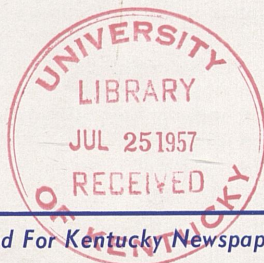


The Kentucky Press

June, 1957



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



VOLUME TWENTY-THREE
NUMBER NINE

Publication Office:
School of Journalism
University of Kentucky
Lexington



Larry and Amos Stone and Francelle Armstrong seem happy in receiving their merited Sweepstake plaques from Jo Westpheling at Kenlake.

Official Publication Kentucky Press Association



One-Way Route Service

Through the one-order, one bill, one check plan

KPS is equipped to give service to the advertiser and agency from the time a budget is being made until the last statement is paid.

For the past fifteen years we have been giving the following services:

- assisting in making up a budget
- assisting in choosing a string
- issuing individual contracts
- issuing individual insertion orders
- mailing mats, plates or copy
- furnishing requested proof of publication
- rendering blanket itemized statements
- paying the individual publishers
- handling all details and correspondence

and doing every other thing within reason to insure satisfactory service and obtain best possible advertising returns. We check for position, press work, and make suggestions to our publishers on more effective placement.

Without exception we have enjoyed our working relations with the agencies using our service—we invite the continuance of these working plans and also invite the inquiries of agencies who have never accepted our offer for simplifying entry into the newspapers of Kentucky.

No space under 5 inches accepted, unless for continuous run.

THE AGENCY who uses our office for clearing

- issues one contract to KPS
- issues one insertion order to KPS
- supplies string of papers
- supplies mats, plates or copy
- pays the bill to KPS in one check less agency discount.

THE AGENCY PAYS NOTHING FOR THIS SERVICE

THE AGENCY AND ADVERTISER

- receive full credit on each contract and insertion order the same as if the agency issued the orders

KPS will not knowingly extend any of its services to unrecognized advertising agencies or advertisers, nor will it knowingly accept advertising which might unfavorably involve the publisher, his newspaper, his readers, or his advertisers.



KPS does not offer special group rates. Space users may select from the Rate Book any particular group, or use the entire list, dailies and weeklies. Through arrangement we service border counties in Indiana and Ohio, and cooperate with the Tennessee Press Service in servicing border Tennessee counties. Compensation in lieu of group rate is received from routing your advertising schedules through the one-order plan; it saves the agency large overhead office expense.

Kentucky Press Service, Inc., is an affiliate of Weekly Newspaper Representatives, Inc., which organization is the only authorized national advertising representative of Kentucky weekly and semi-weekly newspapers. National advertising schedules placed with WNR for all weekly and semi-weekly newspapers in Kentucky are cleared direct with the absolute minimum of time lag. WNR maintains service offices in New York, Detroit, Chicago, Atlanta, Philadelphia, and San Francisco, with the main office at 404 Fifth Avenue, New York 18, New York. WNR offers an identical one-order plan for national coverage.

Three Easy Steps: KPS will help select product markets, give market surveys, and help plan any campaign to cover. 2. KPS assumes the time consuming order-checking detail of scheduling; it renders one invoice and proof tearsheets at the end of each month. 3. On receipt of agency's monthly disbursing check, KPS pays its newspapers by monthly check.

Legitimate advertising agencies and national advertisers are urged to use the services of KPS; to advise with KPS on all affairs of mutual concern.

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Gratified Contest Winners At Kenlake Meeting

With more than 65 newspapers and organizations represented, 180 KPA members and their families enjoyed the three-day outing at the 88th Mid-Summer meeting of KPA, June 6-8. While the oldsters were in business sessions the children enjoyed the hikes and being in and on the water. The women folks enjoyed bridge and the lobby TV at beautiful Kenlake Hotel, Kentucky Lake. Even the rainy weather stopped for the visitors to enjoy three perfect days.

Highlights of the annual banquet, Friday night, were the presentation of the plaques and awards to the winners of the annual Newspaper Production Contests. Jo Westpheling, co-publisher of the Fulton County News, radio station director, and Godfrey talent scout, presented the awards with many humorous asides to the recipients. The awards were announced in the Bulletin, but the Press extends heartiest congratulations to the deserving winners.

The Henderson Gleaner and Journal won

the Sweepstakes plaque in the daily division with a high score of 22 points. The Central City Messenger & Times-Argus won the weekly division Sweepstakes plaque with a score of 15. The job exhibit was judged by the delegates by ballot and the exhibit of the McLean County News, Calhoun, received first place, the exhibit of the Henderson Gleaner & Journal second place, while the Sturgis News was accorded the third place honor. In the opinion of the judges, contest entries this year were far above average and many more entries in each division were received.

The closing night fish fry at the shelter house received highest praise from the delegates and their families for the excellent food and the catering service. The setting was perfect and marked a fitting close to the program.

With President Al Wathen, Jr., presiding, the business program got under way Friday morning with the Legislative Panel. Herndon

J. Evans, Lexington Herald, was moderator, assisted by Fred B. Wachs, Lexington Leader, and S. C. Van Curon, Harlan Enterprise. Panel topics were divided into three phrases—legislation passed by other states, possible legislation which might be presented at the 1958 Kentucky legislative session, and present and future action that the Press Association should undertake. A lively discussion, with questions from the floor, showed high interest.

Affirming the resolution adopted at the Mid-Winter meeting on the present optometry statute, the panel discussed the Fayette Circuit Court case which has been appealed to the Court of Appeals. The case involved the banning of advertising of the prices of eye glasses by Lexington and Louisville optometrists. The convention declared itself in favor of the Association acting as a "friend in court" in this appeal.

