

The Kentucky Press

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

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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Kentucky's Showcase: The New Lodge at Jenny Wiley State Park, Near Prestonsburg

The Kentucky Press + As We See It +

Volume 29, Number 11

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Perry J. Ashley, Associate Editor

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Two Changes In FLSA Will Affect Newspapers

Two major changes affecting newspapers become effective on Sept. 3, 1963. They are: (1) Those covered by the Fair Labor Standards Act must be paid not less than \$1.25 an hour, instead of the present \$1.15 minimum; (2) Those defined as "Executives" or "Administrative employees" must be paid not less than \$100 a week to retain their exemption from maximum hour and overtime provisions of the law.

The latter provision relating to "white collar" salaries is tentative but unlikely to be changed and employers should assume that the higher minimums will take effect Sept. 3, although some delay is possible. Other tests to meet the "white collar" exemption remain unchanged. Both "Executives" and "Administrative employees" must spend less than 20% of their time performing non-exempt work, must customarily and regularly exercise discretionary power. "Executives" must have management as a primary duty, must direct the work of two or more employees, and must have authority to hire, fire, or promote.

The provision affecting the "Under-4,000 Exemption" remains unchanged. It applies to "any employee employed in connection with the publication of any weekly, semi-weekly, or daily newspaper with a circulation of less than 4,000 the major part of which circulation is within the county where printed and published or counties contiguous thereto."

An official interpretation of the under-4,000 exemption, made by the Wage-Hour Administrator, allows employees of "shoppers" to qualify under this exemption, as well as those employed by daily legal papers: "A daily publication containing news of local courts, legal notices, and other matters pertaining to court proceedings and advertisements would qualify as a 'newspaper.' So would a publication, usually referred to as a shopping news or guide, if it contains some news even though small in amount, in addition to some advertising copy."

Also the Administrator has ruled that to be exempt, a newspaper must be both printed and published in the same county. In the case of a company publishing more than one paper, each paper can be counted separately in meeting the under-4,000 circulation test.

A 1962 ruling spells out enforcement policy with respect to employees of under-4,000 papers who are also engaged in job printing work. The ruling is that "such an employee is within the exemption even though he is also engaged in job printing

activities, if less than 50% of the employee's worktime. However, this exemption is not applicable if the employee spends 50% or more of his worktime in a workweek on job printing, any portion of which is within the general coverage of the Act on an individual or enterprise basis."

By law, minimum wage, overtime and child labor provisions of FLSA do not apply to "those engaged in delivery of newspapers to the consumer." However, the person exempt must be exclusively so engaged and the exemption does not apply to delivery of papers to newsstands or street assembly points for route delivery boys.

The Administrator has ruled that in order for the newspaperboy exemption to apply "one of the conditions is that the work must not be performed so as to be a part of the manufacturing process and must not be performed in any manufacturing or processing room or work place. Thus, minor under 16 may not work in the workroom where the newspaper is printed, or where job printing is carried on."

Those employed in the capacity of outside salesman are exempt from minimum wage and overtime provisions, but the interpretation of "outside salesman" has been strictly interpreted to limit the application in the newspaper field. The definition is too lengthy to quote here but is contained in Section 541.500 of Regulations. (NEA will supply the full text of the entire law upon request.)

The law requires that accurate work records be kept for all covered employees.

* * * *

Chairman Ross Investigates Government PPR Activities

Chairman John E. Moss (D., Calif.) of the House Government Information subcommittee has sent an exhaustive questionnaire on informational activities, personnel and budgets to all departments and agencies plus various advisory committees, special boards, etc. When returns are received and results published, the most complete picture of Federal public relations activities ever compiled is sure to result.

Among other things, the survey seeks to learn whether government PR men are involved in policy-making, what salaries are paid for information officers, how many man-hours are spent serving the press public, and any outside PR firms hired. Another aspect is classifications, and whether legal authority exists to justify restricted access to information.

Nobody knows how many press agencies there are on Federal payrolls because in many cases the PR men hide behind such titles as "executive assistant" or "directors of reports." If the Moss survey ferrets out the full facts, a highly interesting report is bound to result.

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What Is A Newspaper's Value?

Equipment \$? Circulation \$? Profit \$?

With the newspaper properties today being bought and sold in a premium market, both the buyers and sellers are up against a real problem in arriving at a compatible price before the deal can be closed, states the Kansas Publisher.

How can you determine the value of a newspaper? As difficult as it is to place an absolutely accurate value on a good newspaper in any field today, and with the fact pretty well established that the buyer is going to pay more than he thinks the property is worth, there is one especially heartening point of departure.

An established newspaper usually has an economic standing better than any strictly local enterprise in the community. The weekly or semi-weekly holds its own with other local enterprises, and seven times out of ten, the daily newspaper is the best strictly local earning proposition in the town.

One outstanding newspaper brokerage, with over 30 years' experience, states that no established newspaper that has been traded at what seems like an elevated figure in the last ten years has failed to make its payments and show a profit. This fact seems to be based on the idea that a good newspaper, properly edited and well integrated, reaches up to a level is usually expressed within its proper geographic limits, and circulation is the payoff of good will.

In the face of today's high cost of formula for appraising a newspaper's equipment and real estates, the oldest worth has been discarded. Figuring value based on circulation at the rate of \$10 per proven unit leaves out too much.

In this day of supply and demand when your newspaper may be worth five to seven times its earnings before taxes and after depreciation are figured, another old formula—gross income—has to be abandoned.

So what's the yardstick? There are several of them, some simple and some complicated, that are currently being used by professional appraisers and brokers. Some apply to weeklies, some to small dailies, some to large dailies, and none can be used without taking into consideration each individual situation.

A nice, easy way to evaluate any newspaper is to take its earnings, after taxes, and multiply it by 8. This method is merely based on the idea that a good newspaper investment should pay for itself in 8 years. In the small daily class (2,500 to 20,000

circulation), if a newspaper pays itself out in 10 years, it's considered a mighty good investment; if 12½ years, still a decent venture. If it takes 15 years it would be classed as marginal and if more than 15 years would be required to get back the investment, it's probably valued dangerously high.

This method of evaluation is considered the safest, by all odds. Since it's difficult for a seller to get a buyer to readily agree to trade at 8 times earnings after taxes, negotiations usually proceed until some figure acceptable to both is arrived at.

Another plan is based on the net worth of the newspaper. Take the net worth of the operation, including all of the assets. Then, before taxes and after the question of depreciation has been considered, add to the net worth three times the amount of earning of the previous year.

Still another formula, called the "4 yardsticks" has been devised as the result of a survey of representative small daily newspapers, both with and without commercial printing departments. (Commercial departments don't seem to have much effect on grosses and nets unless they far outweigh the newspaper itself.)

