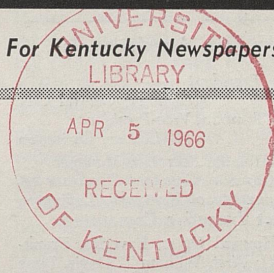


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The Kentucky Press

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



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

Publication Office:
School of Journalism
University of Kentucky
Lexington, Kentucky

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VOLUME 32, NUMBER 5



Rough River State Park Lodge—where the Spring Meeting of the West Kentucky Press Association will be held April 14-16.

The Kentucky Press + As We See It +

VOLUME 32, NUMBER 5

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Victor R. Portmann, Editor

Member

Newspaper Managers Association
Lexington Chamber of Commerce
Kentucky Chamber of Commerce
Better Business Bureau, Lexington

Sustaining Member

National Newspaper Association

Associate Member

National Newspaper Promotion Association

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Newspapers To Be Exempt?

Counsel for the House Subcommittee on State Taxation of Interstate Commerce has written NNA to point out that, while the proposed bill does not exempt newspapers specifically, there is a possibility of exemption as "essentially local sales" under a section of the proposed uniform law.

Chief Counsel David A. Sutherland, in reply to a letter from Ted Serrill, executive secretary NNA, said: "The Subcommittee canvassed the present variation from state to state in the taxability of newspapers . . . and the section referred to was intended as one of a number of devices to permit these varying policies to be carried forward within a uniform framework." NNA is preparing a brief on this point which will be a matter of record.

* * * * *

Harming Your Town

Across our desk this week came a pitch to businessmen from a metropolitan printing firm which suggests that we, and all of our customers, we suppose, buy our next supply of envelopes from them. Their prices are lower, they write. And their service is better, they add.

We disagree with them. Their prices are not lower; their service is not better. And they buy no merchandise here; they pay no taxes here; they work in no service club here. Nowhere, however, do they explain what happens to local business when big city competitors take over. They take from this community—they give nothing in return.

Perhaps there is a lesson here for all of us. Think of it the next time you buy meat up north (or down south); groceries in the city; clothes at a discount; or advertising which is produced out of town. You could be speeding the demise of your community. (From the Blair (Wis.) Press)

* * * * *

Few women would be proud to declare that they were wrapped in weasel fur. However, the traditional ermine of fur trade is the name applied to several species of northern weasel. The pelts are taken when the animals show their white coats in winter.

Judge's Order Denounced

The Texas Press Association passed a resolution, at its recent convention in San Antonio, denouncing the action of a state district judge who ordered officers of his court not to give any information on any case to newsmen until after it was brought out in his court.

The judge is Leslie D. Williams who is presiding over a murder trial in Bastrop. He issued a warning to officers of his court "from the sheriff up or down" against giving any information to news reporters about "any case, any crime, anything until it comes into this court." The judge warned officers of his court that if they jeopardized suspects prior to a trial he would fine the officers and put them in jail.

The Bastrop murder trial is the first one Judge Williams has heard under the new Texas Code of Criminal Procedure which was effective January 1. A new section of the code permits judges to allow jurors to go home at night (rather than be held in seclusion) until after capital cases are completed. Judge Williams instructed the jury not to watch television news reports or read any newspapers. In explaining why the jurors should not read newspapers, the judge said "this has to be done because of the way newspapers slant things." He said newspapers "slant it this way and that way. You can't ever tell what way they'll go."

TPA said it feared Judge Williams' action, with regard to instruction officers of his court, would "become a precedent to be followed by other courts in Texas if unchallenged." The Association further voted to instruct its president and committee on legal affairs to cooperate with other journalistic organizations "in an effort to get legal relief."

* * * * *

Student financial help worth \$1,093,861—most of it for journalism majors—is listed in the 1966 Journalism Scholarship Guide. Copies of the Guide are available free from: The Newspaper Fund, P.O. Box 300, Princeton, N. J. The Guide should make interesting reading for any young man or young woman considering journalism as a career.

* * * * *

Defeat isn't bitter if you don't swallow it.

Newspapers Are Liable Only For Space For Printing Errors

"On three different occasions in the last 30 days advertisers have tried to force us to make up the difference between the correct selling price of a piece of merchandise and the erroneous price printed in an advertisement. We imagine it is the result of that recently well-publicized story of a New York retailer who voluntarily chose to sell 46 TV sets at an erroneous advertised price of \$8.98, when the ad should have read \$88.98.

"We continually point out that we are liable only for the space occupied by the item that was priced incorrectly (which is included in our advertising contracts); however, the real problem seems to be in acquainting the merchant with his rights and obligations when there is a legitimate error appearing in the newspaper. Therefore, we propose to send out a letter to all of our advertisers to acquaint them with their rights. Furthermore, we would like to run it as a news item so 'Mr. and Mrs. Consumer' also understand the law. Will you please look over the attached letter and make any corrections that you think appropriate?"

