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The Kentucky Press

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

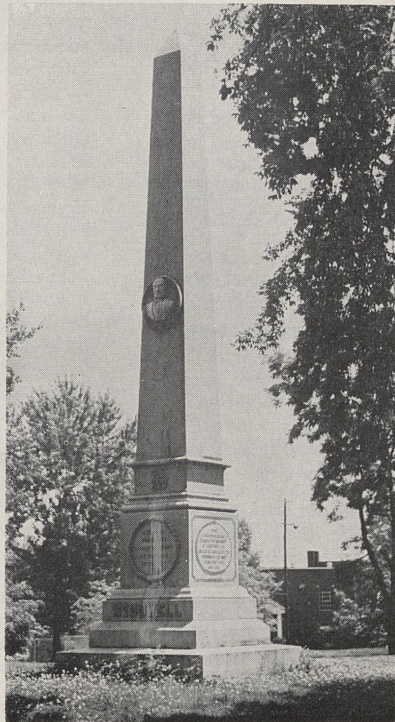
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The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth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

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

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November
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VOLUME 32, NUMBER 2



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Kentucky's Showcase: Jane Todd Crawford Memorial, Danville

The Kentucky Press + As We See It +

VOLUME 32, NUMBER 2

Official Publication

Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Member

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

Sustaining Member
National Newspaper Association

Associate Member
National Newspaper Promotion Association

Publication Office
School of Journalism

University of Kentucky, Lexington

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Daily News, Middlesboro

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Messenger, Central City

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Newspapers Are Asked To Indicate Methods

At the NNA Fall Council meeting in Omaha, Rep. Dave Martin (R. Neb.), one of the senior Republican members of the House Labor Committee, discussed the Fair Labor Standards Act, its present status which includes the standing 4,000 newspaper exemption, and raised the question whether hometown newspapers preferred to retain this exemption or seek to gain passage of an amendment to put the exemption on a dollar basis.

To ascertain the opinion of hometown newspapers, NNA has started a survey of NNA members and requested affiliated states, including Kentucky, to poll their own members. President Maurice K. Henry has forwarded the questionnaire to KPA members and returns are coming in to Middlesboro. Where our survey is completed, an analysis of the total findings will be forwarded to our members.

The questionnaire requested that publishers should consider the question of change with seven vital points to be studied and answered:

1. Circulation is an easily available yardstick, and one used in the Act from its inception in 1938.
2. Gross volume can be ascertained from records maintained for Internal Revenue purposes.
3. If gross volume is used can a differentiation be made between newspaper income and income from other sources, e.g. printing, stationery sales, investment, etc.?
4. Could a gross dollar exemption be made to include all business of the proprietorship, partnership or printing corporation?
5. Would this tie the newspapers to the retail store for whom a dollar exemption has been granted? The present bills call for a lowering of the present exemptions for retailers and the "Retail Lobby" has not evidenced much strength in combatting this move.
6. Would this jeopardize the traditional exemptions from multiple taxation etc. For newspapers designed "manufacturing" in some states?
7. What dollar volume would be

needed to provide adequate exemption for newspapers?

Other questions that should be answered: How many newspapers under the 4,000 exemption are paying less than \$1.25 per hour? How many are paying overtime—and what percentage? If Congress finally imposes a figure higher than \$1.25 per hour, how many newspapers will be affected—and how much? If Congress imposed a \$1.50 (or \$1.60) minimum, what escalation affect will this have on the whole payroll picture, not only on those now making less than that amount, but on the whole front and back office force?

These problems should be given thorough study by every state community newspaper, and answers returned to President Henry. Nationwide replies will be used to formulate NNA's (and yours) position on the whole subject, for submission to Congress next January.

* * * * *

Ten Top Newspaper Problems

John Fournier, president of the National Newspaper Association (formerly NEA) discussed what he considers the "Ten Top Newspaper Problems" at a recent meeting of the Oregon Newspaper Publishers Association. He feels newspapers need to work harder at:

1. Attracting, training and holding qualified personnel and promoting good employe relations.
2. Creating a better public understanding of the function and services of newspapers.
3. Protecting the public from government advertising restrictions.
4. Increasing research and promotion of newspapers as a selling force.
5. Studying production economies and rate structures to maintain adequate profit margins in the face of higher costs.
6. Protecting the public's right to know and need for continued access to information.
7. Redirecting efforts to meet changing communities.
8. Doing printing production research and cooperating in that field.
9. Studying typography and format.
10. Developing aggressive editorial policies expressing the newspapers' inherent responsibility to the public.

Kansas Senator Advocates Low Rates For Rural Press

Senator Frank Carlson (R., Kansas) said in a Chicago speech that the rural press—weekly newspapers and agricultural magazines—should be entitled to full exemption from future rate hikes until farm family income catches up with non-farm family income. That might be in 1970, he believes.

Senator Carlson, ranking minority member of the Senate Post Office and Civil Service Committee, addressed the Agricultural Publishers Ass'n. annual meeting and said that in the meantime he is "convinced the urban readers of our press can well afford to pay more than our farm readers."

"Perhaps unwittingly," Carlson said, "we have over the past decade included the rural press with other commercial publications which serve the more prosperous segment of our economy for rate-making purposes. This must be reconsidered. The rural press should be separated and treated as a class apart. We must refine our ratemaking procedures in order to effect a more precise differential pricing equation to be applied so as to spare them further hardships from their evergrowing costs of publication."

