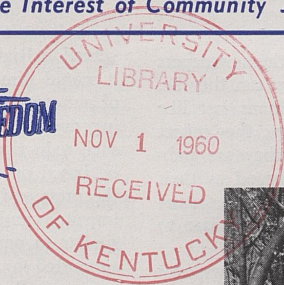


The Kentucky Press

June, 1960

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



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Kentucky's Showcase: A Bluegrass Farm In Springtime

Official Publication Kentucky Press Association

The Kentucky Press + As We See It +

Volume 26, Number 9

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

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

Kentucky Chamber of Commerce
Newspaper Managers Association

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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Our editorial this month was written for us, and taken "without leave" from John L. Crawford's column, "Ravelings", in the Corbin Tribune, in which he welcomed KPA to the Cumberland Falls meeting. John draws a clear picture of Kentucky's Fourth Estate and its role in community building, past, present, and future. We understand, after weighing his premises, how John won first place for the Hometown Colum, dailies, in the 1960 contest. John wrote:

"The newspapermen of Kentucky serve faithfully and well the great Commonwealth of which they are an integral part. They guard zealously the priceless heritage of freedom of speech and the dignity of the individual. They are the watchdogs of the treasuries of city, county and state governments. They encourage the honest and courageous officials, and expose the occasional crooks that worm their way into places of trust. They are both skeptical and trustful. They think every man is entitled to be believed until he proves himself otherwise. But they perhaps have a little more than the average of suspicions, because of long years of looking on the seamy side of human nature.

"This does not mean that the newspapers of Kentucky are perfect. How can they be, when they are made by humans just like you and me? But by and large, they reflect the communities in which they are published. They are usually as good as their publishers and their towns—and many times a little better, because they dare to try to be ahead of the crowd.

"The people who are in the newspaper business are, by nature, a group of optimists with their eyes open. They have a liberal dose of that which has been termed divine discontent, making them to be ever in the vanguard of human progress. If this sounds like boastful talk, it gives a wrong impression; because it is meant as a rather serious manifesto of newspaper purposes. The folks of the newspaper profession take their jobs seriously.

"I'd like to remind the visiting newspapermen and our subscribers alike that the newspaper business, on the whole, is sound and vigorous; and the future is promising. All across this state the weekly and daily newspapers are pushing ahead with confidence. Plants are being modernized, new equipment is being added, and in many instances new buildings are being erected to house the plants.

"During the decade 1949-1959 investments for advertising in newspapers increased 83 per cent, according to statistics. The increase alone in investment for newspaper advertising in the 10 years was greater

than the total amount spent for television advertising in 1959. This did not "just happen." It came about because newspapers are accepted by the public, by the subscriber and the advertiser, if you please, as an essential part of the American way of life.

"The newspapers are essential to the being of America. They exist and thrive because they serve."

* * * * *

"You Newspaper—Freedom's Guardian" will be the theme for National Newspaper Week, October 15-21, as announced by John Paul Jones, chairman, of the national committee. The winning slogan, one of five submitted by journalism students at the University of Nevada, was a class project. Twenty journalism schools submitted slogans in the national competition. NNW is sponsored by Newspaper Managers Association, of which Kentucky is a member. Every KPA member is supplied with a complete kit of selected materials for press observance each year. We hope you will participate in this annual event in 1961 as an integral part of their public relations program.

* * * * *

Michigan's Lt. Gov. Swainson said he vetoed a Right to Advertise Bill "because it would diminish the regulatory authority of our regulatory agencies without there being any clear demonstration of need for such reduction." He said the bill seems to be based on an inference that freedom of the press or freedom of speech is somehow impaired under existing laws. The bill is similar to one now in effect in Ohio, and is supported by the Michigan Press Association and the Michigan Retailers Association.

* * * * *

A bill in the Louisiana legislature would require newspapers to give to public officials and candidates "equal space" without cost to reply to any editorial or article that considers "prejudicial, critical, denunciatory, defamatory or otherwise derogatory." Newspapers refusing demands for reply space would be liable to a fine ranging from \$100 to \$500.

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Sen. Estes Kefauver warned the drug industry to police its advertising and enforce its code of ethics or face governmental action. This statement came during the Senate Judiciary Subcommittee hearings on advertising and promotion practices of the industry.

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A special sample survey by the Bureau of Census shows 62 percent of all households receive a home-delivered daily newspaper.

4 Outs

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He emphasized Division, under I rigorous training d made 107,000 ju plained that the

4 Outstanding Speakers Highlighted Summer Program

With 187 adults seated at the banquet table and 25 youngsters enjoying a picnic dinner, it is officially noted that 212 persons were registered for the ninety-first mid-summer meeting at Cumberland Falls State Park on June 2-5. Expressions from all sides indicate that the meeting was thoroughly enjoyed both from the interesting and profitable business sessions to just "visiting around."

The many early Thursday arrivals were greeted with a reception in the rathskeller and a spectacular color television showing of "Summer On Ice", with the Kentucky Division of the U.S. Brewers Foundation, Ed Pepperman and Robert Bourland as hosts.

Following an executive committee meeting in the lounge, Friday morning, the business session was formally opened by President Westpheling a few minutes late. He called upon Carroll Nicely, editor of the new offset daily, the Glasgow Times, to discuss the problems of changing from "Hot To Cold Type". Carroll's address was interesting and informative and he was frank in his able discussion of their problems in making the change. His address is found in another column. Carroll gracefully gave the podium over to Maj. Gen. W. C. Westmoreland on his belated arrival, and finished his discussion with a slide presentation of the Times' offset equipment after the General's address.

