

The Kentucky Press

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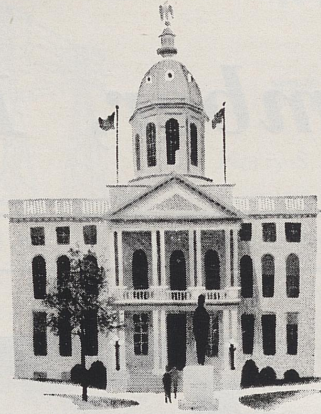
Kentucky's Showcase: Whitney House—first brick house built west of the Alleghenies by Col. William Whitney on US 150

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association

How well do
you know your
Capitals?

Concord
this Capital
is important to
New Hampshire



“C”
this Capital
is important to
our trade-mark

When you have occasion to refer to our product by its friendly abbreviation, you'll keep your meaning clear if you make it "Coke" . . . with a capital "C" please. And you'll help us protect a valuable trade-mark.

Incidentally, why not have a Coke right now. The cheerful lift, the sparkling good taste of Coke, make any pause The Pause That Refreshes.



SIGN OF GOOD TASTE

Ask for it either way . . . both
trade-marks mean the same thing.

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F.T.C. Starts Active Campaign Against Fraudulent Advertising

The Federal Trade Commission in October announced adoption of nine Guides for use of its staff in evaluation of pricing representations in advertising. In issuing the Guides, the Commission stated, while they do not purport to be all-inclusive, they are directed toward the elimination of existing major abuses with two objects in mind:

1. They are released to the public in the interest of obtaining voluntary, simultaneous, and prompt action by those whose practices are subject to its jurisdiction; and

2. To solicit aid of all media, trade associations, national advertisers, agencies, and the Better Business Bureaus throughout the nation in their cooperation to stop the pernicious practices of false and misleading advertising.

The National Better Business Bureau immediately announced that it was in full accord and agreement with the principles set forth in the Guides and joined in urging all media and practitioners to cooperate in the voluntary application in the public interest.

As an example of voluntary cooperation, the Louisville Better Business Bureau held a meeting the last of the month which was attended by more than 100 advertisers, advertising agencies and media. They heard a discussion of the "guides" and pledged their cooperation at all levels.

As explained by Chairman John W. Gwynne, the guides are a new and major effort against a business evil that has misled the public in its buying and has worked a comparative hardship on merchants who advertise honestly. The fictitious pricing evil is one that calls for a united effort by all groups—private, civic, state, and federal—to get price advertising claims on a truthful level.

The Bureaus in many cities, and the newspapers themselves, have been battling the phony price advertising evil for years. It is believed that in wholehearted cooperation on all levels of advertising by promoting and endorsing the new efforts of Commission, and by explaining to the public the aims and accomplishments of this united effort, such evils will entirely disappear.

The Press urges that every state newspaper join this crusade in publicizing the guides and the purposes behind the movement so that newspapers will gain higher esteem of the public in their efforts as "watchdogs" of the public's rights and privileges.

The FTC stated that in determining

whether or not pricing practices are violative of the laws as administered by the Commission, the facts in each matter are considered in view of the FTC Act as amended by Congress, and sustained and amplified by the Courts. These principles are:

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

2. Advertisements as a whole may be completely misleading although every sentence separately considered is literally true. This may be because things are omitted that should be said, or because advertisements are composed or purposely printed in such way as to mislead.

3. Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon prospective purchasers.

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

5. A deliberate effort to deceive is not necessary to make out a case of using unfair methods of competition or unfair or deceptive acts or practices within the prohibition of the statute.

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

7. Pricing representations, however made, which are ambiguous will be read favorably to the accomplishment of the purpose of the Federal Trade Commission Act, as amended, which is to prevent the making of claims which have the tendency and capacity to mislead.

A digest of the nine guides, which should be brought to the attention of your advertisers and readers, in this war against fictitious pricing, include:

1. Savings claims. Sellers must not represent or imply that they are offering a reduced price unless that price applies to a specific article—not just similar or comparable merchandise. Furthermore, any savings claims must be based on a reduction from the "usual and customary" retail price of the article in the trade area where the statement is made or from the advertiser's regular price.

2. Merchandise must not be advertised as reduced in price if the former higher price is based on an artificial mark-up or on previous infrequent and isolated sales. The former price quoted also must be the one that

immediately preceded the new bargain price; if it is not, this fact must be clearly disclosed.

3. Comparative prices for comparable merchandise may be used only if the claim makes clear that the advertiser is talking only about comparable merchandise and not the former or regular price of the article he is selling. Also, the comparable merchandise must be obtainable at the comparative price in the same trade area (or, if not, the ad must clearly say so).

4. Special sales prices must not be advertised unless they represent a bona fide price reduction from the seller's customary retail price or at a saving from the regular price in that trade area.

5. "Two for One Sales" claims may not be made unless the sales price for the two articles is the seller's usual retail price for the single article in the recent regular course of his business or is the usual price in the trade area.

So-called "½ price" or "50% off" or "1c" sales must be factually true and if conditioned upon the purchase of additional merchandise this fact must be conspicuously disclosed. Moreover, the proffered price reduction must be from the advertiser's customary and recent price.

