

The Kentucky Press

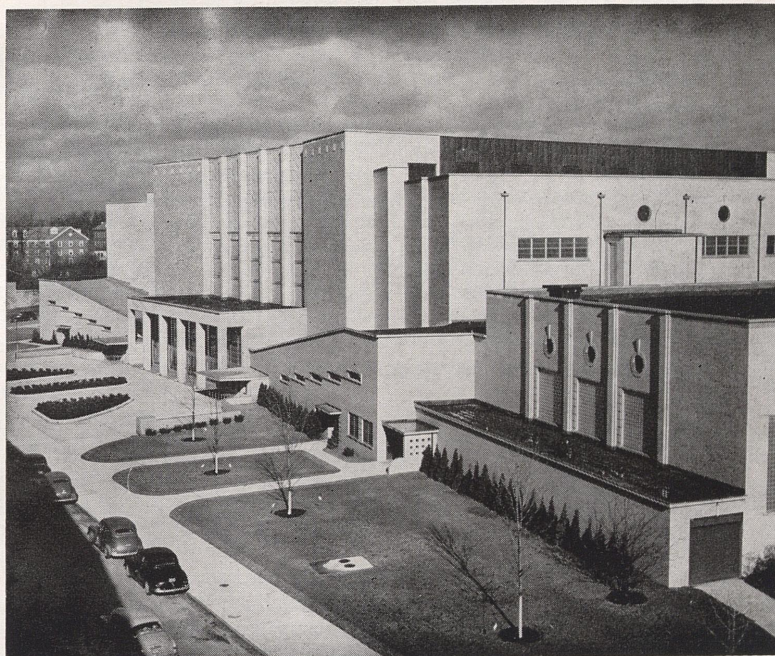
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School of Journalism
University of Kentucky
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Kentucky's Showcase — University of Kentucky Coliseum

Official Publication Kentucky Press Association



One-Way Route Service

Through the one-order, one bill, one check plan

KPS is equipped to give service to the advertiser and agency from the time a budget is being made until the last statement is paid.

For the past fifteen years we have been giving the following services:

- assisting in making up a budget
- assisting in choosing a string
- issuing individual contracts
- issuing individual insertion orders
- mailing mats, plates or copy
- furnishing requested proof of publication
- rendering blanket itemized statements
- paying the individual publishers
- handling all details and correspondence

and doing every other thing within reason to insure satisfactory service and obtain best possible advertising returns. We check for position, press work, and make suggestions to our publishers on more effective placement.

Without exception we have enjoyed our working relations with the agencies using our service—we invite the continuance of these working plans and also invite the inquiries of agencies who have never accepted our offer for simplifying entry into the newspapers of Kentucky.

No space under 5 inches accepted, unless for continuous run.

THE AGENCY who uses our office for clearing

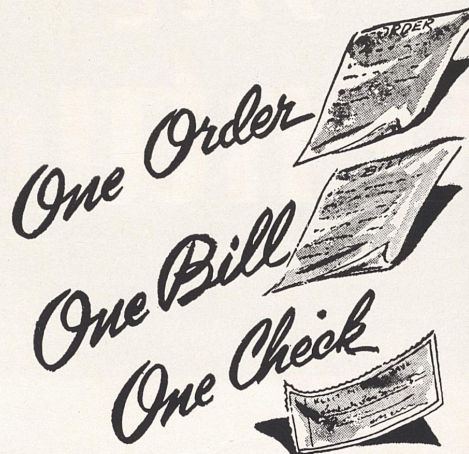
- issues one contract to KPS
- issues one insertion order to KPS
- supplies string of papers
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- pays the bill to KPS in one check less agency discount.

THE AGENCY PAYS NOTHING FOR THIS SERVICE

THE AGENCY AND ADVERTISER

- receive full credit on each contract and insertion order the same as if the agency issued the orders

KPS will not knowingly extend any of its services to unrecognized advertising agencies or advertisers, nor will it knowingly accept advertising which might unfavorably involve the publisher, his newspaper, his readers, or his advertisers.



KPS does not offer special group rates. Space users may select from the Rate Book any particular group, or use the entire list, dailies and weeklies. Through arrangement we service border counties in Indiana and Ohio, and cooperate with the Tennessee Press Service in servicing border Tennessee counties. Compensation in lieu of group rate is received from routing your advertising schedules through the one-order plan; it saves the agency large overhead office expense.

Kentucky Press Service, Inc., is an affiliate of Weekly Newspaper Representatives, Inc., which organization is the only authorized national advertising representative of Kentucky weekly and semi-weekly newspapers. National advertising schedules placed with WNR for all weekly and semi-weekly newspapers in Kentucky are cleared direct with the absolute minimum of time lag. WNR maintains service offices in New York, Detroit, Chicago, Atlanta, Philadelphia, and San Francisco, with the main office at 404 Fifth Avenue, New York 18, New York. WNR offers an identical one-order plan for national coverage.

Three Easy Steps: KPS will help select product markets, give market surveys, and help plan any campaign to cover. 2. KPS assumes the time consuming order-checking detail of scheduling; it renders one invoice and proof tearsheets at the end of each month. 3. On receipt of agency's monthly disbursing check, KPS pays its newspapers by monthly check.

Legitimate advertising agencies and national advertisers are urged to use the services of KPS; to advise with KPS on all affairs of mutual concern.

Public Notice Is Integral Section Of Our Democratic Government

Public notice in newspapers is as old as the first newspaper in the English language. When the famous Oxford Gazette was established in 1665 its purpose was to fill the need which the King of England felt for a printed medium to convey his thoughts, acts, and orders to the members of his court. The Gazette soon became the London Gazette, official newspaper for the English government—and it has continued to be published to the present day.