The General's plane was defective which, with some fog at the Corbin-London airport, caused his late arrival, but his patient audience was well awarded with the open and enlightening address on Fort Campbell, its extreme importance to the nation today, and its importance as a community in Kentucky.

General Westmoreland stressed that the Communists will never abandon force as a weapon because it is as explicit in their doctrine as democracy is in ours. He added, "A nuclear stalemate now exists, therefore we must be prepared to fight limited wars."

He said the concept of limited warfare made it necessary to change the strategy of American forces, and that STRAC (Strategic Air Command) grew out of that planning. His division is the key element in STRAC, prepared to move anywhere and fight on short notice, using atomic weapons if necessary.

He emphasized that the 101st Airborne Division, under his command, undergoes rigorous training daily. He revealed his men made 107,000 jumps last year, and explained that the division's flexibility de-

pends on mobility and that more aircraft are needed "to keep our mobility alive."

Westmoreland said the paratroops can move by land or air, but that if aircraft aren't available the division's effectiveness is weakened; that most of the division's aircraft came from the Military Air Transport Service and that such aircraft now available are obsolete.

"We learned that recently when the division made a large-scale exercise, from Fort Campbell to Puerto Rico. We must have better planes if we are to preserve your security."

Westmoreland who becomes superintendent of the United States Military Academy at West Point, N. Y., July 1, said his successor is going to find that Fort Campbell is more than a military base.

"It is a community of 30,000 persons and the commander is its mayor. Such a job has only one advantage—this mayor doesn't run for re-election. He usually is transferred in two years and sometimes less."

Like other communities, he said, Fort Campbell has school problems, garbage-collection problems, problems that beset any small town.

Westmoreland also noted that millions in federal money is disbursed at Fort Campbell each year.

The major points of this illuminating discussion were graphically illustrated by colored slides.

Friday afternoon found the group wildly scattered in recreational pursuits, so scattered that May Rogers, hostess, could only find two couples interested in bridge. Mrs. Amos Stone and Jodie Gozder carried off the bridge prizes. Some tyros played golf at the beautiful Stearns Country Club where they were guests of Publisher C. W. Hume; others plain "visited", hiked, swam, or sunned.

Following the annual banquet, Past President John L. Crawford, Corbin Tribune, presented plaques and certificates to the winners of the 1960 Production contests as presented in another column. Special recognition was made to Jodie Gozder, celebrating his fiftieth anniversary as publisher of the Campbellsville News-Journal and fifty years of publication of that community-building newspaper. A dance in the lounge closed the day's activities.

Opening the Saturday morning business session, Court of Appeals Justice Morris C. Montgomery discussed various aspects of the proposed constitutional convention and the need of thinking Kentuckians to get behind the movement to insure its success. As

an example of the need of the revision, Justice Montgomery cited the past and present court system, pointing out that the present system of state courts is inadequate and antiquated by constitutional limitations which might have been practical and efficient in the "horse-and-buggy days."

He pointed out there have been four constitutions in Kentucky, the last one in 1891, and that since that time "a great number of changes have taken place."

Montgomery noted that the growth of business and commerce has brought an increase in the court's legal load. "Hardly a law suit is ever filed that doesn't involve some kind of corporation."

Other new sources of litigation, he said, arose with developments in the fields of communication, mining and manufacturing as well as the automobile itself.

Montgomery said that his court is 14 months behind in handling ordinary cases, adding "That's the fault of the system we have now." He said further there is no need today for a dispersed judicial system because of our modern transportation methods.

Montgomery also called for a unified court system that would result in greater efficiency. "We have nearly 50 judicial districts. In some of them judges have nothing to do, in others the judges are overworked."

He also suggested that the Court of Appeals clerk should be an appointive and not an elective official. "If this had been done in the past we would not have had a situation that arose a few years ago," he said without elaborating.

Governor Bert Combs, in his earnest address on the problems facing our State, gave a brief review of his administration's program, urging those present to give it a "fair chance", and announced that the tourist promotion program would be stepped up by making it a separate entity in the conservation department under the direction of Publisher Charles E. Adams. Complete plans would be announced later. He also informed the group that the requested amendment to the Sales Tax regulation, SU-89, has been made and would go into effect immediately.

"My program of reform is a good one. You might not approve of everything that I want done," the Governor said, "but the people can correct it four years from now; just give it a fair chance." Confidence in the program and in the Governor's efforts to build a greater Kentucky was expressed in a unprecedented resolution adopted later by the convention which stated, "We endorse this program and any other that seeks

to correct the problems facing our commonwealth."

Combs also announced that the State will soon explain the sales-tax program through bill-board advertising, placards, and meetings in various cities.

The Governor said his recommendations to the recent Legislature were in two parts: reform and progress. On reform, he said, "We have instituted a merit system and have made provisions to get the public to approve a constitutional convention."

Before he leaves office, the Governor continued, "we should see the results of our progress blueprint. It includes an expanded park system, a modern network of highways, including some toll roads, and more money for education."

The Governor said that before he took office he had a number of surveys run and all showed the same thing—"education was the principal topic in people's minds."

Combs added, "Some people think our program is too broad and too fast. But after looking back at what was done in the past few years, I found we had been too poor to paint and too proud to whitewash. Kentucky was stalled. We believe the state is now back on the right track."

The Governor concluded in saying that he was going to spend his time explaining his projects to the public. "I am not going to try to sell you because you can't sell the people of Kentucky anything."

A brief business session in which Chairman Earl Kinner, KPA printing school committee, gave an encouraging report on the reopening of the Mayo printing school and the employment of Mr. Byrne as instructor (complete report in another column). The reading and adoption of the resolutions closed the meeting.

