

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: McHargue's Mill,
Levi Jackson State Park, London

The Kentucky Press

+ As We See It +

Volume 30, Number 1

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Kentucky Press Service, Inc.

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Perry J. Ashley, Associate Editor

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Kentucky Chamber of Commerce
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Kentucky Press Celebrates Thirtieth Birthday Today

Referring to the front cover, you may have noticed that a line says, "Volume Thirty, Number One." This brief notice simply states that The Press is entering into its thirtieth volume, having served Kentucky newspapers, Kentucky journalism, and Kentucky publishers for twenty-nine years that have marked the change of many of our newspapers from sleepy, ineffective newspapers to those of interesting format, alert typography, and community service to their progressive cities. The Press has always endeavored to be a part, if not a pointer, of this modernization of format, content, principles, and community relationship, and takes a modest bow for that part under the same editor's direction and pen for 348 issues. Further, we pledge the same interest and same endeavors for the future—who knows, it may be for 29 years more of honest effort to produce a worthwhile publication.

New Ruling Presented On Delinquent News

There is no Kentucky statute forbidding newspaper publication of the names of juvenile offenders, the attorney general's office said October 28.

Asst. Atty. Gen. Martin Glazer told Mayfield Police Judge J. Ernest Jones that the failure or refusal to publish such names is based on the policy of a particular newspaper.

He said there is a statute forbidding others from divulging information concerning juveniles except to certain persons, but not banning the newspaper itself from disclosing names.

Mirror Suspension To Bring Government Investigations

The folding of Hearst's New York Mirror, despite the second largest circulation in the nation, brought prompt repercussions in government. Both the Department of Justice and the House Monopoly subcommittee began immediate investigations to see if the antitrust laws had been violated.

Within hours after the Mirror presses produced the final edition, a Justice Department attorney met with the head of the New York local of the American Newspaper Guild, who had charged the demise of the Mirror resulted from "a deliberate campaign by the New York News to monopolize the tabloid field."

A Justice spokesman in Washington said:

"We will inquire into the situation," at the request of the New York Guild. Rep. Emanuel Celler (D., N.Y.), Chairman of the House Monopoly subcommittee which broke off newspaper monopoly hearings five months ago, told a reporter he expects to probe the Mirror's death when the subcommittee resumes hearings. This was the first official word that hearings will be resumed.

Because the subcommittee is still tied up with civil rights legislation, it is likely to be several weeks before the newspaper investigation is resumed. Rep. Celler expressed doubt that closing of the Mirror violated the antitrust laws. "Failing corporations are exempted from the anti-merger law, and the Mirror was reported to have been \$3 million in the red this year alone.

White House Press Secretary Pierre Salinger deplored the Mirror's loss in a New York speech, calling for "a heavy dose of preventive medicine" to halt the trend toward fewer papers. He asked: "How long are we going to continue to accept the excuse of economic factors for the death of our newspapers without recognizing that while this may be true there may be other problems with our newspapers? How long are we going to treat newspaper property as cement factories, corporate farms—even in some cases as convenient tax losses—to the exclusion of the public interest? Where is the inner soul-searching in this industry that I feel is necessary for its survival—not merely criticism but criticism which can lead to innovation?"

Zip-iculties Will Catch You

Zip-iculties—people are mistaking ZIP code numbers for addresses, house numbers, phone numbers, or what have you. Next thing you know, we'll be in serious difficulty if people start using nur numbers from our Social Security, life insurance policies, accident policies, old army service Veterans Bureau, bank deposit, saving accounts—all getting confused, transposed, imposed, composed and we'll end up where? Perhaps with a reformatory number as well.

Perhaps one solution of the ZIP problem would be for Uncle Sam to assign each baby a number—starting about 200 million and let she, or him, go through life as number—no name needed.

Can you visualize the order you get that wedding invitation?

Mr. and Mrs. 156,784,642
invite you to the marriage
of their daughter
201,654,728

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Mister 199,786,001
Reverend 123,456,789 will perform
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Adequate Preparation Goes With Conversion

By RAY R. BAIRD

I'm happy to report that The Rockwood Times converted to offset production with its Aug. 8 issue with a minimum of difficulty or confusion in the plant. The almost complete ease of the change was due to several factors, the chief being adequate and full preparations beforehand.

Our plans to convert our newspaper to offset were definitely made early in the year, although we had considered it for some time before that. Being in the legislature, we postponed any definite action until after the Assembly adjourned on March 20. In the meantime our neighbor, Walter Pulliam and his Harriman Record had built a new building, bought a huge new Thatcher offset press and complete offset equipment. We profited in many ways by observing his changeover, and still are, since we are actually printing our new offset issues of The Times on the Harriman Record press.

Remodeled First

We first remodeled a portion of one of the two connected buildings in which we are located, making it a special offset composition room. We installed air conditioning and had carpenters make our ad and page layout and paste up tables according to specifications we made up from viewing those in The Record plant and at the Roane County News in Kingston. Mr. Pulliam suggested several improvements which he felt would make our tables more convenient and efficient from his actual experience in Harriman. In the meantime we ordered our Friden Justowriter which we found would be three months in arriving.

We also ordered a headline and ad composition machine which arrived right away. This was fortunate for it was found unsatisfactory and our plant superintendent and I journeyed around looking for a model we felt would better suit our needs and put out the production for ads and heads fast and efficiently.

This proved to be the Photo Typositor, produced by a company of the same name in Miami, Fla. We viewed two of these machines in Knoxville and were completely sold on its versatility and efficiency, plus the fact that one could actually see the work as he went along. On most other machines of this type the operator was completely blind as to what he was producing until his lines of type were developed—after a wait of from two to three minutes.

Another very efficient piece of equipment is the Schaefer Coater (waxing machine) made by the Schaefer Machine Co., Inc., of

(Editor's Note: Tennessee Editor gives some good advice on conversion to offset that the Press has deemed of efficient interest to reprint in these columns. Hope they will help in case.)