The letter explains that the above mentioned rule is "the law in Indiana, as in most states," and explains that: "An advertisement by a retailer is not a contract, rather merely an offer to sell, an offer that upon request to purchase by a customer, and accepted by a merchant, becomes a contract."

First, we cannot unqualifiedly state what the law in Indiana is on this point, since it is not covered by statute and there are no precedents directly involving the issue. Indiana legal digests merely quote from standard contract law texts to the effect that "generally, offering goods by publications or advertisements, quoting prices . . . are all considered merely solicitations for offers." To be technically accurate, we would say that "Under general rules of law, the rule is . . ."

Second, we would delete any mention

that an ad is an "offer." We would explain it as follows:

"An advertisement by a retailer is not a contract, it is an invitation to deal, an invitation to the public that the advertiser is ready to receive offers to purchase if the merchandise is available and if the price is unchanged at the time the purchaser decides to accept the invitation. The acceptance by the retailer of the purchaser's offer to buy constitutes the offer-and-acceptance necessary to constitute a contract."

As between the advertiser and the newspaper, a contract exists and the newspaper is bound to perform without harmful negligence. When an error occurs in an ad solely as a result of a newspaper's negligence, it is liable for damages proximately resulting from the negligence. The question, then, is not liability, but damages. Because in most cases a merchant can only speculate what his damages have been, the rule has evolved that the liability is only for the price of the space involved (in addition to the reasoning of a few old cases that a newspaper cannot be held liable for exorbitant damages in view of the small remuneration involved in publishing the ad). To the argument that damages are ascertainable—i.e., sales at the difference between the erroneous advertised price and the price at which the merchandise should have been advertised—the newspaper's retort is that the merchant was under no legal responsibility to sell at the advertised price. (A Mississippi Supreme Court decision which allowed recovery by a merchant against a newspaper, however, stated that the newspaper's negligence had placed the advertiser in a predicament where he either had to lose customer good will or money, and, therefore, the newspaper should have to pay the money. This is a minority decision).

Because of the issue of negligence, we have always advised newspapers to have the advertiser signature a galley proof of

Credit Being Studied

ANPA recently asked members for information regarding policies of newspapers on giving credit to newsstand dealers for returned papers. Here are three replies, each with a different slant:

Six-day evening newspaper, circulation 47,000: Dealers who are entitled to receive returns mail the heads into the office each month and a credit is then given them. Some of our dealers pay \$1 per hundred more if returns are allowed. This method seems to work out very well for us, but if a newspaper allowed returns to everyone we can understand where this might not be successful.

Six-day evening newspaper, circulation 43,000: We wholesale newspapers to newsstand at 8 cents per copy with retail at 10 cents per copy. We allow full returns in all areas. Returns are collected at the end of each month, the newsstand then being charged only for papers sold. Returns are picked up, and collections made, by the driver delivering to the newsstands.

Seven-day morning newspaper, circulation 32,000: We have long been on a NO return basis. It is our theory that this procedure holds both the distributor and the dealer to a necessary minimum. We hold that home delivery is more valuable than single copy sales. We feel we should be represented by news racks. However, because most of our accounts are small, we think dealers are much happier not to have to worry about keeping track of returns. This also saves the distributor many hours of checking.

Also, the saving of newsprint has some merit. We believe most circulators will agree that if racks or single copy sales are too easily available, their home delivery suffers.

The word salary comes from "salarium" meaning salt money, since Roman soldiers received part of their pay in salt.

the ad before publication. If an error occurs then which was evident in the proof the advertiser would be contributorily negligent, which precludes recovery.—Richard Cardwell, Counsel, Hoosier Press Association.

Audit Is Not An Inspection

Newspaper publishers who are concerned about visits from a post office representative to verify the data furnished by the publisher to his local postmaster on Form 3542 are urged to realize that this visit is not in the nature of a postal inspection, states The National Publisher.

Postal inspectors, who are the policing agents of the Post Office Department, customarily investigate the mail user when there is some indication of falsification of information, when fraud is suspected, or when there is a complaint with documented information of sufficient gravity to warrant consideration.

Users of second class mail for many years have not been required to weigh their mail at the post office but may compute their costs without this tedious and delaying procedure. Also the post office advises that the new statement of ownership and circulation, Form 3526, which publishers file annually provides a ready means of checking a single issue of the publication entered in second class. This new procedure for filing annual statements became law in 1964.

In the Postal Manual there is a section which spells out the procedure for the local postmaster to follow in verifying the information contained on Form 3542. This requires (under Sec. 126.66) that verification audits "be made annually at offices where there are no more than 100 publications entered as second class." In

the interest of conserving post office manpower the post offices with more entries cycle the audits from once a year to once every five years.

The review shall be made jointly, by the post office representative in company of the publisher or his staff representative. The review of the records shall determine that:

Copies reported as subscribers' copies, which most not include complimentary or other nonsubscribers' copies, are in substantial agreement with the publisher's mail circulation records.