Carlson said that rates for the rural press should be looked into as part of the study the Senate has promised before another postal rate bill is taken up.

Praising the rural press, Carlson said, "Of all the vast array of the 25,000 publications with second class entry in the U.S. Post Office Department, no other segment has fulfilled its obligation to our Nation so well as the rural press, in exchange for the encouragement afforded it in the low distribution costs made possible by the Federal Government."

Secretary Freeman was quoted by Carlson referring to the farm situation as "one of the greatest paradoxes in our Nation's history. It is a paradox because the farmer, who has made this success possible, is the least-rewarded, the least-recognized of any segment of our society despite his great contribution to our Nation's prosperity and well-being."

"The per capita income of people

living on farms is only a little more than one-half that of non-farm people," Carlson said. "Less than 400,000 of our 3½ million farmers earn incomes comparable to that of a skilled industrial worker." Carlson said he would not contribute to the "great paradox" by pricing the rural press, "one of the great farm tools," out of the market.

The rural press has "rendered an invaluable service in providing practical ideas and marketing information. The press keeps the American farmer informed of current developments in fertilizers, pesticides, seeds and machinery, etc., and acts as the farmer's vigilant, hardworking partner," Carlson said.

Carlson accredited our vast farm production in part to "the great flood of scientific know-how and technical assistance provided by the rural press." According to data recently released by the Agriculture Department, Carlson said, farm productivity has increased 7.7 percent a year since the 1950s; this is about three times faster than on-farm production has increased. What's more, he said, agriculture is now contributing more than six billion dollars in exports, or 25 percent of our total exports. Carlson called agriculture "the largest single factor in or favorable balance of trade these past two years."

Carlson pointed out four concessions that Congress has made to non-urban publications:

1. Excluding from second class costs, 20 percent of the gross costs of the operations of fourth class post offices and rural routes.
2. Placing such rural publications as the "association of rural electric cooperatives and not to exceed one publication published by the official highway agency of a state," under the non-profit category.
3. Trying to maintain the low preferential rate along with other second class publications.
4. Providing certain in-county special rates for local publications.

More must be done, however, he said. "We must encourage the great coopera-

tion of Government, science, and the rural press for the tasks that lie ahead." During the rate controversy of 1962, Carlson recalled, one farm publisher told him that the then proposed on cent surcharge per piece would have forced his publications out of business.

"As proof," Carlson continued, "he and others have offered to turn their books of accounts over to the Committee for its study and inspection. We did not doubt their sincerity and dropped that aspect of the proposal. We would have lost his income tax payments to the Federal Treasury and his farm readers would have been denied a service which they need and for which they are willing to pay."

"At the same time," Carlson said, "the rural press was willing to cooperate with us—they voluntarily gave up their free-in-country privileges which may eventually cost this industry an additional 13 million dollars annually."

"By 1970," Carlson predicted, "farm income should permit rate adjustments more comparable to those assessed urban dwellers." He said that 1965 net farm income will add about a thousand dollars to the income of the average farm; net income will be about 13.5 billion, adding that it appears possible that by the end of the sixties, the family farmer will have attained income parity.

International Want Ad Week

International Want Ad Week for 1966 has officially been set for March 27 through April 2 with the slogan "Where in the World can you TOP Want Ads for Thrift?", according to Harry E. Salyards, Chairman, Omaha World-Herald. The catchy emblem is available in 1, 2, 3, or 4 columns. Write direct to the Chairman and participate!

Fitting modern trends and a professional approach together, the 14,000-member National Funeral Directors Assn., formerly strong *against* stress on price, has now approved clarifying prices and details of funerals with families prior to giving service. The new code does not urge advertising, but does urge full price agreement with families for better public understanding. High cost of funerals and extras under family grief conditions had received sizable publicity recently, in addition to group action steps to ease funeral costs.

Congressional Committee Sees Augmented News-media Rise

"Unprecedented growth in the next decade for the newspaper and newsprint industries" is foreseen in a report by the House Interstate Commerce Committee. The report is entitled "World Newsprint Supply-Demand Outlook Through 1967."

This is the ninth annual report compiled by the Business and Defense Services Administration of the Department of Commerce. It is prepared at the request of the House Commerce Committee and published as an official congressional document.

While world demand for newsprint keeps rising at a somewhat higher rate than productive capacity, no shortage is foreseen. In 1967 the demand-to-capacity ratio will be 91.7 percent, compared with 89.4 percent in 1964. "The gap between demand and capacity has been narrowing for the past several years," BDSA reported, but additional capacity will be available in the 1968-70 period and should insure "an ample supply."

U. S. newsprint consumption in 1964 rose to a record high of 8,030,000 tons, up 512,000 tons from 1963. The estimate for 1965 is 8,410,000 tons, with rises to 8,700,000 in 1966 and to 9,200,000 in 1967 expected.

In order to make its projections, BDSA surveys prime factors influencing newsprint demand, including newspaper circulation, advertising and strikes. Information on these subjects is obtained from trade sources, including ANPA and NNA. Circulations of daily newspapers rose to an all-time high of 60,201,664 in

Thomas Jefferson, of course, never heard of Section 14(b) of the Taft-Hartley Act, but a comment by him surely fits the LBJ-AFL-CIO effort to repeal 14(b) to force union membership and deny free choice. Jefferson said: "To compel a man to furnish contributions of money for the propagation of opinions which he disbelieves and abhors is sinful and tyrannical."