7. Products must not be advertised as being sold to the consuming public at "factory" or "wholesale" prices unless they are actually being offered at the same price that retailers regularly pay and are less than customary retail prices for the article in the trade area where the bargain price is claimed.

8. No article should be "pre-ticketed" with any price figure that exceeds the price at which the article is usually sold in the trade area where the product is offered for sale. Those who furnish the fictitiously high price tags are equally culpable with the merchants who use them. The same prohibition applies to material such as display placards on which is printed a fictitiously high price for the product offered for sale.

9. Comparative prices must not be used in the sale of articles described as "imperfect," "irregular," or "seconds" unless the higher comparative price is conspicuously disclosed to be for the same article in new and perfect condition. Also, the comparative price should not be used unless it is the same at which the advertiser usually sells the product without defects or is the regular price in the trade area for the merchandise when perfect.

FTC hopes that it will receive wide cooperation on a voluntary basis, but adds, "We are prepared to augment our hopes by taking fast adversary action against those who think these Guides don't mean what they say."

Hazard Editor Addresses Students

After joking with my wife about the subject of this talk, I decided to give and explain some insight into the routine of a weekly newspaper editor, even though office hours everlastingly curtail home hours.

On our newspaper, a 50 hour week is a vacation, 60 and 70 hour weeks are common—and 80 hours nothing unusual.

Nine years ago, when I was sitting in one of those chairs out there, had anyone told me that this would happen to me, I would have called them "insane."

Today, I'm going to tell you, insane or not, that I frankly love every minute of it—I wouldn't trade the community weekly field for the position of editor-in-chief on the New York Times—and despite my wife's remarks, made in jest, we have a very happy home life.

But enough of the background. I'm sure you weren't corraled here for a "This Is My Life" routine. As I wrote, Gurney Norman, President of Sigma Delta Chi, the talk will deal with the pros and cons of this weekly newspaper business.

So let's look at the bright side of the picture with five of MY reasons for liking the weekly or semi-weekly newspaper business. They are: 1. Close relationship with people and their problems; 2. Not a number; 3. Varied work and experience; 4. Chance to see results of your work; and, 5. Last, winning Kentucky Press Association awards.

1. Close relationship with people, and their problems. Trite as it may sound, it pays to like people in this business. Without them there is no news, and therefore, no news stories. If you're going into the weekly business, you're going to have to like people, you're going to have to listen to their problems, understand these problems—and want to help people. The reward to you comes in knowing that you can help them.

2. Not a Number—For four years with Uncle Sam, I was a number. When I got out of the service, I tried to convince myself that I didn't want to return to the weekly newspaper business and went with a large oil firm in a promotion capacity. I was still a number—at least as far as I was concerned. No identity—no challenges—just keep your nose clean, work eight hours, no decisions. Do as you're told, automatic pay increases and along with them the ever lingering questions "Is this an increase for merit, or just another go around for everyone in the firm?" Please don't get me wrong here. I'm not criticizing bigness, or the oil firm. My own personal make-up, however, is such that I don't like being a number. On a weekly newspaper, where you're in close contact

(Ed. note: The following talk was given by Fred Luigart, editor of the Hazard Herald, to a group of U. of K. journalism students.

with people, all sorts of people—you're not a number.

3. Varied Work and Experience. This point will take time to discuss.

You want to go into the weekly newspaper business? Then be prepared to be a news writer, an editorial writer, a sports writer, a make-up man, an advertising salesman, an advertising layout man, a public relations man, a promotion man, an "idea" man, a circulation man, a printer, a janitor, a public servant—no, a public slave. Be all these and success will be yours. The American Press outlined these requirements for success in the weekly field. And in a sense, the magazine is correct.

In other words, weekly newspaper people are well described as "jacks of all trades," and master of none. Even on weeklies with large staffs, where there is some specialization, you still have to double up on jobs when the two local football teams are playing the same night—when a special promotion comes along and more advertising salesmen are needed—when, as is the case in Hazard, the City Council and the County Board of Education meet the same night. There are countless other examples I could give you for each job I've mentioned.

But frankly, and I speak for myself here, I like being a jack of all trades and master of none. There's no routine in the weekly newspaper business at least not in the front shop. If variety is the spice of life, weekly newspaper editors are the spiciest personnel in the newspaper business.

4. Chance to see the results of your work. Indirectly this is tied into No. 1, close relationship with people. A newspaper is first and foremost an institution for community service—and don't ever get the idea a weekly can't render community service. Three weeks ago, the Superintendent of the Perry County Schools system resigned from office under fire. I'm convinced the Herald and particularly, Gurney, had a role in this community service. While I don't personally take pleasure in seeing any man disgraced, neither do I think much of public funds being squandered.

Another example. Since World War II, merchants in Hazard had never held a city-wide sale. Instead they said it couldn't be done. Largely as a result of the planning, work and promotion by the Herald, Old

Fashioned Bargain Days, a four day sale, was staged in Hazard. The compliments we have received on the sale from the business community are still being heard. And frankly like them. Even I was astounded with the results.