Nonsubscribers' copies, other than those mailed at the transient second-class rate, are declared as samples but do not exceed the amount allowable. Sec. 132.461b provides that "samples may be mailed at any time during the calendar year to the extent of 10 percent of the total estimated weight of copies to be mailed to subscribers during the calendar year."

Nonsubscribers' copies which exceed the amount allowable as samples are mailed at the transient second-class rate.

During the previous 12-month period the total copies to paid subscribers and to purchasers of single copies constitute at least 65 percent of the total circulated.

Where the postmaster feels there are substantial discrepancies he is instructed to report to the Classification and Special Services Division, Bureau of Operations, Washington, D. C.

Sigma Delta Chi Establishes New Journalism Center

Creation of a Washington, D. C., journalism center for graduate students and working newsmen was announced December 14 at a meeting of the Washington chapter of Sigma Delta Chi. John Ryerson, senior editor of the Kiplinger Washington Letters, who made the announcement, said the center was organized by journalists and educators to meet a growing need for more education, research and public understanding in the field of journalism, particularly in the areas of government and public affairs. The center's program will include seminars, internships, research projects, and special conferences. Those attending will

be able to take advantage of graduate school facilities of five Washington area universities. Journalists working in Washington will be asked to serve as part-time professors, lecturers and advisers to participants at the center. A number of fellowships will be offered to students, working newsmen and journalism teachers, with awards ranging from \$2,000 to \$12,500 annually. Ray Eldon Hiebert, chairman of the journalism department of American University, Washington, was named acting director of the center.

When a husband opens the door and helps his wife into the car, it's a pretty good sign that he has only recently acquired one or the other.

SREB Seminars

The first of a series of seminars will be conducted this spring by universities cooperating in the Southern Regional Education Board Journalism Project.

Legislative Reapportionment will be the subject of a seminar to be held April 8-22 at Charlottesville, Va., under the sponsorship of the University of Virginia. Among the questions to be explored are: the development of legislative malapportionment; the Supreme Court reapportionment decisions and their judicial implementation; legislative and political reactions; and the effects of reapportionment on national, state, and local government.

The Impact of Computers on Society will be the subject of a seminar to be held May 4-7 at Quail Roost Conference Center, Rougemont, N. C. (near Durham), under the sponsorship of Duke University in cooperation with the University of North Carolina. The agenda will include physical examination of "hardware" and discussion of computer concepts and programing.

Emphasis will be placed on discussion and exchange among the faculties and the journalists. The discussion will be built around materials to be supplied for advance reading.

The full cost of the seminars, including living expenses of those attending, will be paid from a grant by the Ford Foundation to the Southern Regional Education Board. A participant's employer will be expected to pay his transportation expenses. The seminars are open to news and editorial personnel of newspapers, wire services, news magazines and radio and television stations in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Attendance at a seminar will be limited to 25. Applications to attend the seminars to be held this spring should be mailed no later than March 15. Priority of receipt will be considered in approving applications. Application forms may be obtained from Reed Sarratt, director, SREB Journalism Project, at the Southern Regional Education Board, 130 Sixth St. NW, Atlanta, Ga. 30313.

The medieval astrologers also forecasted the weather.

Making Use Of Copyrights

In a recent request for information on copyright laws, an ANPA member stated he suspected that some offset publications were reproducing ads which appeared in his newspapers. He asked several questions on procedures to be followed in copyrighting his newspaper. The following are his questions, with answers supplied by ANPA General Counsel:

1. We normally publish two editions each day. Must each edition have a separate copyright?

Each edition must be separately copyrighted in order to protect any new material which appears only in the second edition. In other words, the copyright notice used in the first edition will protect the copyrighted material which is repeated from the first edition in exactly the same form as in the first edition. The copyright notice inserted in the first edition will not cover or protect any new or revised material which appears only in the second edition.

At this time the Copyright Office will accept multiple editions for deposit but they require the deposit of only one edition. You can simplify your deposit procedures by depositing only one edition and by depositing your papers only on a weekly or monthly interval rather than on a daily basis.

2. Would we handle the copyright for our Sunday edition differently than the daily paper, in that the Sunday paper, of course, contains preprinted supplements and color comics?

The single copyright notice used for your Sunday edition will protect only the supplement and comic material included therein which are owned by the newspaper. That notice will not protect material owned by others.

3. I noticed in the copyright application Form BB, item No. 7 refers to a "deposit account." I assume that this is some method of issuing a deposit check against which we would draw as opposed to daily checks in the amount of \$4.00, which normally accompany the application. Can you advise us how the deposit account is established, and what are the procedures in utilizing it?

A deposit account may be maintained in the office of the Register of Copy-

rights as a convenience in following registration procedures and for making payment of the necessary fee. It can be established by simply addressing a letter to the Register of Copyrights in which you advise that you wish to establish a deposit account. The exact name for the deposit account must be indicated and the letter must be accompanied by a minimum deposit of \$150.00. The Copyright Office does not undertake any responsibility for advising as to the balance remaining in the account. The depositor is required to maintain his own records and assumes the responsibility for maintaining a balance in the account. In order to maintain a deposit account it is necessary that the depositor make at least one deposit each month. Please note that the fee has been increased from \$4.00 to \$6.00 for each application.