Bridgport, Conn. The Harriman Record had one of these machines and we found it to be well worth the cost in the saving of time and ease of pasting up the pages, ads, news and black base for pictures.

Other plants we visited used hand waxers or rubber cement from tubes which we feel is unsatisfactory, particularly when moving news or ads about on the pages is necessary. This is done very easily without loss of the adhering wax when the Schaefer Coater is used.

Kept Hot Metal

We were not in a hurry to sell any of our hot metal equipment, and in fact still have most of it. This proved to be smart during the first two weeks after our conversion, for due to the newness of both offset machinery and until our operators became more accustomed to them, both our Ludlow and our Model 14 Linotype were lifesavers in a rush head or "guts" for a late ad. We simply set these lines on the Ludlow or Linotype, pulled a good proof and pasted it in. As our operators on the Photo Typositor become more efficient and faster there will be no need for our Linotypes or Ludlow as far as our offset newspaper is concerned.

Our Justowriter Operator had been training on Fridays on the machine at Harriman and also the Friden Company's office in Knoxville loaned her a machine for two weeks experience. By the time we went offset this one girl set all the straight matter for our 12-page edition and had copy left over.

In our entire conversion we hired no new help, merely trained the help we had for the offset methods.

Although we sent letters to all advertisers advising them of our conversion to offset and asking that we be sent reproduction proofs, many even yet are still sending mats which we cast and pull proofs to run. Therefore keeping our casting box, we found, was a smart move.

Also we would advise the retention of as much of your present equipment as possible, particularly the Ludlow, at least one Linotype, a good proof press or platen press for pulling proofs, a casting box, paper cutter, etc. Of course, if you do commercial

printing you will need this equipment also. While one of our Linotypes is for sale, we plan to keep our Model 14 indefinitely, and, as we do job work, we plan to keep our large Heidelberg, our Davidson Offset, our small C&P press for small jobs, our Ludlow, and such other equipment needed for job work.

What about our Goss Comet newspaper press? It's for sale, but we certainly are not in a hurry to get rid of it for we are presently running it on occasion for a 40,000 run quarterly religious publications and several tabloid publications for schools, churches, etc. Since the press has long since been paid for, we feel it is bringing in some return for our investment, but if we were to receive a good offer we would part with it although somewhat regretfully.

Our advice in the matter of the press for your offset weekly is to secure an arrangement with a nearby publisher, as we did, to have the press work done in his shop. The investment in a good offset press, be it the Thatcher, Vanguard or Suburban, is much too great for one weekly.

The Kingston plant prints numerous weeklies, and the new press at Harriman has done several special jobs as well as other newspapers, besides its regular task of publishing the Harriman Record and Rockwood Times. Large daily publications have combined their printing (and composition) operations for many years. If there is no offset neighbor with such a press it might pay you to go into debt and buy one of the above or similar offset presses to print your newspaper and offer its services to your neighbors. It's a safe bet they'd be interested.

Both the Harriman Record and Rockwood Times are proud of their offset operations and are well pleased and gratified over the change. Both publishers feel that they have improved their publications immeasurably, especially in the ability to run more pictures with much better reproduction, and that, after the initial cost of the conversion is overcome, the savings in operation in every respect will more than pay for the modernization of both their plants and their product.

Both publishers cordially invite all those interested to visit them at any time for a first hand view of their new operations and will be glad to talk to visiting publishers about equipment, costs, training of personnel and any other pertinent information pertaining to offset conversion and production.

Extensive Testing Program Shows Journalists Are Trained, Not Born

By JOHN HOHENBERG
Professor of Journalism
Graduate School of Journalism
Columbia University

Most of the larger newspapers and magazines, and even a few TV-radio stations, have just concluded what may be the most intensive talent search to date on the nation's campuses. For an industry that for many years, has been singularly myopic about recruiting, it was a step in the right direction. For the aspiring youngsters who cheerfully submitted to scientific and unscientific testing, personnel department interviews, tryouts, and psychological brain-twisting, it was a hopeful sign.

Some time will elapse, of course, before the results can be evaluated properly. But to anyone who observed what went on at the Columbia Graduate School of Journalism, or the similar programs elsewhere, the conclusion was inescapable that all but Cromagnon editors are now willing to agree that journalists are trained, not born. However, it was also clear from the elaborate programs of observation and testing that journalists are presumed to have certain qualities of mind and heart that make it possible for them to do superior work.

This is not a new notion.

Sixty years ago, Joseph Pulitzer, the founder of the Pulitzer Prizes, drew up one of the most rigorous tests ever devised for journalists when he was searching for an editor for the New York World. He wired one of his agents, who had recommended Frank I Cobb of the Detroit Free Press: "What has Cobb read in American history . . . what works on the Constitution and Constitutional law? Has he read Buckle's History of Civilization? . . . What about the state of his health? How tall is he? Is his voice harsh or agreeable? . . . Take him to dinner and note his table manners. Is his disposition cheerful? Sound out his ambitions; whether satisfied, or looking to a larger field. . . Describe minutely his appearance, color of eyes, shape of forehead, mannerisms, how he dresses. Search his brain for everything there is in it."

Cobb measured up, won the job, and went on to an illustrious career, although nobody at the World was ever quite sure what his table manners or the shape of his forehead had to do with it. Nevertheless, the Pulitzer method of thorough inquiry and

the weight he attached to a man's background, preparation, and ability to read in many fields and to continue to grow are basic to the requirements for journalists today.