For many years the public notice remained in typographical appearance and in wording substantially like all other notices in the paper, due, no doubt, to the fact that early English printers had a limited selection of types and employed the same font for all purposes. Display gradually displaced body type, however, the news dispatches being played under such label heads as "Foreign Intelligence," and the "advises" becoming "advertisements." Display in advertisements far outstripped display in news headlines and departmental titles.

By 1750 English newspapers in general ran their public notices in a type face that was not used for regular body type, indicating that they recognized the essential difference between these official notices and the news dispatches or advertisements of individuals or business concerns. Although it appears to be a strange typographical dress today, the English papers of the last half of the eighteenth century frequently set all public notices in an Italic letter about the size of our present 7 point. Cut-off rules and white space came to be employed for separating these public notices from the regular advertisements and news departments.

Limited in the beginning to those official pronouncements of the King by which he wished his kingdom to be governed, the public notice soon came to embrace announcements and orders of other court officials. Lesser officials were not long in recognizing the value of such notice, and by 1800 we find functionaries of counties, towns and non-government organizations regularly using this method to keep their citizens informed.

Public Officials Demand It

In America, the public notice was an important part of newspapers from their beginning. Paralleling the Development of the public notice in English newspapers until after 1800, the American notice has since become as varied as the ramifications of our federal, state, county, township, municipal,

and village governments. Nowadays every public official, directly or indirectly, utilizes the columns of the newspaper to assist him in the dispatch of his official business.

It may be well to reiterate the fact that public notice in newspapers was born because PUBLIC OFFICIALS DEMANDED IT; and it became accepted as part of the American system of government long before newspapers were out of the feeble, struggling age of "one-man shops." In a democracy such as ours the very existence of government by the people and for the people is predicated on the assumption that every voter can be kept informed of the government's activities. Without such widespread information there can be no democracy; lack of knowledge among the people is the sword by which every autocracy and dictatorship has enslaved its citizens. Muzzling the press is demagoguery's first step in destroying individual liberty, and preventing the people from knowing the true state of affairs in the commonwealth is its method for keeping them subjected.

Every man, woman, and child in the United States of America was born with the right to know what our public officials are doing with the responsibility entrusted to them. Election to public office is both an honor and a trial. It is an honor manifested by the faith that voters have shown in the successful candidate. But it is a trial of that candidate's inherent honesty, ability and willingness to serve his constituency. According for his stewardship directly to the men and women who elected him is as such an essential part of American government as the exercise of the franchise itself.

Custom has now established the point that every person who receives or expends public moneys should give an accounting of the funds he handles by a published statement at periodic intervals. In most cases the amounts are not sufficiently large to warrant a report more often than once a year, but it is significant that legislatures often have felt the need for monthly statements of receipts and expenditures by public officials who handle substantial sums of the taxpayers' money.

Honest public officials heartily acclaim the published statement in a newspaper as the best and most practical way to show their constituents that they have exercised good business acumen in the handling of funds entrusted to them. There is an old saying

that every business transaction of any size should be recorded in writing because "An honest man won't hesitate to sign his name, and a dishonest man is the one from whom you need written proof." So it is with notices for publication which are required by law to be made in newspapers or otherwise. Honest officials gladly seize the opportunity to render a public statement of their acts to show the efficiency, honesty, and good judgment they have exercised. Dishonest officials, while they may oppose the American way, in the end will be apprehended by the same published notice which proves so beneficial to the worthwhile office-holder.

Protection for Officials

Taxpayers frequently place the blame for increased rates on public officials when the real reason for higher taxes is to be found in improvements and additional expenditures authorized by the voters themselves. In such cases the best proof public officials can use to demonstrate their own integrity and to place the blame for increased expenditures where it belongs is an itemized notice published in a newspaper of general circulation. Adverse criticism, when it is based upon guesswork or malice, is obviously unfair to the public servant who is exercising his duties with care and unselfish interest. His protection from those who seek to prejudice voters against him is a public report of his case in such a manner that its completeness will disprove unsound, and unfair, contentions.

It is sometimes said that the books of all public offices are open for inspection by any taxpayer at any time, and therefore, the publication of annual reports is unnecessary. This is a half-truth at best. The books of every public office, theoretically, are open to the inspection of any taxpayer, but in actual practice, as every honest official knows, it is a physical impossibility for taxpayers to get their information in that way. It would require the services of at least one additional person to each county, township, and municipal office to direct taxpayers to the records, and assist them in finding the information in which they are interested; and that would be an expense many times the cost of the published statement.

The taxpayer would not be able to have a complete copy of the receipts and expenditures of every public office unless he could take several weeks of his own time in which to copy them. Furthermore, if 10 per cent of the taxpayers in any county chose to inspect the public records and to make copies of a part of them, the records never would be available for office clerks to use. Consider, too, how impractical this system would be on those occasions when public interest runs high in some certain office and facts

and figures must be obtained for thousands of people in the space of a few days.

Easy, Convenient for Taxpayer

The need for a complete copy of the report of public officials is not to be underestimated. Most taxpayers are neither accountants nor politicians; they do not readily understand all of the items in a report and must examine it at their leisure and with repeated attention to the least understood items. Often they must take the report to some friend who has greater knowledge of accounting and of the procedure in public office in order to get a thorough knowledge of how public money was handled.

Any method, therefore, which does not make it easy and convenient for each taxpayer to have a copy of every report of a public official is inadequate in a democratic system of government. The very least to which a man or woman whose money goes to support government is entitled is a simple, complete, clear statement of what was done with it.