4. I presume that some notification must appear in the paper concerning the copyright. Can you advise us how this should be phrased and where in the paper it should appear?

A copyright notice may be inserted in a newspaper on its title page, or upon the first page of text of each separate number, or under the title heading. We are advised by the Copyright Office that while practice varies among newspapers using the copyright notice, most of them use the copyright notice on the front page at the present time. The important point to remember is that the copyright notice must appear on a page where the full title, heading, volume and number are set forth. Assuming that "XYZ Newspaper Co." is the exact name of the company which will claim and own the copyright, we would suggest the following notice be used: All Rights Reserved. © 1966 XYZ Newspaper Co.

Marion Krehbiel, newspaper broker, advises raising ad rates 5 per cent annually. Inflation, he says, forces costs up 3 per cent a year. He recommends the additional 2 per cent annual hike to catch up with the 25 per cent increase in costs newspapers failed to match the first five years after World War II.

Advises Use Of Hangers

If you have never tried Door Hangers to gain new customers, start now, advises Donald D. Davidson. They work first of all, he says, because they look pretty unattractive hanging on the doorknob, so they get attention. Also, it's inconvenient for your home-owner to get the key into the doorlock with the card hanging over the keyhole.

But Mr. and Mrs. Resident, rather than throw anything on the porch or lawn, takes it into the house. And once the door hanger is inside, there's an excellent chance your sales message will be read.

That's providing, of course, it swings a punch! Make it convenient for your homemaker to subscribe—with your phone number and tear-off postcard, self-addressed and postage free, made an integral part of the door hanger.

And make it unique. One Long Island, N. Y., paper attaches to its message a genuine fortune cookie in a neat little stay-fresh bag. The sales pitch is built around the idea of "fortune," and it really works!

There is one disadvantage of having your phone number on the door hanger if you're trying to measure results. It's hard to get a true picture because you can't tell how many start orders that come in over the phone were initiated by the cards. We get about a 2 percent return from our mail-back postals. What percent come back over the phone we just don't know.

Getting the hanger on the doorknob is not as easy as one might think. . . . Yes, we could pass out a flock of them to the carriers and request them to place them on the knobs. But what makes you think the job will ever be done? After all, what does the newspaperboy get out of it, besides the additional weekly profit?

To cover this angle and avoid waste of important promotional material, we developed another style door hanger which we use in connection with carrier contests where the boy gets prize credit for every card mailed back by a new subscriber. It works wonders. And since the new subscriber has to fill the form out and mail it back, verifications have proved new orders received from this method are approximately 95 percent good.—Publication Management.

Check All Mailing Privileges

"Since 1957 we have circulated copies of our newspaper free on rural routes under a third-class bulk mailing permit. The number of copies issued free was not enough to affect the 65 percent paid circulation rule for our second-class permit. Of approximately 4,400 papers mailed paid each month, once a month we have mailed 800 free under that third-class bulk permit.

"A postal inspector recently reviewed this and has sent me a letter stating that a 'recent determination' by the Post Office Department indicates that the transient second-class rates of postage should have been paid for copies so mailed (which is 4 cents per piece) instead of the third-class rate, which is 2 7/8 cents per piece). He has gone back three years and figures we owe the Post Office more than \$350.00. He asks that we mail the remittance immediately. What about it?"

Although we don't recommend that you scurry to the checkbook, our initial opinion is that the inspector is probably right. However, there are some other

considerations. First, the local post office accepted your application for and issued the third-class bulk permit. That at least represents some evidence on the point. Second, that bulk permit costs \$30 per year, so if you were not entitled to use it, you should at least get a rebate for the permit cost. Third, you should see a copy of the "recent determination."

As a matter of fact, if our figuring is correct, it has been kind of silly to mail at third-class bulk anyway. Mailing 800 pieces once a month cost you about \$275.000 per year. You have not been taking advantage of your second-class sampling privileges, which amounts to 10 percent of the total estimated weight of copies to be mailed to subscribers during the calendar year (Postal Manual 132.461). About 440 copies could be mailed monthly at second-class rate and even mailing the remaining 360 at second-class transient rate of 4 cents per piece would result in a total bill of less than \$250.00 per year.

You have been doing the Post Office a financial favor.—Hoosier Bulletin.

Your Membership's Worth

From the Ohio Circulation Managers Association *Newsletter* comes a reminder we can all benefit from—there are four things any association member can do to insure a maximum return on his dues investment.

1. Put a proper value on it. Never underestimate the value of your association. The dues you pay are small compared with the time and effort members contribute to keep it a going concern.

2. Weigh what you are receiving. Take a new look at the association's activities every now and then, to see what can be done to make its services more helpful to you and to the other members. Your officers and directors are eager for suggestions.

