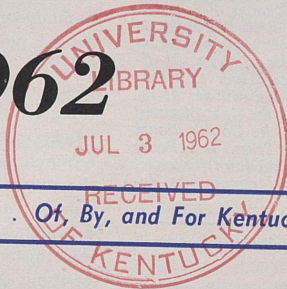


The Kentucky Press

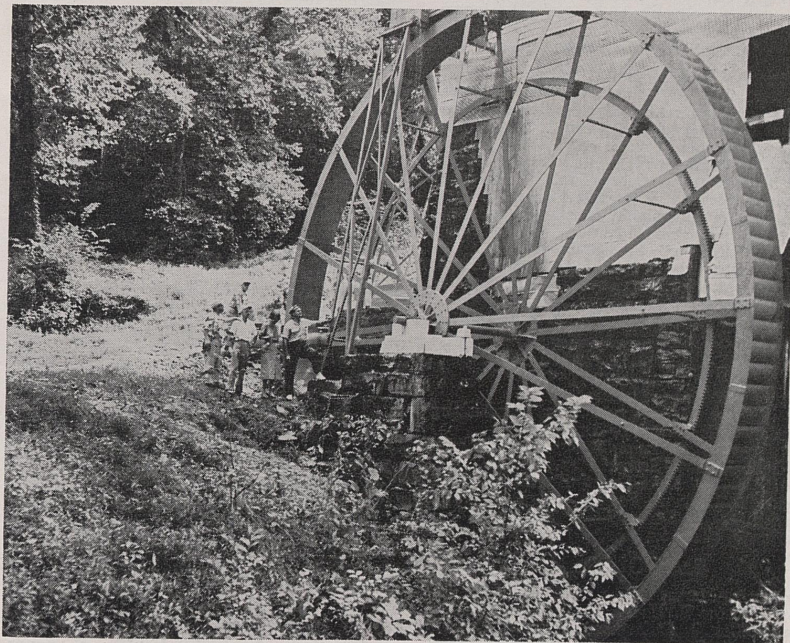
May, 1962

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



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University of Kentucky
Lexington

VOLUME TWENTY-EIGHT
NUMBER EIGHT



Kentucky's Showcase: Much-photographed Millsap Wheel

The Kentucky Press + As We See It +

Volume 28, Number 8

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

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

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

Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association

Printed by The Kernel Press

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

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Active Opposition Develops Against New FTC Proposals

Legislation to permit the Federal Trade Commission to issue temporary cease-and-desist orders, and thus halt any ad campaign considered false or misleading, was strongly attacked by advertising industry representatives at hearings before the House Interstate Commerce Committee this week.

Spokesmen for the Association of National Advertisers, Advertising Federation of America, and American Association of Advertising Agencies, took turns in blasting the bill, while FTC Chairman Paul Rand Dixon insisted the measure is necessary. President Kennedy supports the bill.

Mahlon F. Perkins, Jr., an attorney for 4 A's, said the proposal "would put in the Commission's hand a weapon of unprecedented power without establishing proper control over its use." He argued that the bill would grant "absolute power to take advertising off the air and banish it from print" whenever FTC concluded an injunction was required to prevent "irreparable harm" to the public. The 4 A's spokesman pointed out that an ad ban "is not the less to be dreaded because temporary. It would in most instances destroy the value of the advertising finally and irretrievably, for the essence of advertising, like news, is time-liness."

Perkins also denied that a need had been shown for the drastic powers. He explained that since 1938 the FTC has had the right to apply to a court for a temporary injunction in the food and drug field, and not once has this power been used despite many enforcement activities in those fields.

There has been a further slowdown on the tax reform bill in the Senate. This measure includes a provision strongly opposed by publishers and ad groups to make non tax-deductible certain types of institutional advertising. The Senate Finance Committee held a single executive session on the tax bill, then announced that hearings will be reopened next month to consider changes suggested by the Treasury Department in the foreign corporation section.

Chairman Harry F. Byrd (D., Va.) has not taken a stand on the anti-advertising language in the bill, but has made public his opposition to other key parts of the bill. A private session with President Keenedy did not change his views. He has promised careful consideration of the Boggs-Hartke substitute for the offending provision.

* * * *

Questions about the legality of paper sacks used for mailing single copies of news-

papers have been answered by the Post Office Department at the request of NEA. In response to Ted Serrill's inquiry, the following response was received from Edwin A. Riley, Director of the Classification and Special Services Division of the Post Office.

"Copies of second-class publications prepared for mailing in paper sacks like the exhibits you furnished are regarded as mailed in envelopes. Therefore under Section 126.26, Postal Manual, these covers should have the required indicia printed thereon.

"The use of sacks for this purpose is new and we consider this type of cover to be experimental at this time. We have reported that the copies have a tendency to fall out of the sacks with open ends and that the mail in some instances slips in with the copies. Therefore, it appears that the open end of the sack should be stapled or otherwise closed for proper handling in the mails."

"Printed statements other than the approved inscriptions in Section 132.482, Postal Manual, should not be printed on the sacks."

Section 126.26 deals with wrapping and is worded as follows: "Sealed or unsealed envelopes used as wrappers and sealed wrappers or other sealed covers must show in the upper right hand corner a notice of entry and in the upper left corner the name of the publication and the mailing address to which undeliverable copies or change-of-address notices are to be sent."

Section 132.482 reads: "Additions copies of words that may be added to the cover after they are printed or that may be placed on the envelopes or wrappers in which the copies are mailed. Only the following additions may be made: a. Name and address of the person to whom copies are sent. b. Index figures of subscription book, printed or written. c. Printed title of publication and place of its publication. d. Printed or written name and address without addition of advertisement of the publisher or sender, or both. e. Writings, printed words or figures, or both, indicating the date on which the subscription will be corrected of any typographical error. g. A mark, except by written or printed words, to designate a word or passage which it is desired to call attention to. h. Words "Sample Copy" when the copies are sent as samples. i. The words "Mail Copy" when the copies contain a magazine item or article. j. A pledge to pay for mailing or return postage on copies undeliverable as addressed. k. The number of copies enclosed may be shown on the wrapper face of a package."

* * * *

Ulcers aren't caused by what you eat but by what's eating you.

MAY, 196

93rd

Cumberland already bulging members of the and their families the 93rd anniversary the organization program shows and recreation day session.

