

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

**December
1964**

Volume 31, Number 3

Merry Christmas

*All that makes for a merry Christmas . . .
The voices of carol singers . . .
The bells pealing melodiously in the air . . .
Holly wreaths on doors and windows . . .
The Christmas tree a-glittering . . .
All these things plus joy and
Happiness in mind and heart is
Our Christmas wish for you.*

Happy New Year

*Dawn of a new day . . . and a new year . . .
Hope rises with the sun when
Its golden glow gilds all mankind . . .
With all promises for prosperity
In home and nation. May all the
Promises of 1965 be filled for you.*

The Kentucky Press

Volume 31, Number 3

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

Publication Office
School of Journalism
University of Kentucky

Kentucky Press Association, Inc.

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† As We See It †

All Publishers Appointed On Advisory Committee

Every state publisher should be aware that the second largest "industry" in producing revenue in Kentucky (tobacco is first) is the tourist trade—and growing year by year. Our splendid state parks are full to capacity during the travel months as well as private facilities such as motels, hotels, and eating establishments. Every merchant, every citizen in your town gains thereby.

But there is, unfortunately, the proverbial monkey wrench in the gears of travel consciousness we regret to point out—only ten percent of the operators of private enterprises in the state, who depend, to some degree, on the travel business for their income, are actively participating in travel promotional activities, either at the local, regional, or state levels. It should not be said—but how true—that the responsibility for travel promotion has rested on the hard core of veteran travel-minded Kentuckians, who, thru the years, have carried the burden of travel development and travel promotion as far as the businessman is concerned.

This progressive, active core of Kentuckians is found in two groups: the Kentucky Travel Council Board of Directors, and the Kentucky Travel Council Advisory Committee, numbering some fifty men and women. This is a continuous study of the travel industry, its strong and weak points, its success and failures, so to add continuity to the needed over-all travel development program that will continue to increase the contribution to our state's future.

Your editor, as chairman of the Advisory Committee, assisted by several publishers, believes that all publishers are interested in the promotion of their towns, and areas, in the travel picture. Their news and editorial columns can do much to overcome the inertia of those businessmen who benefit most thru the tourist trade. In this belief, the chairman is requesting every Kentucky publisher to act as an ex-officio member of the Advisory Council, representing his town and area, writing tourism, talking tourism, spurring on all citizens to help in attracting the tourist to your area.

The travel industry needs many people; it needs talent; it needs ambassadors, yea, even missionaries; it needs personnel; it needs communication to spread the fame and fortune of tourism thruout your area, thruout every section of the state; it needs your help to overcome inertia and to make your business community conscious of the impact that the travel industry has on Kentucky's social and economic future. Will you accept the assignment?

Will you accept the first assignment to encourage and bring all interested businessmen, officials, and citizens to the regional conference in your area as designated? Will you come yourself and participate with your fellow townsmen in the conference? Will you help to bring many tourist \$\$\$\$ to your town?

Every section of Kentucky on all points of the compass has many places of interest that has, and will, attract our out-of-state tourists; and, by the way, you should encourage your townsmen to visit other sections of the state—let's not emulate Kipling in "never the twain shall meet."

Thru past expedient action, in our diversified state areas practically divided because of different terrain and attractions and the numbered main service roadways, the state is divided into five regions. Note your region and give publicity to these regional meetings: Region U. S. 23-119, Jenny Wiley State Park, Prestonsburg, January 26; Region U. S. 25-27 (South), Gables Motel, Burnside, January 27; Region U. S. 25-27 (North), Covington (place not set), January 28.

Region U. S. 51-45, Murray Women's Club House, Murray, February 2; Region February 3; and Region U. S. 31, Western U. S. 41, Owensboro, (place not set), Hills Restaurant, Bowling Green, February 4.

Bring your delegation to your regional meeting—and work for future Kentucky.

* * * * *

Emphasize Your PR

Some people don't realize that community newspapers publish news as a service and do it without a fee. One newspaper placed across its message with a 4-column by 12-inch and captioned "NO CHARGE."

Boxed copy in the center said, "Many people besiege us with inquiries on what our charges are for publishing obituaries, weddings and engagement announcements. The answer, of course, is that we have never charged for these news items, and in fact, we make every effort to give complete news coverage. Of course, there is no charge." Listed below were: Obituaries, Engagements, Church News, Weddings, Club News, School News. And at the bottom was the newspaper's name.

* * * * *

Many newspapers have a copy of the Post Office rules and regulations, but if you want a digest of them you might wish to send for the new digest of the press in Oklahoma. It is written by Dr. Charles Allen, director of the School of Journalism at Oklahoma State, Stillwater. The price is 50c a copy.

96th Annual KPA Meeting Opens With Buffet, Monte Carlo Party

Opening the 96th annual mid-winter meeting at Stouffers Louisville Inn on January 21, the committee hopes that the reception, toothsome buffet, and the hilarious—perhaps rewarding—Monte Carlo party and auction will give our members a good sendoff for the interesting, informative program that follows.

Highlights of the three-day convention will include address by Stewart Hensley, State Department reporter for the UPI on Friday, following the special showing of the new state travel film and the new safety film, and "stewardship" address by Commissioner Henry Ward. The annual business meeting of the School of Journalism Foundation and the Kentucky Press Service and panel discussion, and the daily seminar and state AP meeting will fill the afternoon hours.

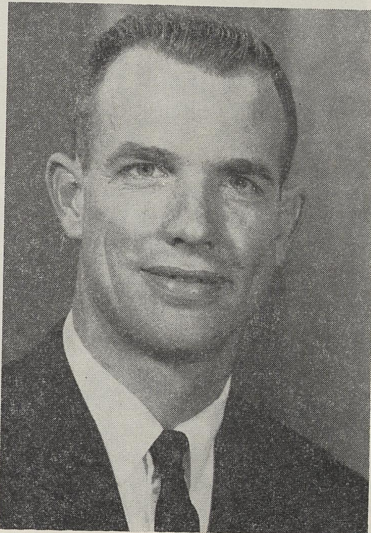
Saturday's morning session will open with a special privileged showing of the thought-provoking film, John F. Kennedy: Years of Lightning—Day of Drums, loaned to us by the State Department—the only showing in this section. The noon luncheon will be featured by the presentation of the 1964 Kentuckian of the Year award and an address—that should be outstanding—by Astronaut Capt. David R. Scott. The usual business session and election of officers will close the Saturday morning business session. The Executive Committee will meet briefly on Thursday afternoon.

