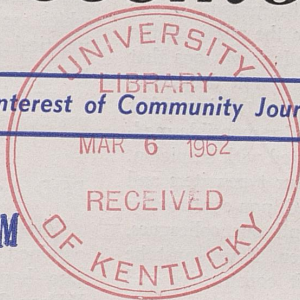


# The Kentucky Press

December, 1961

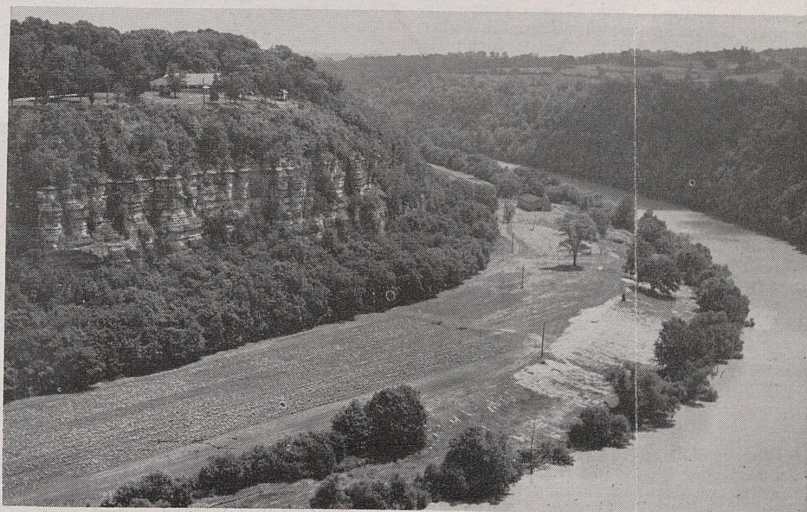
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



Merry Christmas  
Happy New Year

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School of Journalism  
University of Kentucky  
Lexington

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VOLUME TWENTY-EIGHT  
NUMBER THREE



Kentucky's Showcase: The Palisades of the Kentucky River

# The Kentucky Press + As We See It +

Volume 28, Number 3

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

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

Kentucky Chamber of Commerce  
Newspaper Managers Association

Sustaining Member  
National Editorial Association

Associate Member  
National Newspaper Promotion Association  
Printed by The Kernel Press

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

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## Professional Pride Needed, Student Newspaper Declares

Recently, there has been an effort by some prominent names in journalism to encourage newspapers to stand up for themselves, rather than take the attitude they exist solely for public self-criticism and ridicule.

We can only say—Amen! It's high time the people in the journalism field began taking pride in themselves and their work, instead of continually downgrading the profession.

Why is it that some newspapers get satisfaction from belittling themselves, and other newspapers, for their shortcomings. This belittlement, perhaps, would be fine if it were in a constructive vein, but it seems that rather than being constructive, most of it only tends to drag the profession through the mud, and aid the antagonists of the press.

We contend it is not the purpose of the press to repeatedly inform the public of the faults in the profession. It is obvious that by doing this, the press is simply decreasing its prestige, and gradually turning what should be an accurate and responsible medium into a mockery, tainted with suspicion.

Instead of sitting at our typewriters and pecking out aimless and non-constructive criticism at ourselves and our colleagues, let's check facts and then, if we must be critical, at least make it constructive and beneficial criticism.

On the other hand, if we're criticized, and the criticism is justified, let's take it on the chin, and pitch in and correct the shortcoming which precipitated that criticism, instead of foolishly magnifying it. If we're criticized, and it is undoubtedly unjustified, then by all means let's throw away the crying towel and fight back, instead of hanging our heads and confessing our sins.

Let's make journalism a profession which we'll never be ashamed to work in. Let's begin now, while we still can.—The Kentucky Kernel.

\* \* \*

## Average Consumer Is Worth \$363 To Local Merchant

How much is a customer "worth" to a business? The average value, according to a survey being cited in BBB circles, is \$363 per year and it ranges according to the type of business and the community from \$125 to nearly \$900. The 100-city survey found the average cost of gaining this customer to be \$30. So a "lost" customer represents a deficit of \$363 plus \$30, or \$393.

Bad treatment, poor service, indifference and the like account for 68% of customer

loss, with unadjusted complaints responsible for another 14%, according to the survey. Thus 82% of customer loss can be traced to the area of customer relations.

We suggest that this item is good material for an editorial.

\* \* \*

## Box Numbers Requested By Indianapolis POD

Do you need box numbers on rural route mailings? An Indianapolis POD official recently said "Yes." The absence of box numbers on rural route mailings was in this opinion an incomplete address and therefore undeliverable. However, the Indiana Press Ass'n. suggests that another interpretation is possible: "Part 123 of the Postal Manual (Addresses) at 123.12 states that 'Mail for delivery through a city delivery post office must include in the address the street and number, or post office box number, or general delivery or rural or star route designation . . .'. The way we read it, this section provides for alternative addresses, either of which may be acceptable. (However) as a practical matter, if revision of your list would not entail too much cost or effort, we would suggest that you comply with the postmaster's request."

\* \* \*

## POD Acts On Selling Racket

The Post Office Department, which has obtained an affidavit of agreement in the case, hopefully has ended the plan of the Wilson Chemical Company, Tyrone, Pa., to make "Cloverine Salve" salesmen of children who won its comic book puzzle contest. Parental outcry from many states has resulted.

Winners of the all-too-easy contest were sent a cheap ring and a shipment of the salve (the coupon they returned "requested it) to sell. Those who didn't sell it and remit \$7 were bombarded with legal-proceeding threat, although many were 6 and 8 years old. The postal agreement makes specific requirements of the firm which will eliminate the basis of complaint. Tell your readers about this!