Following a with KPA as he will be called Gaines on Friday publisher of the Princeton, will an explanation of the program employing the hands active in the field the past 25 years a member of staff which have been the disabled for was recently hospitalized for his services

Highway Co. will hold down program with a display and future plans in Kentucky. I film on the highway will answer questions state-wide program

What is your Kander, Washington to explain the purpose of newspaper plant and equipment "good will". He experience in the brings to Kentucky of newspapering

The annual in the past, during and awards will and editors who their efforts during Templin, promoting Herald-Leader presentations. I KPA awards, present the best religious material and the work in agricultural ne

Saturday morning in business sessions of strictly Association Gaines and con Joplin have requested committees to be to the Association particular activities

93rd Summer Meet Convenes At Cumberland Falls

A Full Program Of Action - - Recreation

Thursday-Saturday, June 7-9, 1962

Cumberland Falls State Park facilities are already bulging for June 7 through 9, as members of the Kentucky Press Association and their families prepare to assemble for the 93rd annual Mid-Summer meeting of the organization. An advance look at the program shows that Association business and recreation will reign during the two day session.

Following a Thursday night reception with KPA as host, the first business session will be called to order by President John Gaines on Friday morning. Homer Nichols, publisher of the Caldwell County Times, Princeton, will lead off the morning with an explanation of Kentucky's role in employing the handicapped. Nichols has been active in the field of the handicapped for the past 25 years. In that time, he has been a member of state and national committees which have been concerned with preparing the disabled for work in their society. He was recently honored by Governor Combs for his services in this area.

Highway Commissioner Henry Ward, will hold down the second part of the program with a discussion of the past, present and future plans for highway development in Kentucky. His staff will show a new film on the highway program after which he will answer questions and discuss plans for state-wide progress.

What is your newspaper worth? Allen Kander, Washington, D. C., will attempt to explain the present system of evaluation of newspaper property in terms of fiscal plant and equipment, circulation lists and "good will". He has had many years of experience in the field of evaluation and brings to Kentucky a fresh look at the assets of newspapering.

The annual banquet will be held, as in the past, during the Friday evening hours and awards will be presented to publishers and editors who have been judged tops for their efforts during the past year. Edwards Templin, promotion manager of the Lexington Herald-Leader, will preside over the presentations. In addition to the regular KPA awards, presentations will be made for the best religious editorial, highway editorial and the writers doing the best work in agricultural news.

Saturday morning will see the group back in business sessions again—but on a vein of strictly Association affairs. President Gaines and convention chairman George Joplin have requested most of the standing committees to be prepared to make reports to the Association's membership on their particular activities for the year.

Thursday, June 7

(Get-together Day)

- 5:00 p.m.—Registration, Dupont Lodge Lobby, Garrison and Ashley
8:30 p.m.—Reception, Recreation Room, KPA hosts

Friday, June 8

- 8:00 a.m.—Registration desk opens
8:00 a.m.—Executive Committee meeting, breakfast table
9:30 a.m.—Business Session, Lounge, President John B. Gaines, presiding
Address: "Kentucky's Help-the-Handicapped Program," Homer W. Nichols
Address: "Our Expanding Good Roads Program," Commissioner Henry Ward.
Film presentation
Address: "Evaluating Your Newspaper Property," Allan Kander, Washington, D. C.
12:30 p.m.—Luncheon, dutch
2:00 p.m.—Card party, Lounge, Mrs. Murray K. Rogers and committee hosts
2:00 p.m.—Kentucky Associated Press, Recreation Room, Chairman James T. Norris,
4:00 p.m.—Punch and cookies—children especially invited
6:00 p.m.—Reception, Recreation Room, John Marcum, LBI, host
6:30 p.m.—Children's box lunch, playground
7:00 p.m.—Annual banquet, President Gaines, presiding
Presentation of awards, 1962 production contests, Edwards M. Templin
Presentation of Farm Bureau award, Paul Everman
9:00 p.m.—Dance, patio, Richard Allison band

Saturday, June 9

- 8:30 a.m.—Committees to meet in Lounge for discussion and formulation of report to be presented at meeting
9:30 a.m.—Business session, "For the Good of KPA," Vice-President Fred J. Burkhard, presiding
Standing committee reports—general discussion after each report
Sports Fund—Edwards M. Templin
School of Journalism Foundation—George Joplin III
Newspaper In The Classroom—Prof. L. Niel Plummer
Kentuckian Of The Year—Edwards M. Templin
Legislative—S. C. Van Curon
Seminars—W. Foster Adams, Perry Ashley
Contests—Larry Stone, Ray Gaines
Microfilm—Herbert Finch, Don Massey
Written reports from other standing committees
Adjournment

Convention Notes

- Registration fee, \$7.50 per adult person
Banquet tickets, \$2.50, including tax
Children's box lunch, \$1.25 (Children will gather in the lobby at 6:30 p.m.)
Baby sitters for children's afternoon recreation and picnic lunch will be furnished. Sitters will also "sit" for parents during the dance (make your wishes known when you register).
Golf, Friday and Saturday afternoons, Stearns Country Club, courtesy McCreary County Record. Your KPA badge will be your admittance.
Dress informal

On the social side of the calendar, Thursday night will be kicked off with a reception sponsored by KPA, Friday afternoon promised a card party and punch and cookie party, Friday night the annual dance will be held on the patio (if it doesn't rain), and naturally swimming, hiking, horseback riding, and just sitting in the shade will be in style for all.

Oh yes, money! Registration will be \$7.50 for each adult, with banquet tickets going for \$2.50 and children's box lunch on Friday night at \$1.25.

A diplomat can tell you where to go and make you look forward to the trip.

Rep. Tom Steed (D., Okla.), a member of the Post Office Appropriations subcommittee, said in a New York speech this week that there is an urgent need for the adoption of automated techniques in the Post Office to cut costs, before resorting to ever-higher rates. While commending the present Administration for its modernization efforts, he called for "replanning" rather than mere "remodeling." He said the U.S. lags behind most European countries in postal mechanization. "It is remarkable," he said, "that a country that has automated the can-opener still employs men to pigeon-hole its mail."