Social hours will be marked by the reception and the traditional Wassail Bowl, opening the Thursday evening program, followed by the Monte Carlo party, the reception, banquet-floor show-and dance on Friday evening, and numerous "open houses" for the enjoyment of the registrants.

Our ladies have been invited to visit Appliance Park and will inspect one manufacturing unit and visit the model kitchens to exclaim and gather information for "hubby." The trip will be made by chartered bus on Friday morning, immediately after breakfast. Check the bulletin board!

Advance registration orders have been forwarded to all Kentucky publishers and the Central Office hopes that it will be flooded with these early, money-saving requests that will alleviate registration-blues at the mezzanine desk.

All publishers, families, and staffs are invited to attend this 96th annual mid-winter meeting which the committee plans to



CAPT. DAVID R. SCOTT

be the most outstanding convention of years. Spend a pleasant and rewarding weekend at Stouffers Inn with us!

Improve Your Circulation

According to a study done by John J. Ballatine, publisher of the Somersworth (N. H.) Free Press, the weekly of 900 to 2,500 circulation spends only one-tenth of the time on circulation building that its 4,100 circulation and larger brethren do. Several newspapers studied were frank in their acknowledgement that circulation is simply the one phase of their operation for which there "never seems to be enough time." The use of the secretary-receptionist who is given the functions of part-time circulation manager for the telephone solicitation of new subscriptions appears to be a generally accepted and reasonably successful practice.

While printing a rule-form consisting of two runs, a rule border and cross rules, a wrinkle developed on one of the corners of the border. Problem was solved by removing the bottom rule of the border and placing it in the same form as the cross rules.

Spacecraft Astronaut Scott Highlights Closing Luncheon

Our mid-winter program committee is happy that Spacecraft Astronaut David R. Scott will be our luncheon speaker at the Saturday noon luncheon. He will share the limelight with our Kentuckian of the Year.

Captain Scott, NASA Manned Spacecraft Center Astronaut, attended the University of Michigan for one year, then entered the United States Military Academy and received a bachelor of science degree in 1954. At West Point, he finished fifth in a class of 633, and chose an Air Force career.

He attended Massachusetts Institute of Technology from 1960 to 1962 and earned both a master of science degree in aeronautics and astronautics and an engineer of aeronautics and astronautics degree while there. His thesis concerned interplanetary navigation. At the time of his selection for the astronaut program, he was a student at the Air Force Aerospace Research Pilot School at Edwards AFB, California.

He was born in San Antonio, Texas, June 6, 1932. His parents, Brigadier General and Mrs. Tom W. Scott (USAF retired), now live at 8438 Paseo Del Ocaso, La Jolla, California.

Scott is six feet tall, weighs 190 pounds, and has blond hair and blue eyes. He is married to the former Ann Lurton Ott, daughter of Brigadier General and Mrs. Isaac W. Ott (USAF retired), who live at 115 Lagos Avenue, San Antonio, Texas. The Scotts have two children: a daughter, Tracy Lee, 2; and a son, William Douglas, born this year.

He has logged more than 2,300 hours flying time, including nearly 2,100 hours in jet aircraft. Scott is a member of Tau Beta Pi, national engineering society; Sigma Xi, national science research society; Sigma Gamma Tau, and Sigma Chi.

Libelous Taboo Words

Columnist Emmet Peters Jr., in an article for Sigma Delta Chi's Quill, listed some 29 words and phrases which, according to newspaper lawyers, could spell libel in most cases. They are: Acute mental disease, adulteration of products, any loathsome disease, atheist, attempted suicide, bankrupt, bigamist, blackmail, bribery, Communist, corrupt, deadbeat, drug addict, Fascist, fraud, illicit relations, illegitimate, incompetent, intemperate, Ku Klux Klan, moral delinquent, Nazi, rascal, Red, seducer, suicide, sharp practice, unmarried mother and unsound mind.

Communications Symposium To Kick Off Centennial

Implications which computer-controlled typesetting systems and other new electronic developments hold for the newspaper and broadcasting industries will be surveyed by panels of experts taking part in a University of Kentucky Centennial Communications Symposium on February 5 and 6.

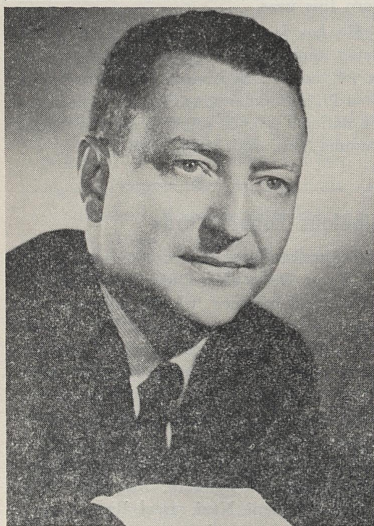
The communications symposium will be held in connection with a Centennial Preview Dinner on February 5 during which Kentucky newspapermen and broadcasters will be recognized by the University. Plans for the anniversary year, which begins February 22, will be previewed at the dinner by Dr. John W. Oswald, University president.

The symposium also will be part of the UK School of Journalism's observance of its 50th anniversary, already in progress.