The "4 yardsticks" following are designed to apply only to small dailies and do not mean very much singly:

Take the past year's gross volume and add 2 percent.

Multiply the urban population of the town by \$17 a head (to be exact, \$16.85). This is the ratio of selling price to population.

Multiply circulation by \$30 (average index was \$29.88) per unit.

Take annual net profit (clear investment net is annual profit after all taxes, salaries, and depreciation) and multiply it by 8. (This is based on payout time.)

After a value is set down for each of these "4 yardsticks," they are added and then divided by 4. The result should come very close to the average normal value of any daily of the 2,500 to 20,000 class. There will be other pluses and minuses peculiar to each field as compared with "normal." They can be added up and balanced out—then added or deducted from the basic "average and normal" value obtained from the 4 yardsticks.

1. Value of equipment, plus gross income for the year.

2. Value of equipment, plus \$10 per

paid-up subscriber.

4. Invested capital, plus twice annual profit.

5. Seven times net earnings.

6. Gross income for average year.

7. Real estate, plus gross income for year.

No matter what formula is used, once the basic figure is pinned down tight, many other contributing factors have to be considered seriously. These points are the ones most often entering the transaction:

1. Competition. Is it a one-paper or a two-paper town? Is there a strong weekly in the area? Radio and TV competition bleeding advertising?

2. Opportunity. Is the community growing or losing population? Is circulation up to 56 per cent of the population reachable by city carriers?

3. Equipment. Does a broken down press mean the investment of \$75,000 within a year or so for newer and faster equipment?

4. Vigor of the field. Is the town on its toes, aggressive commercially, with good civic organizations? Or is it backward, stagnant? Do the stores pull trade? Are municipal facilities good? Is the general economy of the area steady or boom? Is there a dangerously low-income group in the area?

5. Economy and finances. How many local dealerships supported by national advertising? Is classified fully developed? Is the area high or lowcost labor, Union or unorganized? Does bank deposit-population ratio meet the average—\$1,320? What have been the newspaper's highest and lowest earnings for the past five years? How often has the property changed hands in the past 5 to 10 years? Unless a new owner stays long enough to establish an upward trend, value usually drops with each sale.

Out of all these formulas and contributing factors comes the appraiser's price; but, overhanging the price is supply and demand. The experts point out that it is impossible to approach the valuation of any particular property with any set pattern. Each valuation, large or small, is an individual situation. In the final analysis, a lot of plain good sense has to be added in arriving at the worth of newspaper property, whether you're buying or selling.

Production costs threaten press freedom more than government restrictions and management of news, claims Robert Bunnelle, president of the North Carolina Press Association. "If newspaper production costs rise disproportionately to revenue, newspapers will go out of business. Or, if they don't go out of business, they will lose their vigor and their voice," Bunnelle said.

Trade Association Membership A 'Must' For Modern Business

(Editor's Note: This article on association membership, a "must" for the modern business organization, written by George J.

Jaffe, was excerpted from *The Elks Magazine*, and is respectfully dedicated to the few state newspapers who will not join their fellow publishers in association activities, either by membership or by participation. They seemingly do not believe in working for a common good, by participation or financial aid thru dues, but are content "to let George do it," thereby gaining by the efforts of others who believe in association services.)

Would you consider a thousand dollars' worth of advice and know-how for every dollar invested a good investment? If you're a dues-paying member in one of the nation's 13,000 trade associations, you may be getting this kind of value. If you're not, you should be; in no other way can the businessman—especially the so-called "small" businessman—get so much direct help from so many of the brainiest experts in his particular field.

Through association membership, the businessman can expect help in solving management problems, product, distribution and service-technique problems and innumerable peculiar-to-your-own-business problems. For this reason the trade association has become as vital to a well-run business operation as the services of an accountant, lawyer, banker or insurance consultant.

As early as 1920 Herbert Hoover said: "Trade associations are the safeguards of small business and thus prevent the extinction of competition. With wisdom and devotion, their voluntary forces can accomplish more than any spread of the hand of government." Providing that today's businessmen share Mr. Hoover's sentiment is the fact that of the nation's 4.7 million business firms, about 3.8 million, or 80%, belong to at least one trade association.

But simply belonging is hardly enough; getting the most out of association membership is what really counts. If the association tailors its programs to the needs of all its members, its service can be invaluable.

Services rendered by the nation's trade associations are remarkably diverse and numerous, but generally involve:

- (1) functioning as the nation's center of information on their particular industry;
- (2) keeping in close touch with all related industries;
- (3) issuing periodic bulletins on business trends, legislation affecting their field, trade statistics, labor relations and various other specialized subjects;
- (4) preparing booklets and annual data;
- (5) arranging conferences for members on current industry problems, and
- (6) handling the government relations of their industry.

Collecting facts and figures is a major occupation of trade associations and, quick to realize the value of research, trade groups spent over \$28 million on research activities in 1961.

Promotions such as trade shows help both consumer and intra-industry relations. About 3,500 annual shows attract an estimated five million persons, and provide a fine showcase for introducing new products and improvements.

A group's annual convention is another arena for discussing new advances. Conventions today are serious gatherings undertaken to disseminate news and mutual betterment, and have proved to be time well spent.

A prominent public relations counsel says: "Conventions give the businessman the chance to get out of the groove for a few days and to hear what his competitors are doing. All kinds of individual business operating problems are solved during conventions."

To serve customers better and stimulate their interest, associations have gone all out to educate the public as well as their members. Educational programs take various forms, including clinics, motion pictures, formal courses of instruction, books and pamphlets. Associations often help young people to select their careers and work with schools to attract outstanding people in their industries.

In their efforts to keep members well informed, association publications often include a monthly journal containing articles, reports and court decisions, weekly information bulletins, "emergency" bulletins, and a steady flow of reprinted material culled from writings and activities of member companies.

Probably one of the strongest arguments for joining an association is the need these days to be kept alerted to an administration's policies toward business. Call it "lobbying" or "government relations" if you will, there's no skirting the fact that this function is

one of the association's oldest.

Reports from the U.S. Chamber of Commerce indicate that 92% of the nation's trade associations are now engaged in conducting legislative activities.

While some critics have attached an onus to lobbying activity, other voices have defended it. Louisiana's Congressman Hal Boggs has said: "My experience is that the large is straight-forward, honorable, intelligent. In Congress, we soon learn that representatives of groups generally are individuals in whom we can have complete trust. Those who violate their trust are few. But normally, the lobbyist is genuinely helpful in the legislative process."