3. Accept a share of responsibility for association programs, by serving willingly and effectively on committees.

4. Help strengthen your association. Do your part to increase the membership. Numbers are important, and so are the ideas and fresh viewpoints that "new blood" brings in. Don't condemn

non-members as hold-outs or free riders; they'd belong now if they really understood how much membership would help them.

Praises Crime Reporting

J. Edgar Hoover, director of the Federal Bureau of Investigation, was asked recently if he believes newspapers print too much crime news. His answer:

"To the contrary, I feel the American people owe a debt of gratitude to the responsible members of the press for their factual and forthright coverage of crime conditions which constitute a danger to the welfare and safety of all. Crime and corruption flourish in an atmosphere of public ignorance and misinformation."

Hoover said crime news is "one of the most effective deterrents to crime" and that suppression of such news results in apathy of the community toward law enforcement problems. He added that over the years newspapers and newspapermen have "overwhelmingly helped in law enforcement's fight against crime."

Overseas Mail May Be Given Highest Priority

A House Post Office subcommittee headed by Rep. Thaddeus J. Dulski (D., N.Y.) held two hearings on bills to fly mail to servicemen overseas, including daily and weekly newspapers. No opposition was expressed to the legislation but the Budget Bureau has not yet submitted its views, states NNA.

Paul Conrad, NNA's new Director of Legislative Relations, assumed his post recently and attended the hearings. He submitted a statement on behalf of NNA in support of the legislation. He wrote Chairman Dulski:

"It is with some pride that we note this recognition of the part our newspapers can and do play in supporting the morale of the nation's fighting men. It goes without saying that the earlier these newspapers reach their destination the greater contribution they will make."

Postmaster General Larry O'Brien submitted a letter suggesting minor amendments but saying that "merits of the legislation are properly for determination" by the Department of Defense, which has responsibility for delivering APO mail overseas.

An Army spokesman supported the bills but urged a number of changes, including making the aerial service from the embarkation point on a "space available" basis. He also proposed extending the scope of the bill to include first and third class parcels as well as Parcel Post. He estimated the annual cost of enactment of the legislation as introduced at \$11 million, and slightly less if amended as the Pentagon requests.

Hearings on the Administration bill to raise \$107 million from higher Parcel Post rates, and from less stringent size-and-weight limitations on packages, will begin March 1 before a House P.O. subcommittee headed by Rep. James H. Morrison (D., La.).

A downward trend in the number of weekly newspapers in the United States which began in 1915 has been reversed, according to Kenneth P. Myerly, University of North Carolina journalism professor. His studies show 66 more weeklies in the last four years for a total of 9,392. In 1915 there were 17,005 weeklies, but in 1961 the number had dropped to 9,326.

Just Speaking Of Advertising

Advertising expenditures are expected to hit an all-time high of \$15,000,000,000 in 1966, according to a survey by the Wall Street Journal. Chief reasons for the increase are higher earnings and a steady growth in sales.

More than four out of five companies questioned said they plan to spend more money than ever on advertising. Some companies, such as Xerox Corp. and Polaroid Corp., expect to raise advertising budgets by 30 per cent or more. Almost all firms contacted indicate they will raise ad expenditures approximately five to ten per cent. Total spent on advertising in 1965 was about \$14,700,000,000, up four per cent over 1964.

Advertisements requiring local dealer listings usually insist that you check with the local outlet before running the ad. This is a sound business practice. You, of course, want the advertising to be productive, and if for some reason or other the product is not stocked, you may want to advise the advertiser. However, in the matter of drug advertisements, you will want to be certain to check with the retail outlet. The one, two or three-inch ad may be a "come-on" for the sale of drugs to the retail outlet. The idea is that by producing calls for a product, the druggist will stock it. This may be a legitimate practice in some fields, but we have been advised that some local druggists want no part of it, without advance notice. Often such ads come in to the newspaper office "cash in advance" listing the dealer's name.

"How much discount will you allow us on our current advertising rate if we furnish our ads as camera-ready copy?" a local advertiser in Oregon asked his newspaper recently. Because the newspaper is printed by offset, the advertiser argued, such camera-ready copy would save it production costs. Any publisher faced with such request will want to analyze these factors:

If a discount for camera-ready copy is allowed one advertiser, the same discount must be available to all other advertisers, including national advertisers which furnish copy in reproduction-proof form.

Some ads are much more difficult to set than others so it would be a problem to arrive at a single discount which would be fair to all concerned. Advertising rates traditionally have been based on "white space" in the newspaper and include all costs, such as operating the composing room (which is a necessary part of the newspaper).

KPA would welcome comments from members on this "camera-ready copy" question. National printing magazines have reported a substantial increase in cold-type composition plants during the past two years and these shops are looking for customers wherever they can get them—newspapers, magazines, advertising agencies and advertisers—so we predict this "camera-ready copy" rate question will become more frequent. What possible effect could this trend have on newspaper composing rooms?