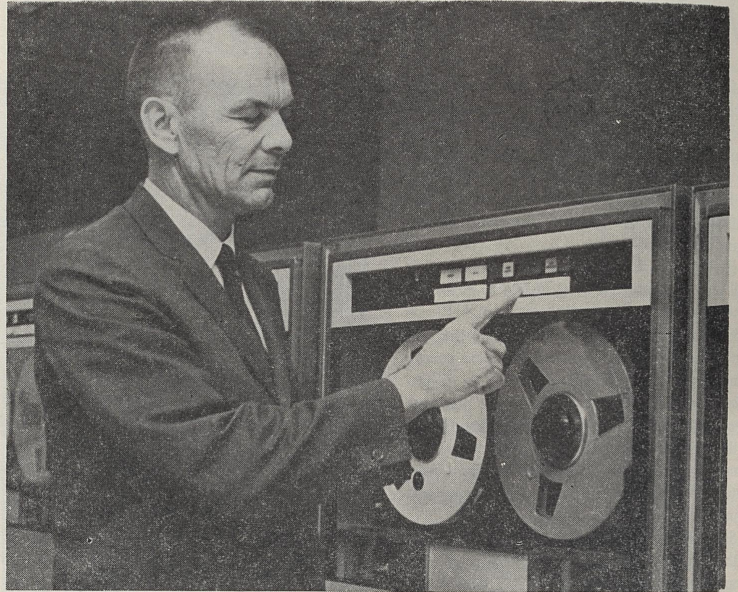
Arranged especially for visiting journalists and broadcasters, the Friday afternoon symposium, beginning at 1:25 p.m. in Guignol Theatre, will include a panel discussion on "The Communications Revolution and its Social Implications."

Panel moderator will be Dr. Jay Jensen, head of the Department of Journalism at the University of Illinois. Panelists will be Bill Williams, research director of the Oklahoma Publishing Co., Oklahoma City, and Julian Goodman, vice president of NBC News, New York City.

Mr. Williams will discuss "The Implications of Electronic Developments in Newspapers." The Oklahoma City newspapers, with which he is identified, have been using



JULIAN GOODMAN



BILL WILLIAMS

a computer typesetting system to set all type for news and classified advertising copy since last February.

Mr. Goodman will speak on "The Implications of New Developments in Broadcasting." Associated with the National Broadcasting System since 1945, he is a native of Glasgow, Ky., and his wife is from Dawson Springs.

The future of mass communications education and research will be the theme of the second session of the communications symposium beginning at 9:30 a.m., Saturday, February 6, in the Student Center Theater.

Dr. Kenneth Barlett, academic vice president of Syracuse University and former chairman of the radio and television department at Syracuse, will be panel moderator.

Panelists will be Lisle Baker, executive vice president of the Louisville Courier-Journal and Times, and Dr. Jensen. Mr. Baker will discuss "Research in the Communications Media," and Dr. Jensen will talk on "The Future of Mass Communications Education." An interdisciplinary panel of University of Kentucky professors also will participate in the morning discussion.

Registration for the communications symposium and preview dinner will begin at 9 a.m. Friday, February 5, in the Enoch Grehn Journalism Building.

Two alumni luncheons also are scheduled for 11:30 a.m., February 5, preceding the afternoon symposium. Dr. L. Niel Plummer, chairman of the School of Journalism, will preside at an anniversary luncheon for alumni of the school and former staff members of the Kentucky Kernel in Room 245



DR. JAY JENSEN

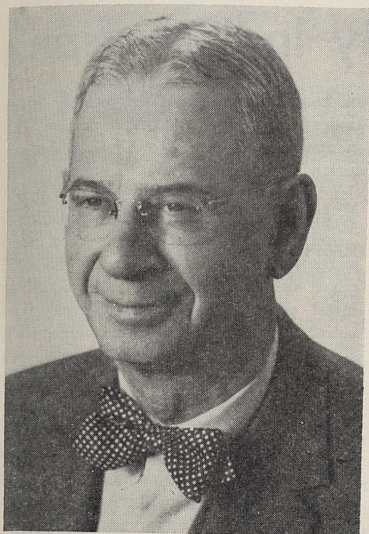
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86-Year-Old Winchester Sun Converts To Offset Process



LISLE BAKER

Printing of the Winchester Sun has been converted not from letterpress to offset, but to dual operations using both processes.

Editions of the 86-year-old daily were printed letterpress until July of this year. Now a two-unit Coss Community web offset press (installed as part of an \$87,000 expansion program announced by James S. Tatman, publisher) is teaming with a 75-year-old Duplex letterpress.

"To my knowledge this is the only two-process newspaper in Kentucky," said Charles K. Stroh, assistant to the publisher, and production manager in charge of offset operations. "I may be wrong about that, but I'm sure there are not too many around the country."

"We chose web offset because it has a greater future and meets our need for better advertising and picture reproduction. Our Duplex press was too slow. It prints only eight pages at about 3,000 iph compared with the Community's 10,000 iph for the same number of pages. So we can increase page capacity and circulation to keep Sun service in step with our growing Blue Grass market. Our near-future plans call for providing 16-page capacity and color printing by adding a third and fourth unit to the Community press.

"Our two-process method enabled us to move into offset without being pushed into it on a daily basis. Dual operation for us does mean publishing offset-letterpress editions every day. We use both presses only when we print sections requiring more pages than we can get from either one of the presses alone."

At the end of August, Mr. Stroh had no figures for comparing dual operation with letterpress production costs. He believed that future offset cost would run less than letterpress because stereotyping, ad make-up and press-work overtime would be reduced.

"We didn't jump into offset with both feet," he said. "We stepped into it gradually with three runs a week and then up to six. When we increase our Community units we will reduce runs, on some days, from two to one."

"For composition we have two TTS-operated Comets, three other Linotypes and one Ludlow, all in good condition. We planned to reduce make-up and stereo expense as much as possible, and are doing that by pasting in many national, chain

grocery and some local ads for full-page repro proofing and drying on Vandercook equipment. Other offset facilities include Kodak and 3M film, Durolith plates and chemicals, 18 x 22 Brown Commodore camera, Brown developing sink, plate sink and stripping table, NuArc nulite plate-maker, contact frame and light table.

"Continuing use of a Fairchild Scan-A-Graver enables us to avoid slowing down on halftone work. Repro proofs pulled on the Vandercook press look far better than they ever did in letterpress editions. Now we are moving into more work, especially for large and top news pictures."

It was not necessary to enlarge the plant to make room for offset operations. The entire set-up is housed in a previously little-used basement area rebuilt for that purpose.

Average daily, except Sunday, circulation covering several Blue Grass counties is 4,500. Editions are standard size with eight columns. Special offset tabloid supplements are published throughout each year. September 3 edition showed how offset is combined with letterpress printing. First section of eight pages was printed on the Duplex press. Four-page second section, carrying one full-page and two other large paste-in ads, was printed on the Community press.

How did Sun readers and advertisers react to the change from all letterpress to part offset?