Associated Press has printed two booklets of interest to publishers. One is "Dangers of Libel," a 24-page discussion

1964, up 1.3 percent. There was one more daily paper in 1964 than in 1963, and 11 more Sunday papers.

The report cites NNA as the authority for statistics on weeklies. There were 8,061 weeklies in 1964, down 90 from the previous year, due in large part to mergers. However, total circulation of weeklies rose 4.4 percent to 25,036,031—a gain of more than 1 million. These figures exclude "shoppers" and newspapers having no paid circulation.

Advertising expenditures in all media topped \$14 billion in 1964, up 8 percent from the earlier year. Newspaper led all media with an all-time record of \$4.14 billion, an increase of 8.8 percent. Local ad volume rose 10 percent and national newspaper lineage reversed its downward trend and climbed 9.8 percent.

The report summarized the outlook as follows: "The outlook for the newspaper and newsprint industries continues to be favorable, with industry experts predicting unprecedented growth in the next decade. The continued upswing in the nation's economy should result in increased expenditures for advertising. Industry sources expect that newspaper circulation will increase at a rate greater than the anticipated increase for households.

"By 1980 the number of households is expected to rise from 16.4 to 22 million. Circulation has grown at a faster pace than population in almost half of the states during the last few years. This trend is expected to spread and accelerate in the next 10 years."

of the causes of libel suits and pitfalls to be avoided by newspapers. Copies are available at 25c each from Traffic Dept., Associated Press, 50 Rockefeller Plaza, New York, N. Y. 10020. The other is "APME Fact Guide on the Free Press-Fair Trial Debate." This 20-page handbook summarizes arguments offered by newsmen and lawyers on this controversial issue. It is available on request from Victor Hackler, Associated Press, 50 Rockefeller Plaza, New York, N. Y. 10020.

California PA Recommends Full Time-Keeping Practices

California newspapers have been subjected during 1965 to an ever-increasing number of investigations by personnel from the U. S. Department of Labor, Wage and Hour and Public Contracts Division and CNPA gives the following advice in its Bulletin:

"Experience reveals that employer records and practices must be in full compliance with the requirements of the law, or violations will be found. Investigations of various newspapers indicate that specific emphasis is being placed upon employer compliance with the requirement that time and one-half be paid for all hours worked beyond 40 in any one work week. In this regard, investigators have questioned individual employees as to whether or not they have been compensated by the employer in conformance with the requirements of the Fair Labor Standards Act for all time worked. It must be recognized that whenever an employer suffers or permits an employee to work, the employee is obligated under the law to compensate the employee for this activity. Certain problems have arisen when employees have performed work outside the normal work period and have not been properly compensated for such activity. An example would be an editorial employee who covers a story on his way home from work, with the story being run later in the newspaper. Under the provisions of the FLSA, employees performing such work must be compensated for this time, the results of which are utilized by the employer.

"Of invaluable assistance in protecting the employer against charges being filed by the Department of Labor is an adequate timekeeping system, a system that accurately reflects and records the number of hours worked by each employee. If this type of record-keeping system is not maintained, publishers will have little or no defense in a wage and hour investigation, where, as a practical matter, the employer must bear the burden of proof to show that he has not violated the law's requirements."

Wedding rings are placed on the third finger of the left hand because of an old Egyptian belief that a nerve ran from that finger to the heart.

In Memoriam...

C. Grimes Caywood

C. Grimes Caywood, veteran newspaperman and state editor of the Lexington Leader, died November 17 at the age of 70 years after a short illness. He had been an employee of the Leader for 21 years, joining the staff as a reporter in 1944. Two years later he became telegraph editor, and, in 1950, was appointed state editor.

A native of Carlisle, where he made his home commuting daily to Lexington, he began his writing career while in high school. He served as news editor of the Carlisle Mercury from 1919 until 1941, joining that paper after serving as an infantry sergeant in World War I. He also served for three-and-a-half years during World War II as commanding officer of a Coast Artillery anti-aircraft battery. He held the rank of lieutenant colonel in the Reserves until his retirement.

He was active in civic affairs, the Masonic lodge, and the American Legion, serving the AL as commander. He also served as Carlisle city councilman from 1927 to 1941.

We extend our sympathies to the surviving widow, Elizabeth Barr Caywood, and his daughter, Betty Caywood, Chapel Hill, N. C.

* * *

William Donald Grote

William Donald "Don" Grote, manager of the Printing Division and Shop at the University since 1936, died Sunday, November 21 after a year's illness. Courteous, efficient, always jolly, Don long endeared himself to the University family in service of the printing plant and its many operations. Under his direction, the University plant grew from a single linotype machine in 1927, when Don was student foreman, to the multi-thousand complete plant of today.

He was a native of Vanceburg and was the son of the late William and Stella Freeman Grote. He came from a family of printers. He attended the Vanceburg Schools, Berea College, and was graduated with a major from the U.K. journalism department in 1939. He returned to his alma mater as superintendent of the plant after the retirement of Dave Griffith.