Ralph McGill, the Pulitzer Prize-winning publisher of the Atlanta Constitution, remarked recently that when he interviewed a prospective journalist, man or woman, he wanted to be certain first of all that the candidate was a reader. "You can't really hope to be much of a writer, it seems to me, unless you like to read," McGill explained. He added, with a wave of his hand toward a tightly packed professorial bookcase, "It takes a person who is fundamentally intelligent and fundamentally curious to do a lot of reading, and curiosity is, to me, one of the most important traits a journalist can have. In many ways, curiosity is the most important quality of all. If you aren't curious, I don't see how you can hope to write at all."

Others of McGill's eminence tend to agree with him. Some of them suggest additional qualities that are sought in anyone who aspires to journalism or related fields. Paul Miller, the president of the Gannett Newspaper Group and of the Associated Press, says, "Any young fellow who wants to get along, and who has the stuff can make good progress on a newspaper if he'll hustle." Herbert Brucker, editor of the Hartford Courant and president of the American Society of Newspaper Editors, wants the kind of youngster who will "ferret out the truth and tell it to people." James Reston, the chief Washington correspondent of the New York Times and winner of two Pulitzer Prizes, usually emphasizes that successful newspapermen have "one great quality—vitality, drive, aliveness, call it what you will."

All these things are important—curiosity, vitality, hustle, the ability to read, and, of course, a thorough education. But finally, unless the young journalist is willing to work long, hard hours over his writing and develop his ability to use the English language with grace, felicity, and style, all his zeal may not help him. Oscar Hammerstein II, in discussing young lyricists, said something that was harsh but true about many young writers in all fields: "My observation about amateurs is that they are money-mad. . . . They don't spend enough

time on each manuscript. They submit songs in their first draft. They don't go over them painstakingly as professional writers do, and they don't in the first instance dig it up out of their own brains and hearts."

The journalist, young and old, for too many decades has raised the specious plea of pressure and deadlines to excuse sloppy, wooden, and meaningless work. More often than not, to justify a slipshod effort, he has said with tears of self-pity, as did H. O. Wells: "I am a journalist. I refuse to play the artist. If sometimes I am an artist, it is a freak of the gods. I am a journalist all the time and what I write goes now—and presently will die."

How sentimental and how absurd! Newspapers have died, and many of them have, who is to say that many of them did not deserve to die because they no longer had anything to say to the people of the time? If journalists too often have excused poor writing because of lack of time, who is to say that this is because the journalist did not try hard enough to live up to his responsibility as a writer? Professor Charles Cooper, the old New York Sun managing editor who taught my generation of journalists at Columbia, used to say, "Good journalism not only approaches literature. It is literature."

Fundamentally, then, the journalist must be able to believe in the importance of what he is doing, to be devoted to a sometimes trying, sometimes exasperating, always demanding and—now and then—noble profession. He cannot be a mere word merchant, a "cracked kettle," in Flaubert's phrase, "to which we beat out tunes for bears to dance to, when all the time we are longing to move the stars to pity." Nor can he be a stenographer, woodenly reporting the daily professional of events. This basic honesty and integrity is something that no scientific testing is likely to uncover with the same directness that Joseph Pulitzer devised in testing Frank Cobb. For finally, after all the testing and interviewing are over, in journalism as in everything else, it is the personal and personal values that count the most.

The nation's leading builders agree that they sell most of their new homes through newspaper advertising. Life Magazine reported a survey of 25 merchandise-minded builders from coast to coast which shows that builders credit 60 percent of their sales to newspaper ads. Generally speaking, the builders allocate 1 to 2 percent of the dollar volume of houses they expect to sell in a six-to-13-month period, the magazine reported. Of the total, 50 percent goes for ads in newspapers.

Leadership Training Discussed During KPA Carrier Workshop

Thirteen daily newspaper circulation men gathered in Lexington to study the problems involved in getting the paper from plant to consumer in the best and most orderly manner. The conference was conducted by C. K. Jefferson, director of the Institute of Carrier Leadership, Des Moines, Iowa.

"On a national basis," Mr. Jefferson said, "one of five persons change residence each year. This means that 20 percent of the potential subscribers on a carrier's route must be resold on the value of newspapers each year."

Orienting the carrier on the proper manner of getting and keeping customers took up much of the time during the workshop. Suggestions for proper performance of this job were training the boy to be a good business manager, to be prompt with delivery, build good will on his route, and to give business-like attention to regular collections.

As an aid to the carrier, Mr. Jefferson said, the newspaper must have a good organization for dividing the routes and supplying papers to the carriers. In addition to having the papers at the proper place at the right time, the district managers must work with the boys and encourage them to perform their duties in the prescribed manner.

Recruiting new carriers also came under discussion. Qualifications of a good newspaperboy, as outlined by Mr. Jefferson, are a strong interest in the route, dependability, acceptance of discipline, good character, satisfactory record and conduct in school, ambition, and a pleasing personality. He added that prospects for carriers may come through the recommendation of school officials, referral by former carrier, through newspaper advertising, or through the boy's minister or scoutmaster.

"A boy can learn many useful traits," the conference director continued, "through handling and maintaining a paper route. He learns what it means to earn his own money, to value saving, to meet and deal with people, to accept responsibility, and to 'test his wings' in his own business."

Local carrier training programs, check-backs, carrier-parent conferences and sales meetings were other topics discussed during the two-day program.

Persons attending the conference were Terry Davis, Corbine Tribune; Charles Fuller, Louisville Courier-Journal; and

Times; David Watkins, Henderson Gleaner and Journal; Leon Kellar, Paducah Sun-Democrat; Don Peluso, Frankfort State Journal; Bill Blackwell, Ashland Independent; John Florence, Dennis Childs, Shelby White, Clay Noble, Lexington Herald-Leader; Walter Pearson, Dayton (Ohio), News-Herald; Dallas Cleland, Charleston (W. Va.) Gazette-Mail; and Larry Sharkey, Cincinnati Enquirer. The Conference was held at the University of Kentucky's Carnahan House Center.