\* \* \*

## Separate Ads For Each Item

A midwestern newspaper has increased the number of classified ads which appear each week and has made its classified page more readable by discouraging advertisers who wish to list several items in the same ad. The newspaper suggests that a separate ad be written for each item in order to draw more attention. As a result many advertisers run as many as half a dozen classified ads in each issue instead of just one and advertisers are getting much better results.

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## 93rd Annual Mid-Winter Meeting Convenes January 11 In Lexington

Robert F. Kennedy, U. S. Attorney General, may be the headline speaker for the 93rd annual mid-winter meeting at the Phoenix Hotel, Friday noon, January 12. The presentation of the 1961 Kentuckian of the Year will feature the Saturday noon luncheon. These are but two of the interesting segments of the instructive and interesting program that is being held in Lexington this year, after many years absence.

The convention will open Thursday afternoon, January 11, at five o'clock, with the traditional ladies reception in the Henry Clay Room. The registration desk opens at the same time. A called meeting of the KPA executive committee and the KPS Board of Directors will be held in the KPA suite 738. The first social event will be a chuckwagon party in the Gold Room at 7 o'clock with all the glamor and "fixings" of the old West including typical cowboy food. Bring your boots along!

Other well-known speakers on the two-day program include Robert C. Goodwin, Director, U. S. Bureau of Employment; Walter B. Gettis, Jr., Commissioner, Kentucky Department of Personnel; and Dave Richardson, Regional Director of Weekly Newspaper Representatives, Atlanta office. A feature of the opening session on Friday morning will be a presentation of how newspapers are being used for classroom discussion and instruction by students from the Lafayette Junior High School under direction of their teacher, Miss LaNelle Woods. Messrs. Goodwin and Gattis will present their messages to the assembly.

Friday afternoon indicates a full program of vital information. The annual meeting of the School of Journalism Foundation, with President George Joplin III presiding, will present the financial report and progress of the students under its direction. Garland Holderfield will present the new film, "The Eighth Wonder of the World," a story on newspaper production. James M. Willis, president, will preside at the annual meeting of Kentucky Press Service with a full report of the year's progress by the manager. Dave Richardson will show the newest WNR film presentation, "Spotlight on Selling" which is being shown to national advertisers and agencies in telling the story of the advertising potentials of home-town newspapers America. He will then discuss "Working With WNR" with anticipated questions to come from the floor.

Following the film presentation, daily members will adjoin to talk over common problems in the Henry Clay Room, followed by the annual meeting of Kentucky Associated Press.

A reception under the auspices of The Lexington-Herald, The Courier-Journal and Times, and KPA will be held in the Gold Room at 5:30 followed by the traditional banquet, floor show and dance at 6:30 o'clock. Some members have indicated their intention of viewing the U. of K-L.S.U. basketball game in the Coliseum immediately after the banquet. Dance music by the popular Dave Parry orchestra.

The Saturday morning session will be featured by a panel of Kentucky publishers on offset problems, accomplishments, disappointments, and costs. Those who have the "offset" gleam in their eyes should be on hand to floor the panelists with their questions. Reports will be made by the standing committees with the annual election of officers.

This 93rd meeting will be marked by displays of small equipment and other machinery in a special section of the convention hall. Invitations have been sent to more than twenty-five exhibitors to make full use of the exhibit space.

Door prizes for meals and sessions will again be presented to lucky ticket holders through the courtesy of Ralph Baird, district representative of the S&H stamp company. A grand prize will be presented at the last luncheon session.

The program promises to be interesting and instructive and the committee hopes that this convention will be marked by the largest attendance of years. The Central Office requests that advance registration be made now to facilitate speed at the registration desk. Bring the wife and family, and staff.

### "Free" Ads Must Be Marked

Do you count "house ads" as "advertising" in the marked copy filed with the postmaster? Yes, you do. A POD official in Washington recently stated that not only house ads, but "US Savings Bonds ads, Advertising Council ads of traffic safety, polio, and Radio Free Europe; local Community Fund ads, etc." should be classed as advertising matter in the marked newspaper copy filed with the postmasters.

### Suburban Press To Grow, Says Virginia Newsman

Newspaper journalism is no longer experiencing a death, but a resurrection, said one Virginia-North Carolina newsman.

"America's population explosion in the suburbs is being accompanied by a dynamic growth in the number and strength of suburban newspapers," says Kenneth R. Byerly Sr., University of North Carolina associate professor of journalism. He also holds interests in several papers including the Tidewater News, Franklin.

In the lead article appearing in the October issue of "Grassroots Editor," a quarterly, Byerly surveys the status of the nation's newspapers the past 60 years.

This period has shown a drop in the number of weeklies. The bottom of this decline which cut the number of the nation's weekly newspapers almost in half almost has been reached, according to Byerly.

Reasons indicating a probably upturn in the number of United States weeklies are three:

Small town newspapers, once common, have for the most part already closed their doors.

Cessation of papers or consolidation among a town's newspapers has already taken place.

Suburban newspapers are on the upsurge. This growth of suburban newspapers is, says Byerly, "so great that it should soon more than offset the now small decline in numbers of the smalltown press, and result in an overall gain in total of weeklies in the United States."

Byerly recommends that members of journalism teaching staffs in the nation's universities alert their students to the possibilities of this fast-developing area of journalism.

### Advertisement Need Not Face Editorial For Readership

"Ads don't have to face editorial," says C. B. Larrabee, director of publications, American Chemical Society Applied Publications, in the current Printer's Ink. He quotes figures from George C. Kieman Associates, a research firm, which shows that more than 70% of the people read ads on purpose and only 26% read them by accident. "The modest assumption that people don't read advertising unless you rub their noses in it is hard to understand," he writes. It's what the ad says, not where it's located that determines readership, he concludes. He also suggests that advertisers who pay for preferred space are wasting their money.

## THIS WAS THE CIVIL WAR

*Civil War Press Was Biased, Unfair In Reporting*

By TRUE MACKEY

It is said that the nomination of Abraham Lincoln was due in part to the influence of Horace Greeley, of The New York Tribune. His nomination was a great surprise to the Democratic journals of the North.