A discussion concerning the tendency of appointive state boards and commissions in

issuing regulations regarding phases of advertising brought many comments from the panel and floor with the final decision that the Association take appropriate action to introduce legislation at this coming session to curb such power which was declared to be only possible through formal legislative action.

A brief discussion through the panel concerning legal advertising rates, the action of budget commissions, and the need for a county comptroller was held, but no action was taken.

With Edwards Templin, Lexington Herald-Leader, moderator, Basil Caummisar, Louisville Courier-Journal, and Joe Mitchell, Paducah Sun-Democrat, an interesting and instructive panel on "Newspaper Promotion" evoked many questions and answers. The panel discussed overall newspaper promotion with the application of the principles involved to the smaller dailies and weeklies.

Basil Caummisar announced that the famous Black Watch Band, Pipers and Dancers, pride of the British Isles, would give two performances in Freedom Hall, Louisville, on October 15. Kentucky newspapers were invited to help in the promotion of this event and aid in selling tickets with a share of the proceeds from state ticket sales being earmarked for the Press Fund for Crippled Children.

With co-chairmen Fred J. Burkhard, Liberty News, and William Davis, chief of the photography department, Louisville Courier-Journal, answering questions and demonstrating techniques in taking press pictures, the "shutter-bugs" of the Association enjoyed an indoor demonstration and then adjourned to the outside where three beautiful bathing-suited models (and Joe Westpheling's miniature) awaited them. The chairmen demonstrated tricks and techniques in making good outdoor pictures. Members with their cameras seemed to have enjoyed this phase of the program.

The Saturday morning session, Vice-President Martin Dyche presiding, opened with an advertising panel with Larry Stone, Central City Messenger, moderator. His panel members were Dan Knott, Russellville News-Democrat, Charles Pepper, Marion Crittenden Press, and Howard Ogles, Franklin Favorite. Knott discussed the new Wisconsin plan of printing a four-page "vacation issue" which was primarily intended for local use while the editor went on a vacation. The material was entirely devoted to Wisconsin beauty spots and vacation areas. Knott proposed that a similar issue might be prepared for Kentucky weeklies before the next spring tourist season.

"Operation Shower", the cooperative advertising campaign of U. S. Steel, was discussed by Mr. Ogles. He stated that newspapers, not originally included in the advertising schedule, should participate in the



Billy Davis lines up his four beautiful and shapely models for the KPA shutter-bugs to 'shoot' after a few words of instruction on operation cheesecake.

campaign which would bring newspapers an increased amount of revenue. Chairman Stone discussed briefly his study on national advertising rates and distributed printed copies for study. (This report was recently sent to all newspapers.)

Col. R. D. Williams discussed the air force's important role in national defense. He stated that additions in the radar system in the Arctic regions and the completion of the Canadian line radar system would permit change in the interior observation post setup. He praised the Ground Observer Corps for five years of continuous duty in its "ceaseless watch against enemy air attack." He thanked the newspapers for their cooperation and interest in civil defense.

The meeting recessed for a few minutes for the various committees to get together. After the call to order, various committee chairmen presented brief reports. Francele Armstrong discussed the new trend toward the 11-pica column and the problems so presented to the small dailies. Basil Caummisar made a short report on the Sports Fund and again asked cooperation of the newspapers in presenting the Black Watch. Fred Burkhard gave a brief report on the printing school and photography. George Joplin III, reporting for the schools of journalism committee, asked the cooperation of all present in persuading the best high school graduates to enter schools of journalism.

Secretary Portmann read a progress report of the Microfilm committee which follows:

Current issues of approximately 130 Kentucky newspapers are being microfilmed regularly in the Microfilm Center in the Journalism Building, University of Kentucky. Twenty-nine papers have contracted for this service and, under terms of their contracts, are entitled to positive prints of their files. Negative remain on file at the Center.

In addition to current files, the Center is filming back files of the Berea Citizen, the Clay City Times, the Big Sandy News, and the old Louisville Herald. Of the latter 80 reels have been completed to date.

Filming of the back files of five newspapers has been completed. They are the London Sentinel-Echo for the years 1873-1956, 21 reels; Crittenden Press, 1879-1933, 12 reels; Louisville Evening Post, 1878-1925, 171 reels; Harrodsburg Herald, 1902-1956, approximately 48 reels, and the Kentucky Irish American, 1898-1905, 1 reel.

Many termed this mid-summer meeting as one of the best. While the older delegates enjoyed the three-day session of business and recreation, we believe that the children were the happiest.

The convention, on recommendation by the Executive Committee, elected Ray Edwards, news publisher of the Mayfield Messenger, to active membership, and Joe G-

Hale, member who has Association for life. William L. second Dyche, James Alfred Bardston the final at the C

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Hale, Fairchild Graphic Corp., to associate membership. The names of four "old timers" who have helped advance the progress of the Association for many years were presented for life membership. These included William L. Dawson, Oldham Era, La Grange, second oldest living past president; Russell Dyche, London Sentinel-Echo, past president; James Purdom, Maysville Independent, and Alfred S. Wathen, Sr., Kentucky Standard, Bardstown. According to the constitution, the final vote on life members will be taken at the coming mid-winter meeting.