Cross Reference Files Aid On Organizations

Publishers are looking with favor on a cross-reference card file devised by Publisher Bill Branen, Burling, Wis., Press, to give full information concerning all organizations in his territory. Headed by a Master File which lists the full correct name, address, telephone number of every civic club, society, lodge, etc., organization with meeting days and dates and hours and date of next election, and a complete roster of officers and members, addresses, etc.

First cross file is by week of meeting as first, second, etc., in the month; organizations are listed alphabetically and day of the week when each regular meeting is held. Second cross file is by election-months—a card for each month of the year on which the organization, which specified date is listed.

No chance of missing a live news article by this method, or contact with responsible officers for advance stories. Minnesota Manager Keller suggests that each card in the file should also indicate where emblem cuts, pix of groups, etc., can be located. This writer suggests a third cross-file with history of the organization, brief biogs of the officers, etc., should be meticulously kept.

It Pays To Advertise—

Printers of letterheads, business forms, etc., which list telephone numbers would do well for their customers if they encouraged the use of the Area Code when printing the telephone number. Area codes are becoming more and more important and is a simple matter to make the letterhead, etc., a convenient source of this necessary information.

In Memoriam...

Jameson D. Gorin

Jameson D. Gorin, 57 years old, editor and publisher of the Greensburg Record Herald and the Edmonton Herald-News, died October 25 from cancer after an illness of eight months. He had been connected with the newspaper for 35 years and editor-publisher since 1948.

He was a member of the National Editorial Association and the Kentucky Press Association. Gorin was an elder of Greensburg Presbyterian Church.

He served one term as member of the Greensburg City Council.

He is survived by his wife, Eleanor Carlson Gorin; a son, Walter Gorin, Greensburg; two sisters, Mrs. T. A. Hodges, Louisville, and Miss Kathleen Gorin, Atlanta, and two brothers, William S. and Henry H. Gorin, Greensburg.

His funeral was held Monday. The Press extends the sympathy of his host of friends in the Association to his surviving family.

Study Your Rate Cards

Pitfalls found in many rate cards are outlined by SCAMA member. Have you studied your rate card lately to see if it has any of these faults?

1. Too Many Complications—Is your card easily understood by anyone who might use it? Why not a special card showing only a few of the most commonly used options?
2. Too Many Options—Not only does the advertiser have difficulty deciding which one he wants, he often takes one that is less than he needs because it is made available.
3. No Multiple Insertion Incentive—Both sides of the card, transient and commercial, should provide an incentive to run ads the maximum number of times.
4. Bulk Space Contracts—The weakness of the bulk rate is that copy need not appear every day thereby adversely affecting revenue of the department and causing an inferior classified service on some days.
5. Short Insertion Incentives—Many cards fail to take advantage of the ease with which longer runs can be sold to transient advertisers. Six day papers should offer the best rate for seven time orders so the ad will run through a weekend.
6. Misplaced Emphasis—Cards continue to be printed so that positionwise, the emphasis is placed on rates for one and two time orders. Place the lowest rate so it will be seen first.

Just tell them, "I saw it in the Kentucky Press."

Press Privileges Vs. Freedom Emphasized In Recent Case

Few court decisions concerning the operation of newspapers have more clearly emphasized the difference between privileges granted by law and the guarantee of freedom of the press in the U.S. Constitution than that handed down recently by the Pennsylvania Supreme Court in interpreting a statute of that state granting immunity to newspaper attaches from disclosing sources of information.

Since the immunity law in Indiana is almost identical with that in Pennsylvania, the decision is important to Indiana newspapers in two respects; viz: the scope of the protection given by the statute and the limitations on the guarantee of a free press, states the Indiana Publisher.

Both the Pennsylvania and Indiana laws state in substance that employees of newspapers shall not be compelled to "disclose the source of any information procured or obtained" in the course of employment by the newspapers. The issue in Pennsylvania revolved around the refusal of two newspaper executives to produce in a grand jury investigation certain documents and tape recordings obtained in interviews with an informant whose identity was already known. The lower court held the executives guilty of contempt in deciding the privilege of immunity protects a newsman only against the compulsory disclosure of the identity of persons and affords no protection against disclosure of documents or their inanimate material. On appeal of this decision to the state Supreme Court, it overruled the lower court and held that "source of information," as expressed in the state law, includes not only individuals but also documents.

While the Indiana immunity law, sometimes referred to as the professional status act, has never been at issue as to scope of validity, it has served a useful purpose on various occasions in the protection of newspapers from disclosing the source of information. Now that a leading case has been established, the law enacted fourteen years ago can be better appreciated.

What is of as much importance in the interpretation of the immunity scope in the Pennsylvania Supreme Court decision is its rejection of the theory advanced by counsel for the newspaper executives that their right to refuse disclosure of confidential information is covered by the guarantee of

freedom of the press in the Constitutions of the United States and the State of Pennsylvania. On that score, the Supreme Court stated:

"The language of each Constitution is clear, and by no stretch of language can it protect or include under 'freedom of the press,' the non-disclosure of sources of information. It is an often overlooked truism that neither freedom of the press nor freedom of speech is absolute and unlimited. The Supreme Court of the United States has decided that freedom of the press includes not only the right to freely publish, but also the right to distribute and sell on the streets, newspapers, news media, leaflets, pamphlets, handbills and literature but has never extended Constitutional guarantees beyond the aforesaid limits. The contention of the appellants and of one of the amici curiae that the Constitutionally ordained privilege of freedom of the press encompasses and includes the right of non-disclosure of sources of information by newsmen is devoid of merit."

This is by no means a mild slap on the wrist of the newspaper profession, which too often in the past has pleaded freedom of the press as an excuse or escape for any difficulty that has arisen. As a result, the plea of freedom of the press has often become as ineffective as the fabled cry of "Wolf, Wolf." Newspapers are no more immune from and are as fully protected by general laws as are all individuals and enterprises. The right to withhold information that was given in confidence, the right to see public records and attend meetings involving transaction of governmental business are privileges granted by law for the protection of newspapers and for the benefit of the public. Freedom of the press is a constitutional guarantee given to the people to have newspapers free of governmental domination.