He was an elder in the Woodland Christian Church, a member of Sigma Delta Chi, and Phi Mu Alpha, honorary music fraternity. While a student, he played in the U. of K. Band. Two of his fellow members were named Plummer and Portmann.

He is survived by his wife, Ruby Edwards Grote; a son, William Donald Jr., Louisville; two brothers, Maurice, New York City, and Charles, Shelbyville, Tenn.; two sisters, Mrs. W. Foster Adams, Berea, and Mrs. George M. Lewis, Tollesboro; and a grandson, Mark Edwards Grote. Burial was made in the

Lexington Cemetery. Our sympathies are extended to the surviving family.

Public Law 89-297, which amends the copyright law by providing for an increase in certain copyright fees, becomes effective November 26. The new fee schedule: All registrations, except renewals, \$6.00; All renewals \$4.00; Additional certificates \$2.00. Application periodicals (published material) may be secured free of charge by writing: Registrar of Copyrights, Library of Congress, Washington, D. C. 20540.

DO YOU KNOW

Which retail promotion makes every shopper a winner?

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to *all* his customers—and in direct proportion to their patronage.

Here are some things an average food retailer doing a \$1.2 million annual business might use to promote sales instead of giving stamps:

He could give away, by chance drawing, *only six* high-priced cars.

He could offer phone orders and free delivery, provided *only 10 per cent* of his customers used the service.

He could offer charge accounts, as long as *no more than one-third* of the business was done on that basis.

In each of these, *only a fraction* of the customers benefit. With trading stamps, *every* shopper is a winner.

That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.

The Sperry and Hutchinson Company
An American way of thrift since 1896



SREB Announces Project For Continuing Education

The Southern Regional Education Board, Atlanta, administering a program of grants for advanced study by Southern journalists under a \$700,000 grant from the Ford Foundation, announced appointment of an advisory council and a program committee for the new project.

Members of the advisory council, which will assist in formulating basic policies and guidelines for the project, are: Frank Batten, publisher, Norfolk-Portsmouth Newspaper, Inc.; Barry Bingham, publisher and editor, Courier-Journal and Louisville Times; Luther H. Foster, president, Tuskegee Institute; Mrs. Ruth S. Golden, president and publisher, Chattanooga Times; Alexander Heard, chancellor, Vanderbilt University; Ralph McGill, publisher, Atlanta Constitution; Nelson Poynter, editor and publisher, St. Petersburg Times; Harry Ransom, chancellor, University of Texas; and John B. Wheeler, president, Mechanics and Farmers Bank, Durham, N. C.

The program committee, which will help to make plans for specific activities and will screen applications for study awards, includes: Leonard Beach, dean for institutional relations, Vanderbilt University; Charles L. Bennett, managing editor, Oklahoma City Daily Oklahoman and Times; Rufus E. Clement, president, Atlanta University; Gordon W. Blackwell, president, Furman University; Virginius Dabney, editor, Richmond Times-Dispatch; Neil O. Davis, editor, Lee County Bulletin, Auburn, Ala.; Margaret Dixon, managing editor, Baton Rouge Morning Advocate; J. Oliver Emmerich, editor and publisher, McComb (Miss.) Enterprise-Journal; E. H. Hopkins, vice-president for planning and institutional studies, Duke University; Frank Klingberg, department of history, University of North Carolina, Chapel Hill; C. A. McKnight, editor, Charlotte Observer; Cliff W. Mackay, editor, Agri-American Newspapers, Baltimore, Md.; Sylvan Meyer, editor, Gainesville (Ga.) Times; John N. Popham, managing editor, Chattanooga Times; DeWitt Reddick, director, school of communications, University of Texas; Paul Saunier, assistant to the president for university relations and development, University of Virginia; Don Shoemaker, editor, Miami

Herald; Norman C. Smith, vice-president for planning and development, Emory University; Thomas R. Warning, editor, Charleston (S.C.) News and Courier; and Thurman White, dean, extension division, University of Oklahoma.

Two types of continuing education for journalists will be available when the program goes into operation early next year. Awards will be made to individual journalists to enable them to attend the participating university of their choice for periods ranging from a quarter to a full academic year. In addition, seminars will be arranged, usually on a university campus, to run from several days to several weeks. The six institutions participating in the project at the start will be Duke, Emory and Vanderbilt and the universities of North Carolina, Virginia and Texas. Reed Sarratt, formerly director of the Southern Education Reporting Service in Nashville, is director of the project.

Consumer Attitudes

The American Association of Advertising Agencies has published a study of consumer attitudes about advertising as an institution in American life and on consumer reaction to individual advertisements. The study was undertaken to acquire facts on which to base a program for improving the practice of advertising, thereby increasing its contribution to economic growth. Some of the findings indicated:

About four out of ten members of the public categorize themselves as basically favorable toward advertising; one out of seven as unfavorable; and about a third of the public as mixed.

People pay conscious attention to relatively few advertisements of the many to which they are potentially exposed daily.

When an advertisement does engage the consumer's attention, it is very likely not to strike him as annoying or offensive, but it is not very likely to strike him as enjoyable or informative, either.

There is no reason to believe that the public is substantially more or less critical of advertisements today than at other times in the last two decades.

Advertise your products—job work, circulation, space. It pays!