Another example: In June of last year, shortly after arriving at the Herald, we discovered that a road leading from Hazard to the site of a \$3,000,000 payroll at the Leavelerwood mines, also in Perry County, had been scheduled to be paved six years ago, was never paved. In 1953, however, the community of Cumberland in Harlan County had the road paved from Cumberland to Leavelerwood. Do you know what a \$3,000,000 payroll means to a community in business in community progress? It means considerable. Anyway, with the help of the City Council, we raised holy "H-E-L-L" to get the road paved. I'm not saying the Herald paved the road paved, but it did get paved within months later. Possibly this was a coincidence, but as far as the people of Perry County were concerned and the businesses of Hazard, the road was a dead issue until the Herald started headlining it.

Example 3. And this one is probably the closest to my heart because I'm the gibbets in the world for a dirty-faced child in Hazard, until this summer, had no recreational facilities or public recreation program. That a public recreation program was started is largely because of articles and editorials written by the Herald. I'm sure today, that the people of Hazard are more conscious of our juvenile problem than before in the history of the community. Our Herald can take full credit here.

Chance to see the results of your work. I'm enough of an egotist to like to believe that these are some of the results of the Herald's work.

5. Winning KPA awards. There's enough money in the world to buy recognition from your fellow journalists. I will suffice to say here that the weekly newspaper business is worth 300 hours of work a week, just for the 30 seconds during the summer meeting of the Kentucky Press Association that it takes to walk up and receive a walnut and brass plaque which is the award of excellence.

There are no cons—none whatsoever—problems. You surely didn't expect to have something bad to say against my profession. The problems, however, are numerous. By application of talent and they can be solved. The extent of any problem, however, varies from weekly to weekly—so here, I must talk in general terms.

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comprehensive coverage. On a weekly, the bread and butter is strong local news coverage. But is that all?
How do you cover in the public's interest, two meetings in one night. This is a problem in news coverage. I question also the "interpretive reporting" now being done on most weeklies. Research for this type of reporting is time consuming, and time is a weekly newspaper's most valuable commodity. Twenty-eight years ago, the American scene changed. And as a result today, the happenings in Washington, Frankfort and Moscow, vastly altered, as far as I'm concerned, the role of the weekly press. In Hazard alone, three major federal aid programs are now in progress. Explaining these can be a difficult task for the weekly newspaper editor who lacks the communication facilities and staffs found on our large dailies. Take the problem of juvenile delinquency within your own community. It doesn't require much effort to get the news of some children tearing apart a car. But what of interpreting the social causes behind their actions. Surely our weeklies have a responsibility to acquaint their readers with these causes. But the staffs and money to do this job—too few of us have these.
And unfortunately, with too many weeklies, the absence of an editorial page is a problem. We have found in Hazard that our editorial page is the strongest point of our cause of articles newspaper. With local editorials—and forthright stands on local issues, we have won the respect of our community. An editorial page is the responsibility of the press, including our weeklies.
Advertising revenue and circulation can be problems if they're not pushed locally. Frankly, the starvation diet of automobile ads, caused by television, is the best thing that ever happened to the weekly newspaper business. Instead of waiting for the weekend mail to bring us next week's 8, 10 or 16 pages, all tied up neatly in a bundle of national car advertisements, weekly publishers are now having to get out and hustle up the ads, and thereby the money to support next week's issue. And as a result, they're becoming more aware of the business and economic problems of their community. They've become promotion conscious and aware of merchandising deferences within their communities.
These are just a few of the problems which time permits us to discuss. But if you're interested in weeklies, don't let the problems scare you. Time and talent, your talent, will solve them.
I will leave you with only one other thought. I question the challenges available to any of you as staff members of the larger newspapers. I know that challenges await

Merchant Claims Advertising Investment Not An Expense

For a department store, newspaper advertising is not an expense but an investment, Forrest Arthur, president of Buttrey Associates, Great Falls, told the 73d convention of Montana State Press Association.

Advertisers buy white space, but what they do with it to make it profitable is their own problem, Mr. Arthur said. He believes that a store should employ trained people to prepare advertising and should follow it up with attractive window displays and excellent selling. Buying the white space is only part of the job.

Merchandise selected to advertise must be what customers want, it must be priced right, and the timing must be right, the speaker declared.

"We have lay-away blanket sales in June," he said. "We have lay-away lawn mower sales in February and March. Frankly, I think it's ridiculous. But our customers like it, so we give it to them."

Buttrey's advertising personnel evaluate their newspaper advertising each day. They credit the newspaper ad with all sales of advertised items for three days; after that, credit goes to sales people, window displays, radio or TV.

"If you can keep the three-day cost down to 3% to 10% of sales, it's excellent," Mr. Arthur explained, citing an ad costing \$195 that brought in \$3,948 directly attributable to that ad. But another one, for new fall merchandise, cost the store 20%—barely acceptable. This was due to the fact that one of the three items shown did not click.

"Let's budget our media," Mr. Arthur urged. "Let's concentrate our advertising shots, not use a scatter gun. If there's any one way of committing hari kari in advertising, that would be the scatter-gun method of selecting media—put a little of your advertising here and a little there. Test what's successful and hit it hard."