Lee, in his "History of Journalism in the United States," tells us that "amazed at the defeat of Seward, who was the logical candidate, they did all they could to belittle the ability of Lincoln, whom they repeatedly referred to in their campaign attacks as 'Old Uncle Abe'."

On the other hand, the Republican newspapers called him "a man of the people," and "Honest Abe." After Lincoln's election the conservative papers supported him and said that only revolution would give grounds of resistance to his authority.

The history of a newspaper in a great war is the history of the war itself with its political, social and economic developments as well as its military triumphs and disasters. The files of the Springfield Republican from 1861 to 1865 reflect the growing purpose and determination of the North, first to preserve the Union, and then to free the slaves. They reflect the economic changes caused by the rising prices of raw materials essential to industry in general and to newspaper production in particular; and they reflect journalistic progress and increased circulation. Careful scrutiny of the most important newspapers during the Civil War period will reflect practically the same trends in the journalistic world.

The war stimulated the reading of newspapers throughout the country. But to Springfield, Massachusetts, it also brought a relatively large increase in population. Here were made the weapons with which the war was won. The manufacture of the Springfield rifle was carried on there.

Immediately after Lincoln's election the Republican expressed the view that all the Southern states except South Carolina would decide against secession. Bowles said that the state of South Carolina should be allowed to secede if she so desired. He said that "A Union that must be preserved by force is undesirable." This was a very different position from that which his paper took a few months later, which was thereafter maintained throughout the war. But when Bowles saw that the rebellion was imminent he demanded that force should be used.

All during the Civil War the Springfield Republican was strongly in support of Lincoln, and Mr. Bowles did not wait until

This article is a reprint that appeared thirty years ago in the November, 1931, issue of the Press. We deem it of sufficient interest in today's history and celebration year to present it again for your enjoyment.

after the President had been assassinated to give him praise.

The following excerpt from an editorial appearing in the Republican during the early part of the war will give the reader an idea of Mr. Bowles' position: "There are three ways in which a Northern man can give aid and comfort to the traitors who are making war on the Union. One is by joining them personally and helping them to fight their battles. Another is by remaining at home and stealthily sending them arms and munitions of war. And still another is affording them moral support by assuring them that the rebellion cannot be put down by force and by advocacy of concessions to the traitors, or consent to the dissolution of the Union, if they cannot be coaxed back by concession and compromise."

The New York Times, which published many columns of war news during the period, gives a good index to conditions as well as its own stance in regard to the slavery question. Raymond was entirely in sympathy with the moderate attitude on slavery. He felt that slavery in the South, though objectionable on moral and political grounds, was a southern question; the great issue of the day was not slavery but the slave power in politics, and the struggle with that power was inevitable.

Although The Times supported Seward in the campaign of 1860, it gave Lincoln much attention and was entirely fair. When the recessionists began to put theory into practice Raymond wrote, "We shall stand on the Constitution which our fathers made. We shall make an effort to preserve the old one and shall not make a new one, nor shall we permit any human power to destroy the old one . . . We seek no war—we shall wage no war except in defense of the Constitution and against its foes. But we have a country and a constitutional government. We know its worth to us and to mankind, and in case of necessity we are ready to test its strength."

During the war the Times made an excellent record not only as an organ of opinion but as a medium of the news. It spent much money to receive true accounts if possible and the result was gratifying and bene-

ficial to the position which it holds in early journalism. It might be noted that the Civil War had a tremendous effect on journalism.

For the first time in American history since the invention of the railroad and telegraph a situation had arisen in which the public wanted to know what had happened yesterday rather than some man's opinion on what had happened last week. The latter type was, and still is, European.

Before hostilities had begun papers which previously had printed not more than two or three columns of telegraph news a day were printing two or three pages. Correspondence by mail still existed, but was accepted only with reluctance, when nothing better could be obtained. Even in the fifties, New York papers maintained regular correspondents in Washington and could depend for news from the rest of the country for the most part on brief telegrams to the Associated Press, supplemented by details from the local papers when these arrived by mail, and occasionally by letters from correspondents who as likely as not were volunteers. But by 1860 every New York newspaper that wanted to deserve the name had to maintain a large staff of its own correspondents in the southern states. Thanks to their exertions the North knew pretty well the trend of Southern thought during the period; and the South might have been better off if its knowledge of the North had been as extensive.

The work of these correspondents involved a good deal of both difficulty and danger. When secession came to be a fact and civil war was just around the corner Northerners in the South were under suspicion. A number of Northern correspondents had narrow escapes from lynching.

When the war actually began these men who knew the South for the most part became correspondents with the armies. Raymond, with some assistance from the Times Washington bureau, covered the first battle of Bull Run by himself. Interesting stories are told of correspondents who snooped around generals' headquarters and were discovered in the act of taking notes in the course of discussion of plans for the next day's battle.

Not only did the war cause a demand for more news but it increased the expense of newspaper production. There was also an increase in circulation. It caused the New York Times to start printing a Sunday edition which was an important step in newspaper work.

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## THIS WAS THE CIVIL WAR

## Paper Shortage Critical In South, Substitutes Used

During the war there arose what was known as the "Copperhead Press." This group of papers favored acceding to the demands of the South. Even the New York Tribune advocated letting "the erring sisters depart in peace," and another New York newspaper, during the first year that Lincoln was President, compiled a list of newspapers in the free states which were opposed to what it called the "Present Unholy War." According to the New York World Lincoln's election meant that the Union neither would be restored nor would slavery be abolished. Sentiment of other newspapers was for the South to persevere and for the North to be condemned for using arms to force states to remain in the Union. The "Copperhead" papers' greatest injury was in their opposition to the issuance of treasury notes. One "Copperhead" editor, Wilbur D. Storey, of the Chicago Times, whose editorials became so bitter that time and time again soldiers sent word that upon their return from the war they would destroy the "Copperhead Times," was disliked by the entire North.

