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A word of it

By Bill Bray, Manager,
Missouri Press Association

About three years ago I heard a convention speaker representing a council of retail merchants in another state tell of sitting in on a conference of Community Action Program staff people in Washington. The conference was called by the Office of Economic Opportunity for the purpose of stimulating local anti-poverty officials to initiate programs for consumer education. These were the impressions he got from that conference:

(1) Liberals, in and out of our government are determined that consumers be educated to distrust business people as predators intent on selling consumers products and services they don't need and can't afford.

(2) Unless something is done, and quickly, recipients of anti-poverty program largesse will be welded into a potent pressure group of fantastic proportions.

(3) At the very least, the poor will be urged to support anti-business legislation at the national and state levels; at the worst, they will be organized into block cells to agitate, to demonstrate, and to take other action to express their distrust of merchants and other business people.

(4) Local officials were urged to "complain to Washington" if their governing boards of local people thwart their efforts to educate consumers and organize consumer action groups.

(5) Sprinkled liberally through the two-day meeting were unsubstantiated horror stories of how merchants victimize the poor by overcharging, by levying exorbitant credit and service charges, and by using bait and switch sales methods.

(6) Manufacturers were castigated for their opposition to "truth in packaging" bills and other anti-business legislation. Other business segments were dealt with

almost as harshly. Financial institutions, newspapers, landlords, insurance companies and purveyors of services were sharply criticized.

That was just a little more than two years ago when the speaker was speaking. What is the picture today and where is this so-called "consumer protection" program?

Using glamour promotion, poverty, ignorance, need and undesirable business tactics as springboards for getting attention and interest, a national-wide Consumer Federation of America drive is underway with the blessings of the federal government. Our government has 118 agencies and programs employing 6,500 persons at a \$1 billion annual budget in consumer areas, according to one source, Better Business Bureaus, seeking voluntary self-regulation of business, advertising, selling practices, and information, are watching the government efforts to woo consumers (and voters) to be more dependent on government efforts, money and personnel.

Indeed this is dangerous. It marks a new trend in this country to place more public reliance on government than on business-industry information sources. It does sound good for the office seeker to talk about "truth in packaging and labeling, truth about interest charges, dishonesty in advertising, etc."

It is one thing for our government to exercise police power and quite another for it to actually carry on an educational program designed to make the public distrustful of American business and local merchants.

How this "consumer" movement has snowballed in just a little over two years!

How long can the free enterprise system survive when those who finance big government are forced to finance the seeds of their own destruction?

QUICKIES

The Somerset Commonwealth-Journal has joined the growing list of Kentucky dailies which have converted to the offset method of printing. A new offset press was installed in the Somerset plant in May.

The following Kentucky newspapermen have received recognition for outstanding contributions to their communities and their profession: Carroll Fisher, national advertising manager for the Lexington Herald-Leader, merchan-dising award from the Head-Hil-leary-Hawkins Food Brokerage Company; Bert Berrone, Sports editor, Bowling Green Daily News, Western Kentucky University's distinguished contributions to journalism award; Paul Weddle, sports editor of the Frankfort State Journal, Veterans of Foreign Wars good citizenship plaque.

The Glasgow Daily Times has received an award from the League of Kentucky Sportsmen for coverage of conservation and wildlife activities.

Judge Malcolm H. Holliday, former publisher and editor of the Jackson Times, died June 1 at the age of 88 years.

James A. Miller, Jr., former copy editor and assistant state editor of the Louisville Courier-Journal, died May 25.

Jouett Shouse, assistant secretary of the treasury under Woodrow Wilson and former managing editor of the Lexington Herald, died in Washington on June 2.

Ernie Lawson, publisher of the Cumberland Co. News, Burksville, recently received an Honor Award from the Cumberland County Soil and Water Conservation District for contributions to the district's 1967 program.

GUEST EDITORIAL

Harlan Daily Enterprise

Lawn valets' heyday

America's love affair with the internal combustion engine has moved from the highway to the driveway.

From a \$62-million annual volume five years ago, the power mower industry has roared to a hefty \$234 million estimated for 1968.

Center of all this are riding mowers and lawn and garden tractors, which are expected to account for a third of the industry's sales this year -- some 900,000 units -- while manufacturers compete in a horsepower, options and styling race that would do Detroit proud.

Standard equipment for new tractors includes three-speed transmissions, wide oval tires, parking brakes, fuel gauges and, on many models, electric starters. Horsepower has inched up from four or five a few years ago to seven to 12 today.