Resolutions Adopted

Whereas, the 88th Mid-Summer session of the Kentucky Press Association has been one of the most enjoyable and fruitful in the long and constructive history of the association, presenting the membership with an opportunity to contribute to the general welfare of the publishing fraternity, and to receive its benefits; and

Whereas, this 88th session is now coming to a close; now

Therefore Be It Resolved, that President Al Wathen, Jr., Secretary-Manager Victor R. Portmann, and the other officers of the Association, along with Paul Westpheling and Jo Westpheling and the members of their arrangements committee, be commended for the fine program presented.

Be It Further Resolved, that Laban Jackson, commissioner of conservation, Mrs. Ben Kilgore, director of parks, and members of their staff at Kenlake be extended heartiest thanks of the Association for the excellent way in which the needs and the comforts of the membership have been provided during our stay here.

Be It Further Resolved, that this Association authorize the Committee of Management to take any steps it may deem advisable to seek legislative action curbing the tendency of appointive boards to set up rules that virtually become law without legislative sanction.

Be It Further Resolved, that the Executive Committee be given authority to take suitable action in support of the appeal of the case in Fayette Circuit Court concerning the Optometry law.

Be It Further Resolved, that this Association go on record commending the action of State Auditor Mary Louise Faust in employing competent accountants in her department and in urging compliance of public officials with the state's legal publication laws safeguarding the interests of the state's taxpayers.

John L. Crawford
Homer Nichols
Jodie Gozder
Resolutions Committee

They Were There

Visitors at the Kenlake meeting included Berea Citizen: W. Foster Adams; Caldwell Co. Times, Princeton: H. W. Nichols; Intertype Co., Nashville: Dan Nabors; Western



Bo McMillian, assisted by Jo Westpheling, presents plaques to the first winners in the new Kentucky Educational Association contest. Francelle is rather pleased while Landon plans for the 1958 contest.

Ky. State College, Bowling Green: Mr. and Mrs. Bob Cochran; Kentucky Chain Store Council, Georgetown: Ivan Jett; Kentucky Dept. of Public Relations, Frankfort: Mrs. Stella M. Petrie and Gracean M. Pedley; Frankfort State Journal: Phil Swift; Central City Messenger & Times-Argus: Mr. and Mrs. Larry Stone and children; Mr. and Mrs. Amos Stone and children; Mr. Ralph Utley.

Hickman Courier: Mr. and Mrs. Ro Gardner; Fulton Co. News, Fulton: Mr. and Mrs. Paul Westpheling and children; Ky. Brewers Foundation, Louisville: Ed and Eddie Pepperman; Licensed Beverage Institute, Louisville: Mr. and Mrs. John Marcum and Clarence Dufak, New York; Somerset Journal: Mr. and Mrs. Murray Rogers; Franklin Favorite: Mr. and Mrs. Howard Ogles; Mid-South Dailies, Memphis: Darwin Flanigan; Hancock Clarion, Hawesville: Mrs. Bernice Wilmer and Dan; Corydon, Ind., Democrat: Edward Finley; Carlisle Co. News, Bardwell: Mr. and Mrs. R. W. Graves.

Kentucky Utilities, Lexington: Marvin Wachs; Gallatin Co. News, Warsaw: Mr. and Mrs. Charles Adams; Somerset Commonwealth: Mr. and Mrs. George Joplin, III; United Press, Louisville: Mr. and Mrs. Dick Dugan and children; Kentucky Press Association, Central Office: Mr. and Mrs. Victor Portmann, Joslyn Portmann and Miss Florida Garrison; Lebanon Enterprise: Mr. and Mrs. Paul Crowds and Mr. and Mrs. George Trotter; Lyon Co. Herald, Eddyville: Mr. and Mrs. W. T. Davis; Crittenden Press, Marion: Mr. and Mrs. Charles E. Pepper;

Sturgis News: E. C. Calman, Jr.; Louisville Paper Co.; Floyd Smith, Victor Sayer, and W. S. Winstead.

Corbin Times: Mr. and Mrs. John L. Crawford; Mergenthaler Co., Nashville: Mr. and Mrs. Garland Holderfield; Scottsville Citizen-Times; Mr. and Mrs. R. B. Pitchford; Paris Daily Enterprise; Mrs. J. M. Alverson, Sr., and Mr. and Mrs. Sanford Alverson; Hazard Herald: Mr. and Mrs. Fred Luigart, Jr.; Kentucky Standard: Mr. and Mrs. Al Wathen, Jr., Mrs. Elizabeth W. Spalding; Paducah Sun-Democrat: Mr. and Mrs. Joe LaGore and Joe Mitchell.

Shelby News, Shelbyville: Mr. and Mrs. Bennett Roach and Mr. and Mrs. Bob Fay; News-Journal, Campbellsville: Mr. and Mrs. Jodie Gozder, Mr. and Mrs. John Moxley, and Mr. and Mrs. Ralph Speck; Union Co. Advocate, Morganfield: Tyler Munford and J. Earle Bell; Maysville Independent: Mr. and Mrs. George B. Purdon; Trimble Democrat, Bedford: Mr. and Mrs. Frank Bell and Joe and "Little Joe"; Western Union, Nashville: G. A. Norfleet; Carlisle Mercury: Mr. and Mrs. Warren R. Fisher and son.

London Sentinel-Echo: Mr. and Mrs. Russell Dyche and Mr. and Mrs. Martin Dyche and children; Bunn Package Tying Machines, Indianapolis: Mr. and Mrs. Russell Williams; Harlan Daily Enterprise: Mr. and Mrs. S. C. Van Curon; Kentucky Dept. of Agriculture, Frankfort: Mr. and Mrs. June Davis; Kentucky Education Assoc., Louisville: N. B. McMillian; Univ. of Ky., School

(Please Turn To Page Eight)

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
Sustaining Member
National Editorial Association
Newspaper Managers 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.