Notice Protects Individual Rights

We have said little about the multitude of public notices that are not concerned with the monetary accounts of public offices. Yet the need for wide circulation of such available means for preventing interested parties from being deprived of their constitutional rights.

In such cases as mortgage foreclosure sales, material is no less great as it often is the only sheriff's sales, sales of land for delinquent taxes, etc., the persons who have a vital interest in the properties have the right to be informed about their disposition. Non-resident owners are noticed by mail to their last known post office, but no serious attempt is made to conduct a thorough search for them and the notice often fails of delivery. Friends and relatives living in the community or the county in which the sale is to take place, when they see a notice to that effect published in their community papers, will take the responsibility upon themselves of informing the interested non-resident parties.

Then, too, newspapers have a way of traveling around the country that gets them into the far corners of every state and nation. Like a letter from home, they are read eagerly and minutely by those who are far away from their former neighborhoods. What better way is there, under such conditions, to convey an important notice to people who have the right to be informed?

Parties not directly concerned in a legal action also may be entitled to notice in those cases where their welfare is affected. Such cases would include divorce and nullity of marriage, bankruptcy, adoption, sale of property for liens, and many others. It is impossible for anyone to predict how many people

will be interested in one way or another in any legal action and the general public, therefore, should be given an equal chance to get the information with those persons directly named in the legal document.

Why Paid Space?

The official public notice must be run in paid space, because the public must have free access to all important information of this nature. Some of the activities of governmental bodies produce news which is covered thoroughly in the news columns of the paper.

This is the newspaper's responsibility. By far the greater part of the financial information relating to the activities of governmental bodies, however, is not news material at all. It bears approximately the same relationship to the news columns of the paper, as the report of the board of directors of General Motors Co., does. Obviously, it is not the newspaper's responsibility to bring detailed information of this nature to the attention of the public.

In the last analysis, however, the public notice runs in paid space primarily for the protection of the public official himself. He is assured in this way of having some funds in his budget with which to make an accounting of his stewardship to his constituents. It guards him against misrepresentation, false accusations, and claims of malfeasance in office.

In short, it is his privilege as well as his duty, to utilize the paid public notice for the wise explanation of his own actions, and to keep his constituents informed.

Change In Ownership

Francele H. Armstrong, president of the Gleaner and Journal Publishing Company, Henderson, Ky., recently announced that the company is in process of purchasing the newspaper from the heirs of the former owner, Leigh Harris. The Gleaner and Journal Publishing Company, has, since Nov. 1, 1955, operated the newspaper, owned by the Gleaner and Journal, Inc., under lease. Officers of the Gleaner and Journal Publishing Co. in addition to Mrs. Armstrong, who is also editor, publisher, and president of the Gleaner and Journal, Inc., are: Donald L. Armstrong, vice president; Ralph Dear, secretary; J. Albert Dear, treasurer; William Hempstead and Everett C. Wood, assistant treasurer; and William L. Sullivan, assistant secretary. Purchase price is given as \$120,000.

The first weekly newspaper published in America was the Boston Newsletter, which appeared in 1704, under the editorship of John Campbell.

Lexington Herald-Leader Uses Dispatch Methods

The dispatch department of the Lexington Herald-Leader is a part of the advertising department. Six persons are employed on a full time 40-hour week basis; manager, makeup clerk, dispatcher, assistant dispatcher and two proof boys.

It is the duty of the manager to supervise the processing of all advertising (including national), tear sheets, proofs and other materials to and from the composing room, to and from advertisers, to and from other advertising departments; and delivery of supplies to all departments upon order from the retail advertising receptionist. (All national cuts, plates, etc., are kept on file in the dispatch department.)

The makeup clerk makes up all Herald-Leader and the Sunday Herald-Leader plus all special sections such as Blue Grass Review, Vacation, Back-to-School, Modern Homes, etc.

The dispatcher and his assistant write up ads, get proofs ready to distribute to advertisers and/or salesmen, make "pick up" lists for proof boys, keep electric basket empty of material coming from display department and classified, read proof, look up mats, sort and file mats and answer the telephone.

The proof boys tear and file papers, look up mats, deliver and pick up proofs, file materials, send monthly tear sheets to advertisers. One proof boy works from noon until 8:30 p.m., Monday through Friday. The dispatch department is open from 8 a.m. until 8:30 p.m., Monday through Friday and from 8 a.m. through 4:30 p.m. on Saturday.

Fire Losses Increase

Monetary loss from fires during the last twelve months increased 12%, according to Fire Prevention and Engineering Standards Committee, National Board of Fire Underwriters, which said increase "is continuing into the present year at worsening rate." Committee said some principal physical factors accounting for increase include:

1. Delayed discovery of many fires, indicating general lack of competent watch service and automatic alarm and sprinkler protection.
2. Large undivided areas in stricken buildings, without adequate subdivision by fire walls.
3. Inadequate municipal fire protection in small communities.

Are you adequately protected by insurance? See our July 15 Bulletin.

The first printing press to reach America was established at Mexico City in 1539.

The Public's Right To Know---

The daily duty of a newspaper as the "watchdog" of our complex society in keeping the public informed of what "theirs is a right to know" was emphasized by Basil L. Walters, executive editor, Knight Newspapers, Inc., in his recent address to Michigan publishers.

I made a speech to the American Society of Newspaper Editors in the middle 40's in which I said I feared the liberties of the American people were slipping away by default. In keeping with the best American tradition, I was appointed chairman of a committee to do something about it.