There is a difference between privilege and guarantee and the Supreme Court decision has eloquently defined it.

Pa made a new wall motto to hang over my desk, Cathie Crabb of Folks magazine tells in the November issue. Across the face of a handless clock is written: "The hurrier I am, the behinder I get."

Back Up Your NEA Efforts By Letters

A hearing will be held on November 12 by the Post Office Department on its "65 percent paid" rule adopted in 1961. The Magazine Publishers Association, which does not object to the requirement that 65 percent of circulation be paid but does object to the inclusion of unsold newsstand copies, instigated the proceedings.

NEA will be represented at the hearing and will probably file a written statement of its position. NEA has no objection to the 65 percent rule and regards its enforcement as to unsold magazines as strictly a magazine problem. NEA is strongly against any dilution of the requirements for second class postal entry, and will say so in its statement.

Section 132.227 of the Postal Manual dealing with qualifications for second class entry, is the rule in question. Written comments on the matter will be received until November 12 by the Assistant Postmaster General, Bureau of Operations, Post Office Department, Washington, D.C. 20260.

Rules On Classifieds Help Eliminate False Advertising

The Peoria (Ill.) Journal-Star newspapers have developed rigid rules pertaining to "Help Wanted" advertising which are reported to be effective in eliminating false or misleading ads from its classified columns. Acceptable copy must meet the following stipulations:

- (1) No help wanted will be accepted unless the advertiser discloses to the Journal-Star the name of the person hiring and with the exception of domestic help the name and address of the firm he represents.
- (2) All help wanted advertising must clearly state the type of work for which the applicant is being hired.
- (3) Advertisement for salespeople must clearly disclose the nature of the product to be sold.
- (4) Statements of earnings will not be accepted in any wanted classification other than "Salespeople and Agents" where the basis of pay is other than straight salary.
- (5) Statements of salary earnings will not be acceptable on a temporary basis except under "Salespeople and Agents." For example, "Earn \$100 per week while training" is not acceptable.

Your local merchants keep the economy's wheels of your community turning throughout the year. See their advertising in the newspaper.

It Pays Your Own

"How much budget for mold.

If you have now, what you're practicing need several decimal points an industry has made a should so be. You should not enough and drop the you have to light on the that's cheap.

Direct mail other medium months enclosed every letter to personal, or your advertisement about upcoming national campaign your paper are permitted cumulative local advertising can do w

What kind of Something different the most effective merchant a calendar with his ad plan similar items—per turned out by time. And do time!

Another day up a small fol Maybe: "When You"—It can that appeal to merchant's he church. It ma that will appe ways, it's that mate—make sa If it pays to pays to advert

Junction City now printed b light under a t they can see h ment of the film from the tr Kinley says it of halftone neg

It Pays To Advertise Your Own Products

"How much of your gross revenue do you budget for advertising?" asks Edmund Arnold.

If you had to answer that right here and now, what would your percentage be? If you're practical, it'll be so darn small you'll need several goose-eggs in front of the decimal point. It seems a tragic irony that an industry that exists on advertising, that has made a truism of "It pays to advertise," should so blatantly ignore its own advice.

Direct mail is probably as effective as any other medium. Why not try for a few months enclosing promotional material with every letter that leaves your desk, business, personal, or billing. Bulletins directed to your advertisers are good advertising. Tell about upcoming promotions. Tell about national campaigns that will be coming in your paper and indicate if tie-ins or hookers are permitted. Give a monthly and accumulative listing of the lineage used by local advertisers. A little healthy competition can do wonders for your space sales.

What kind of giveaways do you use? Something directly related to advertising is the most effective. Why not give your merchant a copy of a good advertising book? Or a calendar book designed to help him with his ad planning? Memo pads and similar items—personalized, of course—can be turned out by the back shop during slack time. And don't say you never have slack time!

Another darn good gimmick is to print up a small folder with an appropriate title. Maybe: "When I Read This—I Thought of You"—It can be used to enclose clippings that appeal to you. It might be about a merchant's hobby or his family or his church. It may be just something oddball that will appeal to his sense of humor. Always, it's that personal touch—in the ultimate—make sales.

If it pays to advertise for a merchant, it pays to advertise for you.

Junction City Times, Oregon, which is now printed by offset, has installed a safe-light under a transparent developing tray so they can see halftone dots during development of the film and without removing the film from the tray of developer. "Cork" McKinley says it helps to control the quality of halftone negatives.

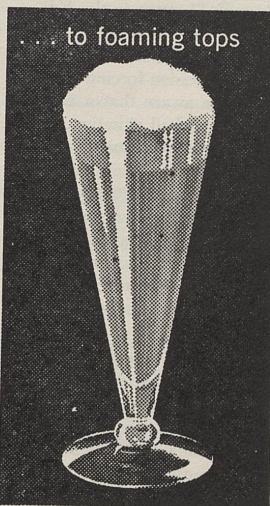
Make Your Sigs. Solid

Standing sigs.—"Any signature, from one-col. up, can be made into a solid piece, without fear of it falling apart when picking it up from a stone or galley. It can be handled with just a couple of fingers, instead of both hands. Example: Take a sig that has a cut, type and slugs. First off, take your usual 6-point slug that is always the first thing put in the stick. Coat it on the inside (next to the cut and type) with a piece of Scotch double coated tape, full length of the slug. Next place the cut, then set the type line and press them together solidly. Then use whatever amount of leads or slugs you need for white space. Coat both sides of them with tape, and in the slugs. Finally coat one side of the final slug and put it next to the final line. Press together solidly, and you can take the entire sig out, and handle it as if it were a solid logo. It never falls apart." (Heat to take apart.)