Alfred S. Wathen, Jr., *President*
Kentucky Standard, Bardstow
Martin Dyche, *Vice-President*
Sentinel-Echo, London
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committee

Chairman, Thomas L. Adams, *Herald-Leader*, Lexington (*Sixth*); *First*, Paul Westpheling, *Fulton County News*, Fulton; *Second*, Mack Sisk, *Progress*, Dawson Springs; *Third*, Neil Dalton, *Courier-Journal and Times*, Louisville; *Fourth*, John B. Gaines, *Park City News*, Bowling Green; *Fifth*, Frank C. Bell, *Trimble Democrat*, Bedford; *Seventh*, W. Foster Adams, *Citizen*, Berea; *Eighth*, George Joplin III, *Commonwealth*, Somerset; *Ninth*, Earl W. Kinner, *Licking Valley Courier*, West Liberty; *Tenth*, S. C. Van Curon, *Enterprise*, Harlan; *State-at-Large*, Fred J. Burkhard, *Casey County News*, Liberty; *State-at-Large*, Larry Stone, *Messenger-Argus*, Central City; *Immediate Past President*, Charles E. Adams, *Gallatin County News*, Warsaw.

Kentucky Press Service, Inc.

James M. Willis, *President*
Messenger, Brandenburg
James G. Wilson, *First Vice-President*
Log Cabin, Cynthia
George M. Wilson, *Second Vice-President*
Breckinridge County Herald-News, Hardinsburg
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

Board of Directors

Chairman, Bennett Roach, *Shelby News*, Shelbyville; Rumsey E. Garrison, *Anderson News*, Lawrenceburg; Enos Swain, *Advocate-Messenger*, Danville; Niles Dillingham, *Progress*, Dawson Springs; *Officers Ex-Officio*.

Postal Bill Still Hangs Fire in U. S. House

No move has been made as yet to take up the postal rate bill in the House. Passage of the bill by the House, which is conceded as likely, will probably occur around the end of the month. Chairman Johnston (D., S.C.) of the Senate Post Office Committee has not indicated what his course of action will be when the bill reaches his committee. Johnston had indicated earlier that he would insist upon the adoption of a postal policy statement before considering a postal rate bill. His committee held hearings on postal policy in April and May but no suggested legislation has been forthcoming. Controlled circulation publishers are preparing to attempt again on the Senate side to get their publications included as second-class matter. A previous attempt was defeated in the House Post Office Committee.

Post Office Appropriations

Hearings have been completed by a House Appropriations subcommittee on the \$150,000,000 supplemental budget request of the Post Office Department for the 1957-58 fiscal year.

In answer to questions by subcommittee members, Postmaster General Summerfield said he would order the following service cutbacks if he did not receive the money he needs: elimination of all Saturday deliveries except special delivery; the closing of first and second-class post offices on Saturday; the closing of some 2000 fourth-class post offices and substitution of rural free delivery service; the termination of the sale of money orders in first and second-class post offices; the curtailment of rural star routes. In addition, Mr. Summerfield said, no new services would be added during the year like new routes, new buildings, etc. Nothing was said by postal officials about embargoes on third or any other class of mail or about possible deferred handling of any class of mail.

Chairman Gary (D., Va.) said he thought the subcommittee would give the Post Office "some" of the money it is seeking but would not say how much he favored. Republican members of the subcommittee generally agreed that they felt Mr. Summerfield had made a good case and that he should be given all or almost all of the money he requests.

Mail Advertising Costly

Frank A. Lattanzi, New Haven, Conn., postmaster, estimates it is costing the Post Office Department at least \$5,000 to deliver 70,000 free bars of soap to New Haveners. He said the soap was mailed as free samples from Cincinnati at a postage rate of 3 cents a bar, but that it costs the post office between 10 and 12 cents per bar for handling. Mr. Lattanzi said the samples are addressed to "occupant" at most street addresses in the city. He said that last year the New Haven post office was put to extra work and lost money delivering 69,000 free bottles of aspirin and 69,000 samples of toothpaste.

POSTAL FUNDS RECOMMENDED

A House appropriations subcommittee reportedly decided June 17 to recommend that the Post Office Department be given 133 million dollars of the 149½ million asked in extra funds for the fiscal year beginning July 1.

Its action will be reported to the full committee on Friday.

A committee member said the cut of 16½ million dollars from the request should not require any curtailment in postal service.

Memphis Editor Urges Higher Pay Levels

Agencies that try to elevate the academic standards of journalism must be given more support by newspaper publishers, according to Editor Frank Ahlgren of *The Commercial Appeal*.

If this support is not forthcoming, he warned there will be continuing withdrawal of young men and women from the field of public service and information.

The Memphis editor made these remarks during an address to the student body and officials of the University of Michigan at Ann Arbor.

He also voiced his opinion that newspaper editors owe an obligation of service to the community but should not overload themselves with civic duties nor seek public office.

"In my opinion," he said, "an editor should be ready to accept community assignment. He must pick his spots. And because he is vulnerable to complaints of partiality to projects that interest him, he must be particularly careful to help on those that have earned his criticism. It is here that real editorial judgment is necessary."

An editor's first obligation, however, is to see that the news and editorial comment do not suffer through an overload of civic duties, Ahlgren said.

He pointed to a lack of interest among high school students in pursuing journalism careers and indicated the condition might be improved by higher journalism standards and better pay.

"It is encouraging to review the efforts of the American Newspaper Guild to establish higher standards in the editorial department," he said. "Whatever benefits the industry benefits all."

