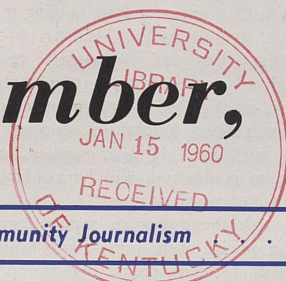


# The Kentucky Press

November, 1959

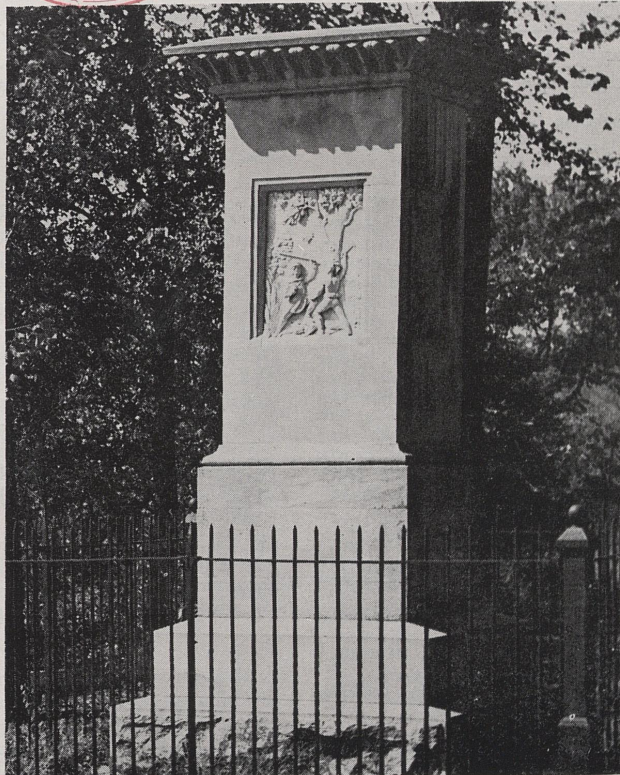


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Kentucky's Showcase: D. Boone's Grave, Frankfort

Official Publication Kentucky Press Association

# The Kentucky Press

Volume 26, Number 2

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

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

Kentucky Chamber of Commerce  
Newspaper Managers Association  
Sustaining Member

National Editorial Association

Associate Member

National Newspaper Promotion Association

Printed by The Kernel Press

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

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## + As We See It +

"We need a reporter!" "We need an editor!" "We need an advertising man!" These requests are on our desk today and they are recurring requests. These, and many more like them reach the KPA office and the School of Journalism with increasing regularity. Today, little can be done to meet the demand for trained, qualified personnel; tomorrow something can be done, and by the newspapers themselves thru the School of Journalism Foundation—the procedure is on your desk.

Four of our dailies, The Lexington Herald-Leader (for the past two years), the Ashland Independent (two years), the Louisville Courier-Journal and Times, and the Paducah Sun Democrat, thru scholarships already provide, and are making it possible for six outstanding students to prepare themselves for journalistic careers. Through salaried positions on student publications, as practical operating scholarship grants, eighteen journalism students are making part, or all, of their expenses today, and, upon graduation, will be available to fill your personnel demands.

Although the prospects, explanatory letter, and pledge were only made available November 15, four progressive newspapers have sent pledges toward the Foundation's scholarship fund—The Bowling Green Park City News, the Calhoun News, the Hazard Herald, and the London Sentinel Echo.

You, too, can help the Foundation—and yourself—by sending in your pledge to improve journalism in Kentucky!

Russell Dyche has passed to his reward. If long faithful service to his fellow men, to his city, his country, his state; if long adherence to the highest principles, practices, and ethics of journalistic integrity have been duly recorded on the Great Book of Deeds, than his reward will be great indeed. His kindly counsel to his fellow publishers, his counsel and guidance, always freely available, to the Kentucky Press Association, of which he was a life-time member, director, and past president, will long be remembered and cherished by all with whom he came, almost daily, in contact. He will be sorely missed in our meetings. The Press joins all the members of the Kentucky Fourth Estate in extending heartfelt sympathy to the surviving family.

Michigan needs to raise more revenue and already verbal proposals have been advanced to tax newspaper advertising 7% among other ideas for raising revenue. Other states, according to reports, are seriously considering a tax on newspaper advertising; Alabama already has a tax on

newspaper circulation. We must not let these proposals too lightly and must be prepared to oppose any tax movement that could seriously curtail freedom of the press and the public's right to know. England went through almost 150 years of "taxation without knowledge"—and the public was the victim, not the newspapers alone. Extra vigilance must be the watchword for every newspaper and every press association in America.

We watched with professional interest the outcome of a libel suit filed in Christian county against a motel operator who was alleged to have libeled Crofton business men and officials by posting a sign warning sign on his premises. Crofton Judge Ira O. Smith, in dismissing the suit on November 20, rightfully stated, "The signs are not in good taste and not so worded, but the right to freedom of speech should never be restrained. To grant such an injunction would be contrary to the State and Federal constitution grants freedom of speech." The Crofton local business man stated that the sign was hurting local business. He said, "Motorists see them and refuse to stop . . . even to buy gas." The motel operator, after the hearing, returned. "When Crofton officials start doing right, I'll do right." So there is still and hope as the signs are still in place.

Labor Department published a report, "How American Buying Habits Change," containing the following comment on the role of advertising: "Advertising has been stimulated, the often directed, consumer demand, particularly in the markets dependent upon the expanding incomes of workers' families—the major group of Nation's consumers. To these the producer appeal for consumption of the vast output, not just the electric blanket with dual control. And, while the consumer may purchase injudiciously as a result of such advertising, he nevertheless has the protection of requiring accurate labeling of many products and preventing false advertising claims as to their merits."

U.S. Supreme Court Justice Douglas opposed to cameras in the court room allowing TV or broadcasts of trials. In a recent lecture, the Justice said, "There have been instances in which tyrannical publishers sought to influence courts, as some politicians have sought to influence to bear on judicial commissions. Mass opinion has no place in our legal system." The judge has spoken.