It is interesting to note the history of the Memphis Appeal during the Civil War as it was typical of Southern newspapers during the period. In this period it was driven from place to place and was published away from home for three years. This newspaper was the mouthpiece of the Confederate Army. The first move made by this paper was during the "sea" fight in front of Memphis when The Appeal retreated in a box car to Grenade, Mississippi. It next went to Jackson, Mississippi, where it appeared as an afternoon paper and made its bow to the public as follows: "Though driven from home, we are not among strangers." It was shelled out of Jackson and retreated to Meridian, and then to Atlanta, from which it was shipped to Montgomery, but part of the staff continued to issue extra news slips from a proof-press. Again it was found necessary to move on to Macon, Georgia, but stopped at Columbus on the way. It finally was returned to Memphis in 1865.

Henry Watterson, famous editor of the Louisville Courier-Journal, was editor of the Rebel in which he attacked General Bragg and was forced to discontinue his paper's publication for a while. During its period of publication the Rebel managed to keep just a little advance of the Federal army, until it was finally forced to surrender in 1865.

When the Union army captured a town it would probably seize the presses, type and

other equipment of value and would carry all along with them. Soldiers who could set type were allowed to use their time setting the news of Union victories in bold headlines. One paper, being in need of material, was issued on the blank side of wallpaper and was eagerly read by Union soldiers.

Many people considered the editors during the Civil War to be too meddling. Cartoonists pictured Greeley, Raymond and others as mock generals stirring the pot of discontent and it was thought by many that purely political and selfish principles were back of all the editorials that appeared in the New York newspapers. The New York press received more criticism and Greeley was the chief recipient.

One characteristic of the Civil War period was the absence of cartoons. This was the loss of the press's great weapon to supplement the power of its editorials. Probably the reason was the newly discovered cylinder press invented by Hoe which made it expensive to print cartoons. The most likely explanation, though, is that there simply were no good cartoonists of the period.

During the Civil War there was a noticeable scarcity of paper and other printing supplies. This was caused by the reluctance to use material from the North. The paper supply soon became so inadequate that probably every paper in the South was forced to reduce its size. Some Southern papers abolished headlines, and the sheets were printed in very small type and resemble handbills. Many papers availed themselves of common wrapping paper, writing paper, and paper bags or even the blank side of wallpaper.

Among those papers issued on wallpaper were: The Pictorial Democrat, of Alexandria, La.; The Daily Citizen, of Vicksburg, Miss.; The Courier, of Opelousas, La.; The Southern Sentinel, Alexandria, La.; The Courier, St. Martinsville, La.; The Stars and Stripes, Thibodaux, La., etc.

Scarcity of ink was also a handicap to Southern printers. In one instance that of the Memphis Appeal, resort was made to the use of ordinary shoe blacking. Southern papers of the period were poorly set up because of poor ink.

In the North the daily paper suffered no such difficulties as found in the South in the matter of securing the raw product on which to print the news. The larger dailies, however, were forced to carry the additionally heavy burdens of war correspondents. Printing paper increased to thirty cents a pound. After the war started the papers on the aver-

age increased the cost of their papers about one cent a month.

Was there any freedom of the press during the Civil War? During the Civil War in America while sedition was suppressed in high places, criticism was more freely tolerated on the part of the rank and file who were presumably without opportunity of making their criticisms effective. Soldiers' newspapers appeared then, as they have done during the recent war, although most of them were short-lived and they were printed on presses found in captured Southern towns. "These newspapers," says Schlesinger, "frequently assumed an attitude of criticism and reproof toward superior officers that would not have been tolerated in the late war."

There was a slight degree of punitive censorship during the war. When General Burnside, July 3, 1863, issued the order that "on account of repeated expressions of disloyal and incendiary sentiments, the publication of the newspaper known as the Chicago Times is hereby suppressed," it was followed by the arrival of two companies of infantry who "took possession of the office, stopped the press, destroyed the newspapers which had been printed, placed a guard over the establishment, and patrolled the entire block during the remainder of the night." The immediate response was a mass meeting of citizens presided by the mayor, and a telegram from President Lincoln rescinding the order of General Burnside and directing him to suspend no more papers without first conferring with the War Department.

D. A. Mohny, editor of the Dubuque, Iowa, Herald, was arrested and imprisoned for nearly three months in Washington, D. C., for publishing editorials against the Government, although, no official reason for the act seemed to be given. One explanation was that it was done to prevent his running for Congress against a Republican candidate since he was nominated a few days after his arrest, and the period of his confinement gave color to this situation, although it did not prove the truth.

Early in the Civil War, on the order of the Secretary, Harper's Weekly was suspended because it had printed sketches of the Federal works before Yorktown.

During the Civil War the effort of the Federal Government to suppress the sympathy with the South brought only criticism against itself and the policy was quickly repudiated. Lincoln said, "In regard to the order of General Burnside suspending the

## THIS WAS THE CIVIL WAR

## Censorship Attempts Defeated

Chicago "Times," now nearly a year ago, I can only say I was embarrassed with the question between what was due to the military service on the one hand, and the liberty of the press on the other."

Union generals did not hesitate to suppress any newspaper in the South whenever they thought such papers were guilty of treason. In New Orleans, for example, Tee Bee, The Delta and The Crescent were suppressed at various times. When General Wallace suspended the Daily Augus, of Memphis for publishing a "fake" item about the capture of Cincinnati by Confederate troops, he allowed it to continue publication under military supervision.

In the South one peculiarity of the war period stands out as being singular. After South Carolina had seceded from the Union, the papers of that state published all items from the North under the head of "Foreign Intelligence." This practice was followed later by all secession papers. Throughout the war the most important news, save the announcement of a victory or of a defeat, was the long list of dead or wounded soldiers which newspapers printed in small type. Headlines were extremely modest and usually read in the North, "The Rebellion," "The Great Rebellion," "Important—If True." Few headlines were over two or three columns in width and Lincoln's death only increased the length of the headlines.