"Since our letterpress quality is fairly good, readers didn't seem to notice much change at first," Mr. Stroh said. "They knew we had a new press but not when we began using it. We didn't tell them until after we ran offset on back sections for a short period. Then we broke the news in a three-section summer sale edition with all 22 pages printed offset, and a picture of the Community press reproduced on the front page."

"Advertisers noticed the change rather soon. But the big punch that alerted the public was our first back-to-school offset tabloid supplement overlaid on the front page of the regular section. When we come out with color I'm sure all readers and advertisers will note how this eye-catching feature improves the appearance of both our offset sections and the tabloid supplements."

The Sun's production staff is basically the

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of the Student Center. Professor Stuart Hallock, chairman of the Department of Radio, Television and Films, will preside at a WBKY alumni luncheon in Room 309 of the Student Center.

The Centennial preview dinner will be held at 6 p.m., Friday, February 5, in the Student Center Ballroom. It will follow a reception at 4:30 p.m. at the Helen G. King Alumni House.

Show Prices In Ads

Survey shows consumers want truth, price in ads. The wise merchant who wants his advertising to "sell" his product will include the price with his copy. A recent survey, reported by The National Publisher, indicated that the number one item wanted by the consumer in advertising copy is price. Some 42 per cent of the women interviewed wanted the price stated. Descriptive material was thought important by 37.2 per cent; "give the facts, the truth," etc., 20.2 per cent; quality, 19.6 per cent. Only 10.2 per cent felt they specifically wanted brand names mentioned. When the price is omitted, nearly half the readers miss it but when price is stated, the others don't resent it.

To eliminate rust and dirt coming off the cutter on paper, use a metal Simonize wax on the cutter bed. It will produce an airtight seal and prevent moisture from getting to the metal to rust. Metal wax will produce a glossier finish, aid the jogging of stock into the cutter and save paper and time.

Letterpress-Offset Costs Discussed By Indiana Firm

By NED J. BRADLEY

Columbus (Ind.) Evening Republican

Much has been written and published about the relative cost and production advantage and disadvantages of photo composition and offset printing for small newspapers. However, when our management tried to use such material, before making extensive equipment purchases for a new daily, its usefulness was impaired by complications like circulation size differentials and indirect burden allowances.

Our company began publishing a new six-day evening paper, the Franklin (Ind.) Daily Journal, in July 1963. It is produced by means of photo composition and offset printing techniques. Since the inception of the project, one of our objectives has been to obtain meaningful comparative data, so we can evaluate the new methods as a guide to future decisions on equipment selection and purchase. The findings may prove helpful to others who are interested in the offset method.

Direct Costs Only

In order to minimize the many differences inherent in comparing two papers of different sizes housed in unlike buildings in two separate communities, we have compared costs and other factors relative to mechanical production processes only. Our accounting system is based on the Standard Chart of Accounts for Newspapers, published by INCFO, so it does not allocate burden or indirect overhead costs. Due to differences in depreciation methods, fringe benefit policies, and other factors, we feel that any valid comparative study should consider, insofar as possible, only those direct labor, material, and service costs that might be termed controllable production expenses. This is essentially our approach.

Our quality standards for make-up and printing are equally high for both newspapers, so any relative cost or productivity advantage of one method over the other cannot be attributed to a lower quality product.

The following comparisons are based on a recent six-month period. The start-up costs and production inefficiencies during our first six-months of operation under the offset method tended to prevent any meaningful comparison. Definitions of the major departments or cost centers included in the comparisons follow:

1. Composing and photo mechanical. Under the offset method, this includes the composing room and all photo and dark room processes up to, but not including, preparing page negatives. Under

(Editor's Note: With some trepidation we reprint this article on merits of offset vs. letterpress operation with the hope that we will invite comment, pro and con, with relative cost figures given to substantiate all claims from our Kentucky publishers.)

the letterpress classification, this function includes the composing, photo lab and engraving departments. (Due to problems involved in divorcing the dark room and composing functions under the offset method, the photo lab has been included under the letterpress classification for comparative purposes.)

2. Press and platemaking. Under the offset method, this includes camera work and platemaking performed on the full page paste-ups received from composing, as well as all press room functions. For letterpress, this includes rotary stereotyping and press room.

3. Newsprint. Under both methods, this includes newsprint usage and handling costs. (Ink expense is included under the press room rather than newsprint classification.) Newsprint waste, as defined in this study, includes the weight of wrappers and non-returnable cores as well as handling and production waste.

In the accompanying comparisons, payroll labor hours, rather than dollars, were used on the assumption that this would tend to eliminate the disparity attributable to regional and union or non-union scales. Individual papers wishing to translate these comparisons into their own terms may do so by applying average labor rates per hour (i.e. average including overtime as well as straight time).

It is readily apparent from the comparison that composing productivity, measured

in hours per page, is appreciably better under the photo composition process. This comparative efficiency, we feel, is due primarily to easier display ad composition under the paste-up method. Emphasis should be given to the fact that this comparison is based on 2,160 pages composed by means of the photo composition process and 3,358 pages composed by the conventional hot metal process. As the number of pages increases for the offset publication, there is strong evidence to support the conclusion that the relative efficiency gap will widen even further, of course not in direct proportion to the increased number of pages.

Materials and Waste

Materials and other expenses per page composed have been slightly higher under the photo composition process for the period under consideration. The use of more consummable items of material—mainly paste-up and layout supplies, film and other photographic supplies, and Justewriter tape and paper—is largely responsible for this difference. Therefore, control over material usage and waste assumes a much more important role in the composing room of an offset newspaper.