Cash "Classifieds": In order to save book-keeping expenses and encourage cash transactions on ads to the office, the Stewartville (Minn.) Star publishes the following statement on its classified page: "An extra charge of 25 cents will be made on all classified advertising and cards of thanks placed by telephone or through the mail when unaccompanied by payment for the correct amount."

journalism graduates in the weekly newspaper business. Weeklies have their shortcomings, but as far as I'm concerned the rewards are greater.

Defines A Weekly

Public ignorance of the nature and function of weekly newspapers is abysmal. If you publish a weekly, ponder these questions:

Do your readers understand why you don't publish national and world news? Do they know why your paper comes out once a week instead of every day? Do they realize what your paper includes that they don't find in any other? Do even your most faithful subscribers know why they like your paper well enough to keep paying for it along with a daily paper? Do you know?

I inquired around: "What's the difference between newspapers and magazines?" The typical fast answer was that newspapers come out every day and magazines don't! There are bigger differences than that, and not all newspapers come out daily.

I tried asking: "What is the major difference in the content of daily and weekly newspapers?" On answer that floored me was: "Weeklies concentrate on social news."

This is not true of any weekly I read, and I at least glance through 80 of them pretty regularly. Maybe my informant never looked at a front page, with its news of the city council fight and new oil wells and fires and traffic accidents and football games and public meetings and crops and storms and train wrecks and new churches and new teachers and conventions and rodeos and speeches by visiting celebrities and—the list is endless.

An educational program in Montana weeklies about what a weekly newspaper aims to do would be an awfully good idea—Montana Fourth Estate.

Log Cabin Of 1903 Found In Cornerstone

While remodeling for a night depository system of the Harrison Deposit Bank, workers found several issues of the Cynthiana Log Cabin dated in the year 1903 in the old cornerstone.

The 55-year-old papers described the construction of the bank and how the office space in it was to be used.

Other articles included the first check issued, the first deposit made, the original list of stockholders, the bank's almanac, several documents, and coins of early vintage. The valuable articles were promptly placed in the bank's vault until a decision could be reached for care of them in the future.

In 1922, several makes of cars introduced gasoline gauges on their instrument panels. Last year, gasoline and oil advertisers invested over \$30 million in newspaper advertising.

The Kentucky Press

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

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

Member
Kentucky Chamber of Commerce
Newspaper Managers Association

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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Thomas L. Adams, *Vice-President*
Sentinel-Echo, London

Victor R. Portmann, *Secretary-Manager*
Herald-Leader, Lexington
University of Kentucky, Lexington

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Ordinance Invalidated; Not Published Legally

A good opportunity for our newspapers to stress the importance and impact of legal publication was evidenced at Cumberland and the Press hopes that every editor will point out the need and importance of every prescribed legal publication.

The town of Cumberland, although an ordinance establishing a planning and zoning commission had been seemingly passed, was subject to a temporary court order attacking the "ordinance" and enjoined officials from carrying out the provisions. The plaintiff's contention was that the ordinance was invalid because it was not read in a Council session and, further, that it was not enforceable because it has not been published according to legal requirement.

In agreeing with the plaintiff, the city attorney advised that a new ordinance should be prepared for the next council meeting, that all legal procedures should be strictly followed, and that the ordinance MUST be published in the Cumberland newspaper to make it a legal act.

Then, and only then, could the plaintiff in the case be compelled to tear down a condemned building.

Secretary of Commerce Weeks has approved a ruling by the U.S. Commissioner of Patents refusing recognition by the Patent Office of attorneys who advertise. Funny that the fuel that keeps our economic machinery running and so handsomely pays the salary and upkeep of these know-it-alls should be held in such contempt by so many of them. And that the newspapers and advertising media, with so much influence otherwise, are so confoundedly little concerned about it.

Prohibiting Patent Attorneys from advertising is not a law, but another right being taken away from American citizens by another subordinate governmental agency. About ten years ago a no-advertising rule was adopted for trademark attorneys. Four years later the Patent Office announced it wanted to extend the same rule to patent agents but the then Secretary of Commerce Sawyer vetoed it. Last August Patent Commissioner Watson announced he favored such a rule and hearings were held. Newspapers and magazines opposed the rule and it was thought dead until the sudden announcement of Secretary Weeks. There is only one practical answer for such a rule: Some big, already-established patent lawyers don't want any competition and don't want any new-comers in this lucrative field.

The Well That Never Runs Dry

Like a fast-flowing artesian well, the real of publicity roll into newspaper offices and because the space-grabbers keep plugging away, day after day, it may be that some editors and publishers are so used to it that they never take time out to observe the mad efforts of moochers to place unpaid advertising in your news columns. It is thinly disguised as news and publicity releases but is actually advertising that should be paid for—but never will be as long as some papers run it free. A study and survey was made of a small Pennsylvania daily recently which revealed the following: "During the 2 week period, the newspaper discarded 384 releases from 182 sources. Almost 780 typewritten pages containing more than 200,000 words were considered useless. An average of almost 65 pages of copy went in the wastebasket each day. A total of 62 additional handouts were received and rejected as well as 17 mats and 14 glossy photos. Practically every one of those releases publicized a product or service that would come under the category of advertising that should be paid for."