Don't be so busy sawing wood that you don't have time to sharpen the saw.

NOVEMBER

## Seven At Boy

By PH

A series of projects early in April a full length of the project which with doubts of success that it is one of the ever been done Kentucky Press

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Jim Horner, M took Law of the in the J-School freshed everythin and has also bro Leonard Kels mative to the u

## Seven Successful Seminars End At Bowling Green And Murray

By PERRY ASHLEY

A series of press seminars which began early in April at Morehead, covering the full length of the State in seven jumps, was concluded earlier this month at Western State College, Bowling Green, and Murray State College, Murray, on two consecutive days, November 6 and 7. A project which originated with an idea, with doubts of surviving the first 24 hours, has become of age with the general feeling that it is one of the best things which has ever been done for its members by the Kentucky Press Association.

The general topic of "The Legal Side of the News" was carried out through all of the sessions with new panelists and personal experiences being the main changes at each. The traveling group for each of the meetings was President Thomas L. Adams; Secretary Victor Portmann; W. Foster Adams, chairman of the executive committee; Dr. Niel Plummer, director of the University of Kentucky School of Journalism, and Perry Ashley, Central Office, who joined the others after the first trip to Morehead.

You have all attended the meetings and are still conscious of the areas of law which were covered during the discussions. So, rather than going into the details of the last two meetings, I will give you some of the comments which fellow journalists around the State have expressed about the seminars.

S. C. Van Curon, Harlan Daily Enterprise: Informative, instructive—refreshes specifically what some of us think we generally know. Should be more seminars.

W. C. Caywood, Jr., Winchester Sun: Most valuable and stimulating—refreshing to have UK Journalism staff present to explain new trends and "thinking" of newspaperdom. Such seminars should be continued under the sponsorship of KPA and UK.

Allan Trout, Louisville Courier-Journal: This conference has clarified many points in question concerning "The Legal Side of the News." It has been a most interesting and highly beneficial session.

Jim Horner, Middlesboro Daily News: I took Law of the Press under Dr. Plummer in the J-School but this seminar has refreshed everything I learned two years ago and has also brought me up to date.

Leonard Kelsay, Glasgow Times: Informative to the utmost. The many years of

experience represented provided a virtual dictionary of journalistic experience.

Henry Hornsby, Lexington: I think this seminar series is the finest thing KPA has done for its members. We owe a debt of gratitude to Tom Adams for inaugurating the program.

N. A. Perry, Jr., Frankfort State Journal: I feel that all who have attended—publishers, editors or business managers—will take home a greater knowledge of the newspaper's responsibilities in the field of publishing.

Don Deaton, Mt. Vernon Signal: I consider the seminar to be one of the most interesting, informative and stimulating that I have attended. I look forward with interest to future seminars in which we can pool our collective thoughts on other subjects.

Fred Burkhard, Liberty News: Getting the news and heading off trouble are subjects which need constant review to be the best informed editors and publishers.

Archie Frye, Georgetown Graphic: This is the best program KPA has had since I have been acquainted with it.

Hugh Morris, Louisville Courier-Journal: Chief value of these seminars, to my way of thinking, is that they bring the particular experience of journeymen newsmen up against the legal, theoretical, and academic viewpoint. The net result is a broader appreciation of newspaper responsibility and a strengthening of aggressive efforts to cover all privileged areas with confidence.

Martin Dyche, London Sentinel-Echo: The most informative session on matters of grave importance relative to the "public's right to know" that I have ever attended.

C. W. Hume, Stearns Record: I find the meeting helpful in renewing ideas and developing new viewpoints on libel, contempt, privacy, access to records, etc. We tend to forget these things in the daily grind until the time we find ourselves with a problem on hand.

Larry Stone, Central City Times-Argus: Tom Adams' seminars are the best thing which have happened to KPA since Doug Cornette started district meetings.

Ernest Lawson, Burkesville News: I think regional meetings should be permanent and broadened out to cover all phases of newspaper business.

Doug Cornette, Courier-Journal and Times: I have enjoyed immensely the participation in today's seminar. KPA is rendering a fine service.

Joe LaGore, Paducah Sun-Democrat: We should never grow weary of being reminded of our legal responsibilities as newspapermen.

This is only a small portion of the remarks which have been extended at the conclusion of each meeting. Many suggestions have been made about possible topics for next year's seminars, also, and requests to continue the series have been numerous.

Those attending the Bowling Green session were John and Ray Gaines, Bowling Green Daily News; Ben Boone, Elkton Standard; Allen Read, Scottsville Citizen-Times; J. Guy Cook, Morgantown Republican; Ernest Lawson, Burkesville News; Landon Wills, Calhoun News; Clarence Martin, Tompkinsville News; Larry Stone and Amos Stone, Central City Times-Argus; Bob Cochran, Western State College; Louis DeRosset, Columbia News; Miss Frances Richards, Western State College; Dr. Niel Plummer, UK School of Journalism; President Thomas L. Adams; W. Foster Adams, Berea Citizen; Victor Portmann and Perry Ashley, Central Office, and J. D. Corin, Greensburg Record Herald.

Participating in the Murray meeting were Joe LaGore, Paducah Sun-Democrat; Ro Gardner, Hickman Courier; Baxter Melton, Sebree Banner; Ray Edwards, Mayfield Messenger; Erl Sensing, Clinton Gazette; Paul Westpheling, Fulton News; Harry Bolser, Courier-Journal; Charles Pepper, Marion Press; Charline Rawes, Cadiz Record; LaMarr Bradley, Providence Journal-Enterprise; Ben Boone, Elton Standard; Larry and Sonny Stone, Central City Times-Argus; Robert K. Payne, Murray State College; William Nelson, Benton Tribune-Democrat; President Adams, Chairman Adams, Dr. Plummer, Victor Portmann and Perry Ashley.