Productivity in the press and platemaking function, whether measured by hours per page or hours per page printed, has been lower under the offset method. This can be attributed to (1) shorter press runs for the offset paper due to smaller circulation, and (2) more time required to maintain the press and prepare for production runs as well as more manning time required during press runs. The delicate ink and water balances and closer tolerances inherent in the offset are largely respon-

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MECHANICAL COST AND PRODUCTIVITY COMPARISON PHOTO COMPOSITION — OFFSET VS. HOT METAL — LETTERPRESS (Based on Six-Month Period)

	Offset	Letterpress
Composing and Photo Mechanical:		
Payroll Hours/Page	4.9	6.8
Materials and Other Expenses/Page	\$ 2.31	\$ 2.21
Press and Platemaking:		
Payroll Hours/Page	1.4	1.0
Materials and Other Expenses/Page	\$ 2.85	\$ 1.03
Payroll Hours/1,000 Pages Printed3	.07
Materials and Other Expenses/1,000 Pages Printed	\$.69	\$.07
Newsprint:		
Newsprint Expenses/1,000 Pages Printed	\$ 1.22	\$.91
Lbs. of Newsprint Waste/1,000 Pages Printed	1.7	.4
Newsprint Waste as % of Total Consumption	12.1%	2.7%
Total Mechanical:		
Payroll Hours/Page	6.3	7.8
Materials and Other Expenses/Page (Excluding Newsprint)	\$ 5.16	\$ 3.24
Basic Data on Size of Papers:		
No. of Pages Published	2,160	3,358
No. of Pages Printed (in 000's)	8,872	50,851

New Information Program For Year-Round Promotion

The new Newspaper Public Information Committee set up by Newspapers in the U. S. and Canada, is seeking the advice and suggestions of all newspaper publishers and personnel. The committee has the responsibility of providing a much-needed year-around promotion program for newspapers to help readers and the public better understand the role and place of newspapers in a free enterprise, open government system.

A regional organization plan, including every state and Canada, and a 13-member executive committee were announced this week by William J. Oertel, national chairman of the new Newspaper Public Information Committee of Newspaper Association Managers, Inc.

Eight regions have been designated with a state newspaper association executive in charge of each, and also serving on the executive committee of NPIC. This committee will plan the year-around promotion program and work with other newspaper-related groups in telling readers and communities about the diversity and importance of the newspaper business to them and the nation. All state, regional and national newspaper association executives will be members of a general committee to assist NPIC.

The NPIC program will supplement and expand promotion programs already underway by the Newspaper Information Service of the American Newspaper Publishers Assn. and the National Newspaper Promotion Assn. The new program will extend into every state and Canada and will include every daily and weekly newspaper in the U. S. and Canada. Every publisher and newspaper executive will be asked to suggest ideas for use by the new committee, which will feed these back to newspapers for use at the local level. The regional organization plan will also allow states in the eight regions to vary any promotion materials to tie in with regional or state differences, events or situations across the two nations.

Kentucky is included in Region 2, together with Michigan, Indiana, Ohio, West Virginia and Virginia.

The Information committee, of which your secretary-manager is a member, wants and solicits, as a general starter, the best promotion ideas available from dailies and weeklies in the nation. Please forward two or three of your ideas, particularly successful, to the Central Office, Lexington, or direct to NPIC Chairman William Oertel, Ohio Newspaper Association, 198 South High Street, Columbus, Ohio, 43215. Your ideas, when submitted, will multiply by as

many total ideas sent in, and you will be rewarded when these ideas from all over the U. S. and Canada come back to you.

The sum total of this new far-reaching enterprise, as now put in operation by NAM, has resulted from a soul-searching study of the original national newspaper week—its successes and failures. It is firmly believed that publishers will welcome this new enterprise which will give them incentive and "ammunition" for year-around promotion.

With publishers' advice and cooperation

the general NNW slogan, "Newspaper Make A BIG Difference In People's Lives," and perhaps also offer more theme ideas for mat services, and newspaper participation, such as "Newspapers And Readers Are Partners In Freedom," or what is your suggestion? The entire proposed program should relate more closely with readers and the general public, reaching them thru services, information, and suggestions thru association offices. Your advice and suggestions, are earnestly solicited.

The general committee plans to keep the

Our shopping list for 30 million homes now takes us to 41 states

When The Sperry and Hutchinson Company goes shopping for merchandise to offer shoppers who save S&H Green Stamps, it looks for top quality and for good value. It simply makes good business sense to offer products that people will want for themselves and for their homes.

At the same time, it is no accident that S&H buys rocking chairs from Tennessee, or luggage from Colorado, or lamps from five different states. The company follows a long-established policy of buying its merchandise, as much as possible, in every state where it does business. In fact, S&H "went shopping" in 41 different states, buying large quantities of some 1,700 products from more than 600 manufacturers to fill its

1964 Ideabook. S&H expects to expand its shopping list to even more states and products because:

✓ Sales volume for the first six months of 1964 was higher than any other six months in the company's history—a solid indicator that 1964 is S&H's best year ever, with a bigger '65 to come.

✓ At the same time, the company's redemptions have risen, too. People are getting more merchandise this year with S&H Green Stamps than in any year in the past.

✓ More families are saving S&H Green Stamps. Right now over 30 million homes save S&H. An increasing population and a wider family of S&H merchants will make this figure grow even larger.

An American Way of Thrift Since 1896



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That's What The Judge Said - - -

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

In refusing the support a claim for \$10,000 damages for an alleged libel, the Appellate Judges volunteered their views on the role of the press. Said they:

"We are not disposed to stretch the law in order to restrain the public press in the legitimate prosecution of its business of conveying the news... An independent press does more day by day to crush out crime and restrain criminals than all of the organized and paid constabulary of the State; the searchlight of its investigation into the conduct of public officials is more dreaded by the corrupt and the vicious than all the sanctions of the penal law; and, as an upbuilder and sustainer of an enlightened public opinion, it constitutes a large part of the foundation of civil liberty. Those whose faith is sufficiently optimistic to indulge a hope for the permanency of our institutions and civilization must rest in it large part, at least, upon a confidence in the quickening influence of an untrammelled press upon the public conscience."

The case which they were considering was quite simple. A official had been indicted by the grand jury on a charge of forging certificates of election in a specified precinct by placing the figure "5" before "26", thus giving his favored candidate an imposing 526 votes to only 6 for his opponent. The lead of the news story ended with this sentence: "He (the indicted man) has left the county and his friends are unable to locate him."

Was this concluding sentence libelous? The gentleman thought so, explaining that he had not fled the county after the return of the indictment. In reality, he was serving as a witness in a suit in another county, having responded to a subpoena. Furthermore, many of his friends knew where he was all the time. When he lost in the lower court, he appealed.

The Appellate Judges examined carefully the objectionable sentence, and quickly concluded that at least half of it was true for the indicted man had, indeed, left the county. The remaining portion concerning the friends was not enough to constitute libel, they thought.