You Can Analyze Your Paper By Unique Booklet Available

"Take These 15 Steps to Analyze Your Own Weekly" is a mimeographed booklet of about 40 pages, written by Robert Shaw of the Washington Newspaper Publishers Association and Marion Krehbiel, newspaper broker of Norton, Kansas. It is not a fancy publication, but contains a wealth of information for the weekly newspaper publisher. How to determine rates and costs, how to beef up selling and five pages listing equipment with its new and used price which will help evaluate the cash worth of your plant—are some of the subjects included. The book sells for \$5 and can be ordered through the Kentucky Press Association central office. We have a small supply on hand.

In advertising, America has found the key to unlock the resourcefulness and ingenuity of our economy.



IN KENTUCKY

BEER IS A NATURAL

As natural as the wholesome grains and tangy hops from which it is brewed, beer is Kentucky's traditional beverage of moderation—light, sparkling, delicious.

And naturally, the Brewing Industry is proud of the good living it provides for so many folks in Kentucky. Not only for employees of the Brewing Industry itself, but also for the farmers and other suppliers of beer's natural ingredients. In Kentucky, beer belongs—enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC. KENTUCKY DIVISION

Colorado Editor, Houston Waring, Analyzes Newspaper Functions

Some 488 American towns have lost their newspapers in the past 10 years, and now they have no agency to perform the functions that a newspaper can perform.

What are these functions?

This is something we have been thinking about for the past year, and we have asked journalists on three continents that question. Since Friday is our 73rd birthday, we think the occasion warrants an explanation of these functions.

1. First of all, the newspaper makes a community's economy work by advertising. Cities' retail trade drops markedly when newspapers cease to operate even temporarily.

2. The press permits the expression of public opinion through "Letters to the Editor" and by means of interviews. Thus, all stages of a question can be debated.

3. The press has a decision-forcing function. Everyone may be aware that a community has drifted into a bad situation, for example. Massive publicity requires each citizen to take a stand; the evil can no longer be ignored because it is a topic of conversation. (A Colorado paper recently published a photo of blood on the floor of a gambling den. The impact was so great that the public demanded closing of the joint which everyone knew was being tolerated).

4. Newspapers have a status-conferring function. Anyone picked for mention is recognized as standing out from the crowd. Unfortunately, some newspapers confer status on underworld characters by glamorizing their daring or "gentlemanly" qualities.

5. Perhaps the most important function is that of acquainting community leaders with the activities of other leaders. The school directors learn through the paper what the state highway department is thinking. The ministers discover the problems of the county welfare director. An organization planning a community even avoids a conflict of dates by press notification to other groups. (Little now has over 200 organizations).

6. The newspaper helps the reader understand his environment. He learns to pay his taxes, where to register his child in school, how to get a driver's license, whom to see for free polio shots, and what streams have been stocked with trout.

7. If the environment needs change, the

(EDITOR'S NOTE: Houston Waring, well-known editor of The Littleton (Colo.) Independent, recently reviewed what he thought to be 13 functions of a newspaper. A lot of thought went into the article. You might wish to pass this on to your readers. If you do, please give credit.)

newspaper can assist citizens in crusading for improvement.

8. The press is a sounding board for policy. Public officials often send up "trial balloons" to determine the public reaction to a proposal.

9. The press strengthens moral resolutions, especially in small cities where citizens don't live anonymously. Because tempted men fear newspaper publicity (just as they do an audit), they are better able to resist temptation. The press in a small and medium-size city thus becomes, perhaps unwittingly, a community chaperon.

10. The press is a medium of entertainment, featuring hobbies, etc. Its comic strips have become America's folklore.

11. The press, by devoting so much space to sports, is what William James termed, "A moral substitute for war." Americans for 50 years have thought more about basketball, golf, and horse racing than they have about the glories of Bull Run and Gettysburg. Readers vicariously identify themselves with a halfback rather than a major general.

12. The press attends to small wants. Through the classifieds it brings people together to solve their lost-found, rental, employment, and other problems.

13. Finally, the suburban press has a function that applies to America's 50 million suburbanites. This is to give them a sense of identity. All of us wish to belong to a definite community that has a spirit of its own. Littleton's community, as you know, is the 28-square-mile school district and its neighboring areas. When a community develops a spirit such as Littleton's, it becomes a strong unit in a great nation.

Newspaper advertising is printed salesmanship that brings to consumers news of products.

Your merchants' advertising in your newspaper brings you news of changes in styles, where bargains are, and what new products are offered.

Professional Anonymous

In Ohio, several newspapers received letters from the Professional Ethics Committee of the Columbus Bar Association, referring to publication of announcements or news items about attorneys, such as law office openings, formation of partnerships and change of office location or partnerships. The letter stated that some stories included pictures and biographical data, says the Indiana Bulletin.

The letter then stated that Canon 27 of the Canons of Professional Ethics of the American Bar Association "clearly prohibits attorneys from initiating or inspiring such newspaper comment and clearly restricts formation." Such "self-laudation . . . offends the traditions and lowers the tone of our profession and is reprehensible . . ."

We can only imagine, then, the response given those newspapers to the 60-page booklet published by the American Bar Association on how local and state bar associations can develop and induce local newspapers to publish regular columns about legal problems of interest to the general public. We imagine each of them would end with, "If you have a specific legal problem, consult your attorney." Ho-hum.

Dramatic Promotion

The Lapeer (Mich.) Press embarked upon a dramatic promotion idea to illustrate readership. Ad salesmen challenged merchants to pick a name out of the phone book and ask whomever answered if they read the Press. Publisher Bob Myers offered \$5 to the merchant if the answer were "No." Out of 21 such calls, only one person said he was not a reader. This in a way was an error. The merchant did not dial the number he meant to—and got his grandfather instead.