### New Electronic Engraver

A new electronic engraver which can produce curved or flat plates up to a maximum size of 14x20 in. in six screen sizes from 70 to 150 lines/in. on plastic, zinc, magnesium, copper and brass, is described in the current issue of Printing Abstracts, published by the Printing, Packaging and Allied Trades Research Association. It is stated that the engraving time for a maximum-size plate is approximately 25 min., smaller size plates taking proportionally less time. Clean and crisp, triangular shaped or conventional dots can be produced. The machine, called the Hassing electronic engraver, was developed by O. Hassing and I. O. Nielsen of Copenhagen; further details can be obtained from Wilhelm Staub GmbH, New Isenburg, Germany.

## Journalism Education Wanted

Some desires are born in us, others are installed by our parents, and still others are implanted by our relationships with others. The most admirable desires, I feel, are those inspired by all three means; and that is my interpretation of my aspiration for an education in journalism.

Both my parents have an interest in writing. My father has published a book of poetry and is working on another, and my mother has long been interested in short story writing. My writing desire was nurtured by my parents in my early years.

Since my parents enjoyed writing, they had many friends who shared this interest and who had great influence on me. One of my favorite subjects in school has always been English, and the teachers imbued me with a desire and some knowledge toward writing. Of all these influences the greatest was a grade school teacher who could weave history into an interesting narrative. It was she who persuaded me to read parts of newspapers and magazines other than the comics and advertisements. This was the step that first brought me in contact with the field of journalism, and I have loved it since.

Prose writing has always appealed to me. To express one's thoughts in verse and meter always seemed too involved a way to get the message across. This new form of writing, journalism, appealed to me even more. The realization that one is able to interest and educate a reader at the same time seemed impossible. However, I soon learned the possibility of it.

After entering high school, I was chosen to represent my school as a reporter for the "Ashland Daily Independent." In that relationship I began to realize how much there is to know about journalism. As I began the slow process of learning by experience, I realized the many requirements of a journalist. They can best be described by a story I heard at Camp Miniwanca, a camp of the American Youth Foundation located in Michigan:

"The chief of an Indian tribe was choosing a successor to lead the tribe after his death. As their test, he sent all the eligible braves toward the distant mountains as far as they dared go. The last brave to return had gone past the mountains and seen the 'shining sea', a sight never before seen by anyone in that tribe."

This brave was evidently a curious person, but not blindly curious. He reasoned, upon reaching the mountains, that there must be something beyond. He didn't settle merely for a new sight; he wanted to

reach a newer horizon. Even so, a reporter must be intellectually curious. He must be able to think through puzzling situations which are new to him; he must ask questions and arrive at conclusions. I want to develop intellectual curiosity through a journalism education.

Our Indian friend was a leader. Having seen something no one else in the tribe had seen, it was his duty to report it to them. He should have learned enough to answer the many questions his people would ask him. If he could not describe the shining sea, his visit to it was worthless. His account of the sea would be the picture his tribesmen would see. If he called it green water, they would picture it as green. The modern journalist has the same duty. His writing must consist of a true picture of the events he describes, events which his readers probably know nothing about.

He must go a bit further, though, in that he should make his readers think the situation through for themselves. He must present the facts in such a way as to be a stimulus for thought and to make a conclusion possible. If, by skills learned in a journalism education, I could make one reader see the true facts of a situation, and form these facts, draw a logical conclusion, my dream will have been fulfilled.

This is why I want a journalism education.

(Editor's Note: \* \* \* \* \* This article, entitled "Why I Want A Journalism Education," was submitted by Glenn C. Graber, Ashland high school senior, as a partial requirement in competition for the selection of the Kentucky delegate to the Ford Teenage Conference by KPA this fall. Glenn also submitted numerous articles which he had written for the Ashland Independent. He was selected to represent KPA and the Independent on the merits of his essay and press stories.)

Newspaper advertising received an unsolicited testimonial from USDA, Agriculture Marketing, an ag department publication, reported after a series of motivations studies: "Newspapers, the survey show, are the best medium for food advertising and for marketing information on food. The printed word can be read, reread, clipped and filed. It commands more authority." Radio and TV people became irritated, it is reported, and fired letters to their congressmen demanding to know why the USDA should be permitted to publish such facts.

## Growing Antagonism Noted Toward Press

The Associated Press Managing Editors Association's Freedom of Information Committee reports that it has been, for the most part, a poor year for legislation aimed at increasing freedom of information. Noting a growth in antagonism toward the press at various seats of government, the Committee found it strange that so many editors appear indifferent to a situation which is "eating away the foundation on which their job is built." More than 30 state legislatures were concerned with some phase of the access to information problem, according to the Committee, but only in the states of Maine and Hawaii are clear-cut victories scored.

Twenty-one additional state boards and commissions in California are now covered by the "Brown Act" provisions binding previously on some sixty odd governmental agencies. A loophole in the original act allowing boards to go into executive sessions by claiming personnel discussion and then discuss other matters has been plugged by an amendment which prevents the executive session from any discussion except of personnel.

Another bill, now law in California, exempts reporters from having to pay "super-visit fees" while inspecting public records. The Pennsylvania Senate has amended the state's right-to-know statute to provide for public notice of governmental meetings. Measure passed without a dissenting vote. No difficulty expected in the House.

An opinion by a law firm has informed the chief of police, Enfield, Connecticut that his refusal to give information over the telephone would in all likelihood be deemed in contravention of the 14th amendment—since it unfairly burdens out-of-town newsmen—and of Connecticut's right-to-know statute.

A ban by the Israeli government on publication of the information on immigration, under threat of 15 years imprisonment has met with considerable opposition from the Israelites and some jokes from the people. Among these: "In June, the population grew by 15,000 of which 10,000 was by natural means and 5,000 by other means."