The following resolutions were unanimously adopted by the convention at Saturday morning's concluding session:

Members of the Kentucky Press Association have enjoyed a pleasant and profitable ninety-first mid-summer meeting. To the officers and those who planned a smooth and profitable program, we extend our thanks.

To the staff of the Cumberland Falls State Park, we express our appreciation for their cooperation and kindness. To those who supplied hospitality, we have already shown our ready response.

The Association expresses its appreciation to Governor Bert Combs for honoring us by appearing at our meeting to present the problems facing Kentucky citizens and the place of newspapers in meeting these problems. His efforts to effect the holding of a limited constitutional convention have been heartily received and we endorse this pro-

gram and any other that seeks to correct the problems facing the Commonwealth.

We express our appreciation to Chief Justice Morris C. Montgomery for his address which gave enlightenment to the need for the Constitutional convention and especially the needed change in our court structure.

* * *

Whereas, the National Editorial Association continues to serve effectively the community newspapers of this nation, and

Whereas, the National Editorial Association continues to operate on a budget that is not sufficient to represent properly and work for the best interests of the community newspapers, and

Whereas, the proper and sufficient representation is necessary to the community newspaper:

Therefore, Be It Resolved, that the Kentucky Press Association, at its annual mid-summer meeting, go on record favoring the retention of the present affiliate membership plan of the affiliated states, and, further, recommends an increase in affiliate member dues from \$10 to \$15 per annum, in order for the National Editorial Association to continue serving effectively the best interests of the community newspapers.

* * *

Whereas, the present amendment to Section 162 of the Internal Revenue Code disallowing as a business cost any expense of certain institutional advertising is a violation of basic American freedoms of free speech and free press, and

Whereas, this amendment is a move in the direction of censorship by taxation and the tax device is in effect 50 per cent censorship where it applies to organizations in the upper tax brackets, and

Whereas, the Kentucky Press Association representing the newspapers of Kentucky is charged with the obligation of detecting and resisting with all vigor any threats to the cherished freedom of the press and the public's right to know, and

Whereas, Representative Hale Boggs of Louisiana has introduced House Resolution 7123 which would change Section 162 of the Internal Revenue Code to allow deduction of advertising and other legitimate activities as business expenses,

Be it therefore resolved that the Kentucky Press Association urges passage of H.R. 7123 and urges the members of the Kentucky delegation in Congress to support this measure and to work for its favorable vote in committee and its passage.

Copies of this resolution were sent to all Congressmen and Senators from Kentucky, to the Honorable Hale Boggs, sponsor of H.R. 7123, to the Honorable Wilburn

Crittenden Press Sold To Madisonville Printer

Sale of the Crittenden Press, Marion, has been announced by Charles E. Pepper, Evers Mick, Madisonville, possession being given July 1. The new owner, a Marion native, saw four years of war service on aeronautical electronics equipment for the government during the war. Returning in 1946, he moved to Madisonville in 1947.

For nine years he served as chief engineer for radio station WFMW in Madisonville. For three and one-half years afterward he was co-owner of station WTTI, also in Madisonville, but severed his connection with the station last year.

Also, for the past three years he has been owner of Modern Printers, a commercial letterpress and offset printing shop in Madisonville.

Mr. Mick is married to the former Lucille Morris of Cadiz, sister of Mrs. Raymond Holland, whose husband is manager of Alexander Stone Company in Crittenden County. They have two sons, Charles, 11, who has just graduated from Madisonville High School, and Paul, 13.

Mr. Pepper, his wife, Jean, and their three small children plan to move to New York in July, where he will seek a master's degree at the Graduate School of Journalism of Columbia University.

A native of Henderson, he bought the Press from Mrs. Della Brown in 1955, while he was still serving in the U.S. Army, and came to Marion in July that year. Since that time the Press has absorbed the Marion Reporter newspaper and the printing business formerly conducted by Carlos O. Hughes Insurance Agency.

The business moved from 106 E. Bellville St., where the Kentucky Utilities Company office now is, to a new building at 121 E. Bellville in 1956. At the same time it increased the page size from 7 columns by 20 inches to 8 columns by 22 inches, a move made possible by the purchase of a new press. In 1957 the paper changed its publication date from Friday to Thursday.

Mr. Mick said his plans are as yet incomplete on who will edit the newspaper and other arrangements.

National advertisers spent a record \$772,905,000 in daily and Sunday newspapers in 1959, according to ANPA Bureau of Advertising. This represents an increase of 7.5 percent over 1958.

Mills, chairman of the House Ways and Means Committee, to all state press associations, to the National Editorial Association, and the American Newspapers Publishers Association.

'Hot Vs

In his excellent "Hot Type vs. C" summer meeting, ing editor of the many printing o word, used to refe which might app of a printed sheet isn't new—only papers is relatively ber when a printe in an offset press. at his work, we ju crazy process—ju ing we called it t

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'Hot Vs. Cold Type' Discussed By Glasgow Publisher

In his excellent informative address on "Hot Type vs. Cold Type" at the mid-summer meeting, Carroll Knicely, managing editor of the Glasgow Times, said, "In many printing offices 'offset' is a dirty word, used to refer to the messy ink residue which might appear in reverse on the back of a printed sheet. Offset printing in itself isn't new—only its application to newspapers is relatively new. I can well remember when a printer friend of mine first put in an offset press. When we printers looked at his work, we just shook our heads at that crazy process—just high-class mimeographing we called it then.

"But I predict to you here today that offset is a word that will be often heard related to newspapers in the coming years, and that every time it is spoken a new understanding and respect for it will be built. I further predict that ten years from now the large majority of small dailies and large weeklies will be moving to the offset field of printing their newspapers.

