

The Kentucky Press

May, 1957

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

KPA 88th Annual Mid-Summer Meeting
Kenlake Hotel, June 6-8, 1957



VOLUME TWENTY-THREE
NUMBER EIGHT

Publication Office:
School of Journalism
University of Kentucky
Lexington



Official Publication Kentucky Press Association

You can "C" the difference

between a master cooper
.....



and a Mr. Cooper
.....



A cooper works at turning out barrels . . . but *Mr. Cooper* turns out barrels of work as an art director! The capital "C" makes the difference . . . makes a difference with "Coke" too!

When you have occasion to refer to our product by its friendly ab-

bre- viation, you'll keep your mean- ing clear if you make it "Coke" . . . with a capital, please. And you'll be helping us to protect a valu- able trade-mark.

Incidentally, why not enjoy an ice-cold Coke right now. Capital idea . . . sign of good taste!



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

Copyright 1957 THE COCA-COLA COMPANY

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Program
Eighty-Eighth Mid-Summer Meeting
Kentucky Press Association
Kenlake Hotel—June 6-8, 1957

Thursday, June 6

Arrival Day and Registration—No set program.

Friday, June 7

- 9:00 a.m. Business meeting, President Albert Wathen, Jr., presiding
 Legislative-Legal Panel and Roundtable
 Herndon J. Evans, moderator
- 10:30 a.m. Newspaper Promotion Panel and Roundtable
 Edwards Templin, Lexington Herald-Leader
 Basil Caummisar, Louisville Courier-Journal
 Joseph G. Mitchell, Paducah Sun-Democrat
- 2:00 p.m. Photo Clinic on the beach. Bring your cameras. Beautiful models.
 Fred J. Burkhard and William Davis, directors.
- The afternoon is set for recreation "as you like". For the kids—a morning hike is planned with competent, mature recreational directors; games in the afternoon.
- 5:00 p.m. Hospitality hour, Recreation Room. Pink lemonade for the kids on the patio.
- 7:00 p.m. Banquet, Recreation Room. Semi-formal.
 Presentation of 1957 newspaper awards, Joe Westpheling, Fulton Co. News.
 For the younger kids, picnic at the Shelter House.
- 9:30 p.m. Dance to the music of Paul Westpheling's popular orchestra.

Saturday, June 8

- 9:00 a.m. Business meeting, Recreation Room, Vice-President Martin Dyche, presiding.
 Advertising Panel
 Larry Stone, Central City, Chairman, and his advertising committee
- 10:00 a.m. Address, Civil Defense Program, Col. R. D. Williams.
- 10:15 a.m. Standing Committee Meetings at special tables.
- 11:00 a.m. Reports of Standing Committees by the Chairmen. Discussion.
- Saturday afternoon open for recreation "as you like".
- 7:00 p.m. Fish fry at the Shelter House for all members and their families.
- 9:00 p.m. Moonlight excursion trip on chartered boat.

**Dailies Establish Wirephoto
 News Network by Photofax**

Plans for putting into operation a Kentucky Associated Press wirephoto network were completed at Owensboro April 14 in a meeting between AP officials and representatives of the five member newspapers which inaugurated the service, April 28.

Under this setup, newspapers in Madisonville, Paducah, Owensboro, Louisville, and Lexington exchange photos daily as well as receiving Associated Press pictures from all over the nation daily by the electronic miracle known as Photofax.

With inauguration of the 5-city network Kentucky will become the 17th state in the

nation with an Associated Press state wirephoto network.

Other Kentucky newspapers are expected to join the network in the near future.

Making the plans for the network at Owensboro were: Bill Waugh, chief of Bureau; George Hackett, state editor; and 'Goldie' Littell, photo chief; all of the Associated Press, Louisville; Edgar Arnold Jr., managing editor of The Madisonville Messenger; Larry Hager, managing editor; and Lawrence Hager, editor and publisher, both of The Owensboro Messenger; Joe LaGore, managing editor of the Paducah Sun-Democrat; and George Michler, state editor of the Louisville Courier-Journal.

**Handling the 'Lucky Number'
 Advertising Practices**

Inquiries have been made on printing consecutive "lucky numbers" on a paid-circulation newspaper, in connection with local retail promotions. Most publishers are not enthused about such promotions but from time to time merchants will demand them and it is to the newspaper's advantage to be able to tie-in with the deal through your newspaper.

Originally the postal department raised two questions concerning the numbering of newspapers; (1) did it conflict with lottery laws? (since the element of "consideration" is involved in the purchase of a subscription to the newspaper) (2) did it conflict with the regulation on "unauthorized additions after printing" to the regular issue?

On the first question, the department gave its approval PROVIDED that (a) no previous announcement was made of the proposal and (b) that the numbers did not appear on copies sold over the counter. In short, as long as the numbers are sent only to persons who are already subscribers, no one is put in the position of buying a newspaper in order to participate. There is no restriction on the use of such numbers on a free circulation sheet.

On the second question, since as the numbers are printed with a numbering machine as part of the press-run, the department has advised us this is not an "unauthorized addition" to the regular issue.