Although dedicated journalists do not approach their profession with the idea of "What will I be paid," there is "considerable room for improvement in compensation for those who are willing and able," he said.

"It follows that if we increase the capabilities of newspaper men and women we must be ready to pay them accordingly."

"Brand new" means the current year's model, the Federal Trade Commission recently has ruled. If dealers wish to call unsold "old model" items "brand new" they must state what year's models they actually are, the FTC ruling said.

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Weekly Newspapers Study Shows Substantial Gains

Weekly newspapers enjoyed a larger volume of business in 1956 than in 1955 but publishers were able to keep just a bit more of their dollar of income, according to the results of the sixth annual National Weekly Newspaper Cost Study.

Total income increased 12.4% while expenses increased only 12.3%, according to the findings of the study just completed from returns submitted to the National Editorial Association and 16 state associations under the sponsorship of Newspaper Association Managers, Inc.

"It was the increase in local advertising which helped but the average weekly newspaper in a better financial condition than any of the six years since the national study was established in 1951," said Carl C. Webb, manager of the Oregon Newspaper Publishers Association and assistant professor of journalism at the University of Oregon. Webb has handled the compilation and analysis of the six annual studies and is chairman of the Cost Study committee for

both NEA and NAM.

A total of 141 reports were received from weekly and semiweekly newspapers of all sizes and from all parts of the United States. From the reports, 42 were selected as "perfects" and these were combined to analyze the "composite" paper.

The 1956 "composite" paper is slightly larger than the 1955 counterpart and had 3,600 circulation. Its income per subscriber was \$33.44 in 1956 while the 1955 income for the same papers was \$29.76.

Local advertising accounted for 69 percent of the total advertising income on the "composite" paper, 14.4 per cent was national, 11.5 per cent was classified, and 5.1 was legal advertising.

The average newspaper devoted 56.3 percent of its total space to advertising. Local advertising occupied 71.6 per cent of the total advertising space, 13.2 per cent was national. Salaries paid to employees and back shop wages claimed 43.6 cents of each dollar the publisher took in.

The following table shows the income and expense items, classified as on the reporting form, for the average of the perfect reports:

1956 National Weekly Newspaper Cost Study

COMPOSITE FINANCIAL REPORT

(Compiled from the 42 perfect reports out of 141 submitted for the study.)

(Circulation average: 3,600; circulation range, 630 to 17,707)

Income, 1956	Average %
Retail (Local) Display	42.6
General (National) Display	8.9
Classified and Reader	7.1
Legal	3.1
Total Advertising	61.7
Circulation	8.2
Commercial Printing	21.2
Miscellaneous	8.9
Total Income	100.0
Expenditures, 1956	
Office Salaries (except Publisher's)	17.9
Shop Wages (all shop employees)	24.9
Depreciation (all except building)	3.8
Services (Features, Insurance, etc.)	5.4
Utilities (Light, power, telephone)	1.7
Office (postage, supplies, dues)	2.2
Building (rent, fuel, etc.)	2.5
Taxes (all except income)	1.9
Equipment (repairs and maintenance)	2.3
Materials (paper, ink, etc.)	14.9
Contributions (travel, entertainment)	1.8
Other Expense	4.9
Total Expense	84.2
Net Income before income taxes (including publisher's salary)	15.8
(Adjusted net income before income taxes, 9.9%)	
Total Expense & Net Income	100.0
Capital Expenditures (% of total income)	5.6



'Your Newspaper Serves' Theme For 1957 NNW

"Your Newspaper Serves" will be the theme for the 1957 observance of National Newspaper Week. Announcement of the theme was made recently by William A. Bray, general manager of the Missouri Press Association and chairman of the National Newspaper Week Committee.

This year will mark the 18th annual observance of National Newspaper Week. Founded in 1940 by John B. Long of the California Newspaper Publishers Association, the special observance is sponsored annually by Newspaper Association Managers, the nation-wide organization of state, regional and national press association managers.

"Your newspaper serves in so many ways," Bray said, "that we can scarcely imagine our way of life without it. The American people depend more and more upon their newspaper to keep them informed as they go about their tasks. Religion, education, law enforcement—nearly every phase of this thing we call democracy is served by your newspaper."

"Ours is the greatest governmental system in the world," Bray continued, "and the newspapers of the nation have helped make it so. It is not the purpose of National Newspaper Week to butter up the newspapers, and certainly newspapers are not all perfect. But with National Newspaper Week we hope to remind the American people that newspapers serve them and have become an integral part of their lives. Of course, it is obvious, but sometimes we forget that freedom of the press belongs to the people and not to the newspapers."

Members of the 1957 Newspaper Week committee are Larry Miller, manager of the Kansas Press Association; Don Eck, manager, National Editorial Association; Harvey Walters, manager, Georgia Press Association and William Oertel, manager, Ohio Newspaper Association.

The oldest newspaper in the world is the Pekin Gazette, first issued about 1340 A.D.

The first Democratic cartoon, in which the emblem of the party was represented by a donkey, appeared in Harper's Weekly, in New York City on January 15, 1870.

IT HAPPENED IN KENTUCKY

KENTUCKY'S SECOND NEWSPAPER ESTABLISHED AT LEXINGTON

Little is known about Kentucky's second newspaper, "The Herald", founded by James H. Stewart. Like the pioneer newspaper, "The Kentucky Gazette", "The Herald" was published at Lexington. One historian says it began publishing in 1793 while another gives the date as 1795.