Associations recently have devoted almost as much time to public relations as to government relations in recognizing their responsibility for the improvement and protection of their industry's reputation. Putting an industry's best foot forward is one of the ways associations give members their money's worth.

But—and this is important—there's no a dues-paying member who'll reap any of the above-mentioned benefits from a trade association if he maintains a head-in-the-sand attitude toward his group. What you get out of an association is directly related to what you put into it.

Trade associations can succeed only if members are willing to give their time and talents as well as their substance. When called upon to serve on committees, members should do so, realizing that the sum total of the activities of all committees will be reflected in the success of their own individual business effort.

Kentucky Press Association and Kentucky Press Service, like all state, regional, and national associations, have always carried out the ideals and services as emphasized in this article, and pledge increased activities for their members. Especially, "value received" has been measured in the past through legislative action involving the publishing business. No newspaper should step out of the Association if it considers just this one service to it—just one of the many that keeps the Central Office on its toes.

The Kansas City *Kansan* is offering its subscribers a weather-proof newspaper delivery box which may be installed near their homes.

There are over 9 million teenagers in U.S. secondary schools—an increase of over 45% in the past decade. Last year, local advertisers invested 56% more dollars in newspaper advertising during the fall back-to-school months.

Jerry Ringo, Kentucky Mountaineer, died July 28 in a stroke, stricken with a heart attack, previously had been in poor health.

Ringo founded the Menifee County School System in 1958. He was a student in the Mountaineer Club named his paper in 1946.

His paper was first prize in a contest. In 1958, he was named for the courage in the National Conference of Editors cited as a work. It men-

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An able speaker at the wide FFA special awards which the Forensic League competition in American and Bureau "Talk

was chosen to the State De change program pines.

He had also campaigns and attend the Nat in 1956.

Edgar F. Arnold, publisher of the *Kentucky Press* and a pioneer in the newspaper industry, died at his home in Louisville, Ky., July 28, 1963.

A veteran in the newspaper business, he had been with the *Kentucky Press* for 30 years. He had written many editorials and had been a member of the American Legion and the *Kentucky Press* Club named his paper in 1946.

Arnold was a religious project secretary of the *Kentucky Press* and had been active in the American Legion Club named his paper in 1946.

In Memoriam...

Jerry Ringo

Jerry Ringo, editor-publisher of the Kentucky Mountain Journal, Frenchburg, died July 28 in a Lexington hospital after being stricken with a blood complication. He had previously had a heart condition.

Ringo founded his weekly newspaper as the Menifee County News while he was still a student at the UK School of Journalism. He was graduated from the University in 1958. He changed the name of the paper to the Mountain Journal last year.

His paper won several awards including a first prize in a national editorial-writing contest. In 1961 he was one of five nominees for the Elijah Parrish Lovejoy award for courage in journalism. The International Conference of Weekly Newspaper Editors cited him for education and safety work. It mentioned him for criticizing his County School Board after the board refused to allow Parent-Teacher groups to meet in the public schools.

An able speaker, Ringo won the state-wide FFA speaking contest in 1953. Other awards which followed were the National Forensic League extemporaneous-speaking competition in 1954, championships of the American and the state and national Farm Bureau "Talk Meet" in 1955. In 1958 he was chosen to be an FFA representative in the State Department's educational exchange program in Japan and the Philippines.

He had also been active in state political campaigns and was the youngest delegate to attend the National Democratic Convention in 1956.

* * * *

Edgar F. Arnold, Sr.

Edgar F. Arnold Sr., 68, editor and co-publisher of the Madisonville Messenger and a pioneer Kentucky news executive, died at his home August 8. He had not been ill.

A veteran newspaperman, Arnold had been with the Messenger since 1919. His editorials have been quoted widely both in Kentucky and nationally. Before joining the Messenger, he had previously worked for the Tampa (Fla.) Tribune and the Henderson Gleaner.

Arnold was active in many civic and religious projects in Madisonville. He was secretary of the Chamber of Commerce and had been active in the Kiwanis, Elks, and American Legion. The Madisonville Lions Club named him "outstanding man of the year" in 1946. He also was a collector of

Civil War firearms and books of the period.

A native of Earlington, he attended Transylvania College before serving with the military in World War I. He was a member of the Bethlehem Christian Church.

As a final tribute to Arnold, Ernest Clayton, city editor for the Messenger wrote:

Eighteen years and seven months ago, the first paragraph of Page One editorial in THE MESSENGER stated:

"With full knowledge of the facts than an omniscient Maker disposes the ways of man as He wills, and that mere human cannot fathom, often, the summons which take, from time to time, our associates and our friends from our midst, it is with no intent to murmur—only to wonder, if you will—why the Grim Reaper often, to our human view, reaps too soon."

So wrote Edgar Arnold on January 8, 1945, of his business associate and friend, Woodson Browning, who had fallen victim of a heart seizure. Nineteen years prior to that date, Edgar Arnold had written of the passing of Judge C. C. Givens. Thus, had he written of two fellow newsmen who had seen the birth of THE MESSENGER as a daily newspaper in this community.

So, today, comes a feeble attempt to write an editorial about a newspaperman, who was a newspaperman in all respects, by a newspaperman who had nothing but high regard for his unflinching devotion to his work—that of bringing the news to the people of this community. It was as simple as that. For Edgar Arnold died yesterday in his home, the last of the trio of dedicated newsmen who saw this newspaper come into being.

On the editorial page of this paper there is a quotation each day that fitted Edgar Arnold. Quote: "Without or with offense to friends or foes I sketch your world exactly as it goes"—Byron.

As did Woodson Browning, and C. C. Givens before him, Edgar Arnold worked untiringly at his job. For years he fought, through his editorial and news columns, the battles of this town and this county, more than once alone. As most everyone in the eyes of the public, newspapermen make enemies. Edgar Arnold was no exception. He fought hard for his beliefs and if it meant stepping on somebody's toes, then the toes got stepped on. Even his enemies admired his devotion to the task ahead.

As Edgar Arnold wrote of his associate Woodson Browning eighteen years and seven months ago: "Sincerely devoted to his town, his country and his state, he never lost sight of the chief mission of a newspaper—to serve its community and its people instead of itself; to champion the cause of the weak against the strong; to reflect to the world the kind of community in

which we dwell; and, without or with offense to friends or foes, sketch your world exactly as it goes." Little did Edgar Arnold know when he wrote those words eighteen years and seven months ago that they might well apply to him, someday, as well.

Edgar Arnold was a family man. He was devoted to his family, his being one of those "close" families. He was an ardent sportsman and the last article he wrote was one Thursday morning concerning the opening of the 1963 squirrel season. He was ever civic minded, and in 1946 was chosen by the Madisonville Lions Club for the club's outstanding "man of the year" award. In recent years he had devoted more and more time to church work. He loved young people and had given help to many a youngster in various ways.