So, if local promotion does not conflict with lottery laws in other respects, a paper may use the lucky numbers. A purchase of any sort cannot be required but IS permissible to require that winners attend the drawing, or visit a store or a number of stores to see if their number has been posted. As the result of cases in federal court, the department was required to approve the matter of "being present to win." For many years, this was disapproved.

If merchants insist on a "gimmick" that requires a purchase by the customer, any literature concerning it cannot be mailed even though the actual copy may not reveal this requirement. Such a requirement is contrary to the federal law pertaining to lotteries and would be illegal even if the literature is not sent through the mails.

Mrs. Ruth Stanton Willis, 86, widow of George L. Willis, Sr., author and journalist, died April 21 at Shelbyville. Her father, Henry T. Stanton, was a poet laureate of Kentucky, and her husband was a well known Shelbyville newspaperman.

'Operation Weeklies' Is Started

"OPERATION WEEKLIES," a cooperative program for action, is announced by Weekly Newspaper Representatives, Inc. as its 1957 answer to publishers' demand for more aggressive sales promotion of national advertising in weekly newspapers.

WNR salesmen at five sales offices throughout the U.S.A.—New York City, Los Angeles, Chicago, Atlanta and Detroit—have been given the "green light" to sell weekly newspaper space for ALL national advertising accounts. WNR sales presentations will be made soon in Detroit to advertising officials of major automobile manufacturers in the presence of advertising agency account executives.

As explained by Alan McIntosh, publisher of the Rock County Star-Herald at Luverne, Minnesota and president of WNR, "Operation Weeklies" calls for vigorous support by newspapers at the local level as well as stepped up selling by WNR salesmen.

"The 1957 sales program of WNR is no push-button affair," states McIntosh. "Here are specific ways whereby the weekly newspaper publisher is being asked to cooperate with WNR in its 1957 program. Automobile advertising must now be sold on an individual market basis. This new requirement gives added emphasis to the importance of the WNR Market Data Report questionnaire which was distributed to publishers last summer.

"If you have not filled out the questionnaire, please do so at the earliest moment and return it to your State Association office. James A. Brown, Detroit media director of the Grant Advertising agency which handles Dodge cars, has assured WNR that the WNR market report is a big step in the right direction and will be of immediate value to the agency in using the weekly newspapers for national advertising schedules.

"If WNR is successful in its sales pitch to automobile manufacturers in Detroit, WNR will be asked by advertising agencies to service auto accounts by its nation-wide 1-Order, 1-Bill, 1-Check system. WNR hopes that interested publishers will take steps to make sure that their neighboring publishers will back up WNR when the agency makes a formal request for WNR service.

"Every letter of protest received by an agency will only weaken the weekly newspaper industry in competition with mass media such as television and radio networks, metropolitan newspapers, magazines and outdoor billboards. A united front by weekly newspapers is the publishers' best protection.

"WNR suggests that publishers keep a

close contact with local dealers. Communities of under 10,000 population were responsible for 25,000 of the 41,000 new car dealers getting nine billions of a total 25 billion sales in a recent year. Diversion of national advertising dollars from the home-town community will not serve the dealers' interests.

"WNR salesmen in 1956 set a new record: 11.3 per cent of all WNR billings was new business sold by WNR and serviced by WNR and 25 state newspaper associations by 1-order, 1-bill, 1-check. Such new business was in addition to the Lincoln-Mercury account which WNR began to service in 1956 for the first time.

"To spread WNR sales benefits to more newspapers, WNR opened a branch sales office in the South at Atlanta and on the West Coast at Los Angeles. WNR wants your newspaper to get the maximum benefits of WNR selling. That is why 'Operation Weeklies' calls for cooperative support by publishers at the local level as outlined above."

Publishers of WNR-represented weekly newspapers were recently invited to indicate by postcard ballot whether they wanted WNR to sell their space to all automobile manufacturers. The nation-wide referendum was ten-to-one in favor of such WNR action. In response to the publishers' demand the WNR Board of Directors voted on March 21 to regard all national advertising accounts as new business in 1957.

The London Sentinel-Echo has installed a new Goss Cox-O-Type newspaper press and changed from a seven to eight-column makeup. They have a new building to house the press and newsprint. . . . Larry Meyer, UK Journalism school graduate and formerly news writer for radio station WHAS, Louisville, is now public information officer for the Army Military District, Kentucky. . . . Fred Luigart, Jr., also a UK grad, is now managing editor of the weekly Hazard Herald, having resigned a similar post with the Woodford Sun, Versailles. New managing editor of the Woodford Sun is A. B. Chandler, Jr. . . . James G. Hearon has joined the Journal-Enterprise, Providence, as reporter and advertising man. He formerly was with radio station WFMW, Madisonville. . . . Mrs. Dorothy Mathis is new society editor of the Hazard Herald.

It's time to beat the vacation drums in your ad columns: cars, tires, luggage, cameras, clothing, binoculars, camping equipment. . . .