National Better Business Bureau has added its condemnation of advertisements identifying competing products by name or inference. Blasting what it called a growing trend of name calling in ad copy, NBBB charged that advertisers are making it increasingly clear—either slyly or openly—what rival products they are running down, "often with unkind jabs that name competitors."

Kenneth B. Wilson, NBBB president, says name calling is becoming a problem on both national and local levels on products ranging from automobiles to razor blades. He pointed to the possibility of government action if such advertising irritates enough people. Wilson said the National Bureau concurs with a recent characterization by a Chicago adman that the practice of "knocking" competitors is a "step backward into the dark reaches of advertising."

Preprinted advertising supplements may be inserted in newspapers' non-mail copies and omitted in the mailed copies, according to a letter from Edwin A. Riley, director of classification and special services division of the Post Office Department. Answering an inquiry from the Iowa Press Association, Riley wrote: "When a particular supplement is used

only in non-mail copies, these copies may be classified as a separate edition of the paper, and the omission of this supplement from the mailed editions would not affect the acceptance of copies for mailing at the second-class rate of postage. When printed advertisements are presented with representations from the advertiser that they are preprinted for use as newspaper supplements, and are paid for at advertising rates, they will be acceptable in copies mailed at the second-class rates of postage."

The results of a recently completed survey by Professor Walter Dill Scott of Northwestern University on the retention by readers of information placed in one-time ads have demonstrated the necessity from an advertiser's standpoint of ordering multiple insertions of ads.

Professor Scott's survey showed that after 24 hours, 25 per cent of the readers will have forgotten an ad. The percentage of those forgetting the ad jumps to 50 per cent after two days, 84 per cent after four days, and at the end of a week, 97 per cent have forgotten it.

The results of the survey amply show the desirability of giving a reader the opportunity for re-exposure, as well as having the offer available when the right person does come along.

The Federal Trade Commission regards "double billing" of advertisers as "comparatively of recent origin," an issue that "has never been judicially resolved," and as a practice to which FTC has "found no immediate overall solution." These quotes are from a letter from J. Leon Williams, an FTC attorney. It resulted from a complaint to FTC by Owen A. Frank, Advertising Manager of the Cody (Wyo.) Enterprise. Mr. Frank protested a flagrant "double billing" practice by a shopping publication in his area.

FTC has jurisdiction over deceptive practices in interstate commerce which "substantially affect the public interest." Therefore, Mr. Williams wrote, "there is some question that the practice of 'double billing' even if unfair or deceptive, could be reached under the FTC Act, where such practices are employed by merchants and commercial firms which do only a local business and are

(Continued On Page 7)

LET'S BUILD A BETTER LIFE FOR ALL KENTUCKIANS

KENTUCKY'S RURAL ELECTRICS WILL HELP



In our schools and on our farms the Rural Electrics encourage the development of skills which will help Kentuckians live better and build a more prosperous economy.

◀ The school appliance program is one way the Rural Electrics help. Every year the Rural Electrics provide approximately 1200 new appliances to 182 Kentucky high schools and five Kentucky colleges for use in home economics and modern living classes. This program makes it possible for these schools to teach with the latest equipment at no cost to themselves.

Kentucky's Rural Electrics invite all Kentuckians to join in support of all programs which will help our citizens enjoy the benefits of modern science and technology.



LET'S SPEAK UP FOR KENTUCKY!

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not engaged in interstate commerce.

The FTC spokesman was told in a letter that NNA hopes to "develop enough interest in this nefarious and fraudulent practice to demonstrate the need for Federal intervention." NNA also pointed out that "double billing" is not a comparatively recent development but is 20 or possibly 30 years old.

NNA members forced to contend with such unfair tactics are urged to cite all the facts in a letter to Mr. Charles A. Sweeney, Director, Bureau of Deceptive Practices, Federal Trade Commission, Washington, D. C. 20580. Please be sure to send a copy to NNA.

The Federal Communications Commission recently adopted a rule banning "double billing" in the broadcasting field. A number of stations have been penalized for violations of this sort, even before adoption of a formal rule.

Chief Postal Inspector Henry B. Montague has this advice for newspaper publishers and advertising managers on how they should police the ads in their newspapers:

"Be suspicious of all get-rich quick schemes and all promotions offering unduly large rewards for a small investment of time or money. A postal inspector is no farther away than your telephone and your local postmaster can put you in touch with him promptly. Call the inspector before you publish the suspicious ad, not after your readers start complaining that they have been defrauded.

"Make sure you know the identity of any advertiser whose promotion looks suspicious to you. Many legitimate business concerns use post office box numbers but so do many crooks. One way to be sure that an apparently innocent ad is fraudulent is to answer it yourself before publication. Usually the reply will make clear the fraud."