But above all, Edgar Arnold was a newspaperman and his abilities as such were recognized far and wide. He was an editorial writer, par excellence. He was one of a group of Kentucky newspapermen invited last year to Washington to have luncheon with President Kennedy and was photographed with the president during his stay.

The associates of Edgar Arnold put out a paper today and will go to press tomorrow, too, on the day of his funeral. He would have wanted it that way.

To say that family, friends, associates and this community will miss Edgar Arnold would be putting it lightly. A great newspaperman has written his final "30"

* * * *

Mrs. Harry H. Hansborough

Mrs. Harry H. Hansborough Sr., 77, wife of the publisher of the Hart County Herald, Horse Cove, died July 28 at Holiday Hospital in Orlando, Florida. She suffered a heart attack. She had been in ill health since last winter when she was stricken with pneumonia and had been unable to return to her Horse Cave home this year.

A native of Johnson City Tennessee, she and her husband moved to Horse Cave in 1911, where he established the Hart County Herald. In addition to the newspaper, the Hansbroughs operate real estate offices in Louisville and Florida.

Mrs. Hansborough is survived by her husband, two sons and one sister.

To the surviving relations of these publishers, the Press joins their host of friends in extending sympathy and peace of mind. Their passing leaves a void in our newspaper ranks.

Newspapers are more than purveyors of news; they also have a hand in creating it by digging it out of news sources who don't realize they have a news story.

Check List For Salesmen In Printing Industry

Louis Neibaurer, Vice President Sales, Edward Stern and Company, Inc., suggests a check list for an approach to "selling" price increases. Price rises in the printing industry are inevitable as our economy grows and prospers, but they can present a thorny problem for management and salesmen when they occur. The problem can be considerably lessened, however, if management adopts an intelligent approach to this perennial problem and takes the necessary steps to insure a smooth transition from old prices to new.

If the sales volume is expected to be maintained following a price rise, transitions in prices must be evaluated and handled on three levels: management, sales force and customer. Management can go a long way in contributing to the ultimate success of the acceptance of a price increase by doing the following things:

1. Time the price increases intelligently. Psychologically, it is harder to sell a price increase just after you have issued a year-end statement showing the greatest profits in the history of your company.
2. Make price changes when necessary but try to hold them down to once a year if possible.
3. Explain the reasons for your price increase but never apologize for it. Whether the increase is due to an increase in raw material cost, labor costs or an increase in profits, management does not have to apologize to itself or to salesmen. Making a reasonable profit is the reason for being in business and profits are an indication of efficient, hardheaded management; the result of every good business operation.
4. If an increase is minor, put it through and forget about it! Even when you are dealing with a major increase, don't make an issue of it with your sales force; for the moment you do, you will get all types of arguments as to why the increase can not be sold. Emphasis should be placed on the fact that price rises are instituted for sound reasons.
5. Sell your sales force on the validity of the increase. Be forthright and thorough in your explanations to your salesmen and they will sell your customers.

Sales managers should:

1. Make sure you understand the reasons for the increase so that you can do an effective job of presenting them to your sales force. Your ability to sell your salesmen will be reflected in their ability to sell your customers.
2. If an increase in minor, encourage your sales force to put it through without making an issue of it with customers.

When dealing with a new customer it is, of course, not necessary to bring up price increases at all since a new contact does not know your previous price level and no point can be served by mentioning it.

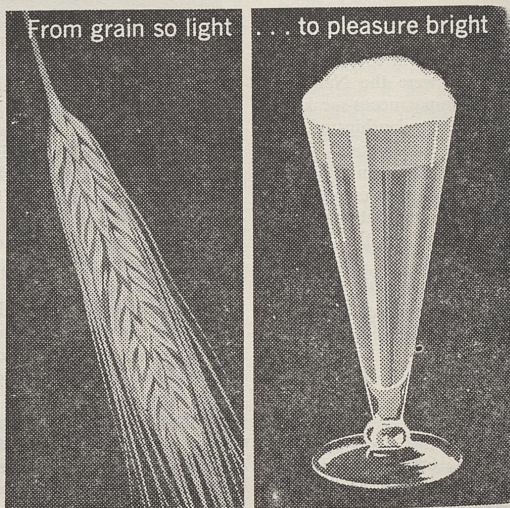
3. Build up good relations with your customers by alerting them to pending major increases as far in advance as possible. Give them the opportunity to buy and stock up before the new prices become effective.
4. Show your salesmen how they can turn a pending rate change to their advantage by gently pointing out to the customer the penalties if the order is not placed promptly.
5. Re-emphasize with your salesmen the need to stress quality service and the benefits their customers are getting. Make sure that they have the information to logically explain increases and that they never feel that there is a need to apologize for them.
6. Make the flexibility of the varying jobs in the printing industry work for you

Madisonville Messenger Elects Company Officers

Directors of Madisonville Publishing Company, publishers of The Messenger, elected Edgar F. Arnold Jr., as president of the company; and Howard L. Arnold, Parkwood, vice-president. The directors met to fill vacancies created by the recent death of Edgar F. Arnold Sr., president of the corporation, and editor of The Messenger. Edgar Arnold Jr. was elevated from vice-president to president, and Howard Arnold was elected to the board and to the vice-presidency. The other members of the board are Mrs. Woodson Browning and Mrs. Edgar Arnold Sr.

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"The newspaper is parent, school, college, pupil, theater, example, counselor (sic) all in one."—Wendell Phillops.

by offering modifications and alternative methods which can help offset the increase.



IN KENTUCKY

BEER IS A NATURAL

From nature's light grain comes sparkling, light beer ... Kentucky's traditional beverage of moderation - it's light, sparkling, delicious.

And naturally, the Brewing Industry in Kentucky is proud of the more than seven million tax dollars it contributes to the state of Kentucky each year - money that helps support our schools, our hospitals and our parks. In Kentucky, beer belongs - enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC.
KENTUCKY DIVISION

**Paul Brannon Retires
From Paris Newspaper**

Two major changes have been made recently in the operation of the Paris Kentuckian-Citizen.

A change in management of the weekly newspaper has been announced by publisher Paul Brannon with the turning over of the active operation to his two sons, Larry and James Brannon. Under the new organization, Larry will continue as editor and James will serve as associate editor.

The second move by Brannon was the consolidation of the Nicholas County Star, Carlisle, with the Kentuckian-Citizen. In making this move, the veteran newspaperman said the need for expansion and rising costs of production made the combining of the two papers necessary. He said all important news of Carlisle and Nicholas County will be carried in the Kentuckian-Citizen each week and that each subscriber of the Star will receive a copy of the combined papers.