The thing that frightened me then was the eternal spotlight of publicity on public officials being smeared as "the capitalist press" or the one party press, or with similar thought paralyzing slogans.

We had progressed so far in the matter of government secrecy that four billion six hundred million dollars in welfare funds were being spent in absolute secrecy in Illinois. Even county auditors had to supply their signature plates for welfare checks they were never privileged to see.

What are the lessons to us in the Hodge case?

Actually the money involved was peanuts as compared to some of the money involved in the national scandals. We were dealing with millions instead of with billions and people have got so used to inflation that a million dollars is not beyond their understanding. But the lesson in both the national scandals and the Illinois state scandals are the same.

When the American voter grants the politicians and the bureaucrats all the dough they ask, the temptation to easily part us fools from our money is just too great.

The Illinois legislature granted Hodge the extra millions he asked without investigating the need for them. And at the time, the press of Illinois was not sufficiently vigilant to detect the fact that the added funds were asked by a man with larceny in his heart.

It's sinful for the taxpayer to put such temptation in the path of its public servants.

One of the big lessons in the Hodge case to us is that as the eyes and ears of the American public, we must question every appropriation of public funds and then follow through to make certain those funds are expended for the sole purpose for which they are intended.

And it is just as important that each of us in our own communities keep vigilance over the expenditure of county, city and school funds as it is for all of us to share in watch-

ing state and national government.

It may well be that if every paper kept a careful watch on public officials and the use of public money in its own community, the state and national situation would be automatically taken care of.

I'll wager that in dozens of communities of the United States there are today young politicians starting on the path of looting of public funds in their own communities in some fashion similar to the way Hodge got his start.

This is what I mean when I say that if each of us will bring to the public attention bad political practices in our own communities, we'll be stopping the feeding of these people into the state and national political machinery, which we as taxpayers keep supporting with ever increasing million and billion dollar taxes.

I thought Oxie Reichler of the Yonkers Herald Statesman put it quite well recently when he said:

"So long as newspaper readers remain innocent and ignorant when shenanigans go on in any city hall, any board of education—at the grass roots of our society—so long will political rascals continue to pluck those citizens, corrupt our officials and generally debase and destroy the morale of our local governments.

"So long as the facts—and advise on how to do something about them—are not laid out in simple language, and in type big enough to compel readership, so long will the community remain too weak to throw the rascals out, and too steeped in apathy even to try.

"Worst of all, such a fostering at the grass roots, unexposed to the sunshine of the printed and well-circulated word, becomes a breeding ground for corruption at higher levels. By political osmosis, the less desirable public officers naturally move up into our state and national legislatures."

Most folks, including public officials, are honest.

It is sinful of us as citizens to put the temptation of easy money before them, particularly when the political climate is such that we seem to have one standard of morals for a man who steals our purse and another for the man who steals from the tax dollar.

In my job, I welcome the annual audit. It protects me as well as the company for which I work. The honest public official has nothing to fear from the continuous public audit that a good newspaper conducts as part of its service to a community.

One of our first problems as newspaper

men is to inform ourselves about the reason our forefathers wrote special provisions into the Constitution to protect press freedom. They didn't give us any special privilege to enable us to make a fast buck.

They did however put on us the obligation to serve conscientiously as the eyes and ears of our readers keeping the eternal spotlight of publicity on the conduct of public business.

If we fail, then this greatest experiment in self government ever undertaken will fail. If we explain the importance of public business being conducted in public, the honest public official will welcome eternal vigilance. I have found that if the honest public official is approached properly, he will co-operate.

And I have also found that whenever there is lack of co-operation, that is the time for a newspaper to start digging.

It may very well be that "greatness" is being thrust upon us. There seems to be a new developing, a new civic consciousness. And with this shaking off of apathy, there is a growing awareness of the part newspapers play in auditing government.

This affords us our great opportunity to remain the great medium of communication in this electronic age.

I frequently hear the expression, "Thank God for the newspapers. Without them being on guard, our country would perish."

I wish I were young enough to be starting all over again in the newspaper business. I think the Golden Era of Journalism is just ahead. But it is going to be a different and more exciting type of journalism than that the older men here have known. The deadpan, assembly line type of journalism that is still all to prevalent won't be good enough for the modern era.

And as newspaper people we occupy a grandstand seat and play a mighty role in keeping people informed about what goes on. This provokes the debate through which an intelligent public opinion is developed.

I wonder sometimes if newspapers don't have an inferiority complex. The greatest bargain in this inflationary age is the newspapers people buy daily for a few pennies. Every day, by our eternal vigilance, we save in taxes for the man who purchases our paper many times what he pays us.

As society gets more complex, we are going to have to have more skilled reporters and editors. This means that we must be bold enough to charge sufficiently for our product to finance the job required of us.

The first newspaper in Indiana was the Indiana Gazette, which first appeared in July, 1804, at Vincennes, then the capital of the territory.

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.

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Newspapers Must Fight Legislation By Regulation

Since the first of the year, more than 90 per cent of the state legislative bodies have met in the union. Their sessions were remarkable for the large number of so-called regulatory bills introduced by selfish interest groups under the guise of establishing professional practices within those groups. To the credit of right-thinking members of the several legislatures, few of these bills passed; they recognized the great danger of permitting interest groups to establish "legislation by regulation" rather than through statutory provisions which is the prerogative of law-making bodies of the nation.

Blazely included in the large majority of the bills introduced were provisions which would establish controls which under the guise of "professional ethics", would have denied members of the right to advertise their wares, or services, to the general public.