The most important editorial printed during the Civil War period was probably the one from the pen of Horace Greeley. It appeared in the New York Tribune in 1862 under the title, "The Prayer of Twenty Million." In it Greeley, "sorely disappointed and deeply pained" at the conduct of the President, severely criticized Lincoln for not enforcing the laws of Congress and for not doing enough for the Negro. This editorial drew from Lincoln a characteristic reply which tended to change the attitude of many papers of the North. Papers rebuked Greeley.

In the West different conditions existed. Here the scarcity of paper was especially felt. The Rocky Mountain News, Denver, often found itself in the same predicament as that of many Southern papers. The size of western newspapers was considerably reduced and mostly military orders and other military news was used to fill the sheets. The California papers were masters at "boiling down" news.

Newspaper advertising, not only in the

South, but also in the North reflected the spirit of the great conflict of the period. Both governments used the advertising columns extensively to make known their various needs for army supplies.

A Northern advertisement reads: "ATTENTION! — Persons desirous of joining a Military Organization for the purpose of Defending the Union and to uphold the laws at all hazards, will please address Volunteer, Tribune office."

The advertisements of the Southern states indicate the continual fluctuation in value of paper currency in that section of the country. Even when danger threatened the papers did not fail to place many advertisements in their newspapers, even though they were in need of space for news.

In making a study of the American press of any definite period it is always advantageous to compare the rate of progress with that of foreign countries. It would be impossible to disregard the attitude of European newspapers toward the Civil War.

"Punch," even before the Civil War, contributed its share toward the ridicule of America. The "London Times" has been severely criticized for supporting the Southern Confederacy. One writer states that "the Times gave a preposterous caricature of the origin of the war, of its effect upon the country, and of the means by which it was maintained." In France and England the liberal press favored the Union. In Germany the entire press world favored the Union.

\* \* \* \*

As a whimsical ending of this Civil War story, we quote an extract from a book by a Southern author who describes the end of the war this way:

"After chasing the Union army all over the map, the exhausted Confederates pulled up at Appomattox planning to wipe out the Yankees, march into Washington, and raise the Stars and Bars over the White House.

"General Lee was resting at the town's courthouse when he walked General Grant ready to surrender. Lee took the unimpressive Union general to be an orderly and gave him his sword to polish. Astonished, Grant took the sword thinking that Lee had surrendered. He even thanked Lee for surrendering and, being a true Southern gentleman, Lee couldn't go back on his word."

For every student with a spark of genius there are a dozen with ignition trouble.

## Success Or Failure In Classified Ads

(Condensed from a talk given by Jerry Ramey, Classified Admanager, Corvallis Gazette-Times, before the ONPA Admanagers.)

During these critical days of constantly soaring labor and equipment costs, more and more newspapers are taking a new look at classified—a look at what it can mean to them both in readership and in dollars and cents.

I am becoming more and more convinced that classified could very well mean the difference between a newspaper's success or failure during these high expense years when yearly rate increases no longer seem to hold the answer to publishing at a profit.

It's unfortunate that more newspapers, in their search for new and more economical ways of publishing their papers, overlook what could be their most profitable source of revenue—classified. And this says nothing of the public service classified could provide for their subscribers.

Classified need not be built at the expense of display. I see no reason why classified and display should be considered natural enemies, or why they cannot work together for a better total selling job for the newspaper.

Just as display's major service is to arouse interest and create a desire for merchandise or service, classified's major purpose is to fulfill the wants and needs of readers. What more sensible solution to a better total selling job for the newspaper is there than to have both an outstanding display and an outstanding classified department?

Classified often makes it possible for some advertisers to become good, consistent users of the newspaper—advertisers who might otherwise felt they could not afford to compete in the market for results. . . . There are many display advertisers who could well place a consistent classified schedule in our newspapers to appeal to the reader with a want who has already decided what he is going to buy and is reading the paper to find out "where he is going to buy it."

The orderly development of classified need not be at the expense of the retail department's linage. For example, in Corvallis, we run a pretty fair amount of retail advertising, yet the classified increases for the past three years have amounted to an extra year of classified business . . . of business, and had not been taken from our display accounts. . . .

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Just how profitable is classified? We've published just over 100,000 inches of classified during each of the past two years. Our shop foreman estimates they have to set about 20 percent of our lineage each day. This means that for each of the past two years we have published 80,000 inches of advertising that didn't have to suffer the expense of being set in type each day. And the 20 percent that did have to be set was all done on the machine—no handsetting, mat casting, cuts, borders, etc., to further increase the cost.

When you consider that most of this classified was sold on the phone and didn't require extra proofs, proof traveling, etc., you start to get the picture of what I'm talking about when I say "classified is profitable." Corvallis is not unique—you'll find many newspapers doing the very same thing—developing a good, sound, profitable classified advertising medium because they fully realize how important classified is to their success in readership, reader confidence, lineage, revenue, and profit.

Classified is a success because it is the people's advertising medium—the one they use when they have something to sell, and it is only natural that this is where they turn when they have a want or a need to fulfill. Classified is a \$803 million a year industry because countless newspapers have made up their minds to do something about this tremendous public service and have spent the time, money and energy necessary to develop a good advertising selection for their readers to shop from each day or each week.

I'm not sure of the reasons why some newspapers do not fully develop classified. I suspect that many do not because they do not fully realize what it could mean to them financially or otherwise. Possibly the real reason lies in the fact that, unfortunately, there are not many ways a person can learn the fundamentals of this unique profession.