Local Advertising Problems Are Psychological Processes

Roughly speaking, the mental attitude of the businessmen of our town and your own mental attitude comprise or create the advertising psychology. Roughly speaking again, the advertising psychology of your town is largely what you make it. If it's wrong, it's your job to remake it and make it right.

If there is a general impression that advertising does not pay, or that dodgers are better and cheaper than newspapers, or that the shopping news is better because everybody gets it, or that advertising will not sell merchandise, then the psychology is wrong and your town will not be a good advertising town until you change that psychology.

One way to do it is to begin at the beginning. In other words, find out what the conditions really are. It is a truism that as soon as you have the facts, the remedy will suggest itself. Therefore, to put it in slang, find out what you are up against. There must be a reason why some town newspapers carry a generous volume of advertising and others in very similar towns a sparse volume.

As the first step in changing that psychology, find out what that reason is. Nearly always it goes back to a good selling job as compared with a poor selling job—and selling is largely a psychological process. For instance, the psychological effect of one department store using large display spaces is to lead the other department stores to use large spaces—which is the simplest possible illustration.

Armed with the facts, knowing just what local businessmen think of advertising, what are their individual reasons for advertising little or not at all, making an analysis that shows you the hurdles and the mental reservations that keep them from advertising, you have a true picture of the local advertising situation. If that picture is unfavorable, you will know the real reasons. And if you include yourself in the survey, maybe you will find that it's mostly you.

It is pretty generally agreed among retail advertising experts that the most important single feature of any retail ad is the DEALER'S NAME. I'm pretty well convinced that the most important feature of any new car ad, regardless of make, model, or any other claim, IS THE DEALER'S NAME. If newspapers can establish the prevalence of that attitude among home town car buyers, our place in the automotive sun will be unchallenged; otherwise, the competitive clouds are rolling up.

Advertising 'Liars' Destroy Public Confidence-Acceptance

Although the "advertising liar" has immediate access to the same residue of public acceptance, public confidence and public response which is accorded to his more ethical competitor, the "continual publication of lies . . . is bringing about the destruction, a little bit at a time, of the daily residue of public confidence in the written and spoken word of honest competition."

So stated the report of the Comparative Price Committee of the Association of Better Business Bureaus at the BBB Conference at New Orleans earlier this month.

Newest in a two-year series of reports by the committee, headed by G. H. Dennison, general manager of the Pittsburgh BBB, the document said the situation on comparative price advertising nationally now calls for a "show-down."

Citing particularly the "unconscionable comparative price and preticketing policies of some of the nation's largest manufacturers," the report declared that until these are cured, no hope for a solution can be found at the local level under present competitive conditions. An example given was that of a "famous name" washer preticketed by the manufacturer at \$445.95 and regularly sold in the Pittsburgh area for \$329.95. Retailers obviously had quite a "spread" to claim "savings" in.

The "lies" are affecting both the amount of "public acceptance" which a given amount of money will buy the advertiser in various lines, and also the revenue of advertising media itself, the report said.

Based on the now-famed Duquesne University survey in the Pittsburgh area several years ago, the report computed that ads by the "business fakers" have caused public reaction to a point where, for instance in the jewelry business, a \$100,000 advertising budget will buy you only \$31,000 "worth of public acceptance for your claims." It cited the statement by the president of an Ohio storm window manufacturing firm that the company had cut its advertising budget from \$750,000 to \$70,000 a year because it was "unwilling to enter into a contest of lies" with disreputable competitors.

Mat Prices Increase

Mergenthaler Linotype Co., Brooklyn, N. Y., increased from 30 to 32 cents the price of matrices up to 14-point size, effective April 15. Intertype Corp. is reported as planning similar increase. Increase is second in less than a year. In September, 1956, both companies raised prices of matrices from 28 cents to 30 cents.

Type Has Character

Type has character, use it. Extra bold's the right type to advertise superbargains. Graceful, slender, light or medium types were designed to advertise ladies' unmentionables, fine silverware, expensive China.

Don't let your typography sing off-key. Keep type faces in harmony.

Don't let condensed type rattle around in the wide open spaces. Condensed type was made for condensed places, such as single column headings or single column ads. Condensed type is hard to read—why destroy its effectiveness by using it where regular width can be used?

All-caps are no caps at all. All-cap headlines have been on their way out for the past 25 years for the main reason they are hard to read and because all emphasis is no emphasis at all.

The same advice holds for boldface. Use it sparingly and get your emphasis.

Don't make the reader get out his yardstick to follow your lines. Too often, we set smaller type faces too wide and with too little space between.

Don't build a fence around type. Don't make your ads look like a type-founder's display of border and rule.

Keep your typography clean. Reset those standing ads, display and classified, once a month.

Louisville Sigma Delta Chi Chapter Presents Awards

Plaques were presented to five Kentucky journalists for outstanding work during 1956 by the Louisville Professional Chapter, Sigma Delta Chi, at Louisville, April 29.