C-J Issues Ad Guide

The Courier-Journal and Louisville Times have issued a new 'catalog' of newspaper advertising ideas entitled "Advertising Space for Sale—\$3 and Up." The 60-page, four-color book outlines and demonstrates the variety of ways an advertiser can use newspaper space. It provides ideas ranging from classified advertising to full color preprinted sections and the use of foil or wax paper inserts.

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Jewell Greenwood, manager of general advertising for the newspapers, advises the book lists prices on each idea and says it was designed as an outgrowth of the new equal ROP rate plan of The Courier-Journal and Times which went into effect August 1. Greenwood said "Many of our national advertisers have indicated their savings in additional advertising. '\$3 and Up' is their guide as to the best ways of reinvestment."

Stating that the book even surprised those who designed it, Greenwood said "It's the first time we've ever pulled together in one place all of the different ways a newspaper can be used by advertiser. There are over 75 basic ideas here and the variations on these themes will go into the hundreds. We're so close to our product that we'd never before fully realized the variety of opportunities that newspapers have to offer."

To remove surplus ink from small offset presses prior to putting on a cleaner sheet, add a small amount of blanket cleaner to ink rollers after removing fountain and raising the form roller in the dampening system; engage impression with ink form rollers down, then feed through scrap stock of same sheet size then being run, two or three sheets at a time. This will remove most of the ink and allows a quicker cleanup with the use of less cleaner sheets.

Traveling Editor Talks With English Compatriot

Editor Landon Wills, McLean County News, Calhoun, who recently toured England and Ireland as an active member of the International Conference of Weekly Newspaper Editors, was the guest-speaker at a radio-press party given by the Southern Bell Telephone and Telegraph Co. at Owensboro.

A feature of the meeting was a Trans-Atlantic telephone hookup by which Landon, with the modest circulation of 1,582, discussed mutual publishing problems with Edwin Roy Pratt Boorman, editor of the Kent Messenger Group at Madistone, County Kent, England, who distributes his weekly newspaper to 100,000 families.

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On his tour, Landon met Editor Boorman, who, with his father, a retired army major, publishes the flourishing weekly newspaper. Both father and son talked with Landon on the hookup.

Their conversation was amplified over a public address system so that approximately 50 newspaper and radio representatives, guests at the dinner party, could listen. The guests came from papers and radio stations from throughout the Owensboro district of Southern Bell.

Boorman explained that the area area served by his and other weekly papers has no daily, since it is blanketed by the large London newspapers. He said the normal circulation of the Kent Messenger is 100,000 "but we are down now to about 99,000 now because we recently raised the price of our paper" to the equivalent of seven cents.

In answer to a question relayed to him by Wills, Boorman said English editors

Offset Conversion Needs Careful Advance Planning

"Offset Training For Newspapers" is discussed in an article at page 60-61 of Printing Production, June, 1965, by Garson Wolitzky, training administrator of the ANPA Research Institute.

"Offset printing of newspapers is an easy process to master, provided that preparation and training are carefully planned," the writer states. "But too frequently, in the hustle to hop aboard the popularity bandwagon, this all-important area is given only superficial attention. With proper equipment and personnel training, offset printing has enabled many small circulation newspapers to print a product of recognizable quality. However, only through the careful choice and training of personnel can the smooth transition from one printing process to another be achieved," the author states.

Among other things, Mr. Wolitzky points out:

Converted newspapers which have hired an experienced offset man to take charge of the mechanical operation usually have made the changeover with ease.

In retraining personnel presently employed in letterpress operations, such people should be flexible enough to absorb such training several months prior to the conversion date. Trade schools and evening extension courses in operation of offset presses and preparatory equipment are good sources of training and equipment manufacturers also offer training courses on their own equipment.

Qualified technical field representatives of equipment and supply companies can be helpful in retraining.

When conversion to offset is considered, the publisher should carefully analyze both the mental attitude and physical aptitude of present production personnel to ascertain their technical ability and fitness to be assimilated into an offset program.

are showing an interest in offset printing, but at this time only 13 papers in the entire country are published by that process.

Boorman also said that his newspaper, instead of directing the delivery of copies to its readers, sells them to news dealers who hire newsboys and handle other facets of the circulation task.

In the area of cold composition, look for people who know the mechanics of putting together a newspaper, plus those who have the agility to handle small bits of paper for the pasteup operation or those who can be trained in the use of the typewriter keyboard.

In the camera and platemaking areas the publisher should strive to choose someone who shows photographic ability, preferably one who has followed photography as a hobby and is familiar with photo techniques. Additional training in this area can be obtained from manufacturers of photographic materials.

The pressroom is the production department where the greatest amount of training prior to the switchover should take place."

Every effort should be made to have production personnel work along with the press erectors when the press is installed. An effort should be made by pressroom personnel to go through the press operation manual while the manufacturer's representative is still in the plant.

ANPA Research Institute offers many services to newspapers considering converting to offset and has technically qualified production specialists whom a publisher can call in to evaluate the economics of offset, as well as recommend ideal production methods and arrangements.

Originally the dollar was subdivided into halves, dimes, and cents; there were no quarters.