Kentucky Advisers Receive Grants

The Newspaper Fund today announced that fellowships for summer study in journalism have been awarded to 465 high school and junior college teachers. This is the fourth year of the grants, which are made possible through gifts of The Wall Street Journal. In 1959, 131 teachers studied in the program; in 1960, 316 were recognized with fellowships, and in 1961, there were 428.

Paul Swensson, executive director of The Newspaper Fund, said this increase reflects "growing interest in journalism at the high school and junior college level and the willingness of teachers to broaden their professional training for service in this field."

Forty-nine states are represented among this year's fellowship winners. More than half of the teachers will attend special seminars, planned in their behalf by The Newspaper Fund on 12 campuses. The others will pursue individual study at 50 schools of journalism.

The program is part of a nationwide effort by The Newspaper Fund to stimulate a stronger flow of better talent toward newspaper careers. "Through helping the teachers, we hope to encourage more interest in newspaper work among students," Mr. Swensson said.

Kentucky teachers receiving the grants and selected study schools include:

Mrs. Amanda Campbell, 914 Master St., Corbin, Ky.—Woodbine High School, Woodbine, Ky.—University of Texas Seminar; Sister Mary Colleen Winston, O.S.B., 2500 Amsterdam Rd., Covington, Ky.—Saint Henry High School, Erlanger, Ky.—Marquette University Seminar; Mrs. Sarah

Sales of the printing, building and allied industries in the United States have been moving upward for a number of years, according to the U.S. Department of Commerce.

The period since the end of World War II has been characterized by the rapid introduction of new techniques in every phase of the printing business. Conventional methods of setting and composing type are being replaced by more rapid systems and devices.

Plate making, presses and binding equipment have been greatly improved and speeded up. Many hand operations that were formerly considered an indispensable part of the printing process are rapidly being replaced by mechanical devices on an ever widening scope.

The printing industry is spending more than 300 million dollars annually in plant and equipment improvements and additions.

Swinford Kinney, 217 Highland Ave., Cynthiana, Ky., Harrison County High School, Cynthiana, Ky.—University of Kentucky.

Mrs. Jean M. Williams, Route 3, Freedom, Ky., Lyon County High School, Kuttawa, Ky.—Pennsylvania State University Seminar; Mrs. Jane B. McClurkan, Box 840, Harlan, Ky., Hall High School, Grays Knob, Ky.—University of Kentucky; Mrs. Lucille M. Nash, 276 Lafayette Parkway, Lexington, Ky., Bryan Station Senior High School, Lexington, Ky.—University of Kentucky.

Euclid E. Montgomery, 2417 Manchester Road, Louisville 5, Ky., Southern High School, Louisville, Ky.—University of Minnesota Seminar; Mrs. Annie G. Easterly, P. O. Box 894, Lynch, Ky., East Benham High School, Benham, Ky.—Indiana University Seminar; Herman Brockman, Sand Gap, Ky., McKee High School, McKee, Ky.—University of Georgia Seminar; and Frank T. Welch, Sidney, Ky., Belfry High School, Belfry, Ky.—Syracuse University Seminar.

UK Kentucky Kernel Again Declared Best Newspaper

The Kentucky Kernel, daily student newspaper of the University of Kentucky, has been selected the best college daily in the South for the second consecutive year. The award, given on the basis of editorial writing, makeup, headline writing, newswriting, and overall significance, is given by the American Newspaper Guild.

The winner of the best newspaper award receives a permanent prize, and the name of the winning entry is placed on a rotating plaque with the names of the previous winners. This award was given to the Kentucky Kernel in 1961, the Miami Hurricane of the University of Miami, Fla., in 1958 and 1960, and to the Daily Texan, University of Texas, in 1959.

In addition to being named the best newspaper in the South, the Kernel writers have received five awards in the Hearst Foundation Competition this year. Ed VanHook won a Hearst award in editorial writing; Toni Lennox in feature writing; David Shank in news writing; Ben Fitzpatrick in sports writing, and Wayne Gregory in investigative-interpretive writing.

Judging for the Newspaper Guild contest was done by Lloyd W. Miller, editor of the Knoxville News-Sentinel; Oscar Thompson of the Associated Press, Knoxville; and John Lain, Professor at the University of Tennessee School of Journalism.

FTC Asks Increasing Power Over Advertising

Legislation to give the Federal Trade Commission vast new powers over advertising and other trade practices were the subject of hearings before the House Interstate Commerce Committee starting Tuesday, May 22, with 30 witnesses to be heard.

The bill is H. R. 8830, and it has the backing of the Kennedy Administration. Its principal proponent is Chairman Paul R. Dixon of FTC, who insists that the Commission must have the power to issue temporary cease-and-desist orders. This would allow FTC, if backed by the court, to halt an advertising campaign at its start. Obviously this would raise a hob with media.

Several ad groups will send witnesses to the hearings to oppose the bill but at least one key Congressman predicts passage of the legislation this year. The proposal is new but has never been given serious attention in the past.

The injunctive power is tied in with administrative action taken by FTC last week. New regulations have been adopted whereby business concerns, after June 1, can apply for binding advisory opinions on the legality of any trade practice, including ad campaigns, mergers, etc. At present, such rulings are made by staff members instead of the five Commissioners, and are not binding.

Subscription Hints

Special deal to save on subscription increase is promoted by Advertising. This is the type of letter which Ad subscribers received:

It will take you about two minutes to read this letter and return the enclosed certificate. But in the two minutes you SAVE FIVE DOLLARS—two and a half dollars per minute.

High costs have finally forced us to increase our subscription rate—the first in years. The new rate will go into effect May 15, 1962.

You are invited now—before the price goes up—to extend your subscription at present low rates still in effect.

For example, by extending your present subscription for another two years, you save \$5 off the new 1 year rate! Or, you prefer to extend for only one year (12 issues) at the present \$3 price, you'll be saving \$2.

To extend your subscription now, check the proper box, return it with your check.