Census Bureau estimates that the population of the U.S. totaled 178,252,000 on September 1. Population is growing at a rate of about 3 million a year and it is estimated that the 180 million mark will be reached before mid-1960. The average annual rate of growth in the past decade has been about 1.7 percent, compared with only 1.4 percent during the 1940's.

## Sage

### London's Russell Dies At Age 62

Russell Dyché, Kentucky Press editor for 25 years on the ex-president in 1947. He had been in the newspaper and in London.

Although perfect newspaper operation he felt was his country, his crusaded always roads, more town of recreation facilities.

Editor of The he coined the s of every good of Lebanon, Ohio, turned over the newspaper to his untiringly to p cause was current.

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# Sage Of Laurel County Dies

## London's Russell Dyche Dies At Age Of 75

Russell Dyche, long a member of the Kentucky Press Association, serving many years on the executive committee and as president in 1941, editor emeritus of the London Sentinel-Echo, died November 17. He had been in failing health for some time, yet kept his active interest in the newspaper and in community affairs in his beloved London.

Although perhaps best known for his newspaper operation, Mr. Dyche was always in the forefront of whatever movement he felt was for the good of his town, his country, his state and his country. He crusaded always for better schools, better roads, more tourist business, improvement of recreation facilities among others.

Editor of The Sentinel-Echo for 50 years, he coined the slogan "The official organ of every good cause in Laurel County." From the time of his graduation from the Lebanon, Ohio, Normal School, until he turned over the active management of the newspaper to his son, Martin, he worked untiringly to promote whatever worthy cause was currently in progress.

Dyche was born in 1884 upstairs over the office where his father, the late A. R. Dyche, operated The London Mountain Eagle. His mother's people, the Pearls, were among the first settlers in Laurel County and his father's family moved there in the 1850's.

After only a year in high school, young Dyche went into the newspaper business and in a short time bought the paper from his father. He sold it later to start a paper in Corbin with his brother.

At 19 he decided he'd better take up his education again—at National Normal University at Lebanon, Ohio. Since he was short on funds, he took along a hand-operated printing press and earned enough money to pay his expenses. He was graduated in 1907. Three years ago he gave \$9,000 to the Warren County Historical Society in Lebanon in appreciation for the education he received there.

After graduation he returned to London to run The London Sentinel. After several years he bought it and The London Echo and merged them.

Among his myriad community activities, Russell found time to serve faithfully as State Park Director under Gov. Simeon Willis from 1944 to 1947. He led a drive for fire protection in London and bought the first pumper, serving as a first volunteer chief of the fire department. Then he pur-

chased a small waterworks and installed fire hydrants for the city at his own expense and rent-free after the first year as long as he owned the plant.

He was instrumental in the creation of Levi Jackson State Park near London. Its amphitheater is named for him.

Last year Dyche set up a \$10,000 trust fund for a 4-H camp in the park area if Laurel County residents would match the sum. This was done and the first buildings are now under construction.

He inaugurated the Laurel County homecoming, held each year in August when the moon is full. This is the largest such event in the county.

In memory of his father, Dyche bought the Pine Grove Cemetery, renamed it A. R. Dyche Memorial Park, and turned it over to the city.

He, his wife, and their two children decided the land for a community playground.

Dyche served as president of the Kentucky-Virginia Highway 80 Association, a group which promoted that road as a major tourist highway.

As State parks director, Dyche put \$2,000 of his \$3,500-a-year salary into additional improvements at Levi Jackson Park. It was believed in 1944 to be the first time a State official had renounced part of his salary for public improvement.

As unofficial historian of Laurel County Dyche printed dozens of pamphlets giving details of historical events that took place in the county. In 1954 he published a book of Laurel County history.

Dyche had served on committees of the National Editorial Association. For many years he taught a men's Bible class at London Methodist Church. At the time of his death he was president of the First National Bank of London. He had headed the Kentucky Firemen's Association and the London Kiwanis Club.

Last June 11, Dyche and his wife, the former Mae Martin, celebrated their 50th wedding anniversary. Others survivors are a son, Martin Dyche, editor of The Sentinel-Echo; a daughter, Mrs. Arnold Gregory, Danville; a sister, Mrs. J. L. Buchanan, London, and five grandchildren.

A busy life has ended, but full of honors for faithful service to his fellow men.

Charles Dickens' "A Christmas Carol" was first published in London in 1843. The American public first became familiar with his works when they were published in U.S. newspapers.

## Center To Appraise Mass-Media Communication

William Benton, former Democratic senator from Connecticut, has contributed \$25,000 toward a study of the performance of the press and television in American society.

The study will be made by the Center for The Study of Democratic Institutions at Santa Barbara, Calif. The announcement of Benton's grant was made by Robert M. Hutchins, president of the Fund for the Republic, which set up the center.

Benton, who is publisher of the Encyclopaedia Britannica, said the press and TV, as leaders in molding public opinion, "suffer grievously from lack of systematic outside appraisal."

"For better or worse," he said, "the mass media of communication in the United States are instruments of education. That is the highest compliment I can pay them. They are overwhelmingly the most important factors in adult education and in civic education."

Hutchins said the new study would be coordinated with the center's current mass-media project. Harry S. Ashmore has resigned as editor of The Arkansas Gazette to serve as special consultant on the mass-media study.

"It has been well said that newspapers are showing signs of senility while television is still beset by immaturity," Ashmore said. "Both, then, stand in need of informed criticism—criticism they provide only peripherally for each other and hardly at all for themselves."

The Louisville Courier-Journal and Times has filed a petition asking the Court of Appeals to rescind its May 22 decision that newspapers and general public have no right to inspect public records unless they have an interest in the lawsuit. The Owen case is in question. Owen, after being sentenced to death for murder, requested a new trial and made a private statement to the judge who refused to permit the newspapers to inspect the statement. Consequently, Owen received a new trial which resulted in two concurrent life sentences and the possibility of parole in eight years. Notwithstanding recent court decisions that newspapers have an inherent right to inspect records even though they do not have "interest in the lawsuit," the Court of Appeals must determine whether this "right of newspapers" pertains in Kentucky cases.

