer has a sense of what's right, so don't think it necessary to undercharge on your classified ads. You won't lose customers by dignifying your classifieds with reasonable costs, which, in many instances, could easily be several times present rates if they have not been adjusted upwards in recent years.

The subject has just been warmed a little. Actually, classified advertising should represent a large portion of a newspaper's revenue, together with providing a tremendous interest in the community.

The potential is there and deserves more than a mere lick and a promise of attention. Treat the page as the gold mine that it is, guard it, work it, improve it, dig out the money veins and cast aside the wastes. Refine the product, and sack up the profits.—Oklahoma Publisher.

Advertising Federation of America reports that thus far, advertising has been fortunate. Each of the seven tax threats which has arisen since the Baltimore levies became law has been beaten, and now, even the Baltimore tax is scheduled to die December 31. They warn, however, this is not time for complacency. The threat of discriminatory taxation against advertising is not dead. It is just temporarily scotched. The real danger lies ahead.



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Unsolicited Labor Ruled No Legal Tax Deduction

Tax litigation occasionally has its lighter side. Mr. Bostick was a machinist and during 1951, he lived in North Carolina. In that year he earned wages of \$5,000 which he reported on his return. However, he claimed a \$93,000 deduction which, he said, represented the difference between the \$98,000 his time and labor were actually worth and the niggardly \$5,000 he actually received. (Mr. Bostick himself can claim credit for this novel if immodest theory since he tried his own case.) The Tax Court, of course, did not permit the deduction and, perhaps, charitably, confined itself to the comment that Mr. Bostick's thinking was "confused".

But Mr. Bostick had not yet exhausted his store of ingenious "untax" theories. In 1954 we find him in Ohio, where he earned, and reported, \$2,200 for 986 hours of work. However, he claimed his services were "available" for a total of 1920 hours during that year at \$3.60 (a higher hourly rate than received when actually working). This equals about \$6,900, or \$4,700 more than he actually earned. So he claimed this amount as a loss from unsold labor.

This time the Tax Court (apparently hoping to avoid further visits from Mr. Bostick) spelled out just why he must lose. It said (1) failure to receive expected income does not give rise to a deductible loss; (2) a person's ability and desire to work are not, for income tax purposes, property or a capital asset which may be subject to write-off as a loss; and (3) Happy day! Mr. Bostick was in fact benefited because he did not have to pay income taxes on the money he didn't earn. (Perhaps Congress will find a way to tax that, some day.)

J. A. Keller, president of Mergenthaler Linotype Co., has announced plans for the erection of a new manufacturing plant in Pennsylvania for the production of Linofilm, the company's phototypesetting machine.

Commercial units of Linofilm should be available to meet trade demands next December or January, Keller said.

Another plant will be erected at Plainview, L. I., Keller said, for the manufacture of Linotype machines and parts, as well as Davidson offset press and duplicator equipment.

Negotiations for the erection of this plant have been concluded and construction and grading work have begun.

The new facilities constitute two steps in a modernization of the overall company activities involving expenditures of approximately \$5,000,000.

New York Newspapers Seek Confidence Laws

Identical bills to give newspapers and newspaper reporters the right to protect their sources of information have been introduced in the New York state legislature by State Sen. Thomas J. Cuite and Assemblyman Frank Composto, Brooklyn Democrats.

Comparable bills have been offered in Albany in recent years but without success.

The new measures have attracted added interest because of the recent contempt conviction of Marie Torre, New York Herald Tribune radio-tv critic, for refusing to tell a judge the source of an item she printed about Judy Garland.

The New York Daily News urged passage of the bills in an editorial which pointed out that if "newspapers are to be subject to court orders to uncover their information pipelines, the public's right to know what goes on will be more and more curtailed."

The New Jersey Press Association waged a successful battle for legislative approval of a confidence law in 1933. It is currently seeking to enlarge the scope of the law.

Stencils Mailed: A Louisiana publisher sends only one subscription notice before expiration and makes it clear to the recipient that this is the only notice—good for only 15 days. Then, one day after expiration, he sends the subscriber's stencil to him—pointing out that the newspaper cannot be sent again until the stencil and a check are mailed in. He says that he gets a 40% immediate return when the stencils are mailed out.

Etiquette tip: Never break your crackers or roll in the soup.

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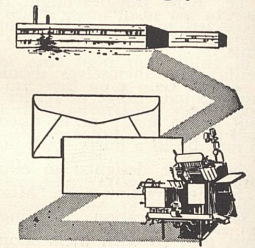
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From **JOHN L. OLIVER & SONS**
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Representing the Leading Manufacturers from a Makeup Rule to Duplex in new or rebuilt Printing Equipment.