Packaging Increases

You can tell a product by its packaging. Have you ever seen the same idea come in a different product? You

Competition is tough today. The publisher of the largest smallest count

A woman dressed or wrapped up in crowd-stopper big attention brilliantly packaged power—to attract thousands of has zoomed in it make an ex of merchand heavier plastic as a packaging

Ever stop to increase the power of your Ever give a th paper in a pro delivering it i attractively prin Or some other

One complaint the heavy ink Offset printing this criticism.

or a bag would cover for all pr

Your Associ to you in a ma son. We want Sure we coul cover, or the b mail easier. C of our product the best possib

Quite a nu brown wax pap publication dur Why doesn't ev not every day? are carrier deli

er there is dus newspaper lan Sometimes eve

All these fact mutilate, soil worked so har Some alert the wrappers— good. At leas papers—and in ing to do so.

Wax paper

Packaging Your Products Increases Readers Interest

You can tell how proud any firm is of its product by how it's wrapped or packaged. Have you ever stopped to consider how this same idea could be applied to your own product? Your own newspaper?

Competition is stiff in every line of business today. This is true whether you're publisher of the largest metropolitan daily or the smallest country weekly in Kentucky.

A woman decked out in a beautiful dress—or wrapped up in a gorgeous fur coat—is a crowd-stopper anywhere. The "wrap" is the big attention getter. Breakfast cereals are brilliantly packaged to enhance their selling power—to attract shoppers. The same is true of thousands of other products. Cellophane has zoomed in popularity and sales because it makes an excellent container for all kinds of merchandise. Ditto for the use of the heavier plastics. And now comes styrofoam as a packaging aid.

Ever stop to think what YOU could do to increase the sales and attention-getting power of your product—through packaging? Ever give a thought to wrapping your newspaper in a protective cellophane cover? Or delivering it in plastic tubes? Or in an attractively printed paper bag or paper sack? Or some other protective cover?

One complaint about newspapers is that the heavy ink smears the readers' hands. Offset printing has done much to "offset" this criticism. A neat transparent "envelope" or a bag would serve well as a protective cover for all publications.

Your Association's Kentucky Press comes to you in a manila envelope. There's a reason. We want it delivered neat and clean. Sure we could slap a sticker on the front cover, or the back page, and drop it into the mail easier. Cheaper too! But we're proud of our product. We want you to get it in the best possible condition.

Quite a number of newspapers use a brown wax paper to cover and protect their publication during wet weather. That's fine! Why doesn't every newspaper do that? Why not every day? Irregardless of weather there are carrier delivery problems. In dry weather there is dust and grime. Quite often the newspaper lands on a freshly watered lawn. Sometimes even among the prickly shrubs. All these factors contribute to dampen, mutilate, soil or tear the front page you worked so hard to make look so good.

Some alert publishers even sell ads on the wrappers—to cover the cost. Well and good. At least they package their newspapers—and in this case it costs them nothing to do so.

Wax paper does a splendid job of pro-

Tape-Operated Machine Devised

Elektron, a completely new tape-operated hot metal linecasting machine designed especially for speeds of 15 lines per minute—has been developed by Mergenthaler Linotype Company, for 75 years manufacturers of Linotype machines used throughout the world by the publishing, printing and graphic arts industries, the result of more than five years of intensive research and development.

From its sturdy H-shaped base up, Elektron incorporates many pace-setting innovations: continuous, uninterrupted assembly of matrices; straight-line matrix travel that eliminates the assembling elevator; push-button control of basic functions, such as shifting and fanning of up to four magazines; hydraulic justification of spacebands;

An electrostatic printing machine is being developed which planners say will be capable of printing a novel in one minute. Also in the planning stage is a computer which will be capable of "reading" ordinary handwriting and remembering what it says.

These are two of the innovations being planned which threaten to make today's printing industry archaic, according to Daniel X. Kelley, featured speaker at a recent Printing Industry of America, Inc. conference at New Orleans.

The electrostatic printing machine being developed is capable of printing 130 pages per second. The visual "reading" machine will have enough discernment to distinguish between square and round letter "o's" in handwriting.

Be brief; for it is with words as with sunbeams—the more they are condensed the deeper they burn.

protecting your product from the elements, especially when the wax paper is twisted tight at both ends. But it does more than that. It keeps out insects that crawl inside when the unprotected newspaper lands in the grass. It prevents scuffing and tearing and shredding, when the newspaper, tossed into the subscriber's yard, slides along rough concrete, blacktop or graveled driveways.

The quality of the cover you decide upon depends entirely on how proud you are of your product. Why not try the idea and see how your readers react? It's certainly worth a trial! We're convinced it will protect your product, gain goodwill, increase prestige, and add circulation. — Adapted from the Texas Messenger.

and full complement of machine safeties.

By eliminating the assembling elevator and the time required for its up and down travel, Elektron can assemble matrices continuously, without interruption. These features make possible not only a new high standard of speed, but they also reduce matrix wear and tear on the machine. Also contributing to faster, smoother operation of Elektron are shortened linkage of the first elevator, and an electric clutch mechanism that replaces the conventional distributor shifter and provides greater responsiveness and gentler handling of matrices.

In the course of analyzing the requirements for attaining dependable high volume production, Mergenthaler engineers examined every machine function. Justification at high speeds proved to require a totally new engineering concept. To insure positive, quiet and smooth operation at all speeds, a hydraulic justification system was developed. Forces are constant regardless of speed. Hydraulic justification also reduces wear of spacebands and matrices.

Hydraulic power is actuated by push button on Elektron's front control panel. This automatically elevates magazines when necessary to shift from one magazine to another and fans the magazines for removal. Here, again, introduction of hydraulics results in more efficient composing room operation.

For increased stability and vibration-free operation, Elektron has a new base. Built into the new machine is a complete range of safety devices to prevent damage from any unexpected malfunction. And complete new styling of Elektron has been accomplished with maximum safety in mind.

Separate and independent drives are provided for matrix assembly at an optimum and constant rate, and for casting. A variable speed drive balances the typesetting rate to the matrix assembly rate.

While Elektron is designed for operation as a high-speed tape-operated typesetting machine, it does have a keyboard, so that it can be manually operated when desirable. For convenience in routine servicing, the keyboard swings out for easy accessibility. As on Linotype Comet models, Elektron has a swing-out front and removable reed rack that exposes the machine's interior quickly for servicing.

Elektron has a factory wired electrical power center built into one leg of the H-shaped base. This speeds and simplifies installation, eliminates chance for customer errors in hook-up, and provides virtually a plug-in-and-go-to-work machine.