Question from a Kansas publisher: How old does a newspaper carrier boy have to be to be legal in the minimum wage bill which also includes child labor? The following paragraph was plucked from the National Newspaper Association bulletin. We think it is worth repeating:

"The child labor exemption for newspaperboys would not be changed by the Roosevelt bill. Section 13 (d) of the Fair Labor Standards Act reads: 'The provisions of Section 6 (minimum wages), 7 (maximum hours) and 12 (child labor) shall not apply with respect to any employee engaged in the delivery of newspapers to the consumer . . .'"

FICA Taxes Will Add To Costs Of Production

Effective January 1, 1966, social security taxes are increased and by a rather sizable figure. The reason for this is that beginning this period, higher taxes have been imposed by the Social Security-Medicare law passed by Congress in 1964. Last year, the tax rate was 3% on the first \$4,800 of wages. This year, the rate has been increased to 4 1/5% and the higher rate is imposed on the first \$6,600 of wages, resulting in a maximum tax of \$277.20, or \$103.20 more than last year.

Employers are also required to match these employee taxes dollar for dollar. Thus a total tax of 8 2/5% is taken by the government to help pay the costs of the social security system . . . a maximum of \$554.40 per employee. And, this is not the end. The 1965 law calls for still further increases in future years. Next year, the combined tax rate will go to 8 4/5% of taxable payrolls. It will continue to increase under the present law until it reaches 11 3/10% or \$745.80 per employee.

This is the tenth time these taxes have been raised since the system was started space exploration, while social security taxes are used exclusively to finance one single program.

The main reasons for the increases in tax rates, both now and in the future, are that the costs of the program are constantly going up, because more and more people are receiving benefits, and the amount of the benefits are constantly being raised by Congress. Last year for example, an across the board increase in benefits of 7% was granted to compensate for the increase in cost of living since benefits were last raised.

The Medicare proposal which was added this year begins with a rate of .035% of taxable payrolls rising to .050% next year and then to 0.80%. Although the initial impact of this new program is relatively small compared with the cost of the rest of the social security program, it has an enormous potential for future expansion.

Everyone will agree that it would be a good thing to provide our senior citizens with as high an assured income as possible during their last years. Unfortunately, all increases in benefits cost money which must be raised by in-

creased taxes. We must therefore be careful to make sure that we do not permit the system to become so overloaded that it will break down . . . or so costly that the workers of the future will revolt at carrying the load.

The Kentucky Broadcasters Association (KBA) adopted a code for crime and court reporting at its fall convention at the Brown Hotel.

The code, identical to one adopted in June by the Kentucky Press Association and the Louisville Bar Association, urges newsmen and law officers not to use confessions and prior records of arrested persons in pre-trial publicity unless unusual circumstances demand it.

Theodore F. Koop, a vice president of Columbia Broadcasting System, praised the KBA for helping take the lead in fair crime reporting. He is chairman of the Joint Media Committee for News Coverage Problems.

Koop said that in the past year he has noted improvement in relations between bar associations and the press.

"Bar associations are beginning to understand the problems of news media, and I have also noted increased restraint by news media in their crime news coverage," he said.

The code was drawn up by a KBA committee headed by Hugh Potter of WOMI, Owensboro.

If your conscience won't stop you, pray for cold feet.



Representative
Chas. H. Lovette
1919 Sundown Lane, Ft. Wayne, Ind.



Buy in six-packs and save up to 16%



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

Co-Op Advertising Tips From A Practical Salesman

I carry a list, along with printing prices, etc., of all co-op funds available as listed in the co-op reports. I have this list with me at all times and as I make my advertising calls, I check the inventory of my accounts for brands with co-op funds. I have run across several brands, usually in the department stores and farm supplies, which eventually led to plus lineage.

Our biggest problem is getting the merchant to tell us in advance that an ad is co-op and how many invoices and tear sheets he needs. Usually they wait until long after the ad is run and then come in looking for a duplicate bill and tear sheet.

It has been our experience in the past year that a careful study of these reports will reveal co-op allowances that are not being used and, in some cases, the merchants handling the product are totally unaware of the existence of co-op funds. A big factor in our lineage increase has been our constant efforts for more co-op, particularly so in breaking new accounts who cannot, or think they cannot, afford regular advertising.

Always try to tie selling in with national magazine and TV promotions. Always sell the name and peculiar characteristics rather than the price. When you have the price sales, always mark them as "odds and ends," "discontinued colors," or something believable. Be sure your dealer is taking advantage of every dollar that the manufacturer will allow him. If you can print color, use as much of it as possible. Radio can't touch you here. Gear your space use to seasonal needs. Try to have copy in regularly all year around, but do the heavy job in spring and fall. Heat resistant paint copy for roof pain in the summer, and interior decorating in the winter.

Never hesitate to ask for more and more co-op from the manufacturer. He can't do more than say no, and the dealer's insistence marks him as an aggressive outlet—one worth cultivating. Frequently, you'll smoke out sources of co-op funds which the salesmen fail to mention. Be sure to furnish tear sheets promptly with the receipted bills.