It's possible that a college education doesn't always pay, but that doesn't release Pop from his financial obligation.

## Weeklies Are Prime Ad Medium

Weekly newspapers, long regarded as backshop operations managed by suspender snapping, country bumpkin publishers, are coming into their own as a prime ad medium.

According to Warren E. Grieb, general manager of Weekly Newspaper Representatives, a selling organization which represents nationally some 7,200 of the country's 8,000 weeklies, the management of today's weekly newspaper is generally younger, more business minded and more advertising oriented than ever before.

Mr. Grieb, who by reason of his extensive client list conducts a kind of unofficial "bureau of advertising" for the weeklies, told Advertising Age that the weekly newspaper should no longer be regarded as a secondary ad medium, getting the crumbs after other print and broadcast media finish slicing up the national advertising pie.

But while the industry image is changing for the better, weeklies still face some formidable problems: (1) The competition of other media—daily newspapers, magazines, radio, and TV; (2) the belief of advertisers and agencies that advertising in weeklies is too costly and (3) money.

The competitive problems posed by big spending mass media are, of course, obvious. Nearly all the various media, particularly the metropolitan daily newspapers, claim blanket coverage in areas in which the weekly newspaper operates. And all these media offer advertising at considerably lower cost than the average weekly.

But Mr. Grieb feels advertisers and agencies should recognize that weeklies have one important selling point other media lack—local impact and extremely high readership. He points to various studies made by independent agencies. (Advertising Research Foundation, Rutgers University, etc.), which place readership of weekly editorial matter as high as 90% and of advertising as high as 70%. Readers of weeklies, Mr. Grieb contends, are more interested in Joe Doak's broken leg than they are in sputnik, and more receptive to ads from the local auto dealer than they are to ads run by the Detroit makers. "In what other media do you get that kind of readership?" he asks.

"But the thing that really hurts us," he says, "is the guys with the slide rules—who insist on making comparisons, and who keep on using the milline rate basis. After all, what's more important, the people who read the ad or the people who just see it?"

Mr. Grieb's concern over advertiser and agency preoccupation with milline rate and cost comparisons perhaps results from past

demands for more information and for more hard facts—backed up by research—to justify what many agencies consider the high cost of weekly advertising (as much as ten times that of metropolitan daily advertising).

In the past, agencies have suggested four main areas in which weekly newspapers could stand improvement—information, personal merchandising, a review of the rate structure, maintaining the rate structure and maintaining good local editorial coverage.

Weeklies are making good headway in at least two of these areas—information and editorial coverage, Mr. Grieb said. On the information front, Weekly Newspaper Representatives, operating as a non-profit subsidiary of the National Editorial Assn. and handling 90% of the nation's weeklies, operates primarily as a selling organization. But almost 50% of its time, according to Mr. Grieb, is spent selling the "concept" of the weekly newspaper.

"We're 20 years behind the dailies in this area," Mr. Grieb said, "and the dailies have a \$2,000,000 budget to maintain their Bureau of Advertising.

"We must not only sell space, we must also act as a bureau of advertising and as an information bureau for the entire industry. Another problem is selling publishers on selling themselves. This represents a very unwieldy situation, because about 500 weeklies change hands every year, and the new publishers have to be sold all over again.

While weeklies are moving ahead in the area of image making, other problems—notably, generally higher rates and lack of merchandising aid to the advertiser—continue to beset the industry.

The crux of the problem, said Mr. Grieb, is the tight profit picture among weeklies over the past five years. According to WNR estimates (there are no formal measurements of weekly newspaper volume), total weekly advertising income in 1959 was \$190,000,000, of which \$28,000,000 was derived from national advertising.

Based on 8,000 weeklies in the U. S., the average per paper income during 1959 is estimated at \$26,000, of which only \$3,500 came from national advertising.

The national advertising picture over the past five years is equally dim, with the 1959 estimate of \$28,000,000 down \$2,000,000 from an estimated \$30,000,000 rung up by the weeklies in 1955.

Mr. Grieb said the drop is due to the general business slide in 1957 and 1958.

## Angry FCC Orders TV Commercial Policing

Federal Trade Commission Chairman on November 1 announced he had "ordered an intensification of the commission's policing of television commercials." He said the order was "in response to many letters the commission has received from the public as a result of public disclosure with rigged quiz shows."

Supervision may be tightened also along another front. There is evidence of a more rigid enforcement of Federal statutes prohibiting the broadcast of information relating to a lottery. Title 18, U.S.C.A., Sec. 1304, provides in part:

"Any station which knowingly permits the broadcast of any advertisement of information concerning any lottery, gift enterprise or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said lists contain any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both. Each day of broadcasting shall constitute a separate offense."

Rigid construction of lottery laws by the Post Office Department against print media and the consequent tendency of promotion based on prizes to flow into other advertising channels has promoted newspapers in some areas to demand equal enforcement against broadcasting media.

## Christmas Buying

Consumers will be receiving a record amount of money from Christmas Clubs but may have a problem buying what they want. This means merchants should remind their customers to shop early. Here are some figures about Christmas shopping by ANPA's Bureau of Advertising:

15% of all Christmas sales in department stores are made in the first four days after Thanksgiving.

An "average" day between Thanksgiving and Christmas contributes about 4% of the whole season's sales.

20% of all Christmas sales are made in the last four days before Christmas.

From the \$30,000,000 scored in 1955, weekly income from national advertising slipped to \$28,000,000 in 1956; \$22,000,000 in 1957, and to a low point of \$20,000,000 in 1958. The \$8,000,000 gain in 1959 is an indication that weeklies should do better next year, he said.—Editorial in Advertising Age (Nov. 9).

## Promotion Ideas Suggested By

Any review of papers will show uses "house ads" circulation and co-publi-shers even m-at least one such issue. But the m-"house ads" as fr-when the paid self-promotion is business remains per's own promot-Here are a num-ber that can be used size, every week:

Dig for Success-chants to tell yo-vertise in your-omials can beco-with other ad p-scribers to say w-paper. Remember-signed releases.