* * * * *

Writes a New Jersey editor: "We use an electronic engraver for pictures in our flat-bed letterpress newspaper. The engravings are made in the front office and sent to the shop to be mounted. Until recently we have had considerable difficulty in identifying the pictures at the time the pages are made up. This resulted in loss of time while the engraving

was carried back to the office for comparison with the original photographs. Felt-tip marking pens have been the answer. We write the person's name on the engraving (on the printing side), or in the case of a news picture, we mark it with an identifying title or the headline. Since several newspapers are printed in our shop, we also mark the

engravings with the initials of the appropriate paper. A third line on the engraving gives the compositor a clue to how much space to lay out. "CAP" means save space for a caption only. "S and C" means save space for both a story and a caption. The fluid from these pens doesn't affect the inking of the engraving."

KNOW 2 BIG REASONS WHY TRADING STAMPS WORK?

Trading stamps are more effective than any other promotion because they have two rare distinctions:

- 1 They put right back in the customer's pocket the money the retailer paid for the stamp promotion in the first place.
- 2 They reward the customers fairly—in proportion to how much each one spends.

S&H is able to pass on more total value than the cost of the promotion—more than the retailer paid for the stamp service—because it buys merchandise in great quantities for more than 70 million S&H Green Stamp savers.

Buying wholesale, and using modern methods to keep distribution costs low, S&H is able to provide brand-name merchandise that represents a 2½ per cent discount on every purchase!

The S&H retailer gives each customer one stamp on every 10 cent purchase. The more the customer buys, the more stamps he or she gets. This is quite unlike other forms of promotion where only one person—the lucky winner—takes something home. For instance, an average food retailer doing a \$1.2 million business per year, could give away six autos a year for the same cost as stamps. That way six, out of thousands of customers, are rewarded.

But *everyone* takes home extra value every single time they shop where S&H Green Stamps are given.

An American way of thrift since 1896
Celebrating our 70th Year



World's Fastest Printing Claimed For New Process

The Sun Chemical Corp. of New York has developed what it regards as the world's fastest method of printing. The mechanism is believed to be the first able to keep abreast of computer output.

An electrostatic image of whatever is to be copied is created on an endless belt and is dusted with powered ink. The ink particles are then shot through the air and deposited on the paper or other material.

The picture is transferred without physical contact with the paper, and no stencil is required. The material to be printed may be corrugated. According to Samuel B. McFarlane, the inventor, it may be cloth or even the skin of an orange.

In one version of the equipment the belt is made of fine metallic mesh. In the other belt is coated with needles set point outward, about 250 to the square inch.

An electric charge is applied to a coating of light-sensitive material on the mesh screen or on the needle tips. Exposure to light creates the latent image, and the dusting with powered ink follows.

As the belt moves, it passes through an electric field. The ink particles are attracted toward a plate, or electrode, but on the way are stopped by the material to be printed. If necessary, the image can be fixed with a heat lamp.

The printing can be continuous, and the source of the images may be a film. For office copying, the operation can be intermittent. —New York Times.

New Bibliography Out

Compiled and edited by Prof. William H. Taft of the University of Missouri School of Journalism, a new bibliography lists books on advertising, circulation, management, appraisals and analyses of the press, biography, community journalism, editing and copyreading, editorial writing, feature writing, high school journalism, press history, international press, law and liberty, magazine and business press, pictorial journalism, public opinion and propaganda, public relations, radio and television, reporting and news-writing, typography and books of special research interest.

Persons interested in obtaining copies

of the bibliography should write to Professor William H. Taft, School of Journalism, University of Missouri, Columbia, Missouri.

ABC Proposes Changes

The Newspaper Committee of the Audit Bureau of Circulations has proposed certain changes to make Bureau reports more useful media buying tools for advertisers and advertising agencies.

Brought up by the Committee was a proposal that there be optional reporting by newspapers of paid circulation on a "primary market" concept, by counties or townships. This would be a supplement to reporting by city and retail trading zones, and "all other."

Another option would allow publishers to report circulation as a percent of occupied housing units within geographic units of the primary market. This, according to ABC, would indicate "coverage" or "penetration."

Europe makes about 80 per cent of the world's wine.

Minimum Wages Unsolved

White House objections to a \$1.60-an-hour minimum wage next year appear to be what is delaying action on the bill pending in the House Labor Committee. The promised early start on this left-over matter has not materialized. Stumbling block seems to be the opinion of the President's Council of Economic Advisers that a 35-cent jump next year would far exceed the 3.2 percent limit CEA has attempted to impose on wage and price increases. House Labor Committee members backed a \$1.75 bill last year, only to have it stopped by Administration objections.

It is commonly thought that the English people were the originators of the essay as a literary form. However, the first two books of "essais" were published in France by Montaigne. In 1580 he introduced the style of brevity in writing about the world as it impressed him personally. Montaigne became famous throughout England.

Public relations is everything you do.

Buy in six-packs and save up to 16%



(We now package many other parts this way with comparable savings to you.)