Those receiving awards and citations were: Reporting—William G. Peeples, Louisville Times, for his series of articles on Kentucky's parole system; Photography—Vince Clephas, WHAS-TV, for his television news reel on "Happy Chandler Tries for the Presidential Nomination" made at Chicago, a tie with Frank Abrams Jr. and Mrs. Stanton A. Morgan, Owensboro Messenger and Inquirer, on their picture story on "Hospitals Play Many Roles."

Outstanding work other than reporting and photography—Wilbur G. Cogshall, assistant managing editor, Louisville Courier-Journal, called "finest unheralded newspaper man in America", won the award designed to recognize key men whose work does not lend itself by bylines or other public notice.

Mrs. Morgan was a repeater having won the 1955 award for photography.

These accorded honors, recognizing outstanding journalists, is a feature of the annual meeting of the Louisville SDX chapter.

Circulation Costs Deductible As Current Tax Expense

Internal Revenue Service has ruled that circulation costs to "establish, maintain, or increase the circulation of a newspaper" are deductible as current expense for tax purposes, regardless of bookkeeping system publishers use to report subscription income. It is I.R.S. ruling No. 57-87, issued March 11.

Under previous ruling, in effect since 1940 (I.T. 3369) publishers could treat circulation costs as current expenses only if subscription income was also treated as current income.

How publishers who now deduct circulation expense for tax purposes to conform with their system for reporting subscription income can take advantage of new ruling is explained by I.R.S. as follows:

"Pursuant to the authority contained in section 7805 (b) of the Internal Revenue Code of 1954, this modification shall be effective only with respect to the first open year of such taxpayer at the time that this Revenue Ruling is published in the Internal Revenue Bulletin. Expenditures paid or incurred in a year prior to the effective date of this Revenue Ruling but which were deferred to a subsequent year under I.T. 3369, will be deductible in the year in which they would have been deductible had no modification occurred."

New ruling is I.R.S. interpretation of Public Law No. 814 (Revenue Act of 1950) signed Sept. 23, 1950, which states that expenses for establishing, maintaining or increasing the circulation of a newspaper, magazine, or other periodical can be treated as deductions from gross income.

Previous efforts to clarify publishers' right to use either current or deferred reporting for subscription income failed in 84th Congress. Publishers may want to check with their tax accountants as to effect of ruling on their operations.

100 Million Read Newspapers

One hundred million different Americans now read a newspaper during the average day, according to a report by Sindlinger & Co., national statistical analysis firm of Ridley Park, Pa. The firm added that the 100-million mark was passed for the first time in January. The average reader spent 34 minutes a day with his newspaper, Sindlinger said. An official of the firm said surveys revealed that the general increase in newspaper, magazine, and book reading was coming from "increased selectivity of the nighttime television viewer who has had TV for a long time."

The Kentucky Press

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.
Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

Member
Kentucky Chamber of Commerce
Sustaining Member
National Editorial Association
Newspaper Managers Association

Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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

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Kentucky Press Service, Inc.

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Standard 11-Pica Column Meets Much Opposition

The current attempt, by some of the larger newspapers to make the 11-pica column measure "standard" is meeting with much opposition. Both facts and opinions, varied by individual conditions presented at the recent annual ANPA meeting in New York, portend any quick or easy solutions to the epochal proposals.

During the past decade many newspapers, keeping in mind the readers, have established and advocated larger body-type sizes with the practice of changing the almost prevalent 7 point type to the larger, and more readable, 8 point type, or, in many instances, 9 point. This forward move, gaining universal approval of practitioners of good typography and optometrists, also gained oft-voiced approval of readers, especially those of the older generation.

Now comes the trend to narrower columns with the resultant substitution of a condensed type face to replace the easier read regular body type and the resultant sacrifice to legibility and readability. There are good arguments presented on both sides of the "to be or not to be" question.

The pro's: The saving of newsprint, understandable and necessary in the newsprint-cost situation today, is advanced by most proponents. ANPA reports that nearly 20% of total U. S. daily circulation is now on the 11-pica column, or slightly wider columns, broken down in numbers: 11-pica—2 tabloids, 84 eight column papers, 21 nine-column papers; 11¼-picas—1 tabloid, 111 eight columns, 8 nine columns; 11½-picas—6 tabloids, 343 eight columns, 42 nine columns. This total represents nearly 90% of the daily circulation, or a round number of 785 newspapers.

The pros: ANPA proponents stated that advertising agencies would like to provide one set of plates or mats when placing a national campaign in newspapers, or a new standard 11-pica basic to replace the 12-pica standard which came slowly in general use after the thirty's.

The cons: Many insisted that the narrow column was "too great a sacrifice to legibility" and "our readers deserve our first allegiance." If the agencies do adopt the 11-pica standard, many publishers, especially of those papers with smaller circulations, held that the basic reasoning was unsound. Publishers maintaining this stand say there is no need for newspaper to reduce to the 11-pica column since they can "float" the ads into the large space without sacrificing legibility and good typographic practices to the satisfaction of every one.

From the viewpoint of the wire press associations providing teletypesetting services,

the change to the narrower column is not contemplated by the majority of clients. The simple reason: both the AP and UP tape circuit transmissions can be set in all measures from 12-pica down to 11. Most newspapers can reduce column widths by three points without purchasing new type. The services do not foresee any great demand at present for the change.