Ways of learning more about classified, if a newspaper is interested in developing bigger and better classified medium, include:

- Subscribing to a classified advertising service.
  - Classified correspondence courses.
  - Participation in ANCAM, our national association.
  - Visit with other newspapers with good, strong classified departments.
  - Attendance at the Pacific Northwest Classified Conference.
- There is no single "right" or "wrong" way to develop and sell classified. I will, however, give what I consider to be good answers to some questions submitted about the development of classified.

1. What is the first and most important move to be made in building classified advertising for your newspaper? Sell yourself, management and your people on classified. Study and learn all you can about it. Develop a philosophy, such as 100 percent honesty; every ad is important; public service to readers; sell advertising instead of ads; ad count is more important than lineage; easy to read and easy to find ads are enjoyable to read.

2. What about rates—word or line? Multiple insertions? Display classified? There are three kinds of private party rates—word, group of words, and line—and I prefer the word rate. For commercial ads the line rate is easier to figure. Multiple insertions are essential for selection and to make sure you reach a buyer. Display classified is acceptable as long as it doesn't interfere with small advertisers.

3. What important points should be covered in rules governing classified? Deadlines, which should be at convenience of advertiser. Right classifications—and not too many of them—make ads easy to find. Credit encourages customers to spend more but must be watched. Kind of copy rejected is usually the ad you would not answer and I recommend the ANCAM code.

4. How can classified collections be kept in good condition? Make it someone's responsibility. Prompt billing followed by credit letter and phone call if not paid when due.

5. How can the attention value of classified columns be improved? By making it a better advertising medium—with a good selection, better copy, clean and easy to read make-up, good promotion, and by helping advertisers. This all builds good public relations for the newspaper.

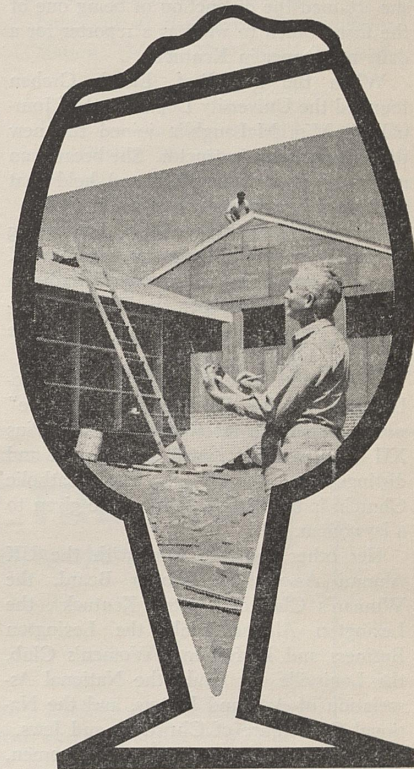
6. What is the best means for Want-ad promotion? Your own newspaper. Nothing succeeds like success so you must do good job and get results for users.

7. What about these promotions to get kids to use classified? Our program started five or six years ago. This year we had 520 ads, filled with human interest, which got results for the kids and made friends for the Gazette-Times with parents, as well as the youngsters.

Management of newspapers has a gold mine at its disposal. Classified is probably your highest profit-producing source and if you are interested in more revenue and more profit, I suggest you take a new look at classified and at what it can do for you.

Kindness is a language the mute can speak and the deaf can hear.

## a glass of beer is many things to Kentucky



... naturally, it means pleasant refreshment all over Kentucky. And it also means an annual payroll of \$53,000,000 for Kentucky people—one of our state's largest. This money goes to buy homes, food, clothing, pay for education, community contributions, etc.—benefiting every level of community life.



KENTUCKY DIVISION  
**U. S. BREWERS ASSOCIATION, INC.**  
 LOUISVILLE

## In Memoriam...

### Miss Marguerite McLaughlin

Miss Marguerite McLaughlin, one of the first women to practice and teach journalism in Kentucky and former president of the Welsh Printing Company, died at her home in Lexington on November 25. She was 79.

"Miss Margie", who taught two generations of University of Kentucky students during her 38-year career, had been ill for the past seven months. When she joined the staff of the Lexington Herald in 1912, she attained the distinction of being one of the first women to work as a reporter for a daily newspaper in Kentucky.

When the late Prof. Enoch Grehan founded the University Department of Journalism, Miss McLaughlin joined the new department as an instructor. She became an assistant professor in 1921 and held that rank until her retirement in 1952.

Her feeling for students led her during World War II to arrange for sending UK men and women in service a special edition of the student newspaper, the Kernel. Thousands of copies were mailed to every theatre of action during the conflict.

The highest honor presented to Miss McLaughlin was the "Pro Ecclesia et Portifice" award which she received from Pope Pius XII in 1953. The award, for singular and distinguished service to the Catholic Church, is the highest that can be given to a laywoman.

Her other activities were with the UK Alumni Association, Mortar Board, the Woman's Club of Central Kentucky, the Lexington Altrusa Club, the Lexington Business and Professional Women's Club, the Louisville Art Club, the National Association of Arts and Letters, and the National Conference of Christians and Jews.

Many active newspaper men and women, working on Kentucky newspapers, who were students of Miss Margie, came under her influence and her memory will live long in their hearts and minds.

\* \* \* \*

### John E. Thompson

John E. Thompson, publisher of the Augusta Chronicle since 1954, died after a short illness on November 26, in a Cincinnati hospital. He was 57.

A civic and political leader in Bracken County, Thompson had been instrumental in the passage of a special tax issue for a new hospital in 1955, worked for public-owned gas system, and helped secure Federal aid for floodwalls. In political life, he was an active Democrat, serving as Augusta's police judge, a member of the fiscal court,

game warden for an eight-county district, and the local housing commission.

In civic work, he was a member of the Masonic Lodge No. 80, represented the Salvation Army in distribution to needy families, and belonged to the Rotary Club. He was a member of the Augusta Christian Church.