The Star has been printed in the plant of the Kentuckian-Citizen since it was founded by Brannon in 1947. In announcing the consolidation, the Kentuckian-Citizen said:

"Because it is the desire of the publishers of this newspaper to continue to render as much service as possible to our Nicholas

County readers, it is our plan to devote a section of this paper each week to the happenings in that county, and to participate editorially, when the situation warrants, in those things considered to be helpful to Nicholas countians. Bourbon County readers will welcome the additional news coverage, we are sure, as many of you have relatives and interests in the neighboring community."

The elder Brannon will not be actively associated with the management of the Citizen in the future, but will continue to write for the publication under the column heading of "Pariscopes" and "Leaves of Bluegrass." He obtained the Citizen in 1947.

In one year the newsprint consumed by newspapers in American cities and communities would make a continuous ribbon of paper fifteen inches wide and more than 195 million miles long.

Stew Newlin, editor of the Wellington (Kansas) News, is not a superstitious person except when it came to putting his '63 press tag, number 30, on the front bumper of his car. He knew '30' around newspaper plants meant the end and he wasn't about to use tag number 30. He wrote in and was mailed another number.

CALENDAR OF EVENTS

SEPTEMBER

- 12—West Kentucky Press Association Pennyrile State Park, Dawson Springs.
- 26-27—Circulation Institute, University of Kentucky, Lexington.
- 28—Fall Executive Committee meeting, Phoenix Hotel, Lexington.

OCTOBER

- 24-26—National Editorial Association Fall Meeting and Trade Show, Claridge Hotel, Memphis, Tennessee.

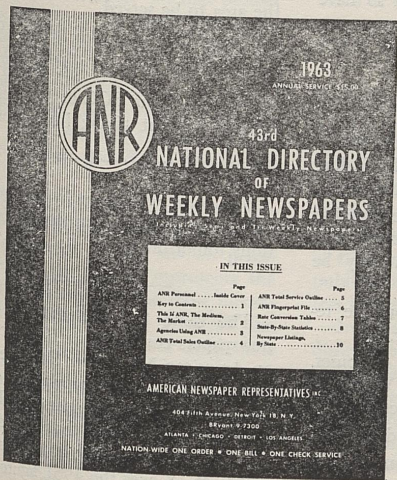
JANUARY

- 16-18—Mid-Winter Convention, Phoenix Hotel, Lexington.

Business uses advertising to maintain and increase its outlets for goods. Unless such outlets are maintained and increased, the income on which taxes are based will not be forthcoming.

Publishers Save \$7.50 On Your Copy of ANR's New
NATIONAL DIRECTORY OF WEEKLY NEWSPAPERS

Tear Out This Ad
Fill In The Coupon Below
Mail With Your Check



... just off the press, the new 1963 Directory is a reservoir of up-to-the-minute information on over 8,000 Weekly Newspapers in all 50 States. Contains nearly 300 pages, with 50 State-County-City Maps. It is the only publication listing national line-rates and complete data under these headings: Publication Name & Address; Population; Area Designation; Representation; Circulation; Issue Day; Alcoholic Beverage Policy; Mechanical Requirements; Color; Type of Audit; and Publisher's Name.

Regular Price \$15. Special To Weekly Newspaper Publishers \$7.50

American Newspaper Representatives, Inc.
404 Fifth Ave., New York 18, N. Y.

Send me _____ copy (copies) 1963 Directory Check Enclosed

Newspaper _____

City _____ State _____

(Signed) _____



Determining The Status Of Country Correspondents

When is (or is not) a country correspondent to your newspaper subject to withholding tax? We have occasionally received such a question and we have used various items in the bulletin, but it may be important to point the matter out to some of you again. You might want to check these rulings of the Internal Revenue Service. The applicable 1954 code says:

"Newspaper correspondents who are not required to furnish a minimum of material to a newspaper or to devote a specified amount of time to the newspaper's business but are compensated at a fixed monthly rate, are expected to meet daily deadlines, are required to report the news completely and promptly, and are permitted to use the newspaper's office, typewriters, and supplies in performing their service are held to be employees of the newspaper for Federal employment tax purposes."

The IRS, in ruling on exempt correspondents, quotes a 1937 definition which says that if the publisher had no direction or control over the correspondents; if, in most cases, it was left up to the judgment of the correspondents what news item to submit; if the publisher either accepted or rejected the news items and payment was made only for those accepted and published, then they were considered "country correspondents" and not employees.

A correspondent is liable to be classified as employee if any of the following conditions prevail: If he is paid a fixed amount per week or month; if payment is made in expectation that he will cover, substantially, all the news in his area; if he has a daily deadline and space allotment; if he is allowed use of the newspaper office, desk, and supplies, and if he is subject to dismissal for not devoting the time required to report news from his territory promptly and fully.

Fourteen Sales Tips For You—And Merchants

In a recent issue of the Utah Publisher, Ralph Davidson, president of the Utah Association of Sales Executives, presented 14 elementary sales tips for 1963 and every year. The tips are useful in your own organization, and should be passed on, in some manner, to your merchants—both will benefit. They are:

1. Never discuss personal difficulties with a customer—he has troubles of his own.
2. Keep a smile on your face even when discouraged; many sales depend on a smile and your ability to sell yourself.
3. Always stick to the truth.
4. Be ever mindful of your appearance. Fresh shirt, shined shoes, trimmed nails, and tidy clothes, all have an effect.
5. Be explicit in the information you furnish; many an order has been lost through an unnecessary misunderstanding.
6. When your business is finished, and the order signed, show appreciation. Remember he has other business, and so have you.
7. Have respect for yourself, and others will respect you.
8. Don't be over-familiar; familiarity breeds contempt.
9. Be interested, but never inquisitive. There is a distinct difference, and minding your own business will get you further.
10. Know your firm and the merchandise it carries and describe it convincingly but do not make exaggerations you may be forced to retract later.
11. Never knock a competitor; the rejection of the customer is a boost.
12. You can high pressure a customer, but you can't keep him high. When he "comes to" he will resent your tactics.
13. Verbal misunderstandings are dangerous.
14. Remember, you are not only selling merchandise; you are also selling yourself.

FCC Proposed Legislation Under Congressional Study

The Federal Communications Commission has asked Congress to pass legislation which would establish as one of the criteria for approval of transfer of ownership of a broadcast station "diversification of control of mass media." The FCC bill has been introduced, by request, by Chairman Warren G. Magnuson (D., Wash.) of the Senate Commerce Committee, according to N. E. A.