Editorial Writing Rules Outlined

Are there specific rules for successful editorial writing? Here are some from the reminiscences of a Canadian who for over 30 years was recognized as a dean in this field:

1. The language of the editorial should be no different from the language of the news column. If anything, it should be less pretentious. Opinions expressed in basic English gain force by reason of their simplicity. The potential audience of the editorial page is no more restrictive, no more classified than the audience of the front page or the comic section.
2. Always put reporting and analysis ahead of sermonizing. Marshal the facts and indicate the conclusion. Don't write as though you had a direct pipeline to some unchallengeable, supreme authority.
3. A good story, well told, is worth a thousand polemics. Sprinkle illustrations liberally through your editorials, even if you have to create them for the occasion.
4. Editorials should be as local as news stories. The editor who always writes about something that happened a thousand miles away is likely to find his readers equally far from the topic.
5. Keep paragraphs short, punchy. Three short editorials on three different phases of one subject are worth at least six times as much as one long editorial on the same subject. Why? Simply because that many more people will read them. Five hundred words per editorial is a high ceiling.
6. Cultivate the lighter touch. Humor and whimsy have their place on the editorial page. People like to laugh. An editorial page that is always serious, soon becomes deadly, and then just plain dead.
7. Deal not in personalities but in principles.
8. Whenever possible, commend rather than criticize. There are enough people looking for the dark side. Create, if you must, a theoretical recipient for your editorial flowers. By supporting someone else's stand, gain the reputation of being constructive. It is good for you and good for your paper.
9. Don't lend your editorial page to commercial promotion that belongs in the advertising columns. Your editorials should always be the peak of the paper.
10. It is better to be silent than hypocritical. Small editors live in glass houses through which a large part of their readership can readily see. If you can't be entirely honest and consistent, keep quiet.

A Tip That Every Weekly Could Follow To Advantage

A woman correspondent for a Kansas newspaper, when queried as to the evident success of her weekly stories, stated that her news coverage was due to keeping a complete file on every family in her area. Each family is listed on a card, filed alphabetically, with residence, telephone number, and such informational data at the top. Other pertinent personal information includes names of all the family and persons in their household; birthdates, children both at home and away—their family history; what they do; if in service—rank, location, etc.; away in school, their college, fraternal organization(s); social and church activities; lodge and social groups; names of immediate family connections, home, locations, etc.; clubs and organizational activity—in fact, every bit of information that can be gathered. Then when the family appears in new print, etc., this data is added to the card.

The lady stated: "I find this system helps me to unearth a great deal of news that I would otherwise miss. People are happy to give me this information—and it gives the whole approach a personal touch which my people like. It has made people eager to give me the news, saved me hours of interview work, and enables me to do a better job of factual writing for my paper. Editor publishers could do a like job and gather such information on all their reader-families, and perhaps could accomplish like results and desirable ends in their own offices."

This has been running more than a month in a Michigan newspaper and shows signs of becoming a steady ad feature. It's called Kute Kids Kash Kontest. Children from 1 to 5 are eligible. When some such youngster says something his parents think is extra "cute" they call or write the newspaper about it. Each week one winner is selected. He has a dollar deposited in his name to start a savings account at the bank (which is sold on the idea of sponsorship). A picture of the youngster with his bank book is printed in the bank's ad with a little story about the family and the "cute" saying.

A trend toward more conservatism is apparent. New ideas are harder to sell. A desire for change is lessening, except the change that rings the cash register.

Edwards Templin Honored At NNPA Annual Meeting

Ed Templin, promotion manager of the Lexington Herald-Leader Co., received "The Silver Shovel," the highest award of the National Newspaper Promotion Association. The award was presented at the international conference of the newspaper association at Montreal, Canada.

Eighteen newspapermen from the Middle West and West previously had been recipients of Silver Shovel awards. Templin was the first newspaper promotion man from the South to be accorded the honor.

In presenting the award, Barry Urbach of the Philadelphia Bulletin cited Templin's leadership in the publication of "The Promotion Primer," the most authoritative book available on newspaper promotion; his service as a member of the Plans Committee of the Bureau of Advertising, American Newspaper Publishers Association, and his work in connection with such newspaper presentations as "Lexington U.S.A." and "Selling Retail Advertising by Plan."

Templin was president of the National Newspaper Promotion Association in 1958. He receives the distinguished service award of the national Bureau of Advertising in 1958. He is a member of the KPA executive committee.

Several publishers recently have inquired about the application of the new federal labor standards act in the newspaper business. From several sources we have the following information:

The 1961 changes became effective September 3. The new minimum wage, those previously covered, is \$1.15 per hour. Employees being brought under coverage for the first time have a \$1.00 minimum.

Newspapers with less than 4,000 circulation are exempt, but any employee who votes more than half his time to job printing or other non-newspaper work will be covered and subject to minimums.

Since the law itself specifically exempts weekly, semi-weekly, and daily newspapers with a circulation of less than 4,000, tri-weeklies and "tri" weeklies whose content are dissimilar are also exempt.

If the same publisher produces two or more weekly, semi-weekly, or daily newspapers, all the issues of which are dissimilar in content and no issue exceeds 4,000 circulation, they are exempt; if two or more of the newspapers issued within the week are identical and their total circulation is less than 4,000, they are exempt; if the total circulation of similar newspapers exceeds 4,000, they are subject to the

The city hands, the recover a ci from the p former may delivered t published th "Charges judge) for with four-in was made firehose and water used hose down the garage A suit for by the judge tion and st were alleged He lost, a Said the do not think ficient to ch of the statut lawful convey do not charg

A comple printed on will be publ tion Manage including the Philadelphia Publishers A Inc., and the Division of ment Corp.

The newsp received over installed in Sheraton, ne activities, and items concern tion. The ne Fairchild Col ing, blanket- tically design white or col medium size

The entire copy prepara be demonstra and facilities Exhibit wing.

That's What The Judge Said - - -

By L. Niel Plummer, Director

U. of K. School of Journalism

The city administration having changed hands, the new mayor sent a policeman to recover a city firehose and a hydrant wrench from the police judge, the brother of the former mayor. Subsequently, reports were delivered to the local newspaper which published them, including the following:

"Charges were preferred against (the judge) for using city water from a fireplug with four-inch hose" and "An agreement was made by (the judge) to turn in the firehose and plug wrench and pay for city water used." The water had been used to hose down the street and premises around the garage owned by the judge.