In addition to publishing the Chronicle, Thompson had headed the mechanical staff of the morning edition of the Maysville Public Ledger for the past ten years. However,

he maintained an active interest in August and the Chronicle, a 92-year-old publication which had been in his family since 1892.

Publishers Idea Exchange, 402 Shop Building, Des Moines 9, offers a new table Ad-Master layout sheet, 12x19, ruled for 11½, 12 pica columns. Of course they all have standard page size, 19x24. Write for samples and prices.



## AFTER THE STORM

That's when telephone people make the news.

The paths of wind, ice and snow storms are often marked by uprooted trees, smashed windows and, sometimes, felled telephone poles and lines.

Thanks to teamwork though, Southern Bell is on the scene quickly to restore service. Telephone crews equipped with emergency supplies are rushed into the storm area. It's part of providing the round-the-clock telephone service that you depend on.

We try to keep you posted on telephone damage, too, and what we are doing to maintain and restore service.

In all kinds of weather, you can count on your telephone. Use it often, for all its worth.



**Southern Bell**

When the Fiscal Court pro- expected revenue to meet certain plan was promp League, a nonp active in the co honest and co editor, in repo that the League plan to pay its that many irreg be curbed by su ceded. "But wh obstructionists t fulness."

Naturally, the remarks with sh contrary, the m damages.

They did not and appealed.

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## That's What The Judge Said - - -

By L. Niel Plummer, Director  
U. of K. School of Journalism

When the county's funds ran low the Fiscal Court proposed to borrow against the expected revenues of the next year in order to meet certain existing obligations. The plan was promptly opposed by a Taxpayer's League, a nonprofit organization which was active in the county in behalf of judicious, honest and economical government. The editor, in reporting developments, wrote that the League "had blocked" the county's plan to pay its debts. "There is no doubt that many irregularities in the county should be curbed by such an organization," he conceded. "But when an organization becomes obstructionists they have outlived their usefulness."

Naturally, the League did not greet these remarks with shouts of approval. On the contrary, the members filed suit for \$5,000 damages.

They did not succeed in the Lower Court, and appealed.

First off, the Appellate Court couldn't understand how this nonprofit organization could suffer damages . . . "it being clear that the appellant is a nonprofit organization, neither buying nor selling, and devoting its income only to the furtherance of the purposes set out in its charter." Surely, it was suggested, the membership had not declined so as to hamper the League's work, for by its pleadings it had revealed a number of its successes.

Now as for the complained of words "blocked plans" and "obstructionists," the Court was not deeply moved, especially since the League had, indeed, prevailed in its objection to the proposed loan to the county.

"The word 'thwarted,' 'impeded,' 'hindered,' or 'delayed' could have been used in the sense 'blocked' was used, with identical meaning," said the Court, and there would have been nothing reprehensible.

"The same thing is true of the word 'obstructionist' and the manner of its use in the latter part of the article. An obstructionist is one who hinders, thwarts, impedes or delays. However, giving the article the broadest latitude, it does not seem to be susceptible of carrying the evil meaning or purpose attributed to it by the appellant (the league)" the Court added.

The League might well accept the published article as praiseworthy, rather than insidious and defamatory, for much had apparently been achieved by "blocking" or "obstructionist" activities by the membership, said the Court in closing.

Judgment of the Lower Court affirmed. (Citation: 256 Ky. 37; 75 S.W. 2d 564.)

Try to get merchants to tell honestly why they advertise in your newspaper. Their testimonials can become powerful selling tools with other ad prospects. Try to get subscribers to say why they read your newspaper. Remember, if you use names in ads, get signed releases.

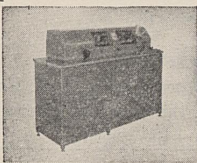
If a man doesn't get happier as he gets older, he hasn't learned what he should along the way.

## MAIL THIS COUPON AND GET THE FACTS

... about 2 profit-boosting aids for your newspaper!

Fairchild Graphic Equipment, Dept. FGE-11  
Fairchild Drive, Plainview, L. I., N. Y.

Please send me the following:



"PICTURES LIKE THESE." I understand this 16-page illustrated booklet gives helpful tips on how I can boost my newspaper's ad lineage, reader interest, and circulation by making photo-advertising and photo-features with *local pictures* really pay off . . . describes how with a Fairchild Scan-A-Graver® (like the new Illustrator model shown) I can get all the quality halftones I can use, conveniently, easily, quickly, and at low cost, too.



"MORE TYPE IN LESS TIME." Sure, I'd like to find out in this 24-page descriptive booklet how to get double the type output from my linecasting machines . . . how I can run them continuously, at their top rated capacities, and automatically, with Fairchild Teletypesetter® . . . how simple it is to tape-set type on the TTS Perforator (shown) and feed it into the Operating Unit attached to the linecasting machine . . . and how TTS® eliminates stop-and-go operation.


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Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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 "ONE-STOP SHOPPING"  
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**American Steel Chase Co.**  
**Shaffstall Equipment, Inc.**  
**The Morrison Company**  
**Nolan Corporation**  
**Kenro Graphics, Inc.**  
 . . . whose products are now available through your Mergenthaler Linotype Agencies as nation-wide distributors.  
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### CALENDAR OF EVENTS

#### JANUARY

11-13—Mid-Winter Meeting, Kentucky Press Association, Phoenix Hotel, Lexington.

#### JUNE

11-13—Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

20-23—National Editorial Association 77th Annual Convention, Hershey, Pennsylvania.

## Those were the days . . .

(From the back files of the Kentucky Press)

#### 30 Years Ago

Circuit Judge Charles C. Marshall has ruled in favor of R. E. Garrison, editor and publisher of the Anderson News, in his suit to compel the publication of itemized statements by the Lawrenceburg and Anderson county Boards of Education.

The Department of Journalism, University of Kentucky, was admitted to membership in the American Association of Schools and Departments of Journalism at its annual meeting, as a class "A" department of journalism. Only twenty-six universities and state colleges in the United States are members of the association.