Unsolved

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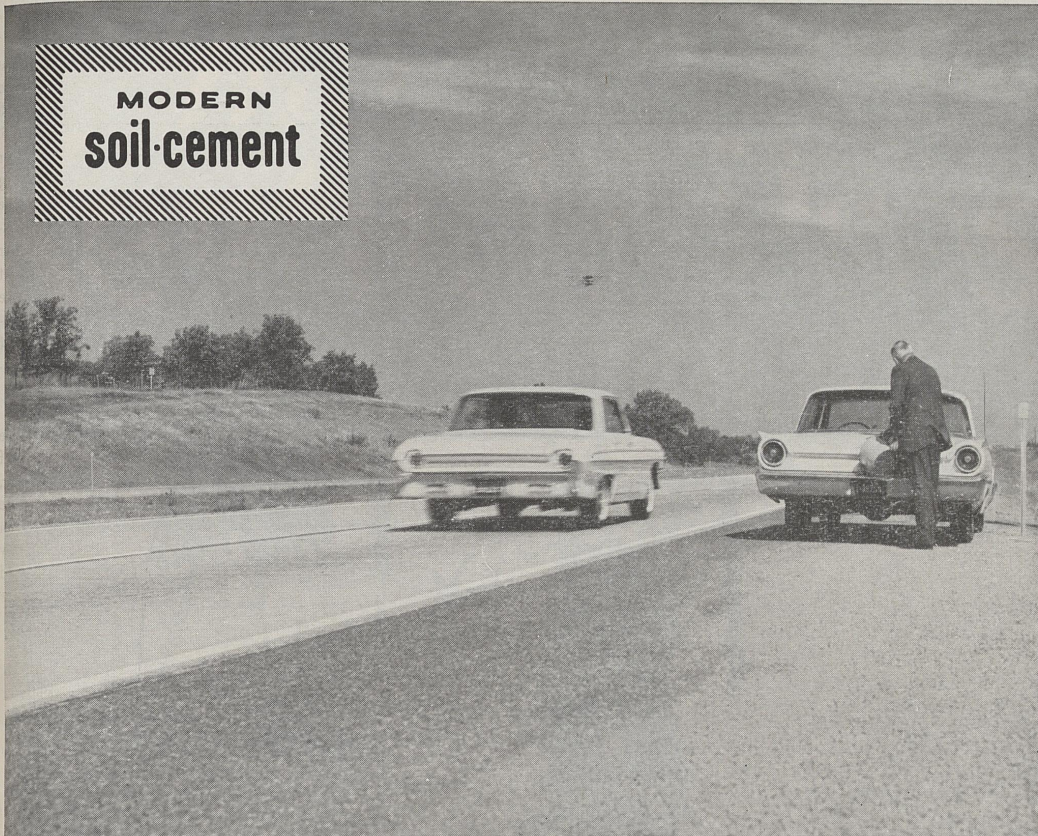
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**MODERN
soil-cement**



Paved shoulders are indispensable to highway safety. Soil-cement shoulders handle emergency stops in any weather.

Shoulders never consolidate when they're paved with soil-cement

Soil-cement grows stronger year by year. Inch for inch, it's the strongest pavement short of concrete. Highway engineers in many states are specifying soil-cement for shoulders on old and new highways. There's no dangerous shoulder drop-off with soil-cement because it can't consolidate. Soil-cement is rigid and solid, with beam strength to spread the load. It's the one low-cost pavement that remains stable—wet or dry.

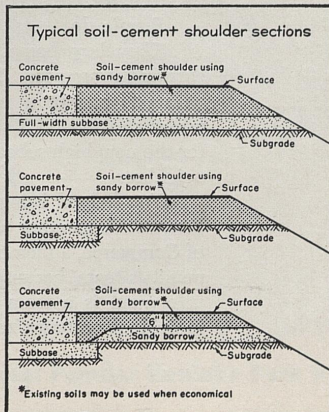
Soil-cement saves money and manpower. Soil at the site or gravel from the old shoulder is mixed with portland cement and water, rolled solid. Paving goes fast. Up to 75% of the materials used are free. A bituminous surface treatment finishes the job. Upkeep stays low—no need for continued blading and aggregate replacement.

It's no wonder soil-cement is being chosen more and more wherever low-cost, long-lasting paved shoulders are needed. Write for free booklet, "Soil-Cement Shoulders for Modern Highways." (U.S. and Canada only.)

PORTLAND CEMENT ASSOCIATION

1105 Commonwealth Bldg., Louisville, Ky. 40202

A national organization to improve and extend the uses of portland cement and concrete





ONE JOB

You read about it in the newspaper story that announced the new industry in your town. The story said "75 new jobs will be created . . ."

But statistics don't play table tennis, or move next door to you.

People do.

They buy homes and food and cars and insurance. They play bridge with you and mow your lawn when you're on vacation. They help you pay for the new high school. They're your neighbors.

You helped bring them to town. You were a member of your Chamber of Commerce, a member of your community's team, because Industrial Development is a team effort. No one individual or organization is capable

of handling all the details of a successful industrial development program. Chambers of Commerce, state agencies, industrial foundations, civic organizations, and public utilities all contribute to your community's efforts to attract new industry.

You helped. So did we.

Like your new neighbors?

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UTILITIES
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