The Herald enjoyed only a brief existence. Fayette County historian, Mr. Ranck, wrote that "in 1802 the Herald passed into the hands of John Bradford", and also recorded that the paper "existed for about ten years". After it was absorbed by the Kentucky Gazette, its editor Stewart disappeared from history. Only a few copies of this paper are in existence today. One of them is at the Lexington public library.

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 beer 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**

BBB Takes Strong Stand Against 'Inflated' Advertising

Early reactions by spokesmen for major appliance manufacturers promised progress on the recent National Better Business Bureau's challenge to them to stop deceiving the public with inflated "list" or "nationally advertised" prices.

However, if the views of some prevail, it will be a long time before this "showdown effort" for voluntary self-regulation begins to pay off in customer protection against unscrupulous price claims.

Here's the problem:

As NBBB told the major appliance industry in a nationally publicized, printed four-page appeal, when it places an inflated "list" or "suggested" price on an appliance (a price far higher than the item ever will sell for) it enables the dealer to advertise "savings" on the item at the retail price. This deceives the public. But since the manufacturer originally placed this deceptive tool in the hands of the dealer, he is equally culpable. Sometimes the manufacturer will even insert this fictitious price in ads in national magazines. This enables the dealer to advertise locally "save blank dollars under price as advertised in blank magazine"—a further deception. Such abuses, as the Association of Better Business Bureaus resolved in its recent New Orleans convention, have reached "a scandalous and critical phase."

NBBB's plea, citing possible Federal Trade Commission action to regulate these practices, asked the industry for co-operation with BBB's "in one final major effort toward voluntary action."

The industry reactions we have seen—admittedly piecemeal—have appeared mainly in *Home Furnishings Daily*, formerly *Retailing Daily*. The paper says that while the industry "generally agrees . . . that fictitious list prices are a problem . . . they don't agree as to what can or should be done to eliminate this problem."

In Louisville we have been encouraged by action taken by C. K. Rieger, vice-president and general manager of General Electric's Appliance and Television Receiver Division who, even in advance of receiving the NBBB letter, was backing the BBB position by messages to all G.E. dealers urging them to avoid all misleading price statements.

Against encouraging statements of co-operation by certain industry spokesmen, we note other statements citing "numerous problems" including "varying marketing conditions in various parts of the country" and "dealer objection" to reducing list prices. A spokesman for an air conditioner manufacturing concern said:

"I've wondered for years what list prices really were. They're peculiar animals. When the weather is hot the dealer feels that he should make 30 per cent by selling at list.

If it gets cool he is willing to work on it."

Local Campaign Continues

Locally we are continuing our long-patented campaign against phony comparative prices. In letters to some 200 Louisville advertisers and advertising media, we are urging that extreme care be taken not to identify as "regular" any "retail price" suggested by a manufacturer unless this price accurately reflects the price at which the item has recently sold within the specific store involved or in this trade territory.

These letters refer to examples of misuses of terms like "regular," "former," "original," "usual," "usually" and others used in comparative price advertising. A store can't follow low accepted rules by advertising a "special purchase," for instance, but can slip in and compare prices on this special purchase with mere "guesstimates" of what the usual price has been. The usual price must not itself become a fictitious price.

Why all the shouting? Because all this wild-swinging phony price-stating is making a major assault on the confidence the public has in all price advertising. This must stop!—Louisville BBB Report

Small Ads Are As Effective As Large Space Blurbs

Many appliance and radio-tv dealers feel that a full page newspaper ad is the most really effective means of advertising, reports NARDA News. "Yet many advertising authorities agree that small space ads, properly done, can pull as many responses as full page ads." Dealers, in preparing small ads, should take several factors into consideration: 1) repetition: people remember what they see repeatedly.

A small ad repeated regularly can be more effective; 2) singleness of idea: limit message to one idea and make better use of space; 3) headline: since a small ad must rely for impression on quick impact, headline must not only be as interesting as possible but also brief and prominent; 4) simplicity of design: a "must" in small ads. "Keep layouts simple, clean and clear"; 5) borders: while not as important in a large ad, they become a matter for prime consideration in the small. "A simple or unusual frame around the ad will keep it from running into surrounding copy"; 6) signature or logo: should be kept simple, using only enough words to identify store and product. Concludes NN: "The possibilities of the small ad are tremendous. A small ad can be a David among Goliaths if it is well planned."

Live pedestrians and successful merchants think fast on their feet.



ALSO...

Authorized Dealers
Representing Leading
Manufacturers of
Graphic Arts Equipment

- HAMILTON COMPOSING ROOM
C & G SAWS
CHALLENGE MISCELLANEOUS
ROUSE SAWS and MITERING MACHINES
AMERICAN STEEL CHASES
NUMBERING MACHINES ALL MAKES
STITCHING WIRE
BRASS RULE and GENERAL COMPOSING ROOM NEEDS

May we serve you?

THE CINCINNATI
ATF TYPE SALES, INC.

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

Public Spent Millions
For Wanted Newspapers

The people of the United States and Canada spent \$1,427,801,000 in 1956 for their copies of daily and Sunday newspapers. That's an average of \$27,458,000 a week...

People spend this huge amount simply because they want to read newspapers... because they want the complete information, instruction and entertainment they get in newspapers and nowhere else.

U. S. readers spent \$961,341,000 for weekday editions and \$382,895,000 for Sunday editions, a total of \$1,344,236,000, or a daily average of \$3,120,000.

In addition to the fact that Americans are traditionally the largest reading group in the world, perhaps one minor reason for the increase in daily readership is that American families are moving in great numbers into income brackets which can provide fairly high standards of living...