There's no "off-season" in newspaper reading. The newspaper habit is constant through the year. The same number of newspapers are bought through the summer through the winter, fall or spring.

A North Carolina publisher predicted that there will be fewer newspapers in 1985, but they will be bigger, bulkier, and more colorful to the AP Managing Editors at Frenck Lick. He deplored the modern newspaper being too impersonal and aloof, and stated that the newspapers must recognize the need for interpretation and explanation in the future.

At this point the Internal Revenue Service, sanctioned by Congress, stands firm on its decision to disallow institutional advertising as tax deductible. One of the few companies to feel the lash is Timkin Roll Bearing. During 1951-54, Timkin used institutional magazines plus newspapers in communities where it has plants for ads on subjects as the "Bill of Rights", "Capitalism vs. Socialism", "Good Neighbor Relations" and "Federal vs. Local Taxes for Local Improvements". The Cleveland IRS office disallowed all such advertising for tax deduction purposes. The IRS ruling covers all money spent by Timkin for "public relations" in newspapers and magazines.



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
TYPE SALES, INC.

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

Political Reporting

(This is the first of a series of articles written by a class in "Reporting Public Affairs" at the University of Kentucky's School of Journalism.)

By ROBERT E. MILNE

The reporting of political news will once again take on state-wide and national prominence with the upcoming general primary and election. An improvement in the daily output of political news will show dividends in an increase in the circulation of your paper.

Daily and weekly newspapers should start arrangements now to give their readers more political news with a broader interpretative outlook.

Political "lines of communications" should be improved and solidified during this period to be in a better position for the coming elections. The necessary groundwork should be laid now.

That this upcoming gubernatorial election is once again taking on national scope is just another reason the journalists of Kentucky must not be outdone by "foreign" reporters. The daily output of political news should be improved and widened.

But before the political reporter can be successful in establishing accurate "lines of communications" he must be known to maintain strict impartiality to all candidates and factions in the state. He must show these candidates that the reporter respects and protects his sources of information. This is essential for nothing will sour a politician faster than having a reporter leak out "private" information and subsequently reveals his sources.

Just as it is necessary for the journalist to always respect any confidence he may share, it is also important for the Kentucky reporter to keep editorial comment out of his straight news reports. This is one step to improve any confidences weakened by past experiences.

It is well to note what Frank Kent, author of "The Great Game of Politics," states:

"Political reporters are of two types. One that does not get at the fundamental facts because the candidates and political leaders take particular pains to see they they do not get at them. These fellows take the press stuff handed out at headquarters.

"The other class is much smaller. They gain friendship and confidence of political leaders and party candidates to a degree that makes it possible for them to see the whole inside working of the game."

Surely, it is much better for the Kentucky reporters to know the whole story even if it is impossible to print it, than just to print

Condemned If You Do;
Condemned If You Don't

I was reminded of all this when a man said to me: "I wish you hadn't printed that picture of my daughter in the paper, it was a poor one and didn't look like her at all." I said: "I'm sorry."

It wasn't long after that a man complained to me that I was showing favoritism when I failed to print a picture that he was interested in, yet had printed a similar one of a different group later. I said: "I'm sorry."

Another fellow some time later asked, "How come you passed up the story on that particular farming activity?" I said: "I'm sorry." And then there's the time the irate young matron called on the phone and in no uncertain tones said that we had misspelled the name of her new baby. I said: "I'm sorry."

Another member of the gentler sex called the Criterion one time and informed me that we had omitted a name from her party guest list and that she wanted to cancel her subscription. I said: "I'm sorry." Then I checked the list and found she was a long time in arrears. Still another called one day last winter and indicated that we had intentionally failed to print the story of their vacation trip. I said: "I didn't know about it, I'm sorry."

Then there is the fellow who informed me that they didn't want the story of their vacation trip printed in the paper "because somebody might steal our chickens while we're gone and besides it's nobody's business." I said: "I'm sorry." And still another told me once that he thought we used "too much of those little social items. They don't amount to anything and nobody reads them." I said: "I'm sorry."

Then one day, while in our shop to renew his subscription, a man said to me: "We sure like your paper. It's so full of news and good pictures, has so many fine departments, so clean and so well printed. No wonder you have such a large circulation." By golly, I couldn't think of a thing to say.—E. E. Kaufold in the Dodge Criterion (Nebraska).

the political "guff" handed out by the political press agents.

The political information of a newspaper and its readers only comes through its political reporters and correspondents. These reporters have an allegiance to their readers and paper to get the facts behind the story and to report them honestly and fairly.

By improving these "lines of communications" the political reporter is taking a step toward giving their paper better representation and a more authoritative voice in the community. The dividends will almost be immediate.


KENTUCKY'S BREWING INDUSTRY...

... HELPS ALL OF KENTUCKY

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

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

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



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U.S. BREWERS FOUNDATION**

1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

P.O.D. Stops Advertising By Patent Agents

Secretary of Commerce Weeks has approved a new Patent Office rule designed to stop advertising by patent agents. Unless upset by a court, the rule becomes effective January 1, 1959. Its effect would be to bar the use of Patent Office facilities to any patent agent who advertises to solicit clients.