"The rule is well settled that, in a civil action for libel, the substantial truth of the publication is a complete defense," they declared.

"He (the appellant was a public official,"

they continued. He had been indicted by the grand jury in the county of his residence, charged with a grave infraction of the election law. It was a matter of great public interest, and, therefore, eminently suited for publication. Is it possible that, on such an occasion, the newspaper is to be held to the exact words—to the minute details of the transaction?" they asked. We think not. "All the law requires is that the publication be substantially true."

In short, this publication was "true in its essential parts."

Judgment of the lower court affirmed. 139 Ky., 788 (1910).

New Linofilm Processor

Now available from Mergenthaler Linotype Company is a low-cost, table-top photographic processing unit. Called the Linofilm Processor, it is an automatic dry-to-dry machine for processing sheets or rolls of phototypesetting paper at the rate of two feet per minute under daylight conditions. The output is dry and ready for waxing, pasteup or other finishing operations.

Four spinning, stainless steel drums pick up thin layers of fresh developer, shortstop, fixer and water on the emulsion surface only, while the paper is being conveyed over them. This application makes possible much faster developing and fixing than normal static immersion. Also provided is internal drying by vacuum and hot air application.

Liquid concentrates of developer, shortstop and fixer are diluted 3-1 and serve as working solutions in the processor. Volumes in use are measured in ounces instead of gallons, as in machines using deep tanks. The solutions are gravity-fed into the processor by self-contained valves and flow meters. Consumption is small: one to two quarts a day for each solution under normal operating conditions.

The Linofilm Processor is equipped to handle up to eight inch wide photo-sensitive paper of any length. Daylight loading is accomplished by the use of standard Linofilm cassettes. However, the Linofilm Processor can be adapted to handle daylight loading of other input configurations on special order.

Cigarette Adv. Regulations In Effect January 1

The cigarette industry has unveiled stringent self-policing advertising code designed to forbid all advertising that might tend to encourage young people to smoke according to an UPI dispatch. The code goes into effect January 1.

Former New Jersey Governor Robert B. Meyner will administer the code governing hundreds of millions of dollars' worth of advertising in newspapers, magazines, television, and radio and on billboards and signs. Meyner will have the power to fine tobacco companies up to \$100,000 for violations.

Among the more stringent provisions of the code: Testimonial advertising by athletes and other celebrities or their depiction in cigarette advertising, whether printed or on television, is forbidden if, in the opinion of Meyner and his staff, their use would have a special appeal; and the use of models or imaginary persons in photos, drawings, or appear to be under 25 is forbidden.

The first rule of the code says no cigarette advertising may be designed to appeal to persons under 21. No ads may be used in publications or on television or radio programs designed to appeal to minors. No radio or TV cigarette spot ads may be used in program breaks immediately before or after programs designed for minors.

Cigarette ads in comic books or on the comic pages of newspapers are forbidden. Ads in school and college publications are outlawed. So is the distribution of cigarette samples on college campuses and in fraternity or sorority houses.

The code says, "Cigarette advertising shall not represent that cigarette smoking is essential to social prominence distinction success, or sexual attraction."

It states no cigarette advertising shall use models, actors, or imaginary persons in such a way as to suggest that "their attractive appearance or good health is due to smoking."

Ads are forbidden to show any person smoking during or just after participating in physical activity requiring stamina or athletic conditioning beyond normal recreation.

Meyner told a news conference that cigarette companies could sponsor baseball games or other athletic contests on television as long as the commercials comply with provisions of the code.

Although the Meyner group has been working on the code only since September, he said the nine major companies supporting his office, who produce all but a fraction of the cigarettes on the market,

already are altering much of their advertising to comply. He declined to give any examples.

Another section of the code said mere references to the presence or absence of a filter would not be deemed as violating to health. The code also permits claims regarding removal of nicotine or tars from tobacco.

Any other representations in ads as to health must be determined by Meyner's office to be "significant in terms of health (and) based on adequate, relevant, and valid scientific data."

Meyner's office is given the power to set uniform standards, based on scientific evidence, by which claims regarding the removal of nicotine and tars from the smoke stream may be stated.

The code in its final form falls short of the suggestion made by the Federal Trade Commission in January that every advertisement and every package carry a warning to the effect that the use of cigarettes was dangerous to health.

The code becomes the first concrete action to be taken by cigarette producers since the Surgeon General's report last January on the connection between cigarettes and health.

The subjective nature of many of the rules was commented on in questions by newsmen. For example, determining whether a commercial to be used with a television-network program around 9 p.m. had a primary appeal to young people might be very controversial, some of the newsmen said. "We'll have to make that decision, though," Meyner said.

(Continued From Page Four)

sible for the higher labor time requirement. However, hours per page printed have decreased noticeably on longer runs for several commercial printing jobs.

Press and platemaking materials and other expenses are much higher under the offset method. This seemingly inescapable cost disadvantage of the offset process is due to: (1) film and chemicals used in making page negatives, (2) non-reusable press plates and platemaking supplies, and (3) more expensive ink.

As in any relatively new process, prices for offset materials, especially press plates and ink, are in a state of flux. We find that the time spent in "shopping" and keeping a close eye on the prices of these items among competitive suppliers has paid a handsome return.

Newsprint cost has been significantly higher under the offset process. The unit

prices we are paying for newsprint are the same for both papers, so this difference is due solely to waste factors. More specifically, production waste is greater under the offset process. As mentioned previously, the smaller press runs of the offset paper have contributed to some degree. However, even on long commercial printing runs, the waste factor does not decrease to the point of comparing favorably with average letterpress production waste figures. As of now, our opinion is that an overall newsprint waste factor in the 7 to 10 percent range would be an admirable goal to achieve under the offset process.

To summarize and generalize somewhat about our limited experience under the offset process, here are the relative advantages and disadvantages of offset:

ADVANTAGES

1. Photo composition is more efficient in composing productivity, due mainly to easier display ad composition. In conjunction with this, it offers greater flexibility in the type and variety of display ads.

2. The quality of reproduction is superior—especially for pictures.

3. Training of composing personnel is less difficult under the photo composition process. This relative advantage, however, should not be overemphasized by anyone considering conversion to offset. The seemingly popular notion that any office clerk can immediately become proficient at paste-up is simply not true, if high quality standards are to be maintained.