Seek Opportun-paper Story Across-that everyone un-your newspaper be designed, pro-week. It has a va-supplying inform-ship. Be available-activities.

Avoid Press A-your newspaper a-Do not give blat-for theatre pass-on deals.

Sponsor Activi-very little except-winners. Fish cor-ing and so on off-

Devote A Half-"special" peopl-paper has done-chippings. Even if-has already seen-know that you to-

Encourage To-little time, build-need to do is exte-interesting opera-

the people throug-Build Value It-can do it by ref-

or ad space. Exp-give away the p-neither can you.'-Dramatize You-

to time compar-a stack to a buil-in an issue to th-to make people

### Promotion Ideas Suggested By Manager

Any review of New York weekly newspapers will show that nearly every paper uses "house ads" to promote advertising, circulation and commercial printing. A few publishers even maintain a rigid policy that at least one such ad shall appear in every issue. But the majority of publishers use "house ads" as fillers and insert them just when the paid ad volume is low. Thus self-promotion is often neglected; the longer business remains good, the longer the paper's own promotion remains on the shelf. Here are a number of self-promotion ideas that can be used by a newspaper of any size, every week:

**Dig for Success Stories.** Try to get merchants to tell you honestly why they advertise in your newspaper. Their testimonials can become powerful selling tools with other ad prospects. Try to get subscribers to say why they read your newspaper. Remember if you use names to get signed releases.

**Seek Opportunities to Get the Newspaper Story Across.** Do not take for granted that everyone understands and appreciates your newspaper. This is a project that must be designed, produced and delivered every week. It has a value to the community in supplying information, unity and leadership. Be available for brief talks about your activities.

**Avoid Press Agency.** Keep control of your newspaper and keep its contents local. Do not give blatant publicity in exchange for theatre passes, etc. Do not be "cut in" on deals.

**Sponsor Activities.** Many of these cost very little except for printing certificates to winners. Fish contests, golf, baseball, bowling and so on offer such opportunities.

**Devote A Half Hour Per Issue to impress "special" people with something your newspaper has done.** Send marked copies or clippings. Even if you are sure the recipient has already seen them, you want him to know that you took special interest in him.

**Encourage Tours of Shop.** This takes little time, builds much interest. All you need to do is extend invitation, plan to have interesting operations underway and show the people through.

**Build Value Image of Your Paper.** You can do it by refusing to give away copies or ad space. Explain that "the bank can't give away the products it deals in and neither can you."

**Dramatize Your Newspaper.** From time to time compare the number of pages in a stack to a building, the number of words in an issue to the national debt—anything to make people realize what a big, impor-

### California Board Sets Professional Ad Copy

California State Board of Pharmacy is reported to be discussing suggested provisions in Code of Professional Conduct for Pharmacists, which, among other things, would characterize use of certain advertising by pharmacists as "unprofessional conduct." Examples of advertising copy which would be so labeled follow:

1. Your doctor knows best—and we always fill his prescriptions correctly.
2. Our pharmacists always give you just what the doctor ordered.
3. We compound his prescriptions with precision from fresh drugs.

Explaining why such statements might be considered "unprofessional conduct," Floyd N. Heffron, executive secretary, California State Board of Pharmacy, said:

No. 1 implies that other pharmacies do not fill prescriptions correctly; No. 2 implies that other pharmacies substitute, and No. 3 implies that other pharmacies do not maintain fresh drugs.

Law passed by last session of Legislature specifically denies Board of Pharmacy power "to regulate price fixing or advertising of commodities." California Newspaper Publishers Assn. has reported that director of California's Department of Professional and Vocational Standards is inclined to agree with Association's views that pills and medicines are "commodities."

### Sun Employee Honored

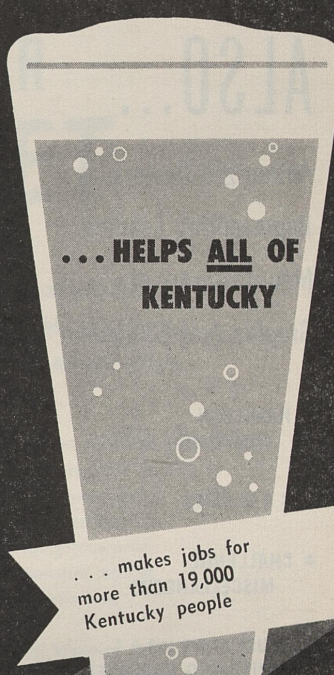
For his half-century of service to the Winchester Sun, presently superintendent of the pressroom and makeup department, Oscar Lee Ecton was honored during an office ceremony in which he received a handsome gold watch from Publisher James S. Tatman. "Eck" as he is affectionately called, started as a printer's devil when he was 18 years old on the old Winchester News and Sun-Sentinel. Today (he will be 69 years old on January 3), he recalls the development and growth of both the newspaper and his city as one of progress and prestige and is proud of his part in that steady growth.

The good judgment of some people will never wear out. They don't use it often enough.

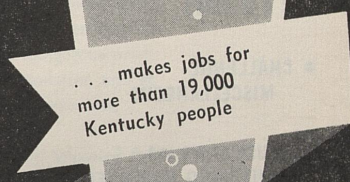
tant operation you have.

Do Not Stand in the Middle of Issues. Take editorial stands. The public must think of its newspaper as having a personality or character. If no stands are taken the public "image" will be that it is not very important. A newspaper cannot be considered a factor unless it stands for certain things and against others.

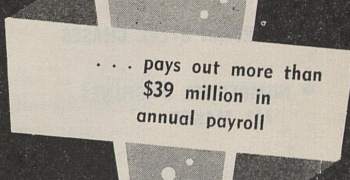
## KENTUCKY'S BREWING INDUSTRY...