The following check-list is based on the replies of 25 leading Texas weekly newspaper publishers to a survey made by the Texas Press Association. The publishers were asked to comment on the question, "What's Ahead for Small-Town Newspapers?" In their comments most of them told what moves they thought needed to be made to keep weeklies thriving. The chief points mentioned, as taken from the answers by The American Press, follow:

1. Engage actively in public service to promote your town.
2. Put in the most efficient equipment possible. Cut down on expensive hand labor.
3. Investigate all possible new machinery for eliminating antiquated methods of printing.
4. Campaign to keep residents buying from home town stores.
5. Keep subscription prices in line with inflationary times.
6. Establish ad rates high enough to meet increased costs.
7. Change to 11-em column.
8. Sell advertising on contract basis.
9. Keep pushing subscription sales — even if all subscription income is used for promoting it.
10. Keep your front office prosperous looking.
11. Insist on complete coverage of news to build respect of community.
12. Include adequate salaries in determining what ad and subscription rates should be.
13. Use as many local pictures as possible.
14. Give greater support to your national advertising representative.
15. Run editorials regularly.
16. Encourage intelligent young men and women to enter journalism.
17. Hire the best bookkeeper in town.
18. Train your own mechanical help from home town talent.
19. Sell advertising in neighboring towns and cities.
20. Keep news local—not in competition with nearby dailies.
21. Use more features.
22. Use all the local names possible.
23. Keep all machinery in good repair.
24. Increase news coverage as area grows.
25. Give advertisers more point-of-sale cooperation.
26. Help finance research on behalf of weeklies.
27. Offer your best personnel the opportunity to share in profits.
28. Set aside ample funds to buy new, improved equipment.
29. Use up-to-date accounting methods.
30. Charge enough for job work to make profitable.
31. Encourage local activities to keep population from drifting away.

32. Help community expand its trade territory.
33. Consider joint printing operation with other weeklies in area.
34. Employ a competent foreman.
35. Join the Audit Bureau of Circulations.
36. Establish one rate for all advertisers.
37. Take steps to attract desirable industry to town.
38. Keep up with rapid change in reader interests.
39. Put more human interest into news columns.
40. Give more background, magazine-type treatment to local events.
41. Try to develop local tie-ins to national news events.

A release, March 30, advises us that the Post Office department has prepared a new free brochure on lottery laws. You might wish to send for a copy. We haven't seen the brochure but it ought to be worth the price. We'd suggest your request go to the General Counsel's Office of the Post Office Department.

We note with interest a statement in the release that "a publisher or organization in doubt, he may seek advice from the office of announcements proposed to be carried through the U.S. mails may seek advice from his local postmaster. If the postmaster is in doubt, he may seek advice from the office of General Counsel of the Post Office Department in Washington, D.C. Or the interested person may contact the General Counsel's Office directly. Preferably such contacts should be in writing." Previously, the department has not encouraged local postmasters to give advice on lotteries.

Basically, any giveaway plan in which the public DOES NOT have to buy anything is OK. It is permissible to require persons to be present to win (formerly forbidden) and it is permissible to require them to visit one or more stores to see if they are among the winners. "Bingo" is still a lottery.

Papers are forbidden to print information about a lottery, even though the lottery itself is not mentioned . . . UNLESS the item has news value in its own right, and the lottery element is only incidental. If a fire broke out at a Bingo game, for example, we presume you could print it.

Dollar Days: To get merchants into action over the annual Dollar Day Sales in Camas, Washington, Hal Zimmerman, publisher of the Post-Record starts the ball rolling with a mailing to potential advertisers. With the letter reminding them of the event, he encloses a crisp dollar bill and writes, "This one's on us." He goes on to tell them that that is their first net profit on dollar days asks for early copy and decisions on bargain items.










Landmarks: What are the chief landmarks in your area to which the community "points with pride"? In the neighborhood of Carrizozo, N. M., the most talked about tourists attraction is a guided missile installation. The Lincoln County News had cuts made of the missile for use on letterheads and envelopes. They have, as a result, sold thousands of letterheads and envelopes using this cut. The envelope cut is mortised so that names can be inserted and printed in one run. Paul Baker, publisher of the newspaper, suggests that this same "landmark" idea could be employed profitably by any publishers.

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Modern lighting makes it easier to do . . . to sell

You like nothing better than to see an advertising campaign carried in your newspaper pay off for the advertiser. Yet there are some campaigns you instinctively feel are doomed from the beginning. There's something missing.

In too many stores, offices, shops the missing ingredient is the *invitational quality* of modern lighting—lighting that invites you in, then invites you to buy. Modern lighting is a dynamic aid to any business. It complements your advertising, promotes success.

And by the way, how's the lighting in your office . . . your shop? Are lighting levels high around the machines and cases, over the stones? Can everyone see what he's doing at all times?

In your business, too, whatever you do, whatever you sell, modern lighting makes it easier to do . . . to sell.



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