However, new type is required for newspapers cutting column widths down more than three points. New type would be necessary because such newspapers would be faced with a short line problem if the change were made. Commenting on the present type faces, AP gives the following figures as a guide: 12 pics—lower case count 118.1; 11½ picas, 115.6 l. c. count; 11 picas, 110 l. c. count, or the difference on one short word between the extremes.

Intertype provides six fonts adapted (slightly condensed) for 11 pica columns, two in Regal faces, three in Imperial faces, and one in Futura Book. Linotype provides seven suitable faces, four in Corona, one each in Paragon, Majestic, and Ionic No. 5. A font for each machine from 1200 to 1500 mats costs a maximum of \$396.

On the contrary both Intertype and Linotype noted a trend these past few years to a 9 point body type.

Completing surveys of newspapers using teletypesetter tape, AP announces that 86.4% use the 12 pica width; 2.7% the 11¼ width; 43.1% the 11½ width; 9.9% the 11¼ width; and 7.9% the 11 pica width. Similarly, UP announces 50.5% use the 12 pica width; 5.8% the 11¼ width; 36.5% the 11½ width; 5.75% the 11¼ width; and 6.75% the 11 pica width.

Resulting from adoption of the 11-pica width, fifty seven dailies have adopted a nine column format. Survey results from these newspapers state reader re-action varied from "none" to "favorable"; advertiser reaction varied from "none" to "very good". A large majority indicated satisfaction with newsprint savings and some noted revenue increases as the main advantages. A few expressed varied disadvantages, the main one being trouble with 8 column mats in the 9 column space.

So the battle is on with the large-circulation newspapers in one corner and smaller circulation newspapers, the vast majority of weeklies and semi-weeklies in the other. Who will win in the long run, keeping in mind that John Q. Public is the referee? Perhaps time might tell.

In 1945 a total of 11,877 newspapers were being published in the United States.

There are approximately 122 merchant shopping papers, with a total circulation of 6,407,424, in the United States.

Warn Your Readers About These Advertising Schemes

The "knitting machine scheme" has made a stab at this territory but a cooperative editor of one community weekly paper, advised of the unsavory nature of this promotion, promptly ousted the promoter from its advertising columns.

This is one of the most vicious, because one of the most costly, of the nationwide "home work" schemes that has come along lately. Believing women with visions of good profits and friendly relations with companies selling knitting machines for home use, have been defrauded by a wide variety of unfulfilled promises and misrepresentations.

They find themselves stuck with the costly machines—over \$300 often; find their financing notes on the equipment discounted by the sales company to a financing company; find the original company will not, in spite of glib indications, buy what they make; find they are being overcharged for shoddy yarn; find the machines are complicated and slow to operate, and at length find themselves in the sale market, competing with popular machine-made garments that easily undersell the laboriously-made home work products.

A "baby book" salesman is working the area, selling an advertising gimmick. He gets 4 or more local business men to pay 75c each per book toward the cost of presenting each mother with a "Baby Book," at the local hospital. He pays one of the hospital gals to receive the books from his company and give 'em out to the new mothers, states the Nebraska Bulletin. The business man gets his name (facsimile signature of his handwriting) all on one sheet, pasted on inside front cover.

It's the kind of a deal that the local printer could do—just buy up the book, print the flyleaf, and paste it into the cover.

The company bills the merchant monthly, telling 'em who got the books the previous month. Inside each book is a postcard, addressed, one for each sponsor, so the mother can send a note of thanks to the sponsor. Bates told me that the deal in York ran about 200 or more last year, and that one sponsor got back 135 cards.

This might tip off members in hospital towns that the deal is being worked, that it appears "legit," that the local printer might just as well get in ahead if he's interested.

Approximately 130 newspapers are published for the United States Negro population, estimated at 15,000,000.

Stop Coupon Book Deals

Reprint this for the benefit of your readers; they will thank you for it.

DON'T BUY COUPON BOOK UNLESS YOU CAN USE IT

When the new coupon book deal now being prepared is unloaded on the community (we can't convince the promoter he'll cause multiple headaches) there are certain things you should remember. These apply to all coupon book deals. We don't suppose the new one will vary much from the usual.

Don't get the idea you've "won" anything—usually all home telephone subscribers are "selected." Insist on examining the book first, if you're interested in buying one. See how many coupons would be of value to you, how much travel and effort it would take to use them. Check the conditions of use—expiration dates of the coupons and the like. Can you get your money's worth out of the book?

Remember particularly—after you buy there usually is little we can do to help you. Promoters rarely stay around for complaints.

The Courier-Journal's editorial page was recently voted the best in the nation for 1956 at a Midwestern meeting of Alpha Phi Gamma, small-college journalism fraternity.

Other citations made by the fraternity at its meeting at Hanover College, Madison, Ind., include The Portland Oregonian for the best newspaper achievement for its expose of labor rackets.