"Perhaps I am telling you all this to justify the fact that we're printing offset. But let me tell you first, that I am a linotype operator by trade, having spent 10 years of my life on a machine and in the backshop. Since I was 12 years old I have worked in some form or fashion on a newspaper, and until 18 months ago there was nothing farther from my thoughts than a change from letterpress printing to offset.

"In November, 1958, I visited the Cedar-town, Georgia, Standard, where they had begun publishing by offset only one month earlier. After a return visit early in December, during which we became convinced of the merits of the process, we started exploring some logical reasons for considering such a move in our operation at Glasgow. Here are some of those reasons:

"First, was our equipment, which needed repair and replacement. In letterpress, we operated with three linotypes, a Ludlow, stripecasting machine and a model A Duplex press, plus the other usual equipment. We were outgrowing our press, which meant the next step up in hot-type would be to a rotary press with stereotype equipment.

"Second, we were particularly anxious to improve our product, which meant more pages, more features, and with offset, the easy addition of color printing.

"Third, like all newspaper publishers, we were intrigued with the reports of cost comparisons between letterpress and offset, and a reduction of production costs sounded mighty good.

"Another important item in our consid-

erations was the potential of new avenues of business which were opened up by offset printing. Such things as long-run circulars, shoppers, and the printing of papers for others weighed heavily in our thinking. With a growing circulation, we were faced with long evening press-runs, and the attendant late deliveries which this makes inevitable. We were anxious to provide our subscribers with their paper earlier, and offset offered this too. Then, perhaps, we were swayed a little by the desire to be different—to try something new.

"After giving careful study and reasoning to these points, the decision to change to offset was reached, in April, 1959. Right away we started searching for equipment. We didn't buy a package deal, but rather, we put our plant together by buying piece by piece. For typesetting, we installed five pieces of Justowriter equipment for straight matter, a Vari-typer for ad composition, and a Headliner for heads and ad display composition. A set of Justowriters is made up of two units—a recorder and a reproducer. The recorder is operated essentially like an electric typewriter, except that when the operator types on it, it records copy on a seven-channel tape, much like a Teletypesetter reperforator does.

"The recorder automatically counts the necessary added space increments to make each line come out justified to even column length, and places a code in the tape for this. The reproducer is an automatic machine, operating entirely from the tape produced by the recorder. The tape is fed through a reader which electronically actuates the keys, causing the machine to reproduce the copy on the tape in printed form in exact column width measurements, all completely justified and ready to be pasted into our makeup sheets. We have three recorders and two reproducers. One reproducer is in 8 point, the other is in 12 point. Average production by one recorder operator through the reproducers is three columns of 8-point type per hour.

"Our Vari-typer has 14 points of type ranging from 6 point to 12 point. It is much like a typewriter, and anyone can operate it.

"The Headliner is a photo-typesetting machine. On it we have 21 fonts of type, ranging from 14 point to 90 point. All of our display type is set by Headliner. It exposes the image of a letter through a type-master onto a strip of 35 mm photographic paper, which is in turn fed through a developer, fixer, washer tank, all automatically, giving you the end result of a photographic

image of the type on the 35 mm paper.

"Our other equipment includes a 24-inch Miller-Trojan vacuum-back camera; a Nu-Arc "Flip-Top" Vacuum printing frame; and the 3-section, 12-page web-perfecting Vanguard offset press, capable of delivering 12,000 completely printed, folded papers per hour.

"In addition to the new equipment we secured another building which gave us five times the space we had. This we prepared for offset, remodeling it and laying it out expressly for an offset plant.

"Not one member of our staff had any previous offset experience. In May, 1959, we purchased an offset job press, so we could at least find out what offset was all about. This gave us an insight into the basic process, but didn't really help much to prepare us for the surprises of change-over.

"In August, 1959, after delivery of our press was set for late November, we began a training program in Justowriter composition. We had a lady work a few hours a day composing on the Justowriter and reproducing the tapes. In September, two people from our plant spent ten days at Grand Prairie, Texas, where the Vanguard press was pioneered. There they learned basic press and offset operation. Beginning November 1, we started dry runs on setting up our entire paper for offset, we even pasted up the pages to camera-ready copy.

"D-Day came on December 21, 1959—the worst possible time of the year. We issued our last paper letterpress on Friday, December 18, and issued our first paper offset on December 21. In our first four days with the new press, we printed 64 pages, with color on 14 of these. Such a fete would have been impossible on letterpress the way we were equipped before changing.

"Anyone who tells you that offset is all a bed of roses isn't telling the whole truth. During the first three or four weeks, we were in a bedlam of confusion. Nothing we did was right. Nothing we knew how to do was of any help. Everyone had to learn all over again. There were even times when we doubted that this could be the better way. But finally, all of us involved gathered around and resolved to forget everything we knew about letterpress, and adapt ourselves to the needs of offset. We put up our line gauges and makeup rules and forget all about ems and picas and points. Instead we concentrated on camera apertures, photo solutions, exposure times, and ink-water balance.

"Soon we had the initial problems ironed

out, and a set of workable schedules set up. Then we were able to evaluate the operation as to advantages and disadvantages.

"Here is what we found: Advantages—

(1) The speed with which the paper can be composed is uncanny. There is rarely ever a time when we don't meet schedules with ease—and never is lateness due to the process. Press speed also gives us an edge, and our readers like receiving their paper early in the afternoon.

(2) It takes less people to put out an offset paper, from a production standpoint. In addition, everyone can do everything. None of the equipment is so difficult to operate that it requires a skilled technician—anyone can learn in a few minutes to operate a Justewriter, a Vari-typewriter or a Headliner.

(3) There is a great lack of pressure in meeting deadlines. The whole atmosphere of production has changed from the strained rush-rush pressure to a relaxed business office appearance.