While most government agencies prohibit advertising by attorneys who handle administrative cases under their jurisdictions, the Patent Office has been a historic exception. About ten years ago a no-advertising rule was adopted for trademark attorneys. Four years later the Patent Office announced it wanted to extend the same rule to patent agents but the then Secretary of Commerce Sawyer vetoed it.

Last August, Patent Commissioner Watson announced he favored a no-advertising rule and held hearings in November. Magazine and newspaper publishing groups opposed the rule. It was thought the matter was then dead until the recent sudden announcement by Secretary Weeks.

Mr. Weeks also revealed that he is about to release a set of standards for billboard advertising along Federal aid highways. His proposals are likely to keep brand advertising off much of the nation's new interstate highway system. This is a result of billboard regulatory provisions in the Federal Aid Highway law.

12 Tips For Better Pictures In Advertising

For getting the best use out of pictures in local advertisements, these suggestions by the Fairchild Scan-A-Graver people are worth trying:

1. Show the actual merchandise. (Don't antagonize the customer by showing something he decides to buy but can't get when he visits the store.)
2. Show it in use.
3. By somebody. (Especially if the somebody is an important personage.)
4. By somebody the reader knows.
5. In a local scene.
6. Logically set. (Tractor in the field, not on Main Street.)
7. Clearly identified. (Both product and person.)
8. In a big picture. (Easier to identify.)
9. Well composed.
10. Cropper for impact. (Get rid of non-essentials.)
11. Life-like action. (Have people doing something if possible.)
12. Completely believable. (Everything else will fall flat if this fails.)

"Man to Be Hanged for Fun Sunday" nounced The Madisonian, Virginia. The story was about a pageant re-enactment of the hanging of Joseph A. Slade there in 1864. There was no newspaper story about it when Slade swung the first time, because there was no newspaper.

Another headline from another paper, "Sewer System Will Be Aired Publicly," was about washing dirty linen!

"Trapeze Might Be Choice of Fall Brides" was the head on a feature in the Missouri fall fashion supplement. OK, OK, brides may choose trapezes, but old-fashion girls still like men.

Estimating Job Work a Problem?

You'll find the **FRANKLIN PRINTING CATALOG** unsurpassed for **effortless, profitable estimating.**

Write today for **FREE trial.**

PORTE PUBLISHING CO.
P.O. Box 143, Salt Lake City 6, Utah

KENTUCKY'S BIG CENTER FOR PRINTING EQUIPMENT AND SUPPLIES PLUS ENGRAVINGS ELECTROS PLUMATS SUPERMARKET FOR PRINTERS

BUSH-KREBS

BUSH-KREBS CO., INC. • 408 W. MAIN ST., LOUISVILLE, KY. • JUNIPER 5-4176

You Can
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for Fun Sunday You Can't Please Everyone

Some newspaper friends of ours have compiled a list of the advice, criticism and complaints that plague the life of the average newspaper publisher. Here are just a few of them:

"My name was spelled wrong in last week's paper. If you can't do better than that, you can stop sending it."

"If you're going to keep filling up your newspaper with stuff about Jones (usually the fellow running a competitive grocery store down the street), you're going to lose any advertising."

"When you print this story about my daughter's wedding, use it just like it's written. It's exactly right, so don't change a word."

"Say, Bill, how about keeping that item about me getting arrested for speeding out of the paper? It's not much news to anyone." This usually from a leading merchant in town.

"I hate farm news. Why clutter up a paper with that stuff?"

"I think your farm page is good, but there's not enough of it."

"If I couldn't write an editorial any better than you do, I wouldn't have any at all."

"Why don't you ever publish poetry?"

(To operator running the Linotype) "Where does the newspaper come out?"

"When do you cut your stencils?" "You're lucky you only have to work one day a week."

"Why don't you put out a daily?"

"Why don't you have more news and not so much advertising. I think ads spoil a paper."

"I find the ads as informative as the news, and always read them."

"I've got to cut down on my advertising, Bill. Your wife hasn't been buying much here the past couple of months."

"If there is anything that disgusts me with your paper, it's all that drivel about who enters into who. Who cares about society news?"

"How do you get your news?"

"Why do printers get drunk?"—(From the White County, Indiana, Times.)

The Federal Trade Commission will soon adopt an eight-point guide on the use of fictitious prices in advertising by retailers. A draft of the guide is now before the Commission for formal approval. When promulgated it will serve notice on advertisers to stop promoting spurious bargains or face FTC action. During the past year more than 10 percent of the 235 cease and desist orders issued by FTC have dealt in whole or part with fictitious pricing. Congress has directed the FTC to take immediate action in this field.

(This is first in a series of articles written by students of the University of Kentucky School of Journalism as a class project in "Reporting Public Affairs." The assignment was to write a term paper on some phase of reporting and a digest of that paper. This article is the shorter version of the project.)

By BOB McCULLOUGH

If news is dragging, why don't you liven up a section of your paper by giving some space to an amusements column.

An amusements column is a by-product of both the growth of the Sunday newspaper supplement in popularity and the American readership's increased appetite for the diversionary, or light touch in publications. With the growth over the past 30 years of the American movie to its present place in American entertainment picture, and to the electronic wonders of radio and television within the same period. TV, in fact, threatens now to take over the movies' pre-eminence as the visual medium.