A suit for \$50,000 damages was brought by the judge for harm to his general reputation and standing. No special damages were alleged.

He lost, and filed an appeal.

Said the Court of Appeals Judges: "We do not think the published articles are sufficient to charge appellant with a violation of the statute (KRS 433.521 forbidding unlawful conversion of water, gas, etc.). They do not charge or fairly impute an unlawful

conversion of the city's water. The plain and popular sense of the words is merely that the city claims that the appellant had used the water without stealth, openly and in full sight of the public, and that he ought to pay for it. Neither do we think that the charges are of such a grave nature as to subject the appellant to public disgrace, ridicule, odium or contempt.

"Words should be taken neither in their milder nor in their more greivous sense. They should not be tortured into a charge of guilt nor require explanation to import innocence."

Therefore, in the opinion of the Judges, the words were not actionable per se, and since there was no proof of special damages, the lower court quite properly directed a verdict for the appellees.

Judgment affirmed. Citation: 258 S.W. 2d. 917.

Nearly every weekly newspaper and a great many dailies operate a commercial printing plant. Most admen are alert to the possibilities of selling circulars from newspaper ads, and vice-versa, advertising from circulars.

The combination deal makes a low price possible for the handbill inasmuch as the newspaper ad already is set and made up. Don't cut the price on the ad. This, especially if you have a job shop in competition with you. Make the handbill the "cheap" item. Put the newspaper ad in the "top" position, psychologically, where it belongs.

Big difficulty with handbills, as all of us know, is the undeniable fact that people don't save them. Next time this subject comes up, why not remind the advertiser that he needs to do something to encourage people to save the circulars? A good way to do that is to run an ad in the newspaper stating that each circular is numbered for the purpose of awarding prizes—and right here in this newspaper ad are the winning numbers—so look for these numbers on your circulars.

Suggest that he run the ad in advance of circular distribution—then follow up with an ad announcing the names of the winners. You get two ads for your newspaper this way. Maybe also a complete reprint of the circular itself? Worth a try, isn't it?

Indiana Newspapers Weigh Juvenile Crime Publicity

Although the hue and cry about "trial by newspapers" has been fed to the public time and again, not many realize the extent to which newspapers have gone in their policy of protecting young people from publicity that might affect their future as citizens. Whether that policy can or should be continued in face of the growing record of crime and lesser offenses by juveniles is a problem that is being weighed by most newspaper publishers.

A survey of Indiana newspapers several years ago disclosed that no paper published the name of a juvenile involved for the first time in a minor offense or the pranks that are peculiar to adolescents. As one publisher put it "there have been times when we turned our heads because we have been thinking of families. And we have been thinking of kids who we hoped would see the error of their ways and turn over a new leaf."

But that publisher has reassessed his policy as a result of a series of incidents in which teenagers damaged and destroyed property and committed acts of depredation that costs hundreds of dollars. In an editorial headed "We Are Through," the newspaper explained it had protected young people getting in trouble by not mentioning their names. "All that is ended," stated the editorial. "From here on, if young people and their parents do not want to read their names in the paper when the youngsters go haywire, they should stay out of trouble. And we will make every effort to publish the names of the parents who are often more to blame than the kids, when the latter are allowed to run wild night after night!"

Newspapers in Indiana have often been confused over publishing the names of juvenile offenders because of the special law on that subject. The names may be published at the time of arrest. The law on publishing names applies only to the formal hearing on the charge, which may be closed and the record secreted if the court decrees. Even then, the news that a hearing was held may not be banned from publication.—Indiana Publisher.

More than 140 printed forms used by newspaper offices over the nation to improve office procedure, information blanks, etc., have been gathered in book form by Prof. Olin E. Hinkle. It should be useful in any newspaper office. Price \$1.50. University of Texas Press, Box 7993, University Station, Austin, Texas.

A complete 8-page tabloid newspaper, printed on a web perfecting offset press, will be published daily at the 34th Production Management Conference, June 11-13, including the Offset Conference, June 14, in Philadelphia by the American Newspaper Publishers Association Research Institute, Inc., and the Fairchild Graphic Equipment Division of Fairchild Camera and Instrument Corp.

The newspaper will feature general news received over the AP and UPI wire services installed in the Exhibit Hall of the Hotel Sheraton, news and photos of convention activities, and informative articles and news items concerning newspaper offset production. The newspaper will be printed on the Fairchild Color King press, a web perfecting, blanket-to-blanket offset press specifically designed for economical black and white or color production of small and medium size newspapers.

The entire offset production process—from copy preparation through press work—will be demonstrated. All production equipment and facilities will be grouped in the Offset Exhibit wing.

'Referral' Selling Is Misleading

"It costs too much for us to advertise in the regular way, so we spend our advertising money through people like you. We pay you \$50 for every new prospect you get to buy our product."

This is the familiar "line" of the "referral plan" promoter. It's rarely, if ever, all true. For whatever may be the facts about his advertising costs, his promise of \$50 (or some similar bonus) for each sale helps him "sell" the original buyer. Often this "bird dog" buyer is led to believe he can pay for his entire purchase through these bonuses. That never works out either.

It is standard advertising doctrine that advertisements reduce the cost of selling; that they make "sales calls" by the thousands rather than one at a time, find prospects, inform people in advance about products, help build company prestige, keep a firm's good customers "sold" and so on. A business-papers publisher declares the cost of a page per subscriber in its publications is "less than the cost of one cigarette" whereas "the average cost of an industrial salesman's call last year was \$30.35."

We suppose it's possible to make a reasonable argument for "advertising" the way the referral plan people do it. Often these promoters are short-term members of the business community and don't worry too much about permanent good will and prestige as an established dealer does. We have an idea that were it not for such long-term advantages from his ads the dealer in, say, major appliances would consider a cost of \$50 per sale a pretty high advertising "bite."

Call it "advertising" or what have you, we're convinced the bonus or referral plan of selling is intended mainly to "sell" the original buyer—and the "original" buyers he may later set into motion. Often the referral promoter never has to pay a "bird dog" one dime in "advertising" fees—because that individual never sells another unit.

So if you consider this an interesting way of getting into the "advertising business," just remember that you must buy, and you must pay for, the original item of whatever it is you're supposed to "advertise"—no matter whether you become a great success or a big flop.