Neither the bill (S. 2052) nor its official explanation by FCC Chairman E. William Henry mentions newspapers. Nevertheless, it is apparent that one of the purposes of the proposal is to make it legal for FCC to discriminate against newspaper applicants in the transfer of control of broadcasting outlets.

Ostensible purpose of the measure is to give FCC "greater flexibility" in handling changes of ownership. At present, a station owner can decide to whom to sell, subject to FCC approval. Normally this means the highest bidder gets the station, unless FCC finds the purchaser unfit for licensing.

Since 1952, the law has forbidden FCC consideration in transfer cases of "whether the public interest, convenience and necessity might be served by the transfer." This provision would be repealed by the new bill and instead FCC would be directed to weigh the following "public interest areas":

"(a) licensee responsibility, (b) integration of ownership and management, (c) local residence, (d) diversification of control of mass media, (e) fostering competition among broadcast stations, (f) participation in community affairs, (g) direct supervision of the station, (h) public service responsibility, and (i) a continuing awareness of and attention to the needs of the area to be served."

Sen. Magnuson's introduction of the bill "by request" does not necessarily mean it supports the measure. He placed the communications from FCC in the Congressional Record without giving his personal view.

The man who lives by the golden rule today never has to apologize for his actions tomorrow.

The trend to eight and ten cent daily newspapers continued in 1962, according to an American Newspaper Publishers Association survey of single copy prices of English language daily newspapers in the United States. Surveys show that 532 daily newspapers are now selling at 10 cents, an increase of 18 over the 1961 figures.

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N. E. A. States Position On F. T. C. Controversy

Congressional reaction is mounting fast to the Federal Trade Commission position on pooled ads by retail groups which quote prices. Within a week there have been these developments:

1. The House Small Business Committee held a one-day hearing at which the need for legislative action was stressed by business spokesmen, and the committee staff is rushing to prepare a report due out within a fortnight.
2. Sen. Gale W. McGee (D.,Wyo.) introduced a concurrent resolution expressing "the sense of the Congress that the FTC position on co-op ads should not be put into effect before June 30, 1964, to allow time for Congress to legislate.
2. Sen. Hubert H. Humphrey (D.,Minn.) introduced a resolution calling on the President to conduct a study to determine how the antitrust laws should be amended to aid small business, citing the FTC ruling as showing the need for the study.

Sen. McGee is a member of the Senate Commerce Committee, which has custody over S. 1320. Sen. Humphrey's bill to reverse the FTC ruling on pooled ads. The McGee proposal is S.Con.Res.39, and seven other members of the Commerce Committee are co-sponsors. (A concurrent resolution does not have the force of law, does not require the President's signature, but expresses the will of Congress.)

Sen. McGee explained that hearings have been held by the House Small Business Committee and are planned by the Senate Small Business Committee, but that neither group has the power to report legislation. The purpose of his resolution is to allow the small business groups to make recommendations preparatory to Commerce Committee action. Meanwhile, there would be a moratorium to assure retailers that they could continue to publish pooled ads mentioning prices.

Sen. Humphrey blasted FTC for an "absurd" ruling, although conceding it may be a correct application of the law on price-fixing. He said the ruling "represents the most nebulous theory and the most incomprehensible practicality . . . Of all the ridiculous rulings I have ever read, this takes the prize."

The Humphrey resolution is S.Res.138. It was referred to the Judiciary Committee. It does not contain any specific reference to the co-op ad problem. It reads as follows: "Resolved, That it is the sense of the Senate that the President should take such

action as he may deem appropriate to provide for the conduct by a conference including representatives of small business organizations, of a comprehensive study and investigation to determine (1) the economic effect of the antitrust laws of the United States upon the operations of small business organizations, (2) the respects in which such laws are advantageous, and the respects in which such laws may be disadvantageous, to the economic success of small business organizations, and (3) the nature and extent of any revision of such laws which may be necessary or appropriate to facilitate effective competition by small business organizations with business organizations having greater economic resources."

The McGee resolution, which NEA will support, was referred to the Commerce Committee, which is headed by Sen. Warren G. Magnuson (D.,Wash.). The seven co-sponsors, all members of the 17-man Commerce Committee, are Senators Ralph W. Yarborough (D.,Tex.), Clair Engle (D.,Calif.), Vance Hartke (D.,Ind.) Howard W. Cannon (D.,Nev.), Hugh Scott (R.,Pa.), Winston L. Prouty (R.,Vt.), and J. Glenn Beall (R.,Md.) Text of S. Con. Res. 39:

"Resolved by the Senate (the House of Representatives concurring), That in order to provide adequate time for the consideration of and action upon pending proposals for remedial legislation, it is the sense of the Congress that no action should be taken before June 30, 1964, by any agency or officer of the Government to carry into effect the doctrine set forth by a majority of the members of the Federal Trade Commission, in its advisory opinion of March 29, 1963, announced April 16, 1963, to the effect that the use by small business concerns of certain cooperative advertising programs may be unlawful."

Advertising Check List Needs Continuous Study

This check list of copy principles in advertising may be old, but is certainly worth reviewing and checking your advertising:

1. Is my headline selective? Is it aimed at those readers (possibly only 10% of the publication's circulation) who are more or less interested in my type of product?
2. Does my headline promise, either directly or indirectly, a desirable benefit, the answer to a problem, want, or need?
3. Is my headline relevant and not a "teaser" or "off-beat" idea?
4. Is my headline readily believable?
5. Is my headline closely related to the illustration?
6. Does the opening paragraph of the

Courtroom Coverage Under Fire In Massachusetts

Coverage of courtroom procedures by the press is a subject very much under discussion by attorneys' and judges' groups around the country. The latest report comes from Massachusetts, where the Bar Association there reported on a two-year study of press trial publicity. The report made recommendations: (1) News stories of crime should contain *only a factual statement of the arrest and the attending circumstances.* (2) Newspapers in publishing accounts of a crime should keep in mind that the accused may be tried in a court of law. (3) Evidence or statements should be used *only after they have been made part of the court records of the trial.* The bar association committee also is reported to have issued many "don'ts" to the press, as well. WNPA members might remember that a discussion on the same subject was held at a meeting of state attorneys at the UW, several months ago. Our reaction then—which we ran in the magazine—was "Let's see your footnotes! Let's see the evidence that *specific injustice* has been done by pretrial publicity."