Unfortunately, precedent had been established in some instances for such "legislation by regulation" by statutes now in existence in the several states. One such precedent is found in the Optometry Statute in our Kentucky code. Other states have the same statutes and bills have been introduced in Congress with the same object in view. Oft-introduced bills of the same type seek to curtail liquor and beer advertising.

The Ohio Newspaper Association has this to say about "legislation by regulation":

Everyone in business wants to be a professional man, or so it seems, and the easy way to accomplish this is to pass a law, rather than create a professional attitude and climate within a business or industry itself. The feeling is that unless a law says a man or woman is "professional," he or she cannot claim or attain such stature. And so the flood of bills in each General Assembly to try to accomplish by law what cannot be accomplished by inter-industry action, avers the Ohio Newspaper Association.

Already under regulation in Ohio are: Doctors, dentists, engineers, barbers, real estate dealers, attorneys, auto dealers, architects, funeral directors, optometrists, accountants, commission merchants, innkeepers, nurses, pawnbrokers, pharmacists, second-hand dealers, and veterinarians.

Why such regulation of business? Generally because:

(1) A malpractice exists to be corrected, and the way decided to do this is to license, control and regulate. This, as with all requests for such regulatory boards and commissions, is in the interest of the general health, protection and welfare of the public,

although sometimes this excuse is quite doubtful.

(2) A group of businessmen want to become professionals, or want to protect their business, trade or industry by keeping it "ethically clean" through restrictive control over practices deemed by some to be "un-professional."

(3) Often—and realistically—such laws are aimed at the regulation of business as to supply and demand of personnel, to insure a good climate for profitable business conditions, and to effectively exert control on prices, promotion and advertising.

(4) A desire exists to become "professional" because others have done it and it seems to be the thing to do. Passing a law is the easiest way of attaining professional status, obviously.

(5) There is an inability to create an ethical and professional situation and set of standards within a business or trade, without resorting to legislation.

How does this situation of professional boards and commissions expand?

Simply by the "You scratch my back and I'll scratch yours" technique, or by the "If they have it, we want it" method. Fearful of losing any advantage already gained, professions work together to maintain present legislative status wherever possible. Those seeking such legislation approach legislators and point out that many others have such regulation, so why can't their business or trade. And often the political pressures are such that bills are passed, as has been the case in the past for the over 20 professions now under law.

What is the major danger in such a system of "legislation by regulation?"

Principally, that the General Assembly usually assigns rule and regulation-making powers to boards and commissions which often have the same effect as law. True, such rules and regulations must be approved first in public hearing after public notice of such intent, but despite keen alertness this sometimes fails, and boards enact rules and regulations not known to the general public and certainly not in the fullest democratic procedure.

Is there an answer? Possibly there is in legislation that would encompass all boards and commissions and make them subject to a limited, uniform set of rules and regulations that would not assign from the legislature to such boards and commissions power that has the equivalent of law. This would keep important policy rule-making in the hands of the legislature while allowing only minimum administrative rule-making by boards and commissions.

What has this to do with newspapers?

(Please Turn To Page Five)



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Guild's Wage Goal Is Increased To \$200 Week

The American Newspaper Guild in its five-day annual convention in St. Louis recommended that the union's wage goal be raised to \$200 per week. "We think the prosperity in the industry merits higher salaries," Joseph Collis, Guild president, said in his annual report. "The industry is in health economic condition. Newsprint is now available for bigger and better newspapers. Advertising hit an all-time high last year," he added. The union's wage goal for several years has been \$150 a week for experienced newspapermen. Several major locals have moved to within a few dollars of that goal and \$150 top minimum salaries will become effective in the major wire services next year.

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

(Continued From Page Four)

First, such boards and commissions often seek to control or restrict prices and advertising. Newspapers should always be opposed to such action.

Second, attempts are sometimes made to define advertising as "unprofessional." Again, such action is surely to be opposed.

Third, such boards and commissions often do not act in the public interest, but in the interest of their own business or trade, by restricting competition, qualified personnel, and free enterprise. Newspapers should represent the public in such instances and stand up for the best public interest.

Whether the trends to "professionalism by law" and "legislation by regulation" will ever be turned back is a big question, but it is one in which newspapers should take more than a passing interest, both for their own benefit and that of the public-at-large.

While it is probable that some regulatory legislation is needed in extreme cases where the public interest is involved, still such legislation far extends itself through regulation-making powers and court decisions.

For instance, in West Virginia a regulation limiting funeral home ads to one column by two inches and restricting copy has been held valid by the State Supreme Court. In Kentucky prohibiting price advertising for optometrists was recently upheld and is now being fought. In Tennessee a bill was introduced to restrict advertising by watch repair services. In Pennsylvania a law was passed last year to restrict advertising by opticians. In Ohio recent attempts by the State Funeral Directors' Board and the State Optometry Board to restrict advertising were successfully opposed, and will be whenever they arise.

Giveaway Newspapers Are On The Increase

Free or partly-free newspapers—so-called "giveaways"—jumped from 326 in 1948 to 516 during 1956, according to N. W. Ayer & Son's Directory of Newspapers & Periodicals. New York Wall Street Journal, June 18, reported following statistics on "giveaways":

1. Now being received in an estimated 5 million American homes.
2. Approximately 1.5 million are distributed in California, which is "rapidly increasing its lead over other big urban states such as Illinois, Pennsylvania, Ohio and New York."
3. Single issues of one California giveaway frequently run to more than 100 pages.
4. Combination free and paid circulation of San Diego (Calif.) Independent is now 130,000.

Some giveaways are entirely free, while others have an "asking price" which recipients may or may not pay. Los Angeles County (Calif.) Valley News and Green Sheet reports approximately 4 out of 10 housewives pay for giveaway presumably to help neighborhood carrier boys.