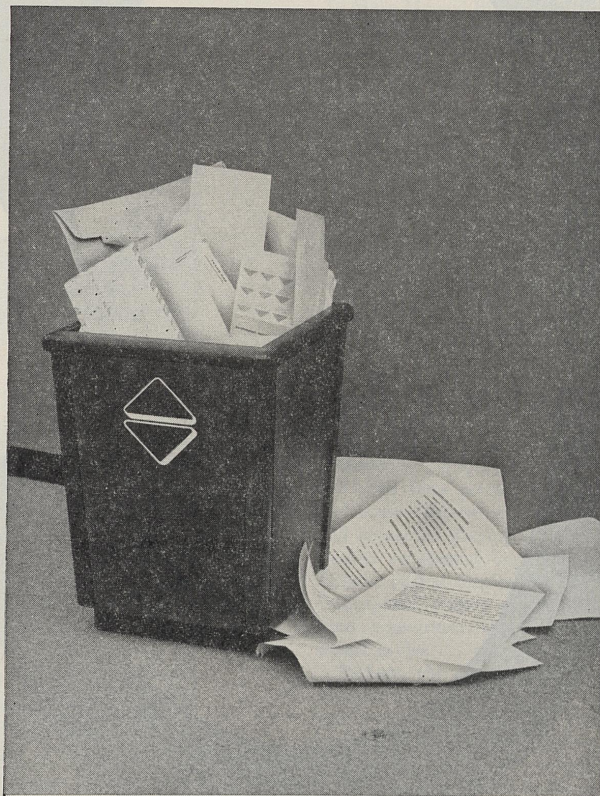
If allowable, take the items to be advertised and make up a good ad for the merchant instead of selling him the set-

up mat. We do this frequently for Sherwin-Williams paint.

First state to abolish capital punishment was Michigan in 1847.

Thirteen pieces in a "baker's dozen" originated when King Louis of France warned all bakers who gave under measure that they would be beheaded.

An alarm clock is a mechanism to scare the daylights into you.



This is your wastebasket at Texas Gas

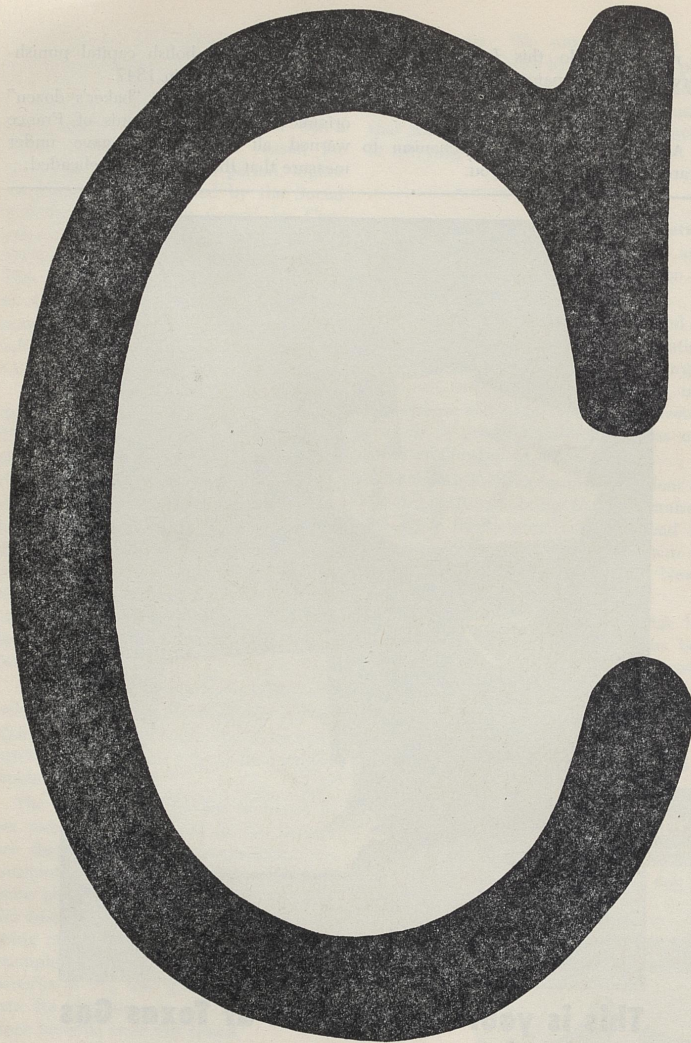
Because we don't want to bother you with stories you might not want, we may be throwing away good stories that you can use... *Stories about Texas Gas' vigorous program to encourage industry to migrate to the Big River Region... Or about the special research group we've set up to answer questions on transportation, energy, labor, resources, and possible plant locations in this area... Or about the more than 100 new industries a year that have been moving into the eight states we serve.*

■ Some of these stories may belong on your desk, rather than in the wastebasket. Let us know about the kinds of area growth information you would like most to have. Just write to us, or better still, telephone us at the number listed on the right.

TEXAS GAS

TRANSMISSION CORPORATION
P. O. Box 1160 • Owensboro, Kentucky
Tel. MU 3-2431

SERVING THE BIG RIVER REGION



Letter to the editor

Capital C is what our letter is all about. Please use 1 cap C when writing about Coke. And 2 cap C's when writing about Coca-Cola. Thank you. Should you require additional C's, feel free to call.



COCA-COLA* AND *COKE ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

Panel Recommends Full Suburban Coverage

Moderating a seminar of editors at the Modill School of Journalism, James S. Pope, former executive editor of the Louisville Courier-Journal and Times, told the group that urban news desks, separate from the city desk, to process news of fast-growing suburbs, may be a newspaper "must" in the near future.