There is always the temptation to go along with anyone who comes along and—in the name of efficiency—presents you with a tidy set of rules and regulations. But there is also the viewpoint—which might be a good starting point in rebutting such arguments in Massachusetts that (1) Our system was never intended to be a neat efficient package, tied securely with rules and regulations, (2) That a crime is a *crime against the public*, and it is the public's business to know the full before, during and after the trial story and (3) If there are abuses in which newspapers have prevented a fair trial, these abuses should be singled out, isolated, and annotated in any careful bill of particulars which lawyers might care to make.—Washington Bulletin.

body copy follow the theme contained in the headline?

7. Is the remainder of the copy focused on the central theme?
8. Does the copy contain all the essential information about the product and its benefits?
9. Does the copy refrain from making claims the reader will find hard to accept?
11. Is the price of the product (or approximate price) stated?
12. Does the copy seek action, tell the reader how and where he can buy the product, or offer a sample or catalog?

"When the press is free and every man able to read—all is safe."—Thomas Jefferson.

Unemployment Compensation Bills Studied In Congress

Once again there are bills in Congress to "federalize" the Unemployment Compensation program. They are H. R. 6339 in the House (Ways and Means Committee) and S. 1542 in the Senate (Finance Committee). They would:

- a. Increases the taxable wage base to \$5,200 from present \$3,000, effective Jan. 1, 1964;
 - b. Provide an additional Federal unemployment tax of 0.3 percent to pay the costs, effective Jan. 1, 1964;
 - c. Extend coverage to employers of one worker at any time, and to nonprofit religious, charitable and educational institutions.
 - d. Set up a Federal goal of individual weekly benefits of 50 percent of individual weekly wages, up to a state maximum of 50 percent of state average wages, rising to 66 2/3 percent of such average wages by 1970.
 - e. Provide for equalization grants to states whose benefits costs for a year exceed 2.7 percent of national benefit cost ratio for the year, whichever is higher.
 - f. Provide Federal extended benefits for workers with substantial past employment who have exhausted their state benefits and have been unemployed for 26 weeks.
- It is estimated that if the Federal benefit standard scheduled for 1970 (item d) had been in effect in Indiana during the last five years, state benefit costs alone would have been increased by an average exceeding \$25 million annually. The additional 0.3 percent Federal tax (item b) applied to a taxable wage base of \$5,200 in 1962, would have cost an estimated additional \$20-\$25 million to Indiana employers.—Indiana Bulletin.

In 1962 advertisers have again spent more money in newspapers than in any other medium and the newspaper remains overwhelmingly dominant as a local advertising medium.

In terms of its cost to you, the newspaper costs almost nothing. . . a few cents. In terms of what a newspaper means to you. . . everything.

Retailers know that newspapers reach more ready-to-buy prospects in their markets. Their newspaper ads are seen by more people—including teen-agers. According to Gilbert Youth Research, 94 percent of them are regular newspaper readers.

THE KENTUCKY PRESS

A newspaperboy business offers one of the few remaining opportunities in our society for a youngster to learn the basic principles of free enterprise first-hand. Here are a few of the reasons:

- In no other way can a boy learn, half so well, the real facts of business life.
- Newspaperboy is an independent contractor. He is as much an independent businessman as the corner grocer or the hardware dealer.
- He buys his papers at wholesale and sells them at retail. The difference between the two less expenses is his profit.
- He decides for himself the number of newspapers he will buy.
- He accepts responsibility for the payment of these papers.
- He builds up his own route of customers and determines any credit risks he may wish to take.
- He must make his own collections.
- He must keep his own records.
- He suffers from slack or irresponsible handling of his business; He reaps the benefits from a well-handled business.
- He learns that ability and effort are their own reward, that true success can be achieved only through work.

The first successful sea voyage by steam boat was made by John Stevens' Phoenix in 1809. In 1962 steamship advertisers invested over \$4,700,000 in newspapers to tell travelers about their accommodations.

Classified ads will sell or rent several million homes, including the 1.5 million new dwelling units expected to be constructed in 1963, according to Newsprint Facts.

"To the press alone, checkered as it is with abuses, the world is indebted for all the triumphs which have been obtained by reason and humanity over error and oppression." James Madison.

"A free press stands as one of the great interpreters between government and the people. To allow it to be bettered is to fetter ourselves." U.S. Supreme Court, *Crosjean vs. American Press Co.*, et. al., Feb. 10, 1936.

"In establishing American independence the pen and the press had a merit equal to that of the sword."—David Ramsay, American physician, historian and author of "The History of the American Revolution."

"If the advertiser of a certain analgesic things, as indicated by his television commercials, that irritableness is always caused by a headache, we have news for him! More often it is caused by a pain in the neck." Covington, Tenn., Leader.

About 75% of all electrical appliances are bought by people who had no intention of buying them at the beginning of the year. And since 88% of American families receive a newspaper every day, the chances are that a newspaper ad gave them the idea.

Advertising in newspapers is news. It is information about merchandise, services, ideas and inventions of people who pay to have such news published so that the consumer "may know."

STAMPS CONHAIN
A COMPLETE NEWSPAPER
ADVERTISING SERVICE
For Daily and Weekly Newspapers
101 FIFTH AVENUE, NEW YORK 3

Representative
Chas. H. Lovette
1919 Sundown Lane, Ft. Wayne, Ind.

COMMUNITY PRESS SERVICE
SERVING AMERICA'S WEEKLY NEWSPAPERS

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

CIRCULATION NEED A BOOST?
Over 3,500 Newspapers Recommend
the "LINER PLAN"