A five-ton offset press, valued at \$8,000, was seriously damaged when being unloaded at the Manchester Enterprise office. The top-heavy press tilted and crashed as it was being skidded to the ground. An ink fountain, rollers, operator's stand, and other parts of the press were crushed. Insured, the press was returned to Detroit. James Nolan, editor, said that it will take two weeks, or more, for procuring another press and additional time before the change to offset can be accomplished.

Buy with confidence from your hometown merchant who services what he sells. Read his ads in your hometown newspaper.

COURTROOM

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Courtroom Photos Denied; Allowed

Where do we go from here? We reported via our Bulletin the Appellate Division of the New York Supreme Court, had ruled that photos would be barred from court houses (except one small room) in New York City. Before that ink was dry we hear more encouraging news—the Judicial Section of the State Bar of Texas—all state judges—adopted its own Canon 28 which permits photo and radio-TV broadcasting of court room activities at the discretion of the trial judge.

Surely in Texas, as well as all other states, every judge exercises full authority for order and decorum in his courtroom—and that's the way it should be in every state. In Colorado, for instance, it was thoroughly demonstrated that photos could be taken without upsetting the decorum, dignity, or results of a trial. Under explicit directions of a sympathetic, yet stern, judge, there is surely nothing undignified about such photos except the actions of those who don't want their pictures taken. So, where do we go from here?

Mrs. James O. Crawford, Corbin, is re-Hospital. She and her husband, business manager of the Corbin Tribune-Times, were guests at a Hallowe'en party when her costume ignited. Two other guests received painful burns on their hands in helping to extinguish the flames.

“On how to handle ad orders and other advertising placed in advance of week of publication, we have settled on using manila folders. We have one marked for each week of the month, and when an order comes for that particular week, the order and mat are placed therein. This is especially good on the little 1x1 repeat ads, and others. Yes, a fellow should use the envelope system, in which orders are filed and the dates indicated on the outside, but the folders take less time and are just as fool-proof. When a mat comes that is too large for the holder, it is placed in a vacant spot just behind the folders in the file.”

See what you buy—before you buy—by shopping the advertising columns of your hometown newspapers.

Save Scrap Paper For Schools

A publisher wrote his press association: Elementary school teachers never have enough scrap paper for the kids to mess up. We save all the mistakes and large sized trimmings from the stock-cutting department and let the teachers know they are welcome to it. Keeps the shop neater and scrap-less; makes friends with the educational profession, and gives you a warm glow of satisfaction that you're helping educate the nation's youth.

drug store account. A midwest drug store runs periodic ads listing all the babies born to area residents over a two-month period. The drug store also urges expectant mothers to visit the store and guess the date of their child's birth. Women who pick the right date receive a \$5 gift certificate redeemable at the store. At the bottom of the ad copy reads: "If any names are omitted, please drop a card to us."

Fast feeding causes small jobs to bounce off gauge pins? Use brown kraft wrapping paper as a topsheet.

See FAIRCHILD...for performance-proved products and expert service - Fairchild's economical, cost-reducing equipment is designed to meet the needs of profit-minded publishers.

- Reduce typesetting costs as much as 40% with the Fairchild Teletypesetter.® The only integrated system of matched components for tape operation of linecasting machines.
- Make high-quality halftone engravings economically right in your plant with a Fairchild Scan-A-Graver.® Four models available to meet individual needs of both daily and weekly newspapers.
- Set headlines and display type in 13 sizes from one font...fast...with the Morisawa Photo Typesetter. One, compact easy to operate unit.
- Increase earning power with a high speed, precision-built Color King® web perfecting offset press. Offer quality color to advertisers at low cost.

Newspaper publishers, it's good business to see Fairchild first!

FAIRCHILD

GRAPHIC EQUIPMENT

A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION

DISTRICT OFFICES: EASTCHESTER, N.Y. • LOS ANGELES • ATLANTA • CHICAGO • IN CANADA: FAIRCHILD CAMERA & INSTRUMENT OF CANADA LTD. TORONTO, ONT. OVERSEAS: FAIRCHILD CAMERA EN INSTRUMENTEN MIJ., N.V. AMSTERDAM

Fairchild Graphic Equipment, Dept. SP-1
221 Fairchild Avenue, Plainview, L. I., N. Y.

Let me have the facts on:

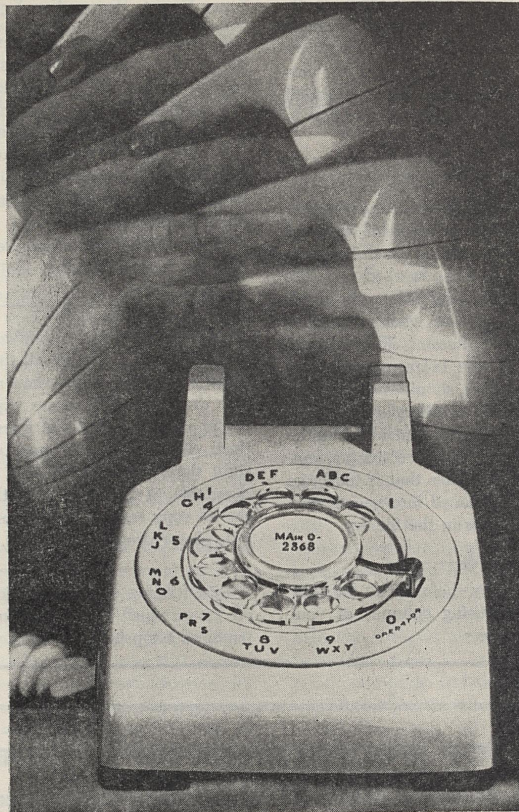
Scan-A-Graver Morisawa
 Teletypesetter Color King

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



You can reach almost everybody by telephone

The wires which lead from your office or home can connect you to 138 million other telephones . . . or about 97.6 percent of all the telephones in the world.