4. Photo composition is more adaptable to establishing a central printing plant for several papers or for commercial job printing. Since starting the offset plant, we have acquired a semi-weekly paper which is being printed there. Commercial job printing business is also being developed and shows promise.

Less investment in equipment is required. Our evaluations indicate that the initial investment in mechanical and photographic equipment required to equip a 5,000 to 10,000 circulation daily is from 30 to 40 percent less under the offset method. Admittedly, this type of comparison is valid only in the case of starting a new plant and does not take into consideration the net cost of disposal of used letterpress equipment, but it is indicative of the capital investment difference under the two methods.

DISADVANTAGES

1. Higher material costs, especially photographic supplies, press plates, and ink.

2. Higher newsprint waste.

3. Lower efficiency in press and platemaking productivity due to nature of the

Newspaper-Radio Start Joint Weekly Program

The Barbourville Advocate, the Knox County Chamber of Commerce, and Radio Station WBVL here have embarked upon a joint news interview program each week, states editor John Harris. The program is called, "The Citizen Wants To Know," and is a local version of the radio-television program, "Meet The Press."

The regular panel includes Homer Lee Jackson, WBVL station manager, as moderator, Mrs. Helene Parry, advisor of the Knox County Chamber of Commerce Communications Committee, and the Advocate editor.

At each of the weekly programs, we will invite a local leader—governmental, business, civic, professional, religious, or other—to be our guest interviewee. We prepare questions and the interviewee is presented a copy of these questions and may, therefore, be prepared on questions which will be asked by the panel. But we also permit our listeners to call their questions to be station during the interview and this adds spontaneity and liveliness.

We find it has been highly successful in that it gives an in-depth interview each week which would otherwise be missing. It also is an illustration that competitors, the radio station and the newspaper, can work together in a beneficial manner for enlightenment of the public (and such cooperation among business competitors is not always the rule).

But I warn anyone undertaking such a venture that it does take time to prepare the questions, contact the interviewees, participate in the program and then write a follow-up article for the newspaper.

The Advocate and panel have prepared a guide for the direction of guest participants which it will send to interested publishers.

process and limited experience of press personnel.

4. Training of personnel in platemaking and press is more difficult, because it is a new and different process. This can be overcome to a large extent by having someone in the organization who is technically knowledgeable on the offset process. This does not necessarily mean a pressman with previous offset experience but, more importantly, someone with overall basic knowledge of the photo composition and offset process.

5. Lack of variety in news type faces and styles. This disadvantage is being overcome rapidly by new and improved typesetting machines.

CIRCULATION NEED A BOOST?
Over 3,500 Newspapers Recommend
the "LINER PLAN"
Liner Circulation Service
Time-proven Integrity and Reliability
221 N. LaSalle St., Chicago 1, Illinois
— Since 1906 —

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

STAMPS CONHAIM
A COMPLETE NEWSPAPER
ADVERTISING SERVICE
For Daily and Weekly Newspapers
101 FIFTH AVENUE, NEW YORK 3
Representative
Chas. H. Lovette
1919 Sundown Lane, Ft. Wayne, Ind.

(Continued From Page Three)

same as it was before the halfway switch to offset. "Jobs for some of the personnel were reshuffled," Mr. Stroh said, "but since we didn't go all the way into offset, our production people found it easy to learn how to handle dual operation tasks. They knew we had never produced a 'bad' paper—one we wouldn't want the public to see—and this helped to keep our shop morale high. Even Oscar Ection, old-timer head letterpressman with the Sun for 54 years longer than our Duplex press) welcomed the opportunity to go offset-letterpress along with us."


George S. Tatman is president of the Winchester Sun Co. James S. Tatman, the president's brother, is general manager as well as publisher. He is also publisher of the Connersville (Ind.) News-Examiner, which was one of the pioneers in the offset field. Editions of that daily have been on a 16-page letterpress and a four-unit Coss Suburban web offset press since 1960.

Salesmen who get down to brass tacks usually rise rapidly.

If the surface of a halftone is scratched during press run, a matrix cleaning eraser can be used to buff the scratched area until the nick is removed. For best results, edges of the scratch should be feathered out.

In one newspaper shop one of the two linecasting machines was equipped with a tape unit. So that one operator could care for both machines with a minimum of effort, their positions were shifted so that the two keyboards faced each other. Thus, the operator can swing in his chair to control either machine.

Why Guess?



Easy-to-use tables for all offset orders. Eliminates guesswork in offset estimating.

Write for 60-day FREE TRIAL to:
PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City, Utah 84106

CHOOSE YOUR SCAN-A-GRAVER

From Among These Four Models... at Terms to Suit Your Needs



All Scan-A-Graver® models are available for sale; for lease; or lease now—purchase later. Only Fairchild offers you a program to meet your individual requirements—a choice of models and a number of purchase or lease plans—all designed to save you money.

For instance, sales prices start at \$3,340 for a like-new Cadet Scan-A-Graver. They range up to \$6,400 for a like-new Scan-A-Sizer®—the only machine that provides continuous enlarging and reducing in any ratio up to four times, two screen sizes,

and interchangeable large and small engraving cylinders.

When you choose a Fairchild Scan-A-Graver or Scan-A-Sizer you get:

- A new machine warranty
- Lifetime service available from Fairchild factory-trained specialists
- Individual engravings when you need them—without waiting to gang copy; less material waste; lower cost engravings
- All engravings made with conventional 45° halftone dot pattern, including line-tones—ready for your press in minutes

- Cuts made on easy-to-handle, flexible Scan-A-Plate®
- Easy operation; convenient controls
- Reverse cuts at the flick of a switch
- A product backed by the world's most experienced manufacturer of electronic engravers.

These are some of the reasons why more newspapers use Scan-A-Gravers than any other electronic engraving equipment.

Scan-A-Graver is your best buy. But don't just take our word for it! *Make us prove it.* Send the coupon today.