That's only the beginning. The new suburban status symbols can be decked out with headlights, weather cabs, automatic shifts, whitewall tires, chrome hub caps, wide-track axles, multi-instrumented control panels, cigarette lighters and even high-fidelity radios. Nearly 50 attachments are available -- hydraulically operated, of course -- ranging from mowers and snow throwers to spreaders, seeders, sprayers and sweepers.

Surprisingly, nearly as many home garden tractor owners live in the cities as in the suburbs -- 23 per cent to 26 per cent.

Which goes to prove once again that you can take the boy out of the country, but . . . Or, as long as there's a patch of grass to mow, give a man some horsepower he can ride.

GUEST EDITORIAL

Somerset Commonwealth Journal

A sensible course on gun control

Gun control legislation is another one of those subjects it seems impossible to discuss dispassionately.

To some, loose gun control laws are solely responsible for, and stiff gun control laws are the only cure for, the problem of violence in America.

To others, restrictions over the purchase and ownership of guns is the first step toward disarming the American citizenry, which is the last step before the takeover of America by "them."

There would seem to be a solution somewhere between the absolutely free and unfettered sale of dangerous weapons and the confiscation of all that exist in the country. There would seem to be enough collective wisdom among the 535 members of the U.S. Congress to write a law which would protect the rights of law-abiding sportsmen and gun buffs while making it a bit more difficult for those who should not have guns to obtain guns.

Let it be granted immediately that laws mean little to the law-breaker. The man who needs a gun for an evil purpose will find a gun. But this no more argues against putting controls on guns than the high incidence of burglaries argues against putting locks on doors.

It is time to cease the weary refrain that "guns don't kill people, people kill people." Neither do automobiles kill people. Should we then do away with all controls

over the ownership and operation of motor vehicles?

Forget the criminal. The fact is, guns may indeed kill people.

At least one psychological study has shown that, in tense emotional situations, such as an argument, the mere presence or accessibility of a weapon like a gun heightens aggressive feelings. The trigger, in a very real way, pulls the finger.

It is this which is perhaps the strongest argument for gun control legislation.

If a man under the influence of anger could not run down to the store and buy a gun at once, if he had to fill out an affidavit or go through a waiting period of a few days, lives might be saved.

If a mental defective or an underage youth could not send for a rifle through the mail, lives might be saved.

If a panicky homeowner had to go through a little red tape before buying a gun to defend his house against "them," lives might be saved.

Even if only one life could be saved because someone who might have bought a gun didn't bother because he didn't care to go through the legal rigamarole, and thereby an accident that might have happened didn't happen, surely the sportsmen of America would be willing to put up with one more annoying inconvenience in this crowded world where no one's "rights" extend very far any more without bumping up against somebody else's.

Twenty-five years late?

By Vern Scofield
Nebraska Press Association

Americans, both men and women, are more than disturbed -- shocked, shall I say? -- at the lawlessness, the thefts, the rapes, the killings in our Great Country.

I think it all started -- to the degree we now know it -- about 25 years ago. That takes us back to World War II.

Why then?

We adults -- the old folks past 35 -- found out that if we were enlisted men we could "get by" with things. If we were junior officers we could "get by" with the big boss. We are now parents, most of us. Too many of us tend to blame the young people -- the 12-year-old who gets a \$15-a-month allowance for doing nothing, or defies his parents when they want his hair cut decently . . . the "hippies" . . . the 28-year-olds who feel they would rather be on "relief" than to accept a job that pays less than \$15,000 a year. Don't blame them. Blame the parents, and, yes, even the grandparents. We taught them these things.

Most -- and I hope I am not talking about the majority of Americans -- have forgotten the word "no". It's easier to hand a youngster \$2.00 to go to a movie than to argue about it.

So then money has to be one of the things wrong. And money started getting "easy" during World War II.

And now money is getting even easier to get -- one way or another -- for the average person. So, I blame money, too.

Time was when you had to work -- and work hard -- for a buck. No more. There are even 4-day weeks for certain people.

So I say it all started 25 years ago, and "it" has grown in "popularity."

With "it" has grown lawlessness and disobedience of authority. Just how proud do you think you'd be if you were a policeman and could give very little information on a crime to a reporter -- or any American -- for fear of losing your job? Thanks to the recent Reardon Report, that's just what's happening.

The recent tragedy in Los Angeles, you might say, was the result of one "nut." But those "nuts" are all over the country.

I hope and pray that this "first 25 years" is not the start of a pattern for our Country that will end up as it did for another great and powerful country -- the Roman Empire. I have fears and concerns we're heading that way.