You can call most places within seconds or minutes, any hour of day or night, any day of the year.

Many people can dial directly about 70 million telephones, often in less time than it takes for the party to answer.

And regardless of the miles between you and the party you're calling, you can talk with him as if he were only a few feet away.

Literally speaking, you get a world of communications with your telephone service, and we hope it's always especially helpful to you in covering and interpreting the news.



Southern Bell

CALENDAR OF EVENTS

JANUARY

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

APRIL

16-17—West Kentucky Press Association, Kentucky Dam State Park, Gilbertsville.

JUNE

4-6—Mid-Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

COMMUNITY PRESS SERVICE

- SERVING AMERICA'S WEEKLY NEWSPAPERS
- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.



STAMPS CONHAIM

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

Representative
Chas. H. Lovette

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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
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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

To get perfect register in two color lino composition: Recast the lines. Saw the black out of one, the color out of the other duplicate line. Substitute in the form.

Trading stamps do not increase prices

This was one of the conclusions reached after a survey recently completed by Verne A. Bunn, professor of marketing at the University of Wichita.

Prof. Bunn's study took 30 months and covered five states: Oklahoma, Missouri and Montana, where there are no restrictions against stamps; Wyoming, where stamps can be redeemed only for cash and are therefore little used, and Kansas, which prohibits stamps.

In scope, Prof. Bunn's investigation is ranked second only to a 1958 U.S. Department of Agriculture pricing study. Prof. Bunn's survey was conducted on a wholly independent basis under a grant provided by The Sperry and Hutchinson Company.

In representative stores throughout the five states, Prof. Bunn priced a "market basket" similar to that devised by the

Bureau of Labor Statistics for determining cost of living changes. The basket contained national brand food items and standard grades.

Here are Prof. Bunn's conclusions:

"There is no evidence that stamps used on a widespread basis lead to higher prices.

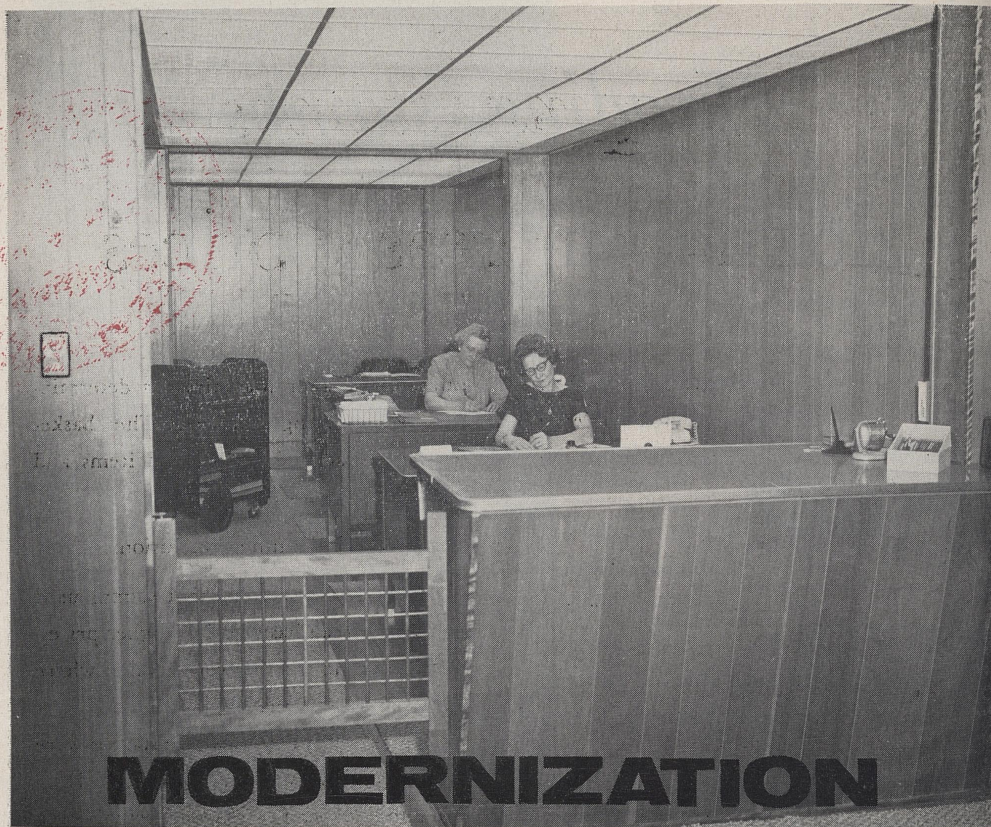
"Prices tend to be lower in states where stamps are used freely.

"Price levels in cities where stamps were in use were in every case actually a little lower than in similar cities of neighboring states where stamps were banned or restricted.

"When the retail value of merchandise obtained with stamps is taken into account, consumers in states allowing unhampered stamp utilization receive significantly more value for their food dollar than do households in the restricted states."

AN AMERICAN WAY OF THRIFT SINCE 1896





MODERNIZATION MEANS ELECTRIC

There's a beautifully remodeled building in Maysville, and once you step inside you find the beauty is far more than skin deep.


When Farmers Mutual Insurance Company, Maysville, remodeled its offices, it went Total Electric. With electricity doing so many full time jobs in the building, from typewriters to water coolers, it just made good sense—and sound economics, too—to install electric heating and air conditioning.

The functional beauty of modern electric lighting is evident throughout the new building. In the board room and in the records section a

luminous ceiling—a ceiling of light—bathes work surfaces in 110 footcandles of soft, glare-free light.

Farmers Mutual has brought the year 'round comfort of all-electric living right into the office, and takes justifiable pride in having one of the first All-Electric Building Awards issued in Kentucky.

"P.S. What's more, because "it has proved so efficient and satisfactory," the company's president has installed electric heat in his home, too.

 Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY

An Investor Owned Electric Company

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