Giveaways now carry not only considerable advertising but much local news — "printed in withering detail," according to Wall Street Journal.

Advertising budgets in 1957 will set new highs, with at least a 10% increase over this year's record-breaking pace, predicts Printer's Ink. PI's prediction is based on a poll of executives in 250 major companies that advertise nationally. Chief factors behind the anticipated rise seem to be growing competition, expanding markets and new products. From the first 100 replies, PI reports that 71 intend to spend 3-50% more on advertising than in '56, 17 plan no change, and 11 anticipate a drop of 3-50%. (The 50% cut is planned by one industrial company.) Heaviest concentration of increases is in the 6-10% bracket with 28 companies reporting they will raise their new ad budgets that much. Twenty-one companies anticipate an 11-25% increase, says PI.

Judge George Carpenter, in Wilkinson Superior Court at Irwinton, Georgia, recently upheld constitutionality of the State's libel venue law in a suit filed by Joe Boone against the Macon Telegraph Publishing Company. The law permits libel suits to be filed in any county where a newspaper has 50 or more subscribers. The publishing company's lawyers had contested validity of the Act.

IT HAPPENED IN KENTUCKY

1797—KENTUCKY'S THIRD NEWSPAPER, "THE KENTUCKY MIRROR" PUBLISHED AT WASHINGTON, KY.

In 1797, the same year that editor James Stewart moved his "Herald" from Lexington to Paris, Kentucky's third newspaper appeared. "The Kentucky Mirror" was published at Washington, Ky., and its editor was William Hunter. When Hunter was elected state printer in 1798, he moved the Mirror's equipment from Washington to Frankfort, where he started publishing the "Paladium".

When the State government was firmly established in its new home at Frankfort, and the various settlements of Kentucky grew in population, a number of newspapers sprang up. By the turn of the century there was a dozen or more, among them the "Western Citizen" at Paris, the "Lexington Observer", the "Farmer's Library", and the "Western Courier".

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**

Changing To A 11-Pica Format

Our newspapers in Waverly printed 36 fewer pages in January and February this year than we did during the same two months a year ago, and, believe it or not, we're smiling about it. Normally we'd be looking for sympathy—but not this year, because we put a lineage increase of 354 column inches of advertising in the reduced number of pages.

How we did it and why we're happy is told in this article prepared at the request of Harry Griggs, editor of "The Iowa Publisher," who believes cost-conscious Iowa newspapermen might be interested.

(Editor's Note: We have been asked for information concerning the relative value and problems for changing a community weekly format to 11 picas, nine column newspaper. We are presenting this article written by Publisher F. C. Grawe, the Waverly Newspapers, for the June issue of the Iowa Publisher. We are certain that Publisher "Bud" Calman, Sturgis News, could give some valuable pointers for your consideration—the Sturgis News has been issued with the 11 column format for the past year and gives their readers a wide-awake attractive publication each week.)

The first week in August last year the Waverly newspapers came out with a nine-column format with columns 11 picas wide and a three-point column rule. Previous format had been the standard eight-column page with columns 12 picas wide and 20½ inches deep. The change was made after much deliberation, a lot of investigation, and some misgivings. It has turned out to be one of the most successful moves we've ever made.

For years we had been toying with the possibility of reducing our column width and adding a column to our page, thinking it would create a substantial saving. Like many such ideas, it stayed in the back of our minds until we became completely involved in printing a 208-page "centennial" issue early last year. This focused our attention on the importance of utilizing the full capacity of our press (Model A Duplex) and the tremendous saving that could be realized by reducing the number of pages printed.

We reasoned that by reducing the column width to 11 picas and the column rules to three points, we could print a nine-column page by adding only one and one-half picas to our page width. With the experience of the "centennial" fresh in our minds, we started to "work over" the idea. The more we thought about it the more we liked it.

It wasn't long before a letter to the Company in Chicago brought an answer that we weren't the first to think of such a possibility. We were told the Vero Beach "Press-Journal" in Florida was printing a nine-column paper on a Duplex press similar to ours. As suggested, we wrote J. J. Schuman, publisher of the "Press-Journal," and he told that he had found the nine-column page very satisfactory. He said he would not hesitate to make the move again if he had to do all over.

This, along with the assurance of the people that the move was sound, convinced us. We immediately started to make plans for the change and found surprisingly little involved.

In our investigation we found we could also lengthen our page. We finally settled on the nine-column page 21½ inches deep.

This increased our page size from 18 column inches to 193½. The extra column alone added 21½ inches or 12½ per cent to our page size. By lengthening the page we increased this to 18 per cent more column inches of advertising and news on each page of our paper than with the old eight-column format.

In addition to a direct saving in newsprint, we anticipated there would be a saving in labor costs. Each column inch of advertising and news produced would actually occupy about 8 per cent less space. Theoretically this should be an additional saving, but it might be hard to prove. The big saving in labor would come in the fewer number of pages to make up and the reduced number of press runs.

We had found we were making three runs for an issue more and more frequently. According to our calculations the need for this would be eliminated for some time to come.

In our reasoning it appeared to be a truly remarkable move with double benefits. We could produce a column inch of advertising with less work and get paid more for it. Strangely enough, that seems to be the way it is working out.

Of course, minor troubles developed. Occasionally we find an ad mat that is too wide. So far we have been able to substitute or run the ad on an inside column. There we let the cast hang over in the gutter. Our press work is slightly more critical. It requires closer attention because of the narrower margins, but I don't believe we've lost a half hour in the past seven months because of it.