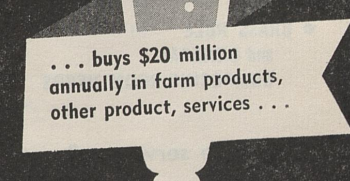
... HELPS **ALL** OF KENTUCKY




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



... pays out more than \$39 million in annual payroll

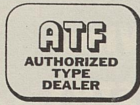


... buys \$20 million annually in farm products, other product, services . . .



**KENTUCKY DIVISION  
U. S. BREWERS FOUNDATION**

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- AMERICAN STEEL CHASES
- NUMBERING MACHINES  
ALL MAKES
- STITCHING WIRE
- BRASS RULE  
and GENERAL  
COMPOSING ROOM NEEDS

May we serve you?

**THE CINCINNATI  
TYPE SALES, INC.**

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

## New Graphic Camera Has Top Shutter Speed

New Super Speed Graphic camera equipped with "between-the-lens" shutter having top speed of 1/1000th of a second at its full one-inch aperture has been developed by Graflex, Inc., Rochester 3, N.Y. Company claims the shutter is most accurate and highest speed available. New shutter automatically provides optimum synchronization at all speeds through 1/750th of a second for M-type flash bulbs, and at all speeds through 1/100th of a second for Strobflash, and other electronic flash units.

Turn of lens shade-filter holder cocks shutter. Elliptical movement of four shutter leaves eliminate shock, vibration, or bounce. All controls are "man-sized" and easily accessible under most trying conditions, such as cold weather or night operation.

Flash and shutter connections are internally wired, eliminating dangling wires from front of camera. Camera body is made of extruded aluminum. Combination dial footage indicator and automatic flash calculator are located on top of camera where they can be easily read. Camera is also equipped with revolving "Graflex" back to accommodate left-handers and facilitate vertical-horizontal format change without removing camera from tripod.

## Age Limit Scrutinized For Security Benefits

Department of Health, Education and Welfare is considering proposal to eliminate from Social Security laws requirement that a worker must be at least 50 years old before he or his dependents can receive benefits because of disability.

Testifying Nov. 4 before House Ways and Means Subcommittee on Administration of Social Security Laws, Deputy Social Security Commissioner George K. Wyman stated that younger disabled workers need cash benefits as much, if not more, than older ones.

"The principal obstacle in the way of eliminating the age 50 requirement," he said "has been the cost. The chief actuary of the Social Security Administration has re-examined the experience under the present provisions. On the basis of his re-examination it now appears that the age 50 requirement could be eliminated without increasing the disability insurance contribution rates."

Wyman testified that the Department is still studying this and other proposals to improve Social Security law administration with view to recommending appropriate legislation.

## UK Student Survey Shows High Readership

Prof. M. E. Jewell of the Political Science Department, University of Kentucky, conducted a survey among 90 students selected as representative of the student body. Although the objective was to learn why college students vote as they do, the poll turned up some interesting facts on newspaper reading habits. The survey found that:

A. 90% of the students read one or more daily newspapers regularly. (So what regularly?)

B. 72% said they read major news stories; 46%, editorials; 19%, political columnists.

Professor Jewell offered this comment: "We have just confirmed what we have always believed—that newspapers are the most important mass media for the dissemination of political news."

A new ruling by the revenue department makes small gifts of merchandise to employees an allowable business expense and not taxable as income to the recipient. This relates to items given to promote good will among employees—hams, turkeys, candy and articles of nominal value. The ruling does not apply to gifts of cash, cash certificates, bonds or those easily convertible to cash.

Wesley Schulz in the Graphic Arts Monthly advises that rollers will keep in storage if covered with a thick coat of grease. The life of a roller depends on many things. How long a roller will function properly depends on the press speed, type of forms, ink used, temperatures and relative humidity, plus the care given them in washings. It is good practice to sponge the roller with a warm, damp cloth each night at closing time or use a good roller wash sold by many roller suppliers. If the rollers are not to be used for a couple of days, some pressmen see fit to give them a coat of oil or grease.

To discourage teen-age vandalism, Publisher Lowell Nye began publishing a complete police docket this summer in his Harvard (Ill.) Herald. Since that time the regular weekly feature has obviously served its purpose because there has been no more vandalism, teen-age or otherwise, in the Harvard community. Nye reports he has the full cooperation of the police magistrate and city officials in the project.

## Newspaper Gr As Classroom

After using ne a classroom textb ing and as a sup high school tea find them invalua ter more meaning terest in reading be properly used, before the prog method of havin week is outmode from using the p way as to fit nat Teachers select ar sons and units ar wven into the da reports, notebook of teachers in the consider the daily teaching aid; tha terest in current read it are more surroundings, mo citizenship respon lens faced by poli

Hearing Aid In ference with heari ed Code of Et serve as a guide t selling practices. does not advocat sional status thru set up censorship "enjoyed" certair optometry et al.

The PO Depart first-class mail by blessing of the Commission. Serv & Tel Co., will b basis between Wa Washington and



Photo-lithog binding index estimating.

Send for PORTE PUBL P. O. Box 143



### Newspaper Great Aid As Classroom Textbook

After using newspapers for two years as a classroom textbook in contemporary living and as a supplement to books, junior high school teachers in Austin, Texas find them invaluable in making subject matter more meaningful and in stimulating interest in reading. If the newspaper is to be properly used, planning should be made before the program is begun. The old method of having current events once a week is outmoded. Greater benefits comes from using the paper each day in such a way as to fit naturally into the classwork. Teachers select articles germane to the lessons and units and then these articles are woven into the day's discussion or used for reports, notebook and other purposes. A poll of teachers in the project shows that they consider the daily newspaper a very valuable teaching aid; that it stimulates greater interest in current affairs; that students who read it are more intelligent about their surroundings, more appreciative of their citizenship responsibilities and of the problems faced by political and social leaders.