Whether TV is making the movies take a back seat is beside the point. For the "weekly" or "small daily" editor to run a short column on the local amusements will liven up any paper.

With the big surge towards the drive-in theaters in the decade it would be wise to start running short columns on the local billings and coming attractions. There is no need to subscribe to any service for this amusements copy, nine chances out of ten your local movie house, or drive-in theater manager, will be supplied with advance copy on what he will be showing. Often the material is of interest to movie goers and will stimulate an added interest in them if they can read some of the facts about the movie before they attend.

The material the theater managers are furnished is often very complete and accurate. It will contain mats, copy, glossies, suggested heads and good background material. It is frequently doctored with superlatives and must be edited or re-written, but it is worth it.

Such a column can be justified because it does have a local appeal and it will bring any paper more to the attention of the readers during drive-in weather.

Fringe benefits, 1957, a publication about pensions, profit sharing, paid holidays, etc., is available from the U. S. Chamber of Commerce, Washington 6, D. C., for \$1.00. Among its findings: fringe benefits average about \$1,000 per year per employee; have increased about 20 percent in the past two years.

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 public buys to suit itself; advertise to suit the public.

Extra Profits

FOR YOU, MR. PRINTER

Send Us Your Orders

- ADMISSION TICKETS
COUPON BOOKS
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WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS Ticket Printers Since 1898

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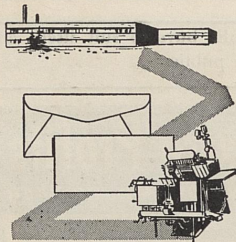
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KREB

MAIN ST. 5-4176

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

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A full line of standard and specialty envelopes from the Justrite factory direct to you, the printer . . . this means you can enjoy these Justrite profit-making benefits—complete set of catalogs for plain and printed envelopes . . . full assortment of samples . . . and Justrite's top quality envelope line. Write us for your complete envelope catalog.

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THE HANDY TWINE KNIFE
 FOR
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This Handy Knife
 Is Worn Like a
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25c EACH ALL SIZES \$2.40 PER DOZ.

Handy Twine Knife Co.
 Upper Sandusky, Ohio

MILLIONS OF ENVELOPES
 for Immediate Delivery

COMPLETE LINE OF STYLES AND SIZES!
 • Correspondence • Air Mail • Window
 • Bankers Flap • Artlined • Remittance
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You Are Invited
 to visit our factory. We
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 tour of our plant.

TODAY!
 Write or call for
 full information

TENSION ENVELOPE CORP.

**Agency Man Practices Not
 What He Believes-Preaches**

The vice-president and media manager of one of the nation's best known advertising agencies, which dispensed \$285 million in advertising orders last year, was quoted in a recent interview as saying that "Newspapers are far behind TV, radio and magazines in supplying the kind of research needed by agency media departments. More quantitative data is available on TV today than any other media. Because it is conducted largely by an outside source (Nielsen), we consider it to be reliable. Comparable material is not available on newspapers to that given by TV, radio and magazines. We would prefer national studies by an outside disinterested research organization."

It so happens that the advertising agency, whose executive spoke so forcefully for TV, radio and magazines, is now and has been for some months engaged in the doggondest campaign of sending mats and publicity "news" releases for "exclusive" publication in newspapers. It is assumed that some newspapers use the stuff. If TV, radio and magazines are so reliable for paid advertising because of hit and miss samplings by disinterested research organizations, it is fair to ask why this agency doesn't use these media for its free bids. Granted that newspapers should cooperate with the agencies to the fullest extent, we'll match the circulation records and readership interest of newspapers any day with the reports of independent research organizations on who is listening to what at a given time. We thought that advertising agencies were interested in results rather than in statistics.

More than 44 million of the 50 million U. S. households will receive a newspaper today.

Since 1940, newspapers have maintained a constant level of popularity. Newspaper circulation has virtually paralleled the growth of households in the United States.

Your Linotype will

behave like an angel

**with Mergenthaler
 Linotype Parts**

New Ad-Wrap Test

Coming up Sept. 4 is test of "Ad-Wrap" Ft. Lauderdale News, called by that newspaper "what is believed to be the new most potentially powerful idea in advertising and merchandising since the advent of TV." It's a wrapper placed around newspapers by carriers on the day appointed by advertisers. Man behind the idea is T. Gore, vice president, Goe Publishing Co., publisher of Ft. Lauderdale News.

Tied in with Ad-Wrap will be an advertisement at national rates which designates per wrapper in the form of advertising the particular product merchandised in newspaper. In other words, papers with circulation of 100,000 will receive \$2,000 national ad linage each time an Ad-Wrap campaign is carried locally. Additional Ad-Wrap Enterprises will pay the newspaper 1c per wrapper in cash to be distributed to the paper's carrier force.

What's A Racket?

A racket is an attempt to follow the line of least resistance to make money. This is the opening line of a description by the dianapolis BBB which we think worth quoting further. "It (a racket) seeks to capitalize upon legitimate, slowly developed, proved sales program and business enterprises, by the injection of an appeal to the larceny in human nature—the desire 'something for nothing,' or what is just bad, the passion to obtain more money than one's money than might reasonably be expected." Do you ever help the racketeer joining in his game as a "bargain customer" Or fail to scrutinize his advertising copy?