Generally, there have been no problems or troubles with the change, if you rule out

(Please Turn To Page Seven)

(Continued From Page Six)

page of several small ads tending to look cluttered.

On the other hand, the advantages continue to pop up. We found that being able to put a five and four-column ad side by side on a page eased make-up problems tremendously. We found we can run 120 inches of advertising to a page as compared with 100 before the change. Our schedule now calls for:

- 950 inches in 8 pages
- 1,200 inches in 10 pages
- 1,500 inches in 12 pages
- 1,900 inches in 14 pages
- 2,200 inches in 16 pages

Because of the increased capacity, we have cut dramatically the number of pages required to carry a given amount of advertising. We also have saved a number of press runs.

Our composing room has found no real difference in composition or page make-up. The new measure slowed the ad alley men for a while, but now that they are familiar with it there is no difference.

Savings can be shown most forcefully by comparing the number of pages printed since the change with the number printed in a like period before the change.

As stated before, we have had a line increase of 354 column inches of advertising during the first two months of this year. Yet we have printed 36 fewer pages. The totals are 212 compared with 248.

Our figures for the first seven months we were nine column are equally spectacular. They require a little adjusting for difference in lineage. Unfortunately, we had a considerable loss in lineage during the period.

In seven months starting Aug. 1, 1956, through Feb. 28, 1957, we printed 758 pages. In the same period a year ago we printed 924. That's 166 fewer pages this year. Even after adjusting for a lineage loss of 3,896 inches, there is a net saving of 134 pages. That's a lot of pages we did not have to produce or print.

Any way you want to figure, that adds up to a sum that can't be ignored. The newsprint saving alone is quite impressive. At \$5 per page (\$10 per sheet) that's a direct saving of \$670. Add to this the amount saved by not having to make up those 134 pages and the cost of a dozen or so press runs that were not made and you have a nice tidy sum.

Then consider that for each page printed, income potential was increased by 20 column inches of advertising. If you think like we do, you will understand why we are cussing ourselves for not making the move sooner.

Public reaction to the move was very slight. We made a very brief announcement about the change and let it go at that. There was practically no reader reaction. Two advertisers commented to the effect that, "That's a pretty sneaky way of raising your rates," but not maliciously. Actually there was very little reaction; few people were very much aware of the change.

The cost of a full page ad increased materially. We have a few who use a full page regularly and it has not affected the occasional use as far as we can tell.

For the benefit of anyone who might be interested in mechanical details, here is what is involved.

It is surprisingly simple. Mechanical changes for equipment included:

8 new chases	\$248.00
3 liners	41.35
1 ejector blade	6.68
Press packing	63.66

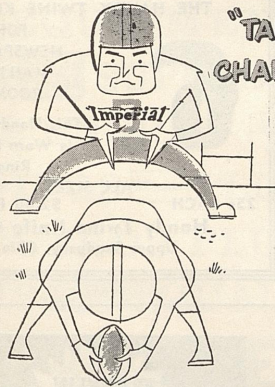
total \$359.69

Everything else remained the same. That includes newsprint roll sizes.

When we found the new format was practical, we had our old chases cut down by a local machinist at a cost of about \$15 each. They are working out satisfactorily, indicating a possible saving from our costs.

Other minor changes that were required included resetting all standing heads and type, and figuring new head counts and space estimation schedules. But generally the changes are minor and inexpensive compared to the potential savings.

In reviewing the move, we have concluded that it has been one of the finest things that has ever happened to this shop. The entire crew, both front and back, appear to like it. Morale is up, and all of us are proud of the part we had in pioneering an obviously successful change. If you are thinking of making such a move, I'm sure everyone in our shop would give the same advice. Do it!



"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

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

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.

**Robinson-Patman Act
May Govern Newspapers**

The recent refusal of the United States Supreme Court to review the conviction of the Kansas City Star on a monopoly charge has created speculation as to how far the principles laid down by the court may be extended. The court in this and other pertinent opinions has in effect ruled that newspapers in their economic functioning are an instrument of commerce and are subject to the same controls that are applied in the public interest to any other instruments of commerce.

This raises the question of whether the principles of such statutes as the Robinson-Patman Act may not be applied, or extended to apply, to newspaper circulation and perhaps even to advertising. The Robinson-Patman Act requires manufacturers to sell their products on the same terms to all customers. Quantity discounts are permitted but the same discount must be given to all customers who buy a like quantity. Application of such a principle to either circulation or advertising would have, it is believed by many, a far-reaching impact upon traditional operating policies of many newspapers.

Have you tried presenting your advertisers with copies of their ad mounted on 8 play for use with their store displays? Some publishers have tried this idea and have met with excellent reception. A sign stating "As Advertised in the Jonesville News," adds prestige to the store's display promotion. Car dealers, drug stores, and specialty stores have been the most receptive. Several papers have supplied photographs of ad salesmen supplying these cards to dealers to auto factories and ad agencies. Besides delighting the local dealers, this practice reminds those at the national level that newspapers can "tie-in" this kind of point of sale material as no other media can.

**MILLIONS OF ENVELOPES
for Immediate Delivery**



COMPLETE LINE OF STYLES AND SIZES!

- Correspondence • Air Mail • Window
- Bankers Flap • Artlined • Remittance
- Flat Mailer • Booklet • Open End • Coin
- Duo-Post • Metal Clasp • Postage Saver
- Tension-Tie • Formvelopes

You Are Invited
to visit our factory. We know you'll enjoy a guided tour of our plant.

TODAY!
Write or call for full information

TENSION ENVELOPE CORP.