Hearing Aid Industry Conference, in conference with hearing aid dealers, has adopted Code of Ethical Trade Practice to serve as a guide to ethical advertising and selling practices. We hope that the code does not advocate the seeking of professional status thru legislative action and thus set up censorship on advertising such as "enjoyed" certain other trades such as optometry et al.

The PO Department's plan to transmit first-class mail by facsimile received the blessing of the Federal Communications Commission. Service, by the American Tel. & Tel Co., will begin on an experimental basis between Washington and Detroit, and Washington and Battle Creek, Mich.

# A BILLION DOLLAR RACKET

Moonshining, once the hobby of hill-billies, today is a billion-dollar racket, managed by America's biggest crime syndicates.

"Americans must face the unpleasant fact that despite the best efforts of brave, dedicated men in the Federal, state and local law enforcement agencies, organized mobs still make and sell millions of gallons of moonshine liquor — a dangerous product made in violation of every regulation and at a \$750 million a year loss to public treasuries.

"Such a public danger cannot be tolerated indefinitely — nor can the public be expected to uncomplainingly carry the burden of the moonshiners' tax fraud forever.

"When the huge profit incentive to criminal moonshine operators is removed through realistic taxes on the legal tax-paid product — when more agents are available to track down and seize illegal stills and the racketeers who finance and operate them — and when courts begin to impose maximum sentences on guilty offenders, the moonshine tide will be reversed.

"Effective action is needed — now.

"This is everyone's battle — and the stakes are high."

*Thomas J. Donora*  
President



LICENSED BEVERAGE INDUSTRIES, INC.  
155 E. 44th Street, New York 17, N. Y.



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 "SERVING AMERICA'S WEEKLY NEWSPAPERS"  
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 • GRADUATION GREETING ADS  
 • HOLIDAY FEATURES  
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**TRADE-IN PLAN** and  
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**METRO** NEWSPAPER SERVICE  
 80 MADISON AVE., N. Y., N. Y.  
 Means PLUS BUSINESS  
 for Your Newspaper  
 Lawson Spence Representative

**THE HANDY TWINE KNIFE  
 FOR  
 NEWSPAPER  
 MAILING  
 ROOMS**

**6**

This Handy Knife  
 Is Worn Like a  
 Ring

ALL SIZES  
 25c EACH \$2.40 PER DOZ.

**Handy Twine Knife Co.**  
 Upper Sandusky, Ohio

**STOP  
 Costly Estimating  
 Mistakes!**

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

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

In 1880, the first roll film for cameras was patented by George Eastman. Today, more people are taking more pictures than ever before. And more photography advertisers are investing more advertising dollars in newspapers than ever before.

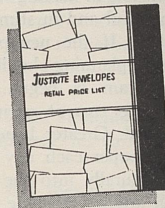
Between 1713 and 1745, the growth of literacy in early America was spurred by the founding of 22 newspapers. Today, newspapers educate, entertain and inform 100,000,000 people daily.

Dig for Success Stories: Try to get merchants to tell you honestly why they advertise in your newspaper. Their testimonials can become powerful selling tools with other ad prospects. Try to get subscribers to say why they read your newspaper. Remember, if you use names in ads, get signed release.

More people travel by automobile than by all other means of transportation combined. And more automotive advertising dollars are invested in daily newspapers than in any other medium.

A great many men shiver in the cold just because they imagined they had the fire of genius.

**JUSTRITE'S**  
 RETAIL PRICE LIST FOR  
 PRINTED ENVELOPES

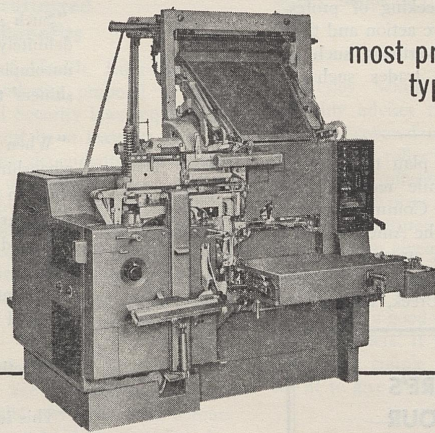


At last, an illustrated retail price list offering competitive prices on the complete line of envelopes is available to you. Write for your complimentary copy and learn how Justrite Envelopes can help you increase your profits.

"SOLD FOR RESALE ONLY"

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

**New Intertype Monarch**

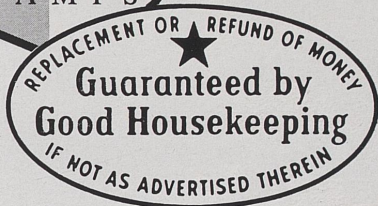


Fastest,  
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The new Monarch sets news, markets, classified more than 25% faster than present high speed machines. Ask to see this all new, keyboardless, push-button controlled linecasting machine. Write for folder on new Intertype equipment.



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 A Division of Harris-Intertype Corporation



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*a doubly powerful guarantee of Integrity, Reliability and Excellence*

SOUTHEASTERN DISTRICT  
THE SPERRY AND HUTCHINSON COMPANY  
419 Comer Building • Birmingham, Alabama



## FACT OR LEGEND?



**Some Folks Think**  
a cat can see better in the dark.

**THE FACT IS**

a cat is just as blind in total darkness as a human.

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

**THE FACT IS**

according to the Census of Manufacturers, electricity averages about 1 cent out of every dollar of manufacturing cost.

For example, the Palm Beach Company, Danville, states: "Power cost is equal to cost of labor to sew on three buttons, less than cost of labor for three buttonholes."

Yes, KU electric power costs are peanuts compared with total manufacturing costs. Electric rates for industries as well as for your home are regulated by the Kentucky Public Service Commission. The same electric rates, approved by the Commission, are available to all industry in Kentucky Utilities territory. No industry in KU territory has any rate advantage.

# KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY



Publication Of  
School of Journalism  
University of Kentucky  
Lexington

VOLUME TWENTY  
NUMBER THREE

Office