A veteran of many a KPA mid-summer meeting, Roscoe Downs of the Hancock Clarion, Hawesville, reports he must bypass this year's meeting at Kentucky Lake in favor of a trip to the west coast. Downs will attend the National Editorial Association meeting at San Francisco and then go on to Los Angeles for a two-week stay. He will return to San Francisco for the National Lions Club meeting before coming home by way of Yellowstone National Park.

A brochure sent to all newspapers boosting June Dairy Month (no advertising orders with it) states "June Dairy Month offers big opportunities for newspapers." We might be justified in boasting that "Newspaper support of June Dairy Month offers big opportunities for the Dairy Industry." All advertising works three ways, or should, to be worth a hoot: For Advertiser, Public, Publisher.

All business is local . . . and so are all newspapers.



ALSO...

Authorized Dealers
Representing Leading
Manufacturers of
Graphic Arts Equipment

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

May we serve you?

THE CINCINNATI
ATF TYPE SALES, INC.

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

IT HAPPENED IN KENTUCKY

1869-KENTUCKY PRESS ASSOCIATION FORMED AT LOUISVILLE

On a cold day in January, 1869, twenty-eight Kentucky editors gathered at Louisville and formed the Kentucky Press Association. George D. Prentice, editor of the newly-established Whig paper, the Louisville Courier, was elected first president of the K.P.A.

John D. Stevenson was then Governor of Kentucky, and Joseph Bunce was Mayor of Louisville.

The Association's principles, drawn up that day in 1869, and still in its constitution, begins:

"Its object shall be to promulgate the interests of the newspapers of Kentucky, to enlarge and ennoble their field of endeavor, to win for them that recognition of their usefulness and power to which they are justly entitled, to raise the standards of journalism throughout our beloved commonwealth . . ."

Since 1869, seventy-three prominent publishers have served as president, and twenty-eight of them are living today. In 1941 the Association was incorporated, and the present Central Office was established with Prof. Victor R. Portmann, University of Kentucky, elected as secretary-manager. Then in 1951, the business affiliate, Kentucky Press Service, was established to handle advertising for Kentucky newspapers. Today, over 90 per cent of the state newspapers cooperate to keep the Association strong and progressive.

In Kentucky's historic past, just as today, many of our citizens have always enjoyed a glass of beer. The brewing industry makes jobs for thousands of our residents. The sale of beer under orderly conditions is an important objective of the United States Brewers Foundation. Our continuing educational program helps beer retailers maintain their high standards.



**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION
1523 Heyburn Building
Louisville 2, Kentucky**

1956 Newspaper Advertising Expenditures Set New Record

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

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

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

Russell Drake, Mt. Sterling businessman, has purchased the Young Demograph, a monthly political publication, from James Polsgrove. Drake announced he will move publication offices of the paper from Louisville to Frankfort. The publication, started by Polsgrove in 1949, is devoted entirely to politics.

News of Hopkinsville and its vicinity soon will be circulating in the mideast country of Iran, according to a statement by the Kentucky New Era, Hopkinsville daily. The paper received a subscription order recently from a Mr. Simjian of Teheran, Iran. The subscription asks for three copies of each issue. Asked the New Era editorially, "Just why would anyone away over there in Asia want the New Era?"

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS



This Handy Knife
Is Worn Like a
Ring

25c EACH ALL SIZES \$2.40 PER DOZ.
Handy Twine Knife Co.
Upper Sandusky, Ohio

FRANKLIN
PRINTING
CATALOG

First choice of the industry
for estimating Printing

WRITE FOR 60-DAY FREE TRIAL

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

FAST PRODUCTION FINE REPRODUCTION

If you wish . . .

Highest quality

Fastest service

for

Reasonably priced

Printing plates

of

Zinc, Triplemetal

or

Copper

Made by Qualified

Experienced Engravers

SEE

**LEXINGTON
PHOTO ENGRAVING**

223 W. Short St. Lexington, Kentucky Dial 3-5012

Newsstand Sales Reflect Newspaper's Popularity

Archer Fullingim, publisher of the Kountze (Texas) News, wrote the Texas Press Association as follows:

"I have found that the best way to determine whether one has a newspaper people like to read is to put it on the news stands and in the stores and see if it sells. Also, no matter how small the town is, have at least one boy or girl peddling copies in the residential sections and on the streets as soon as the newspaper comes out.

"Three years ago, I was not selling a single copy except through the subscription list. Then I began placing copies on one store that ran a page grocery ad every week. At first I placed 10 newspapers in that store. Now the store is selling 50 copies a week. And in addition, five other stores are selling 15 copies each week, 60 are being sold in the school, since we publish school news. The seniors get 4c and the News gets 1c for these copies. The stores and news-stands get 2c for each copy and the News gets 3c. We are now selling 200 newspapers a week in town. The 1950 population of Kountze was 1,654.

"Gradually I have found myself catering to those 200 buyers. That is, we play up news and pictures that will make the newspaper sell in the stores and news stands. Needless to say, the thing that makes the newspaper sell in the stores also brings in renewals and new subscriptions. Also, such sales bring in new advertisers. Three years ago, the News was a four-page newspaper exclusively. Now we publish six and eight pages regularly. Merchants who sell the newspaper in their stores want an ad in every issue."