Table with 3 columns: Income bracket, % of families, % of total. Rows: \$10,000 and above (3%, 8%), \$7,500 to \$9,999 (4%, 9%), \$5,000 to \$7,499 (14%, 24%)

While 21% of all families were in the \$5,000-and-up bracket in '52, the number climbed to 41% in 1956. Says USN&WR: "And if you add the group that earned \$4,000 to \$4,999, you find that 65%—nearly two-thirds of all American families—had incomes last year of \$4,000 and above."

Morticians Warn Members
Against Restrictive Laws

The National Selected Morticians, an association of undertakers, is concerned that the tendency among morticians to pass laws which would restrict advertising will have an adverse effect on their business.

"In our efforts to learn the reasoning behind these restrictive efforts, we can find only two reasons—(1) to stop the successful funeral service firm, and (2) to save money. Successful firms in any line of business have become successful because they have used all legitimate forms of advertising to educate the public as to their facilities, service, location and personnel."

"Pure restriction, removing our only

avenue of public education can result in the worst possible form of public relations. It can lead to charges of conspiracy—as was the case when the Anti-Trust Division of the Department of Justice cited all associations before the Federal Grand Jury a few years ago.

"Whether you believe in funeral director advertising or not:

"DO NOT LOSE YOUR FREEDOM:—Your right to tell your story; your right to educate the public.

"DO NOT SET UP RESTRICTION:—Against the fight of advertising companies, firms and agencies, to say nothing of the public press, to sell their services to the public."



First choice of the industry
for estimating Printing

WRITE FOR 60-DAY FREE TRIAL

PORTE PUBLISHING COMPANY
P.O. BOX 143, SALT LAKE CITY 6, UTAH

FAST PRODUCTION
FINE REPRODUCTION

If you wish...
Highest quality
Fastest service
for
Reasonably priced
Printing plates
of
Zinc, Tripletmetal
or
Copper
Made by Qualified
Experienced Engravers

SEE

LEXINGTON
PHOTO ENGRAVING

223 W. Short St. Dial 3-5015
Lexington, Kentucky

(Continued From Page Two)

of Journalism, Lexington: Perry J. Ashley; Louisville Paper Co.: Mr. and Mrs. Sam Miller, Casey Co. News, Liberty: Mr. and Mrs. Fred Burkhard and daughter; Shively Gazette: Mr. and Mrs. L. T. Bean; Louisville Courier-Journal: Mr. and Mrs. Basil Caummisar, Mr. and Mrs. Doug Cornette, A. O. Hopewell, Mr. and Mrs. George Michler, and Don Towles.

Breckinridge Co. Herald-News, Hardinsburg: Mr. and Mrs. George M. Wilson; Voice of St. Matthews: Mr. and Mrs. Al Schansburg and daughter; Dawson Springs Progress: Mr. and Mrs. Mack Sisk; Associated Press, Louisville: William J. Waugh and Doug Lovelace; Park City News, Bowling Green: Mr. and Mrs. John B. Gaines and children; Fairchild Graphic Equipment, Chicago: Joe G. Hale; Georgetown News: Mr. and Mrs. John Sutterfield; McLean Co. News, Calhoun: Landon Wills and son; Russellville News-Democrat: Dan Knott; Lexington Herald-Leader: Mr. and Mrs. Fred Wachs, Mr. and Mrs. Herndon Evans, Thomas L. Adams, and Edwards Templin; Kentucky Dept. of Public Relations, Frankfort: Mr. and Mrs. Ed Easterly; Jessamine-News-Week, Nicholasville: Ed Easterly III; Henderson Gleaner & Journal: Mr. and Mrs. Jim Armstrong and Mr. and Mrs. Ed B. Greenwald; Ky. Dept. of Safety: Jud Edwards and Moss Vance.

The first French daily newspaper that was successful was the Courier des Etats Unis which appeared June 10, 1851, in New York City with Paul Arpin as editor.

New Plastic Plate Soon Ready For Newspapers

The Du Pont Photo Products Department announced May 16 that it has made substantial progress toward the development of a pre-sensitized, lightweight, flexible plastic printing plate of potentially wide use in the letterpress field. The announcement was made at the annual meeting of the Research and Engineering Council of the Graphic Arts.

After exposure through a high contrast photographic negative and washing in a simple water solution, the unique printing plate is ready for use. The image is formed by a chemical change in the light-sensitive plastic during the exposure. Unexposed areas are then "washed out", leaving a relief of up to a 40-thousandths of an inch.

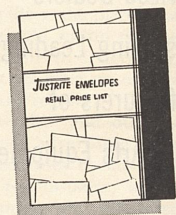
It appears likely, the company said, that field testing of these new plates will begin during 1957 and that commercial quantities should be available during 1959.

POD Rules On Envelopes

In order to expedite mail handling and to make machine operation more feasible, the Post Office Department has designated a minimum size for envelopes. Envelopes the size of which is less than 2 3/4 by 4 inches will be unmailable effective July 1, 1957. There is no maximum limit, but the Department states that envelopes larger than 9 by 11 inches are not recommended. For faster and more efficient handling of mail, the Department urges the use of envelopes of standard sizes whenever possible.

COMMUNITY PRESS SERVICE
 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

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

"Yes... this is the lady of the house"

Indeed she *is* the lady of the house with a telephone at her fingertips. Yet she takes her phone for granted, and that's how it should be. Yesterday's miracles are commonplace today.

Tomorrow, telephone service will be even faster and better than you can imagine—for at this moment, men are creating miraculous new techniques and equipment that will continue to make the telephone even more a part of good living.