The panel discussed "Covering The Growing City" in many facets and agreed that the growth of the suburban newspaper brought a challenge to the metropolitan newspapers. Pope said, "I would try to find the hidden places, little offices off the beaten path, semi-public, semi-private and philanthropic groups where there is bound to be news."

Other speakers cited the need to determine what role a newspaper must play in tackling the suburban question of news gathering with other factors to be considered: circulation, distribution, advertising, "area" zone coverage. It was pointed out that the larger news area may have 60 to 70 distinct communities to cover.

While such coverage could involve augmented staffs, as visualized by some, suggestions passed around included a tipster system, training of "local" reporters, specialized "roving" reporters to follow up news tips, car radios, a plan to have wives of reporters in suburbs channel news to the paper as stringers, and a number of "beat" suburban reporters to cover specific areas.

Whatever plan, combination determined, all agreed that the metropolitan newspaper had an obligation as well as an opportunity to develop suburban news coverage if they were to combat the personal news approach that the suburban newspaper was offering the area households.

◆
"Nobody reads the paper! Everyone gets the news on radio!" Tell your ad-man to field this gripe the following way: "Suppose you're arrested for drunken driving with a well-known lady of the evening by your side. Would you rather have the news of this event on the 7 a.m. radio broadcast, or printed in the local newspaper?"

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A lot of problems solve themselves if let alone.

Page 8 — *The Kentucky Press* —
NOVEMBER, 1965

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entucky Press -

You hear a lot these days about "high prices" for distilled spirits — and "big profits" for the industry.

Well, what **are** the facts? What determines the price of liquor? Just what are the industry's profits — and who gets the lion's share of the consumer's liquor dollar? It's an astonishing story!

Liquor bears the heaviest tax burden of any commodity or service in our country. The Federal tax on distilled spirits has increased an unbelievable 854 per cent since Repeal — this levy alone is actually five times the cost of production! Then, on top of that, there is a state tax, which since Repeal has in most cases more than tripled.

And that's by no means all. There are at least another ten different kinds of taxes and fees applied to this industry and its products. You can easily imagine what these excessive levies do to prices. **More than**

**half of what you pay
for liquor is tax.**

Let's look at it another way. Some consumers think that because discriminatory taxation has made liquor prices artificially high, the distilled spirits industry must be taking huge profits. Nothing could be further from the truth. Here are the facts:

Out of every consumer dollar, the liquor retailer keeps 9¢ in owner's earnings before income taxes, the wholesaler keeps 1¢ in profit before income taxes, and the distiller profits 2¢ before income taxes and dividend distribution. The lion's share of the consumer dollar is collected by the various governments — **to the tune of 64 cents!***

Is it any wonder distilled spirits prices are what they are?

*Includes taxes on earnings and profits.



prepared by
LICENSED BEVERAGE INDUSTRIES, INC.
155 East 44th St., New York, N.Y. 10017

How To Sell Classifieds

Twenty ideas aimed at selling classifieds have been passed around by Illinois newspapers, instigated by the Southern Illinois Editorial Association Newsletter. Under the heading "Ways To Make Money! By Using (Newspaper) Classifieds," the list is being run in various weeklies and could be used by any newspaper to promote its own classified selling.

Only one idea was neglected: put a girl on a telephone and solicit ads from everyone in your area with this one proven idea in mind—everybody has something to sell; they only need to be reminded.

Aimed at the readers themselves here's the list: Sell your services; Offer your used car for sale; Rent that spare room; Rent your empty garage; Offer real estate for sale; Sell second-hand household appliances; Advertise surplus feed and seed; Sell discarded but usable clothing; Offer old radio or TV for sale; Advertise building lots for sale.

Advertise surplus care accessories; Sell used farm machinery; Sell poultry and eggs; Dispose of surplus livestock; Sell unwanted phonograph records; Sell garden equipment no longer needed; Dispose of that surplus heater; Advertise "not wanted" fishing equipment; Sell that used typewriter; Dispose of toys no longer in use.

Perhaps you might have other items that you could list. One idea the writer used years ago was "selling" a farmer on establishing a butter-and-egg route in the town's households. He advertised—and four other farmers came in the next week with the same idea. Sell one type of ad—it will generate ads of the same category. Sell yourself on ideas!

Get your Co-Op Tips from the KPS quarterly manufacturing listings.

Several southern newspapers have been highly successful in selling a "trade in your husband" promotion to appliance dealers. The copy offers housewives "20c per pound", for husbands during a sale of refrigerators and freezers.

Copy: "Just bring in your husband. We'll weigh him and tell you what he's worth." P.S. "We will also give him back to you."

It pays to advertise—even you!



Does a company slogan describe the company?

We hope so.

In providing 77 of Kentucky's 120 counties with ample, dependable, low-cost electricity, KU feels it fulfills only a part of its obligation as an electric company.

In planning and maintaining adequate reserves of power for new homes, new businesses and new industries, KU fulfills another part of its job.

It maintains an Industrial Development Department whose job is to help Kentucky grow industrially.

It maintains a Community Development Department whose job is

to help Kentucky communities grow through programs of self-improvement.

It encourages KU personnel to work on community projects wherever they live.

When nearly 1,500 employees work with the same key purpose in mind, helping Kentucky grow, that purpose describes the company.

KU KENTUCKY
TILITIES
COMPANY

120 S. Limestone St., Lexington, Ky. 40507

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