A good citizen has been described as a man who constantly demands better roads, bigger schools, a new post office, and lower taxes.

CALENDAR OF EVENTS

JUNE

7-9—Mid-Summer Convention,
Cumberland Falls, Corbin.

SEPTEMBER

15—West Kentucky Press Association,
Pennyrile State Park, Dawson
Springs.

OCTOBER

14-20—National Newspaper Week.

A lot of us have the right aim in life, but we just haven't got the energy to pull the trigger!

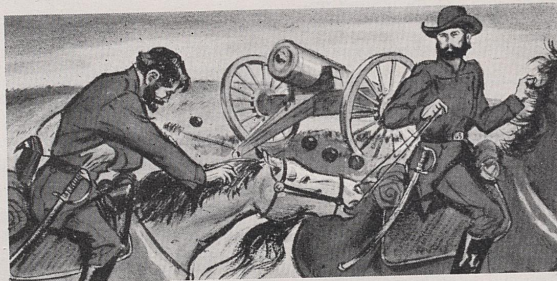
In an effort to encourage young high school journalists to become more interested in the profession, members of the Washington Press Association sponsor the students during a summer workshop at the University of Washington. The total cost runs the newspaper about \$50. Study areas include news writing, feature writing, news editing, sports writing, women's page, photography, newspaper production, editorial and advertising.

Don Pepper, Henderson, staff member of the Gleaner and Journal before the war and, after service and graduation from the University of Chicago, news staff member of the Paducah Sun-Democrat, has resigned to join the Ledger-Star, Norfolk, Virginia.

FOR SALE: Gas pot with monometal. Price \$150.00. Will crate for shipment. Kentucky Standard, Bardstown, Kentucky.

It happened 100 YEARS ago

The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN KENTUCKY, General Wm. Nelson displayed unusual valor fighting superior Confederate forces at Richmond (Aug. 29th). He was twice wounded, but finally rescued through the daring of General Clay, who seized the reins of Nelson's horse and rushed him to safety.

In those days, as now, beer was Kentucky's traditional beverage of moderation. But beer means more than enjoyment to our state. The brewing industry pays \$7 million each year in taxes to our state . . . money that helps support our hospitals, schools and highways.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
LOUISVILLE



MOLDS

as low as

\$100

WITH TRADE-IN

Your Linotype Agency has these parts in stock now.

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ASSEMBLING ELEVATOR

as low as

\$77.30

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Comparable values on other Genuine Linotype Parts.

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DELIVERY CHANNEL

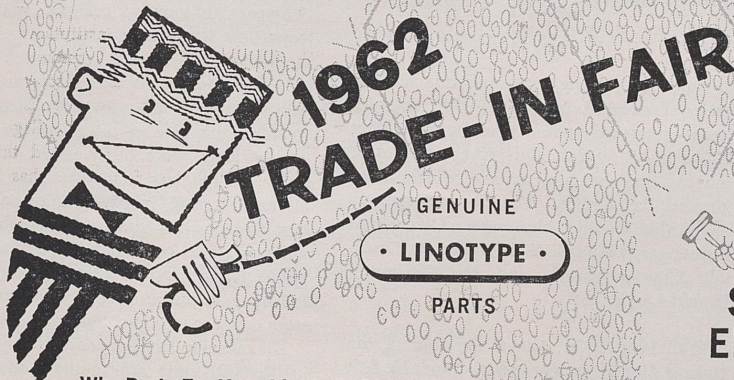
as low as

\$66.00

WITH TRADE-IN

Order ALL parts direct from your Linotype Agency.

Mergenthaler

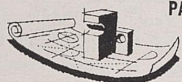


GENUINE

• LINOTYPE •

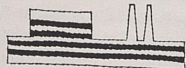
PARTS

Why Parts For Your Linotype Should Come Only From Mergenthaler



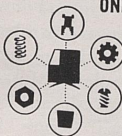
PARTS MADE FROM ORIGINAL BLUEPRINTS

Each genuine Linotype part is made from the same blueprint as the original for precision fit. Highest grade materials assure superior performance and long life.



MODERN MANUFACTURING FACILITIES

New electronically-controlled equipment at Mergenthaler's Plainview plant guarantees uniform quality at lowest cost.



ONE-STOP SHOPPING FOR ALL YOUR NEEDS.

Complete parts-stock and off-the-shelf service provided by Linotype Agencies in key cities across the country. All parts are fully backed by the first name in print: Mergenthaler—originator and improver of the linecasting machine.



SECOND ELEVATOR

as low as

\$41.40

WITH TRADE-IN

Get the full story from your Linotype Production Engineer.

Mergenthaler

Order ALL parts direct from your Linotype Agency.

Ask your Linotype Production Engineer for new self-mailing order blanks and a complete schedule of trade-in allowances.

Mergenthaler

• LINOTYPE •

It's unfortunate that the symptoms of fatigue and of laziness are practically identical.

A grocery man named Harry Marcus McBride

Put all his ads in the shopping guide
But when he died and they buried Harry
The Guide wouldn't print his obituary.

—The Washington Newspaper

The U.S. Department of Commerce has two new booklets dealing with market analysis. "Changing Metropolitan Markets 1950-1960" is a survey of population trends in standard metropolitan statistical areas. "Personal Income, A Key to Small-Area Market Analysis" discloses the sources of personal income data for small areas across the country. Both books may be had from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D. C.

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Lawson Spence Representative

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Write for 60-DAY FREE TRIAL
PORTE PUBLISHING COMPANY
P. O. BOX 143, SALT LAKE CITY 6, UTAH

Those were the days...

(From the back files of the Kentucky Press)

20 Years Ago

The Lafayette Hotel, Lexington, was quoting the following prices for rooms during the 73rd Mid-Summer meeting: \$2.75, \$3.30 and \$4.40 for single room with bath, and \$4.40, \$5.50 and \$6.60 for double rooms with bath.

The Sentinel-Democrat, Mt. Sterling, was offering 50 cents in defense stamps for each subscription renewal coming into the office.

Imperial Magazine reported that keeping up with "the Joneses" had gone out of fashion during wartime emergencies. Walking has become fashionable, taxes have made thrift imperative and purchase of war bonds makes super-thrift compulsory.