#### 20 Years Ago

Inclement weather could not keep a large number of ninth district editors away from the Levi Jackson State Park, London, where the group discussed problems concerning shop, circulation, and advertising. President and Mrs. Russell Dyche were hosts to the group for luncheon.

Kentucky daily newspapers started a movement to sell United States defense stamps to subscribers through volunteer efforts of their carrier boys. The belief was expressed that Kentucky papers were the first in the nation to take statewide action, although the idea was originated by the Philadelphia Bulletin.

Flames swept through the office of the McLean County News, Calhoun, as editor W. G. Collins was preparing to go to press with a section of his 15th anniversary edition; damage \$6,000.

W. P. Williams, publisher of the Paris (Tenn.) Post-Intelligencer, has taken over the management of the Ledger and Times, weekly newspaper at Murray. R. R. Melon

announced the sales of his interest in the paper because of bad health.

Acting under the existing emergency powers supplemented by amendments passed by Congress, President Roosevelt has imposed wartime censorship. In explaining the policy, the President said: "All Americans abhor censorship, just as they abhor war. But the experience of this and all other nations has demonstrated that some degree of censorship is essential in wartime and we are at war."

#### 5 Years Ago

Amos Stone, co-publisher of the Centerville City Messenger-Argus, was recently appointed to the advisory board of the National River and Harbor Congress, headquarters in Washington.

W. P. Nolan, publisher of the Whitesburg Mountain Eagle, announced the sale of the weekly to Thomas L. Gish of Paducah.

The 83-year-old Jessamine Journal was sold December 3 to Edgar E. Easterly, publisher of the Jessamine News-Week.

### Young Reader's View

Here's a 6-year-old girl's essay on newspapers, as quoted in the "Tips and Tricks" column of the Halifax Recorder:

"Newspapers. We need them so we know who reks and who drownds and who shoots somebody. And who wants a baby or who dies or gets a baby. It tells if a dog is lost. They are good on shives and make bond fires. They also good under baby's plate and to keep dogs offa the You can wrap potatoe peelings in them. You can put one when you defrost. They about shows and how much things are

# "Our Newspapers— Freedom's Guardian"



Since the earliest days of our Republic, our newspapers have been recurrently subjected to attacks by self-serving interests who would restrain the Constitutional guarantees of a free press. These have taken many forms.

Vindictive malcontents often have sought purely punitive legislation. Self-appointed censors have attempted to erect news barriers. Tax-makers have assumed licensing powers that don't belong to them. Countless other harassments have been tried.

But time and again, our newspapers have been victorious because public opinion staunchly backs the freedom of the press.

In years past, trading stamps have likewise been subjected to attacks by those who do not believe in the basic American concept of free private enterprise. That includes the right of any business to use any legitimate promotional tool that will promote sales and good will.

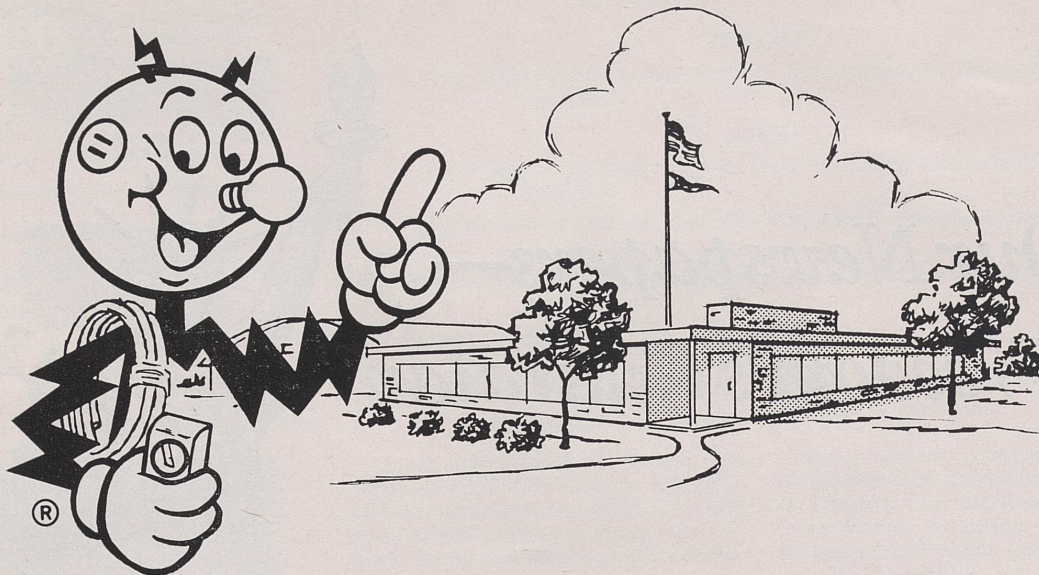
Time and again, S&H has won its battles for freedom in courts and legislatures. Consistently, S&H has received the staunch support of our free Press, which recognizes that — WHERE ONE FREEDOM FALLS, ALL OTHERS ARE ENDANGERED.



*America's No. 1 Stamp Plan Since 1896*

849 South Third

—    Louisville, Kentucky



## Partners In Progress In Community Development

One of the by-products of community growth and development is problems—community problems. Growth often means more school facilities, street extensions and widening, parking facilities, recreational facilities—they multiply and multiply.

Kentucky Utilities Company is of necessity a partner in planning community growth. As community borders are extended, power lines must move right along with them. Street extensions must be lighted. Recreational facilities, swimming pools, ball parks, playgrounds, all require utility services.

New schools require expert planning for heating, for the cafeteria and home economics equipment, planned lighting, and facilities for future expansion.

Kentucky Utilities Company welcomes and appreciates the opportunity to consult with municipal planning boards. Just as your electric company is a partner in your progress, it's a partner in your problems. With community and company working together, problems can be solved more easily, progress hastened.

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