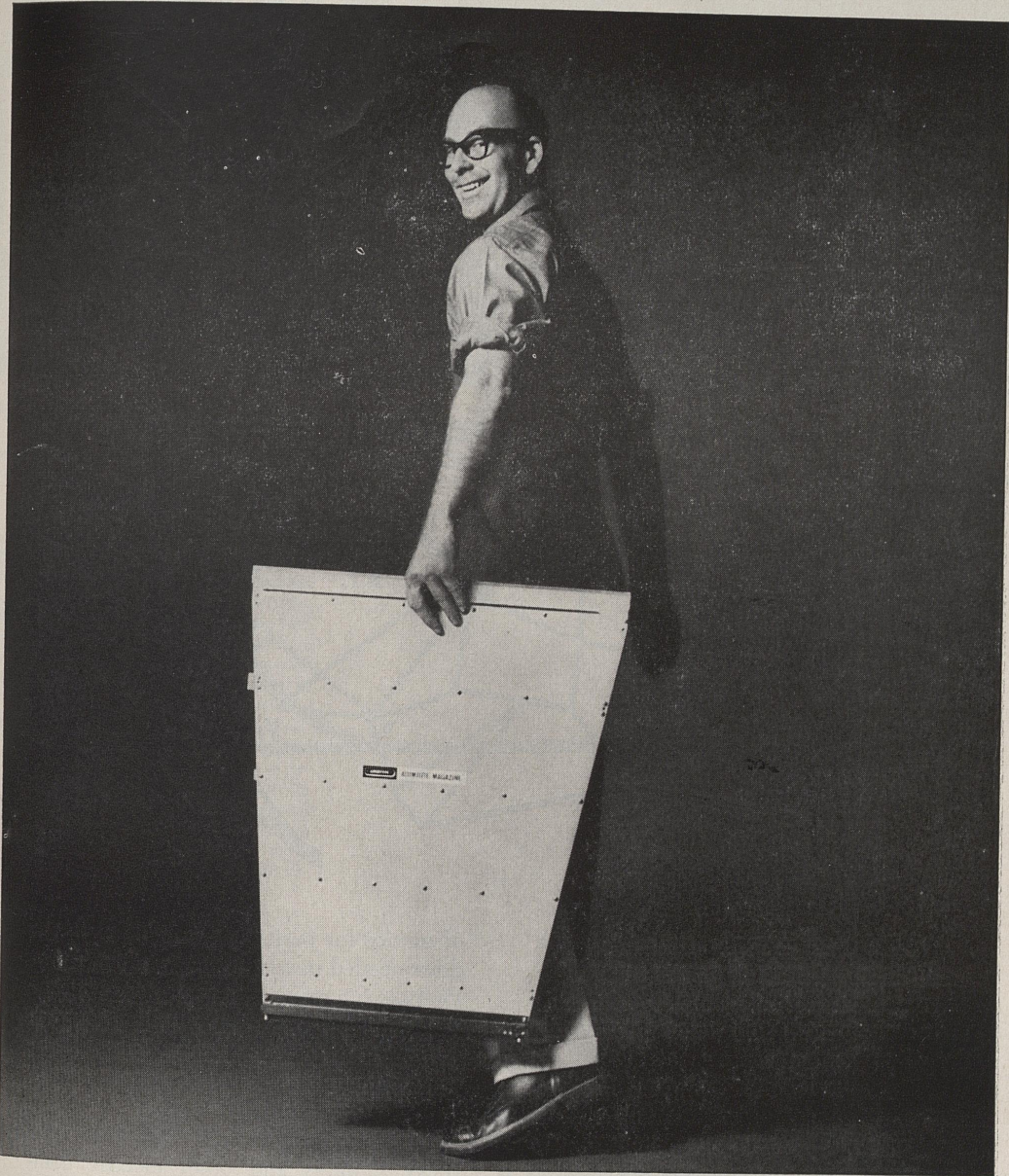
Liner Circulation Service
Time-proven Integrity and Reliability
221 N. LaSalle St., Chicago 1, Illinois
— Since 1906 —

This FREE TRIAL Offer—

Will prove you can realize greater offset profits. 650 pages of values. Revised as needed.

Write for 60-day FREE TRIAL

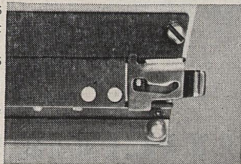
PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City 6, Utah



New Alumilite Magazine

(weight only 19 pounds)

Mergenthaler's new Alumilite Magazine makes life easier for Linotype operators. Constructed of a new aluminum alloy, it weighs 14 to 24 pounds less than previous magazines, yet is just as strong and dependable. Most important, the Alumilite Magazine is a genuine Linotype part, designed



and manufactured by Mergenthaler for top performance. It has a new locking mechanism (see small picture) that's simpler to operate, too. Alumilite magazines will be standard on new Linotypes, and are available now for outstanding machines. See your Linotype Production Engineer.

Mergenthaler 

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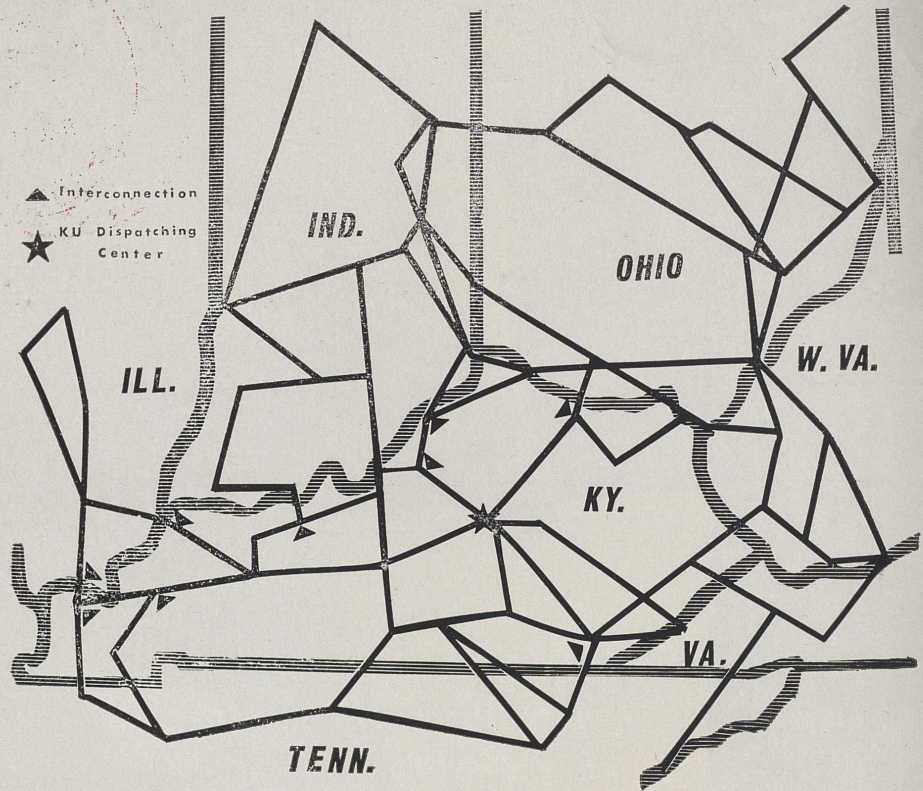
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This is an Electric Grid—part of a multi-state network of power superhighways—which helps to make electricity more economical and more dependable for all of Kentucky.

Kentucky Utilities Company lines are interconnected with neighboring electric companies. Our neighbors, in turn, are connected with other companies.

During emergencies and peak load periods, or when generating plants are out

of service for periodic overhaul, each can draw needed power from the other. These multiple interconnections also assure Kentucky industry of virtually unlimited power under any circumstances. There is always a huge reservoir of power available to KU customers.

This is just another way that Kentucky Utilities and other electric companies help to provide the best possible service at the lowest possible cost.

 Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY An Investor Owned Electric Company

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