(4) Our reproduction has been greatly improved, and we've been able to print in color, thus giving our advertisers an extra boost, and adding a reader-interest appeal to the paper.

(5) We've been able to increase our page capacity without gathering operations. In addition, we find that we can produce 12 pages with the same ease that we produce eight pages. Extra pages don't throw as much extra production loan on the plant in offset as in letterpress.

(6) It has been our experience that the news department has a better control over news content and page makeup of the paper than they did in letterpress. In addition, the advertising department has complete control over the appearance and placement of ads, since they have their own production department, and actually make up their own ads, and place them in the pages.

"Problems—There are three major problems which offset gives. All three are management problems, and require something of extra attention not normally given great concern in letterpress.

(1) Perhaps the biggest single problem is inexperience. Everything being done in offset production today is in a sense experimental—certainly this is true of offset dailies. A whole new type of organization has to be developed, and a whole new outline of scheduling of production must be set up and adhered to. When technical problems come up, there are so few people who can really help, because there are so few people experienced—at least in comparison to letterpress. To many people considering offset, this scares them off—but we've just toughed it out, and learned as we have gone along.

(2) Few newspaper publishers in letter-

press have as many different items of materials used up as we have in offset. This calls for a greater cost-consciousness. Waste can be murderous—particularly when you're dealing with film at \$1.00 a page, or plates at 80c per page, plus a dozen different chemicals, tapes, photo paper, and carbon ribbons. Cost of used-up materials is something that must be watched carefully.

(3) In the early days in offset, newsprint waste was high. Sometimes we would waste 200-300 copies, sometimes more with color, in getting started on the press. This can only be eliminated by having someone with a desire to stop it—who will learn the press, and work with it carefully. Today, we rarely waste more than 25-50 copies in getting started, but this requires constant attention.

"We are convinced, however, that the many advantages far outweigh the disadvantages.

"Let's follow a page through our offset operation: First the ads are composed by being pasted up by the advertising department, exactly as they are to appear. This simply means a completed layout, rather than a sketched layout. The ads are then placed in position on the page by the advertising department.

"Next the page goes to the pasteup department, where copy set on the Justwriters and headlines from the Headliner are integrated into a completely pasted-up page much as galleys of type would be placed in a form. In pasteup, we deal with nothing more than an image which will photograph so it is simply a matter of clipping out copy from paper with scissors and using a dab of rubber cement to hold it.

"Once the pasteup is completed, the page, camera-ready, goes to the camera, where it is photographed, actual size, on a sheet of film 18" x 23". After obtaining the negative, it is stripped into a mask for register purposes, and placed over a light-sensitive aluminum photo-offset plate. With a vacuum, all air is forced from between the film negative and the sensitive plate, assuring a tight bond between them, thus eliminating light leakage and imperfect images when the plate is exposed, through the film, to a powerful arc-lamp.

"Following exposure, the image on the plate is developed, and the plate is ready for the press. On the press, the plate is first covered with a thin skim of water, which adheres to the areas of the plate which did not receive light during exposure, but which recedes immediately from those areas where light passed through the negative to the plate. After passing under the water roller, the plate passes under an ink roller. Ink, being essentially grease, will not adhere to the areas where water remains on the plate,

but the exposed portions of the plate, being non-sensitive to water, and thus having become dry, do pick up ink, which becomes the printing image. This image is transferred from the plate directly to a rubber blanket, which in turn offsets the image onto the paper.

"This, then is offset printing, and the story of offset production of one newspaper. It is a departure from the accepted methods. The biggest problem facing offset for newspapers is the very fact that it is a departure from the accepted, that it represents change—and that newspaper people, who are busy with the problems of the day and of their communities are slow to investigate and pursue new avenues of production.

"Offset poses a great challenge to the newspaper industry—and even a greater opportunity. I say to you here today that this decade of the 1960's will register documented evidence that "There is a better way!"—and that better way is offset!"

Following is an outline of answers to some of the most often asked questions about the photo offset process which is now being used in the production of the Daily Times. The Times has a circulation of 5,120, is an afternoon daily published five days a week, Monday through Friday. The Times was printed letterpress until Dec. 18, 1959, when the first offset issue was produced.

Equipment used in former letterpress operation include 3 Linotypes, Ludlow strip caster, Model A Duplex flat-bed press, router, stereotype saw, stereotype casting box, 2 slug saws, slug stripper, Fairchild Scan-a-Graver, plus the other accepted accessory equipment to letterpress equipment.

Equipment now used in the offset process, and cost basis for same include a Vanguard Offset Press—web-fed, 12-page capacity, speed 12,000 per hour. Permits 2 colors and black—\$52,227; 3 Justewriter Recorders (1—10 pt. book, 1—12 pt. bold italics, 1—12 pt. bold), 2 Justewriter Reproducers (1—11 pt. lt. face book, 1—8 pt. news). All composition for straight matter comes from Justewriter. No Linotype composition is used. Average new cost of each Justewriter unit—\$2,700.

A Vari-typewriter Coxhead Composing Machine with 14 fonts of type ranging from 6 pt. to 12 pt. This is used to give variety in ad composition for body type, etc. Cost—about \$2000; a 24-inch Miller-Torjan camera, with vacuum back, etc. Cost—about \$2,800; and a Nu-Arc "Flip-Top" arc-lamp-type plate burner. Cost \$6.95.

Vari-typewriter Headliner for photo-printing large type faces from 14 pt. to 84 pt. (in-

(Please Turn To Page Eight)

Your Imp

According to the "Income Tax and Used Tax" statute, the Legislature, authorized the Department of Revenue to establish regulations for the taxation of the sale of those commodities which are classified as "raw materials" to the tax, likewise the manufacture of those commodities. To date, three bills have been passed which direct the Department of Revenue to investigate and publish information for your information. The Sales Tax Division is currently working on a complete direct tax.