5 Years Ago

Plans for putting into operation a Kentucky Associated Press wirephoto network were completed at an Owensboro meeting between AP officials and representatives of the five member newspapers which inaugurated the service. The five newspapers were Madisonville Messenger, Owensboro Messenger, Paducah Sun-Democrat, Louisville Courier-Journal, and the Lexington Herald-Leader.

Fred Luigart Jr., joined the staff of the Hazard Herald as managing editor. He held a similar position with the Woodford Sun, Versailles.

With a new building to house a press and newsprint, the London Sentinel-Echo has installed a new Goss Cox-O-Type press. In making the move, the newspaper changed its format from seven columns to eight.

The current attempt, by some of the larger newspapers, to make the 11-pica column measure "standard" is meeting with much opposition.

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

The KPA annual scholarship award of \$100, made to the outstanding sophomore regularly enrolled in the UK School of Journalism, was presented to Ernst William Hammonds last week by Secretary Portmann. Hammonds is a Journalism major

from Louisville.

There were 11,877 newspapers published in the U.S. in 1945. 1954 figures show 8,646 publications in existence.

College Newsmen Meet With Governor Combs

By WAYNE GREGORY

Campus Editor, Kentucky Kernel
More than 100 collegiate journalists from 23 Kentucky colleges fired questions at Gov. Bert T. Combs on a variety of subjects. The chief executive and members of his staff answered queries on politics, state government and education during the first annual College Press Seminar held May 10, in the chamber of the House of Representatives.

On higher education, the governor said two-year community colleges would not jeopardize large state institutions. He said the purpose of several community colleges is to "take junior colleges closer to the students," some of whom would discover they were not capable of doing college or university level work. He added that Kentucky, in the last four years, has had the highest increase in expenditure on education of any other state. He said there was some effort to coordinate construction programs at the six state-supported institutions but he could not foresee any merging of state colleges into one gigantic institution.

A Louisville student asked Gov. Combs if he favored state aid to the University of Louisville. He replied that the State Constitution prohibits direct state support of such private schools as U. of L.

Superintendent of Public Instruction Wendell Butler, told the group that action has been taken to prevent another Campbell County incident. He said a new law passed by the last Legislature, gives authority to the Superintendent of public instruction to fire any local school superintendent.

Other questions included some on legislative reapportionment, constitutional revision, highways and integration.

Colleges represented were Morehead State, Southern Christian, Sue Bennett, Kentucky State, Ursuline, Murray, Midway, Kentucky Wesleyan, Western State, Berea, Brescia, Centre, University of Louisville, Eastern State, Cumberland, Transylvania, St. Catherine, Campbellsville, University of Kentucky, Georgetown, Berea, and Bellemine.

A luncheon at the executive mansion closed the session.

Trading Stamps and Public Opinion

The public opinion and marketing research firm of Benson and Benson of Princeton, New Jersey, recently completed its Fifth Annual Poll on trading stamp saving for The Sperry and Hutchinson Company. The study shows the following:

TRADING STAMPS MAINTAIN NATIONWIDE POPULARITY

Trading stamps continue to be highly popular with consumers all over the United States. Members of 40,900,000 of the nation's estimated 53,800,000 households regularly save trading stamps to redeem them.

Women lead men — not by much

Women: 44,100,000 of the nation's 56,553,000 women save stamps to redeem them (78 percent).

Men: 39,100,000 of the nation's 52,834,000 men save stamps to redeem them (74 percent).

Youngest families — biggest savers

People of all ages save stamps, but the younger families are more inclined toward saving them.

84 percent of households 21 to 34 years of age save stamps.

78 percent of households 35 to 49 years of age save stamps.

68 percent of households 50 and above save stamps.

Stamps popular with all occupations

Trading stamps are saved by consumers throughout the United States, and are popular with people of every occupation, income and education level.

71% of farm families: Of the 5,918,000 farm families in the United States, 4,202,000 (71 percent) save trading stamps to redeem them.

83% of skilled and semi-skilled workers: Among these households, 14,700,000 (83 percent) of a total of 17,716,000 save stamps to redeem them.

75% of professional and managerial: Of the 12,928,000 households headed by someone in the

professional or managerial area, 9,700,000 (75 percent) save stamps to redeem them.

78% of clerical and sales people: 5,200,000 (78 percent) of the 6,703,000 households headed by someone employed in clerical or sales work save stamps to redeem them.

74% of service and labor people: Among 6,225,000 service and labor households, 4,600,000 (74 percent) save trading stamps to redeem them.

Legislative control — not favored

People polled do not favor legislative control which would hamper merchants who wish to give stamps. Only 6 out of any 100 can be found who would condone government action to eliminate trading stamps.

Overwhelmingly, consumers regard trading stamps as an "extra" value they would not get by shopping elsewhere. They like to have them.

For a complete summary of this survey, write:
Department of Press Information
The Sperry and Hutchinson Company,
114 Fifth Avenue, New York 11, New York.



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THE SPERRY AND HUTCHINSON COMPANY

Want to see a copy of the new S&H Idea-book?
Just send your name and address to: Regional Press Information Office
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati 41, Ohio



one float they WON'T parade in RED SQUARE




You've seen the news reels—the big parade of power through Moscow—the missiles and warheads. But one form of power they'll never boast of to America, *Electric* power. Across the nation we out-produce the Soviets in electric power by 3-to-1. We will still be outstripping even their goals in 1965 and 1975—most of it produced by the investor-owned electric companies of America.

War showed us what such abundant power means to industrial might, armed strength, and the people's morale. And though Russia must ration most of her power to industry—leave meager portions for her people—U.S. electric companies supply industry all the power it ever will need, still provide

ample electricity for every farm and residential use.

This is a part of the vision and progress of investor-owned electric companies such as ours. In just nine years our generating capacity has doubled—over 143 million dollars spent in construction to meet our customers needs, present and future. Right now a second generating unit is being built at our E. W. Brown plant, Danville, to double its generating capacity.

Thus do we keep well ahead of increasing power demands—just as all investor-owned electric companies help keep *America* ahead in the world's big parade of industrial progress.

-  Electric Power
-  Industrial Development
-  Community Development

KENTUCKY UTILITIES COMPANY An Investor Owned Electric Company