FAIRCHILD
GRAPHIC EQUIPMENT
A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION
DISTRICT OFFICES: EASTCHESTER, N. Y. • LOS ANGELES • ATLANTA • CHICAGO
IN CANADA: FAIRCHILD GRAPHIC EQUIPMENT (CANADA) LTD., TORONTO, ONT.
OVERSEAS: AMSTERDAM, THE NETHERLANDS • LONDON, ENGLAND

Fairchild Graphic Equipment • 221 Fairchild Avenue • Plainview, L. I., N. Y.

I am interested in a Scan-A-Graver to help increase my profits.

Send literature
 Have Fairchild Representative call.
 Weekly Daily. Other _____

Name _____
Company _____
Street _____
City _____ State _____

CALENDAR OF EVENTS

(Mark your calendar)

JANUARY

21-23-94th KPA-KPS Mid-winter Meeting, Stouffer Inn, Louisville

13-Feb. 9-NEA study mission to nine South American countries

FEBRUARY

5-6 - Communications Seminar, School of Journalism, University of Kentucky, Lexington, Ky.

MARCH

25-27-NEA Government Workshop, Washington, D. C.

Uniform Labeling Code

A member said his local super market manager told him that there will be a new Federal law in effect the first of the year regarding the manner in which grocery items are to be identified in advertising, stating sizes, weights, etc. He asked for a clarification of this law from the Illinois Press Association office.

Not having the answer at hand, Secretary Strang wrote the U. S. Department of Commerce for pertinent details. Here is the reply he got from W. R. Koster of the Commerce Dept:

"This is in reply to your letter of October 9, 1964, addressed to the Secretary, requesting information on legislation covering grocery and drug advertising, which was referred to me for reply.

"I have consulted the Food and Drug Administration and the Federal Trade Commission which have jurisdiction over such matters, and have been informed that no new Federal legislation governing grocery and drug advertising has been enacted.

"In this connection, however, it might be pertinent to point out that in June 1964 the 49th National Conference of Weights and Measures, under the sponsorship of the U. S. Bureau of Standards, met in Washington, D. C. and drew up a uniform code of labeling which it recommended for use by the individual states on a trial basis of one year prior to formal adoption.

"It might also be worth noting that the Senate Bill S-3745, better known as the Hart "Truth in Packaging Bill," was not enacted by the 88th Congress."

So, there is NO law on this yet, but from another reliable source the IPA learned that newspapers can assist their food accounts, during the trial period, by having the following specific ad copy points observed:

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business with the hope that the information will be helpful.)



20th CENTURY CALLING!

"Happy Birthday, Granddaddy. I've grown another inch!"

"Two council members arrived in Quebec today. The meeting has been set for the 11th."

"The supplier in Amarillo said the shipment would be two days late."

"Don and Betty said they'll get us some honey at Maple Corners on their way down Saturday."

This is the sound of today's news as it travels over a vast telephone network.

You've probably heard of Direct Distance Dialing (DDD). It's a still-growing dialing service that handles long distance, station-to-station calls which you dial yourself. To use it, you dial the access digit, the area code number (if it's not in your area) and the telephone number you want.

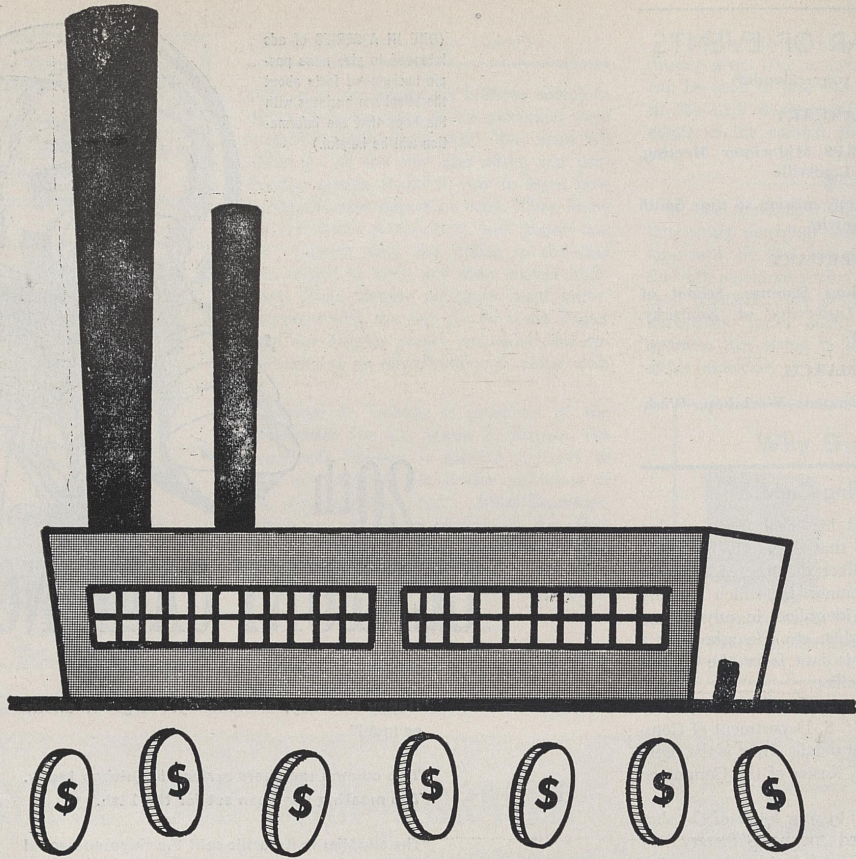
This network can connect you to over 84 million telephones in thousands of towns and cities across Canada and America.

If you'd like more information, call your local telephone manager.



Southern Bell

...Serving You



Dollars For Growing Cities

These are dollars new industry brings into a community . . . an area . . . a state. These are dollars spent for materials and labor to construct plants . . . dollars earned in new jobs . . . dollars spent for raw materials, goods and services. These are tax dollars, too, paid by new plants and workers, that come back in the form of schools, streets, highways and other public facilities.

KU's Industrial Development Department works with chambers of commerce, state agencies, industrial foundations and civic groups to attract industries to KU's service area.

KU's industrial development specialists will be happy to assist your community or industrial development organization in promoting industrial growth and prosperity in Kentucky.

- Electric Power
- Industrial Development
- Community Development

KENTUCKY UTILITIES COMPANY
An Investor Owned Electric Company
 Rates Regulated by the Kentucky Public Service Commission