**Federal Court Rules
 On News Property Rights**

As reported by the ANPA, a district court in Missouri recently awarded \$4,000 damages to a newspaper publisher with entire contents copyrighted for unauthorized reproduction of a news story and an editorial cartoon but ruled that reproduction of ten advertisements did not constitute copyright infringement. Judge Richard M. Duncan ruled that advertiser retained property rights in advertisements in question to run and run as they desired. Court found that publishers assisted in preparation of copy, used mats and layouts supplied by manufacturers, and most were not copied verbatim by defendant.

Newspapers are keeping modern. In 1957 over \$87,000,000 was invested by newspapers to improve plants, equipment and production.

this is how K.P.S. helps the advertiser



THE HARD WAY

| | | | |
|--|---|---|------------------------------------|
| CONTRACTS FOR EACH NEWSPAPER | SPACE ORDERS FOR EACH NEWSPAPER | TEARSHEETS AND BILL FROM EACH NEWSPAPER | CHECKS TO EACH NEWSPAPER |
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THE K.P.S. WAY

| | | | |
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| ONE CONTRACT | ONE ORDER | ONE BILL | ONE CHECK |
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this is how K.P.S. helps the publisher



THE HARD WAY

| | | | |
|---|---|--|---|
| CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS | NON-UNIFORM INSERTION ORDERS | EVERY ONE CHECKS TEARSHEETS FOR BILLING | MANY CHECKS TO ENTER AND CREDIT |
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THE K.P.S. WAY

| | | | |
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| ONE CONTRACT | UNIFORM INSERTION ORDERS | FOUR COPIES OF NEWSPAPER TO K.P.S. | ONE CHECK FROM K.P.S. TO NEWSPAPER K.P.S. |
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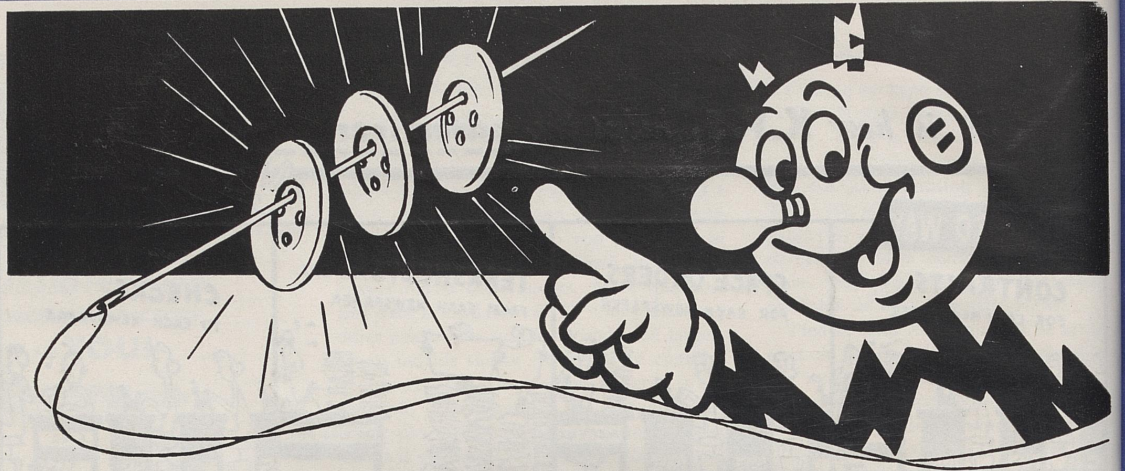
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"Our electricity cost per coat would only sew 3 buttons"

G. L. McCreal, Manager, Palm Beach Company

Wonder how people ever got the wrong idea that electric power adds up big in manufacturing costs? Take Palm Beach coats, for example: the power cost on each coat would just about pay for the labor of sewing on three buttons. A typical example of how negligible electric costs are throughout indus-

try. Ask any production cost analyst where the costs come from and he'll name many an item (taxes, materials, labor, etc.) before he ever gets to electricity.

Same story when any industries ask us about KU power and service. The very last thing they're interested in is the power rate.

Industries can't afford to be wrong

Every new industry locating in the KU service area has had to be sure of many things: the community's attitude and history of cooperation with existing industry, its facilities for education, recreation and housing; labor and taxes, sites, markets, transportation and raw materials.

The steady moving in and growth of industry speaks well indeed for the industrial development job done by KU communities and their citizens.

Certainly new industry has also wanted to be sure of power! But *this* is what the industries ask: Is it dependable? In ample supply?

Will power generation and distribution keep pace with the industry's accelerating demands? Will KU engineers work with the industry toward the most efficient application of power to production? And finally there is sometimes the question about cost.

Because we are always able to answer such questions satisfactorily, KU continues to be a key factor in the push for new industry—along with local development committees, the State Chamber of Commerce and the Department of Economic Development. And we believe you will welcome this reminder that everything industry wants from KU power, industry gets.

KU has helped bring many industries to Kentucky

KENTUCKY UTILITIES COMPANY