REGULATORY MACHINERY EXPAND

The machinery and equipment necessary for the installation of such materials direction of such machinery, which first time into new machinery, or which are existing plant machinery, productive capacity and are necessary processing products exempt from the sales tax. "processing products" processing and packaging material in-process material the processing and secondary products for of minerals, ores, and fuel gas. Machinery, machinery, performance does not have a price that of the rate subject to the tax.

Adopted this 18

REGULATORY

NEWSPAPERS. The publisher are property. The tax receipts of the public in all cases where the sales price of the newspaper if for delivery outside the carrier, news operators of newspapers are sales for resale

Your Important Sales Tax Regulations

According to the provisions of the "Sales and Used Tax" statute, passed by the 1960 Legislature, authority was granted to the Department of Revenue by KPS 131.130 to establish regulations for the direct application of the sales tax, outlining specifically those commodities which should be subject to the tax, likewise specifying articles, defined as "raw materials" used in the direct manufacture of the commodities, which would not be subject to the tax.

To date, three regulations have been passed which directly affect the printing and publishing industry, and are presented for your information and guidance. The Sales Tax Division of the Revenue Department, before the end of June, will publish a complete directive regarding said Sales Tax.

REGULATION SU-6 MACHINERY FOR NEW AND EXPANDED INDUSTRY

The machinery and the appurtenant equipment necessary to the completed installation of such machinery, together with the materials directly used in the installation of such machinery and appurtenant equipment, which are incorporated for the first time into new or existing plant facilities, or which are installed in the place of existing plant machinery having a lesser productive capacity, and which are used in and are necessary for a manufacturing or processing production operation shall be exempt from the sales and use tax. The term "processing production" shall include: the processing and packaging of raw materials, in-process materials, and finished products; the processing and packaging of farm and dairy products for sale; and the extraction of minerals, ores, coal, clay, stone and natural gas. Machinery which replaces other machinery, performs the same function, and does not have a productive capacity greater than that of the replaced machinery, is subject to the tax.

Adopted this 18th day of April, 1960.

REGULATION SU-8

NEWSPAPERS—Sales of newspapers by the publisher are sales of tangible personal property. The tax applies to the gross receipts of the publisher from such sales in all cases where the publisher receives directly from the consumer the full retail sales price of the newspaper, unless the sale is for delivery outside of this state.

The sales of newspapers by the publisher to carriers, newsboys, street vendors, and operators of newsstands and similar places are sales for resale the proceeds of which are

not subject to the tax.

MAGAZINES AND PERIODICALS—Sales of magazines, periodicals and all publications other than newspapers, whether made "over the counter", or by subscription, are subject to the sales or use tax.

Receipts from subscriptions for magazines, periodicals, and trade journals, which subscriptions are taken within the State of Kentucky, sent to a publication house outside of the State of Kentucky, and the publication is thereafter mailed directly to the subscriber within the State of Kentucky are subject to the sales tax. Where such publications are printed within the State of Kentucky and sold subject to delivery outside the State of Kentucky, such sales would not be subject to the sales tax.

Persons who distribute trade publications, journals and the like free of charge to the reader thereof are regarded as consumers of publications which they distribute.

Adopted this 27th day of April, 1960.

REGULATION SU-29-1 PRINTING AND RELATED INDUSTRIES

Pursuant to the authority vested in the Department of Revenue by KRS 131.130, the following regulation is hereby adopted:

The tax applies to retail sale charges for printing, lithography, photolithography, multigraphing, rotogravure, gravure, silk screen printing, imprinting, multilithing, photostats, steel die engraving, and similar operations for consumers regardless of whether or not the paper and other materials are furnished by the consumer.

The tax applies to retail sales charges for services in connection with the sale of printed matter, such as die cutting, embossing, folding, and other binding and finishing operations regardless of whether or not the said printed matter is furnished by the customer.

The tax does not apply to additional charges for postage or for addressing, enclosing, sealing, preparing for mailing, or mailing letters or other printed matters provided such charges are stated separately on the invoices and in the accounting records. Tax applies, however, to charges for envelopes.

Charges for typography or type composition are not taxable provided that title thereto is not conveyed by the typesetter to the customer. The retention of title by the typographer or typesetter will be presumed when the typographer's or typesetter's books and records reflect the return of the type metal by issuance of credit slips and maintenance of proper records. The furnishing

ALL KENTUCKY BENEFITS...

from our state's brewing industry

... pays more than **\$7,000,000 TAXES** annually to Kentucky state and local governments.

... annual payroll of **OVER \$53,000,000** provides a good living for 20,000 Kentucky people, and helps all other Kentucky business.

KENTUCKY DIVISION U. S. BREWERS FOUNDATION
1523 HEYBURN BUILDING • LOUISVILLE 2, KY

Mayo Printing School Will Re-Open In July

It is gratifying to KPA to learn that the Mayo Vocation printing school will be reopened within a few weeks after having ceased operation following the resignation of Mr. Howell early this year. Chairman Earl Kinner, KPA School of Printing Committee, announced that J. Holt Byrne, present owner of the Byrne Printing Co., Elkins, W. Va., and a practical printer and operator, will take the post of instructor as soon as he can dispose of his holdings.

Mr. Byrne, 49 years old, literally grew up in his father's printing office, starting to learn the trade when he was 12 years old. After graduation from high school, he served as operator and machinist on the Charlestown Daily Mail and the Morgantown Dominion-News in his native state. He then returned to the Daily Mail for five years before purchasing the weekly Braxton Central, Sutton, in 1941, and conducted this paper for 15 years before opening the Byrne Printing Co. in Elkin. This is both a letterpress and offset shop.