Ernst William Hammons Wins KPA Scholarship Award

The KPA annual scholarship award of \$100, made to the outstanding sophomore regularly enrolled as a major in the U. of K. School of Journalism, for scholarship, initiative, and professional attainment, was presented to Ernst William Hammons last week by Secretary Portmann.

Mr. Hammons was selected by the journalism faculty after a survey of academic standings of all possible candidates and a review of his work in the department and participation on the Kentucky Kernel staff. He holds an academic standing for his first two college years of 3.7 out of a possible 4.0, and is a columnist on the Kernel.

He is a graduate of Atherton High School, Louisville, and is a son of Mr. and Mrs. William M. Hammons. He is an active member of Sigma Delta Chi, U. of K. Chapter.

Publication of its retail price list No. 459 is announced by the Justrite Envelope Companies of St. Paul and Atlanta.

The new price list consists of 40 pages which neatly illustrates all of the standard and many of the specialty envelope products manufactured by Justrite. The list also contains competitive retail prices for a full line of printed envelopes, and code figures designate the printer's profit margin on each sale.

Printers may obtain a copy of No. 459 by writing Northern States Envelope Company, 300 E. 4th St., St. Paul 1, Minnesota; or the Justrite Envelope Mfg. Co., 523 Stewart Ave. S.W., Atlanta 10, Georgia.

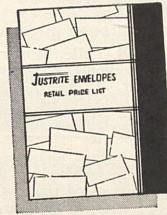
A salesman without a prospect is like a train without an engine.

8,646 Newspapers In USA

The Census Bureau has reported there were 8,646 big and little newspaper publishing firms in the United States in 1954, employing 281,799 men and women on payrolls totalling \$1,262,793,000. The report, an advance study giving excerpts from the 1954 census of manufacturing, rated the value of the newspaper industry's output at \$3,091,027,000.

Mr. R. M. Guthrie, editor of the Middleboro Daily News for the past four years, has resigned to accept a public relations post with the Girdler Company of Louisville.

JUSTRITE'S RETAIL PRICE LIST FOR PRINTED ENVELOPES



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

"SOLD FOR RESALE ONLY"

J USTRITE ENVELOPE MFG. COMPANY
523 Stewart Avenue S.W. • Atlanta 10, Georgia

"Just off the press" . . .

\$15,000 DIRECTORY OF WEEKLY NEWSPAPERS

It cost us \$15,000 to produce. It's yours for \$10.00. So, if you work in the most important functions of advertising, marketing, media analysis, estimating, sales, public relations, distribution, etc., this new 37th Annual National Directory is the only source for many important facts.

It lists over 125,000 different items . . . is the only most current list of approx. 8500 weekly newspapers . . . addresses . . . county locations . . . circulations . . . rates . . . mechanical

requirements . . . publishers' names, etc. Market-wise it contains population figures, state and county maps, retail sales, etc., applying to 85,000,000 consumers in the under 10,000 population places where over 18,000,000 homes demand and read weeklies.

Order your copy now . . . supply limited . . . there will be no second edition . . . \$5.00 each to weekly newspaper publishers only . . . send order, check or money order to



WEEKLY NEWSPAPER REPRESENTATIVES INC.

404 FIFTH AVENUE, NEW YORK 18, N. Y. PHONE BRyant 9-2300

Serving the Advertisers and Agencies in behalf of America's Weekly Newspapers

Thanks Local Dealers

A publisher in another state, after considering that "national" advertising costs are usually borne in some way by the local dealer, printed up a form letter which he sends to merchants in his town. He considers it good promotion. The letter reads:

Dr. Mr. Jones:

The following advertisements, on the dates indicated, have been scheduled for the products you sell:

(Blank space here for listing ad and dates)

The ads were placed, as in the usual manner, by the advertising agency handling the national account for the product. Payment for the advertising will come from the agency that placed the advertisements.

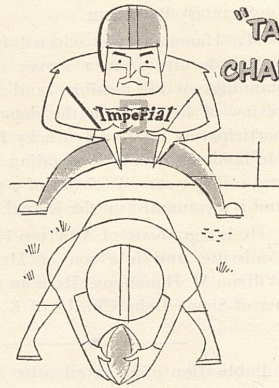
However, we do want you to know that we recognize this as business from YOU. We know that YOU requested newspaper advertising—and can request more—and although the order and payment come from someone else, it is advertising and payment for advertising from YOU.

Your business through these channels is greatly appreciated. We want to render every service possible. Please feel free to call on us at any time.

Possibly everyone knows this but here's a tip that will save lots of time. Cast border on 9-point as well as 6-point base. This eliminates side spacing with leads on 2, 4 or 6-column ads where there are half-em measures to deal with.

Donald S. Dawson, for the past four years connected with the Lincoln County News, Stanford, has resigned to accept a position with the Cowdon Manufacturing Co. Dawson was serving as editor of the weekly at the time of his resignation on March 16.