**FTC Will Investigate
Trading Stamping Procedures**

Complaints alleging law violations by several large trading stamp companies are awaiting action by the Federal Trade Commission. The investigation is not aimed at the basic legality of trading stamps, but the pending complaints are understood to be directed at specific practices of some of the several hundreds of companies which sell stamps and provide merchandise premiums in exchange.

The FTC has not divulged the nature of any charges, but its bureaus are said to have been exploring such questions as these: Whether the advertising of premiums has been misleading, and whether any of the companies have used "unfair methods of competition" such as restricting the use of stamps to one retailer in an area; or has discriminated between stores in setting prices on its stamps. Use of the word "free" in describing premiums reportedly has been questioned by some officials on the ground that the housewife actually pays for the stamps in added cost of merchandise.

The first type-setting machine, the Uni-type, made its appearance in the United States in 1870.

**FAST PRODUCTION
FINE REPRODUCTION**

If you wish . . .

- Highest quality
- Fastest service
- for
- Reasonably priced
- Printing plates
- of
- Zinc, Tripletmetal
- or
- Copper
- Made by Qualified
- Experienced Engravers

SEE

**LEXINGTON
PHOTO ENGRAVING**

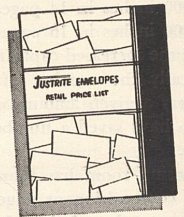
223 W. Short St. Dial 3-5015
Lexington, Kentucky

COMMUNITY PRESS SERVICE

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

100 East Main St. Frankfort, Ky.

**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 REALE ONLY"

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

**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

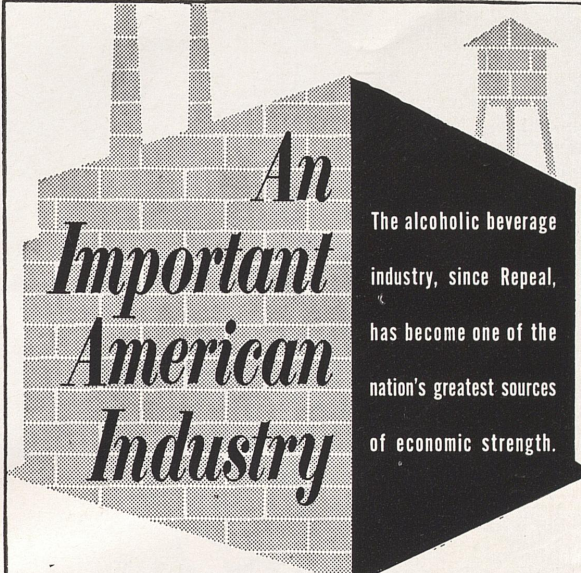
If the small store is to exist and thrive in the world of the ever-growing supermarket and branch store it must have a "personality of its own," according to Leonard Mongeon, Manager, Smaller Store Division, National Retail Dry Goods Association, reports Women's Wear Daily. "This is no time for tears, but for stores to develop a type of community relationship which will make for consumer loyalty and area identification." Many merchants were asleep while the operation of a big city store, the discount store and the supermarket moved in on the small store. Local retailers didn't prepare to meet their competitors, says Mr. Mongeon, and continued to follow old conservative patterns which, though successful in an unchallenged market area, cannot be continued in the face of strong opposition. The tremendous growth of the "over 65" market and of the children's wear business are two fields of prime importance to the small retailer, he emphasizes, and areas in which "store personality" should be stressed.

Be careful what you may start when you try to stop something.

A college boy's father is the kin he loves to touch.

KENTUCKY'S 
BIG  **CENTER**
FOR PRINTING 
EQUIPMENT 
AND ACME STEEL SUPPLIES
PLUS ENGRAVING 
INGS  **PLUS**
ELECTROS PLUS
MATS  **EQUALS**
SUPERMARKET
FOR PRINTERS

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



An Important American Industry

The alcoholic beverage industry, since Repeal, has become one of the nation's greatest sources of economic strength.

THE INDUSTRY PLAYS A VITAL ROLE IN...

Public Revenue — It is the nation's largest single contributor of commodity revenue to federal and state governments, having produced a total of \$54 billion in public revenue.

Employment — It provides employment to one out of every 60 American workers, totalling 1,200,000, with a payroll of over \$3 billion.

Investment — It is made up of mostly small firms, representing a total investment of \$9 billion.

Markets — It is a great multi-billion dollar market for over 400 supplying industries and services.

LICENSED BEVERAGE INDUSTRIES INCORPORATED



155 EAST 44TH STREET, NEW YORK 17, N. Y.

JULY, 1957

SERVICE
 WSPAPERS
 ADS
 ING ADS
 kfort, Ky.

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price list
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COMPANY
 10, Georgia

THE KNIFE
FOR
WSPAPER
MAILING
ROOMS

Handy Knife
 Form Like a
 Ring

.40 PER DOZ.
 Knife Co.
 Ohio

industry
 printing

TRIAL
 COMPANY
 CITY 6, UTAH



Satisfied . . . that's just the time to get dissatisfied!

Your community may be a wonderful place to live in right now—with good schools and living facilities, improved transportation service and good roads, churches, recreation facilities . . .

Don't stop now—you've got something to sell to new industry. For those are the very factors which new industry looks for when it chooses a site for a new plant.

You have an important stake in your community's industrial future. And by keeping alert about its program of development, you can help bring industrial progress closer. And, of course, you'll also want to take an active part in community affairs.

When new industry comes calling, be sure you're ready to take advantage of the opportunity.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

P
VOLUM
NUMBE
Publicat
School o
Universi
Lexingto
O