During his years as a printer-operator, Mr. Byrne has trained many young men for the printing trade, and, with his background experience should be highly qualified for the post which he will soon take over. Mr. Ramey, head of the Mayo school, and Mr. Kinner's active committee, can be congratulated on procuring Mr. Byrne to direct the school.

Kentucky publishers should now make every effort to interest young men in their localities to learn the printing trade, either as floor men or operators, which the Mayo school offers. Applications should be directed to Mr. Ramey, Paintsville. Because of the extremely low cost of instruction, \$39 per month which includes tuition, books, room and board (\$39.00 for the 11-month school year), newspaper publishers may want to establish a scholarship for the two-year term for qualified young men who could return to their plants when the course is completed.

A student may elect to take the two-year course in either machine operation or floor work, or elect to study one term in each department. Applicants must be high school graduates between the ages of 16 and 21 years old. Where else could such level of instruction be found at such a low cost.

Chairman Kinner further announced that the State Department of Vocational Education has assured him that an additional qualified instructor will be added when the enrollment exceeds 18, and a third instructor if the enrollment reaches more than 24 students.

As an incentive toward procuring stu-

dents, KPA members will be requested to run an ad, display or classified, toward that highly desirable end. The members have a golden opportunity to help build up a reservoir of qualified back office personnel and surely will benefit themselves and the fraternity.

Advertising rates have increased 74.4% on daily newspapers with circulation of 50,000 or more during the period of 1946 through 1958.

(Continued From Page Five)

of reproduction or galley proofs for no additional charge does not render taxable the charge for typography or type composition. Charges for reprints or proofs in quantity are classified as charges for printed matter and are subject to tax.

This regulation amends SU-29 filed on the 12th day of May, 1960.

A man never gets so rich that he can afford to lose a friend.

Just in Time



Many times, it's that just-before-deadline story that tops the news in your newspaper.

And these last-minute stories frequently are speeded to you by your dependable telephone. As press time approaches, your telephone is always there should something happen at the last minute.

Press time or any time, use your phone for all it's worth.

Southern Bell 

1960 N

The Middlesboro Henry, managing editor, Trophy for brought equal Sweepstakes Democrat, Hazard, and the Hazards, in the week presented at the President John L. C. First place winner contests included the Union Co. Advocate, in Class II, George Trotter, editor, and the Middlesboro Democrat, in Class IV, daily division. First place winner contests were: Front News, Lawrenceburg Daily, Harlan Enter Democrat; Daily, Middlesboro, excellence in editorial Argus, Amos Stone, Weekly, Hazard Gleaner & Journal, Best published newspaper. Best News Picture Messenger, Larry S. Tribune, John L. Hometown Column Democrat; Daily, Co Story-Weekly, Jefferson Lewis Conn, publisher & Journal. Considered, was won News, Advertising Breckinridge Co. George M. Wilson, Certificate winner include: Weeklies; Best News, E. C. Calma fee Co. Journal, Fro Fisher, third; and the field, Carlos B. Em Creary Co. Record, tor, honorable mention News, Lawrenceburg Herald-News, third, crat and the Caldwell H. W. Nichols, publisher, Class III, Somerset Rogers, publisher, wealth, George A. Central City Messenger honorable mention. Dailies: Best all-around, Henderson Gl a tie with the Harla Best Front Page-vocate, Morganfield third; and honorab News and the Russel Byrne A. Evans, publisher Daily News, second Journal, third, and Corbin Tribune an roll Knicely, publisher Best Editorial P ald, second; Jefferson orable mention to and the Hickman

(Continued From Page Four)

cluding 17 type-masters)—\$1500, and 3 paste-up desks, 3 light tables, assorted dark-room lights, trays, etc.—\$275.

Newsprint used—31" width Tennessee Printing (by Bowaters), an offset finish news—f.o.b. our plant (sub. 34)—\$138.00 ton; news ink—CEB Vanguard Offset R—uses about one-third the amount normally used in letterpress—59c lb.

Plates—ST Process plates and chemicals. This is a non-sensitized plate which we sensitize in our own operation. One plate handles two pages. Cost per plate \$1.57; and film—for our work, photographing pages of type, etc.: DuPont Litho Transparent (a paper base film), or Anso Re-proline—18 x 23 sheet (for 1 page) 87c sheet. For half-tone work: Anso Repro-lith Ortho, Type C—\$1.10 sheet. Half-tones are made through Magenta Screen, 85 line.

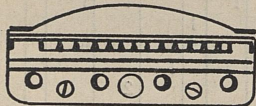
Personnel formerly required for the off-set newspaper production include 2 ladies working 6 hours per day on Justowriter tape composition, 1 lady working 6 hours per day on pasteup, 1 man helping in composition, pasteup and camera work 8 hours per day, and 2 men handling camera, plate-making and presswork 8 hours per day each. Total daily hours in composition and production—42.

Personnel formerly used in letterpress production were 3 Linotype operators working 8 hours per day, 1 ad compositor working 8 hours per day, 1 stereotyper-press helper, 8 hours per day, 2 makeup men working 8 hours per day, and 1 press helper working 4 hours per day. Total daily hours in composition and production—letter-press—52.

\$45 TRADE-IN ALLOWANCE on Genuine

• LINOTYPE •

MOLDS



MERGENTHALER LINOTYPE CO.

(Continued From Page Seven)

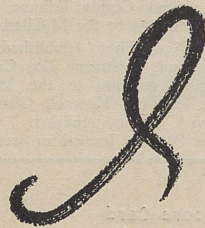
Middlesboro Daily News and Glasgow Times. Community Service—all newspapers in competition—Henderson Gleaner & Journal, second; Danville Advocate-Messenger, Enos Swain, editor, third; and honorable mention to Corbin Tribune and the Whitesburg Mountain Eagle, Thomas Gish, publisher.