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



"TAKE CHARGE" guy that gets things done

We like to play quarter-back in any shop's type metal team—shouldering complete responsibility for calling the condition signals on your metal. Only a plant and field personnel backed with 44 years experience can assume this responsibility on a sound business basis at minimum cost.

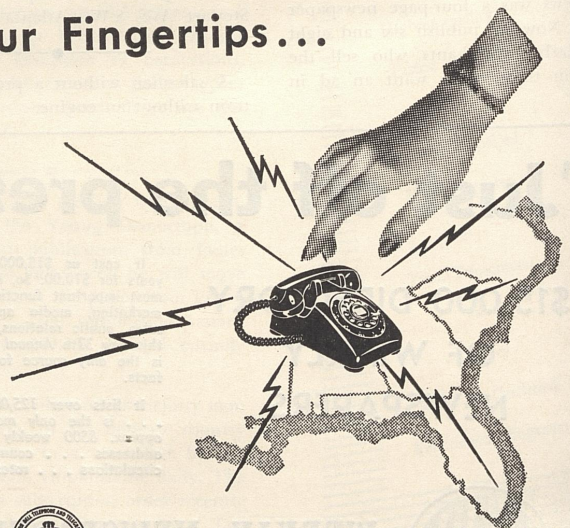
you get EXTRA ADVANTAGES with IMPERIAL TYPE METALS

Imperial Type Metals are available at:
 Consolidated Trucking Company
 2170 Buck Street, Cincinnati 14, Ohio
 The Dickson Company
 626 Armory Place, Louisville 2, Kentucky
 Clements Paper Company
 Foster Avenue, Nashville 10, Tennessee

The Nation at Your Fingertips...

A big objective of the Bell System is to make it possible some day for people to dial their own Long Distance calls. An important step toward this objective is the changing of all telephone numbers to a uniform numbering system of a central office name and five figures. The program is moving rapidly in Southern Bell's nine-state area.

It's a big job, and it's in the interest of faster and better service for you. Right now, your Long Distance calls go through twice as fast when you give the operator the out-of-town number.



Southern Bell Telephone
 and Telegraph Company

HOW MACHINE TYING
SERVES BUSINESS and INDUSTRY



**"5,000 an hour press run . . .
Bunn Machine keeps pace"**

says W. A. Myers, Publisher,
The Lapeer County Press, Lapeer, Michigan

"Getting 9,500 copies of our paper *out on time*, to the Post Office and to our truck routes, was solved when we bought a Bunn Tying Machine. This machine keeps pace with a press running at 5,000 copies an hour . . . a crew of four 'stuffers' and a mailing machine operator.

"And in the two years we've had it, our Bunn Machine hasn't given us five minutes of trouble," reports W. A. Myers, publisher of "America's largest rural weekly."

Speedy tying of newspaper bundles . . . *in two seconds or less* . . . is only one advantage of Bunn Package Tying Machines. Correct tensioning of the strong twine tie can't damage papers. The postmaster-approved Bunn tie and knot can't come undone, even with rough handling. And you can eliminate bottle-necks and overtime pay by quickly moving the Bunn Machine anywhere in your shop.

Bunn Package Tying Machines are used by daily and weekly newspapers . . . everywhere . . . for faster, better, economical tying.

BUNN

PACKAGE
TYING
MACHINES
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.



MAIL COUPON NOW FOR MORE FACTS

**GET THE
WHOLE STORY**

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

B. H. BUNN CO., Dept.
7605 Vincennes Ave., Chicago 20, Ill.

- Please send me a copy of your free booklet.
- Please have a Bunn Tying Engineer contact me.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

**IMPROVE YOUR NEWSPAPER
PLANT WITH NEW
EQUIPMENT**

From
JOHN L. OLIVER & SONS
952 Main Nashville

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

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

Extra Profits

FOR YOU, MR. PRINTER

Send Us Your Orders

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

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

**BUSH ^{bk}
KREBS**

PROFIT FOR THE PRINTER

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

**BUSH ^{bk}
KREBS**

Representing leading manufacturers of printing equipment and supplies,

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

**BUSH ^{bk}
KREBS**

If you were



on the other side
of the fence

Put yourself in a manufacturer's shoes for a moment . . . and take a look at your community. Would it have the power to sell you . . . enough to make you want to build a new plant there?

A prospective manufacturer, you see, looks for very specific things, adequate labor supply, housing facilities, good schools, health and recreation facilities, churches, utilities and transportation.

But mostly he looks at the people. Are they interested in what goes on around them in their own community? Are they interested not only in what their community is doing right now, but also planning for future development? And don't forget that "they"—these people—are you and your neighbors and friends.

There's a view from your side of the fence, too. Of course you want new industry to come to your community. So what can you do? Begin by taking an active interest and active part in community affairs. Keep well-informed about your community's development program.

Community development means prosperity and better advancement for everyone. And by doing your part, you can help your community better itself steadily year after year.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY



VOLUME
NUMBER

Public
School
Univers
Lexing

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