Southern Bell

IMPROVE YOUR NEWSPAPER PLANT WITH NEW EQUIPMENT

From
JOHN L. OLIVER & SONS
952 Main Nashville

Representing the Leading Manufacturers from a Makeup Rule to Duplex in new or rebuilt Printing Equipment.

The first newspaper west of the Mississippi was the Missouri Gazette, founded by Joseph Charles in St. Louis in 1805.

Extra Profits

FOR YOU, MR. PRINTER

Send Us Your Orders

- ADMISSION TICKETS
- COUPON BOOKS
- LICENSE STICKERS
- SCALE TICKETS
- NUMBERED FORMS

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Ticket Printers Since 1898

BUSH bk KREBS

PROFIT FOR THE PRINTER

... in school annuals. Now is the time to sell. And for engraving costs, free layout suggestions & ideas, call John Scully, WAbash 4176 Louisville

BUSH bk KREBS

Representing leading manufacturers of printing equipment and supplies,

Contact Ed Weeks, Bush-Krebs Co., Inc. 408 W. Main St., Louisville, Ky.

BUSH bk KREBS

1956 National Advertising Showed 6.1% Increase

National advertisers invested \$737,996,000 in newspapers in 1956, a greater sum than ever before in history, according to official figures released by the Bureau of Advertising, American Newspaper Publishers Association. The figure represents a 6.1 percent increase over the record 1955 total. The Bureau noted that these totals include only expenditures for newspaper space and are exclusive of production costs.

General advertising, which includes all national advertising except automotive, scored a 12.1 per cent increase over 1955. It jumped almost \$60,000,000 to a new high of \$555,782,000 in 1956. The largest classification in the General category—Groceries—accounted for 9.7 per cent gain over 1955. Automotive advertisers \$182,214,000 investment is the second largest figure on record, but 8.6 per cent is less than 1955's all-time high.

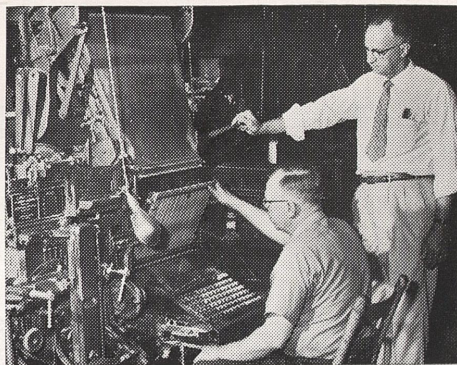
Among the General classifications and sub-

classifications registering the sharpest gains were: Alcoholic beverages, up 10.8 per cent; confections, up 20.1 per cent; in groceries: baking products, up 18.2 per cent; beverages, up 4.9 per cent; condiments, up 20.5 per cent; dairy products, up 11.4 per cent, and meats, fish and poultry, up 22.8 per cent; hotels and resorts, up 9.6 per cent; industrial, up 34.3 per cent; insurance, up 6.2 per cent; radio and television (newspaper ads by set manufacturers, networks, and stations), up 16.7 per cent; tobacco, up 32.8 per cent, with the major sub-classification, cigarettes, up 36.5 per cent; transportation, up 10.3 per cent; and wearing apparel, up 11.5 per cent. In all cases, with the exception of confections, beverages and radio-television, dollar figures for the classifications listed above are the largest on record.

The first illustrated tabloid was the Illustrated Daily News of New York City which appeared on June 26, 1919.

"OUR LINOTYPE COMETS ARE REALLY PRODUCING FOR US."

J. L. MORRIS (standing), Mechanical Superintendent
The Augusta (Ga.) Herald, The Augusta (Ga.) Chronicle



EXCLUSIVE COMET FEATURES A BIG HELP—Mr. Morris says, "The design of the Comet is sound throughout. Our machinists find that the swinging front and removable keyrod frame (exclusive with Linotype) are a big help in speeding routine maintenance and cleaning the machine. These features contribute greatly to the machine's capacity for producing type."

Get the facts first hand. See how you can beat daily deadlines and reduce maintenance to a minimum. Write your Linotype Agency for complete details.

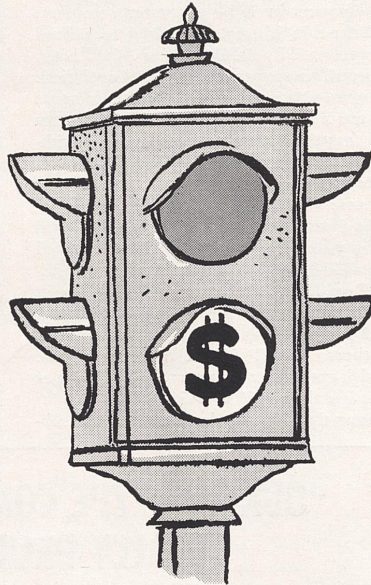
• LINOTYPE •

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.

Set in Linotype Corona and members of the Spartan family

LEADERSHIP THROUGH RESEARCH

Stop lights



or shop lights

Every store has some kind of lighting—but is yours doing the job it should? Are your windows and merchandise displays dreary and ignored, or are you using effective, modern lighting that invites a customer to come in and shop?



Modern lights are *shop* lights, designed to give your business every advantage by offering the customer a comfortable shopping atmosphere and helping him enjoy his stay. You can create dramatic, sales-producing effects with lighting that's properly placed. You can lead the customer right to any special item with spotlighting.

But most important, you always keep your merchandise in its best light, so the customer can actually see freshness, color, and texture.

Call your nearest KU lighting adviser. He'll be happy to help you with your lighting problems.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY



VOLUME
NUMBER

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School
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Lexington