Advertising excellence—all newspapers competing—Cynthiana Democrat, second; Anderson News, third; and honorable mention to the Corbin Tribune and the Glasgow Times.

Best Religious Editorial—Cash prizes awarded by the "War Cry", Salvation Army, General

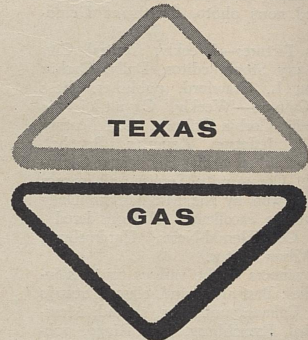
Lillian Hensen, editor, included: First place and \$50 to Francele Armstrong, editor, Henderson Gleaner & Journal; second place and \$25 to R. E. Garrison, Anderson News; third place and \$15 to Erl Sensing, Hickman Co. Gazette, Clinton; and fourth place and \$10 to Fred Lutz, Jr., editor, Hazard Herald.

Other awards—a plaque was presented by the Farm Bureau News for agricultural writing to John Jenks, Lexington Herald-Leader; the Portland Cement Association to the Henderson Gleaner & Journal and the Menifee Co. Journal, Frenchburg, were each presented with a handsome plaque and a \$100 savings bond.



To a newspaperman, this always means "delete"

To homes and industries in the Big River Region, this always means an abundance of efficient natural gas



Gas service is so uniformly dependable in the large number of cities and towns to which Texas Gas pipelines deliver natural gas that most users take it for granted. Yet beyond their burner tips lie the mains of their local distribution systems, and beyond these lie hundreds of miles of Texas Gas pipelines, scores of huge compressors, a closely integrated communication system, and some 1300 Texas Gas employees dedicated to the assurance of uninterrupted gas service, under every weather and demand condition.



TEXAS GAS

TRANSMISSION CORPORATION

General Offices: Owensboro, Kentucky

SERVING THE BIG RIVER REGION

Ohio, Tennessee Judged 1960

An innovation interested judges production costs hours in judging Local professional photo-picture and "Dike" Barnes, weekly Press-Gazette W. C. "Bill" Si Leader, Covington vitation extended spent a week-end outstanding and test.

The Association prominent public time they gave, cept expenses, to companied by the Bluegrass.

An April dispatch the Miami Herald newspapers to C frozen in a Cuban sentatives said the papers during February and M

M

Fair
Fair
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Name

Compe

Street

City

**Ohio, Tennessee Newsmen
Judged 1960 KPA Contest**

An innovation this year brought two disinterested judges to Lexington for the many production contests and they spent many hours in judging the 193 separate entries. Local professionals helped in judging the photo-picture and news-story contests. H. E. "Dike" Barnes, publisher of the semi-weekly Press-Gazette, Hillsboro, Ohio, and W. C. "Bill" Simonton, publisher of the Leader, Covington, Tennessee, on our invitation extended at the NEA meeting, spent a week-end in Lexington to do an outstanding and exacting job in the contest.

The Association is indebted to these prominent publishers for the interest and time they gave, without compensation except expenses, to the task. They were accompanied by their families for a visit to the Bluegrass.

An April dispatch from Miami states that the Miami Herald has stopped sending its newspapers to Cuba because its funds are frozen in a Cuban bank. Newspaper representatives said the funds were payment for papers during December 1959, January, February and March, 1960.



1960 PRODUCTION CONTEST JUDGES IN ACTION. Publishers William C. Simonton, Covington, Tennessee, and H. E. Barnes, Hillsboro, Ohio, and Prof. William Moore, head of the U. of K. Photographic Laboratory, examine and evaluate one of the fifty-odd excellent entries in the new News Photo contest. The winning picture was taken and published by the Cynthia Democrat when an army tank ran wild through a wall of a building.

MAIL THIS COUPON AND GET THE FACTS

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

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

Please send me the following:



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



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

Name _____
Company _____
Street _____
City _____ Zone _____ State _____

FAIRCHILD GRAPHIC EQUIPMENT
Division of Fairchild Camera and Instrument Corp.
District Offices: Eastchester, N.Y.; Atlanta, Ga.; Chicago, Ill.;
Los Angeles, Calif.; Toronto, Ont.

ECTOLAFR GEND?



Some Folks Think

Chop Suey originated in China.

THE FACT IS

Chop Suey originated in the United States.

Some Folks Think

that the cost of electricity is a big item in manufacturing costs.

THE FACT IS

according to the Census of Manufacturers, electricity averages about one cent out of every dollar of manufacturing cost.

For instance, in a man's suit that the manufacturer sells for \$40, the electricity costs 8 cents. Other industry power costs are similar: In \$1.00 worth of bakery products, electricity costs 1/2 cent. In \$1.00 worth of cardboard boxes, electricity costs 1/3 cent. In \$1.00 worth of petroleum products, electricity costs 1/3 cent. In \$1.00 worth of women's suits, electricity costs 1/5 cent. In mixing \$1.00 worth of fertilizer, electricity costs 1/3 cent. In \$1.00 worth of newspapers, electricity costs 2/5 cent. In \$1.00 worth of tires and tubes, electricity costs 3/4 cent.

So when you hear someone talking about electricity running up manufacturing costs, you can be pretty sure he doesn't know much about industry. Men *inside* industry know better. They know a minor saving in material cost, freight cost, even in scrap cost, would far outweigh the total cost of electricity.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

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University o
Lexington

VOLUME T
NUMBER T

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