**Newspaper Advertising  
PROMOTION  
CALENDAR**

**JULY:** Vacation and travel time . . . Hot weather promotion . . . Community clearance sales . . . PLUS the special events listed below:

- July Clearance Sales
- Fresh Up Soda Bath Season
- National Barbecue Month
- National Hot Dog Month
- Picnic Time is Pickle Time
- Camp Season Begins
- Domination Day, Canada, (1-Mon.)
- INDEPENDENCE DAY (4-Thurs.)
- Let's Play Tennis Week (6-13)
- National Cherry Festival (8-13)
- National Pet Week (10-16)
- Bastille Day (14-Sun.)
- St. Swithins Day (15-Mon.)
- Joseph Lee Day (26-Fri.)
- NATIONAL FARM SAFETY WEEK (21-27)

- COMING IN AUGUST:**
- BACK-TO-SCHOOL PROMOTIONS
  - August Furniture Sales
  - August Fur Sales
  - August White, Bedding Sales
  - It's Bowling Time (August)
  - Nat'l Greeting Card Week (4-10)
  - National Smile Week (5-10)
  - V-J Day, 1945 (14-Wed.)
  - National Aviation Day (19-Mon.)
  - Little League World Series begins (20-Tues.)
  - (LABOR DAY, Sept. 2, Monday)

**JULY SALES TIPS**

JULY is clearance time - many communities stage carnival-type promotions such as Crazy Days, Sidewalk Sales, Ridiculous Days, Moonlight Madness and others. - Much July advertising stresses the "keep cool" theme especially retail stores, theaters, cafes. - Air conditioning equipment for home, office, store and factory is in peak demand now. - Sales of outdoor furniture are July promotions. - It's top-of-the-season for ice cream, beverages, many toiletries, photo equipment and developing services, ice. - Successful merchandising requires clearing slow-movers and odd lots of summer goods now. - It's a busy time for launderers and dry cleaners as hot days play havoc with summer clothing. - Now is the time to push outdoors painting, roofing, insulations, modernization of homes, building repair goods and services. - Remember, too, the annual appeal to have home heating equipment serviced and repaired before Fall.

JULY 4th is an annual outing for most families and brings with it almost numberless needs...foods and beverages, picnic supplies, gasoline and motor services, fishing and other sports equipment, camping supplies. Some communities stage cooperative celebrations mostly for entertainment. Many newspapers run cooperative pages on patriotic themes as well as for July 4th merchandise needs. Remember highway safety ads directed to holiday motorists.

**FARM SAFETY WEEK:** In many farming communities, this event is a major July promotion. Advertising by individuals and groups cite the appalling number of fatal and crippling accidents on farms, and point out ways to correct conditions leading to avoidable accidents. The department of agriculture, farm organizations, insurance companies and others cooperate to drive safety message home to farmers. Most newspapers have already received copy suggested on this event from one or more of the above mentioned sources.

**VACATION-TIME:** Many employees "two weeks with pay" (or otherwise) are set for July. This means a wholesale movement from city and town to the country . . . beaches . . . mountains . . . lakes . . . resorts. Motoring is America's "way-to-go" and this calls for advertising on automotive products and services. Getting ready to go means extra advertising for many lines of business including sports and outdoor apparel and accessories, luggage, camping equipment, sun glasses, "in-the-sun" cosmetics, cameras and films, bathing needs and many other items.



**ROBERT M. SHAW**

**Robert M. Shaw named as National Newspaper Week Chairman**

Robert M. Shaw, Manager of the Minnesota Newspaper Association, will direct the National Newspaper Week Promotion this year.

Dates for this year's observance are October 6-12. October 12th will be Newspaper Boy Day.

Mr. Shaw, a former Manager of Washington Newspaper Publishers Association, is currently a member of the Board of Directors of Newspaper Association Managers, the annual sponsors of National Newspaper Week. Mr. Shaw has selected as a theme for this year's National Newspaper Week Promotion "Newspapers, Newspapers . . . The Independent Medium."

Promotion kits to assist publishers in the observance of National Newspaper Week will be mailed to all newspapers in the United States, and many newspapers abroad in mid-September, for the October 6-12 observance.

All inquiries regarding National Newspaper Week should be sent to Robert M. Shaw, Manager, Minnesota Newspaper Association, 616 Mobil Oil Building, 84 South Sixth Street, Minneapolis, Minnesota, Zip Code 55402.

Mr. Shaw solicits the assistance of any interested organizations, individuals and firms in this observance.

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**Dull pictures don't score**

By Robert A. Juran, Director  
Newspaper Editorial  
Workshop Services

Your editorial products is comprised of two basic building blocks—news and pictures.

The best news and feature stories in the world won't make your paper a winner in overall excellence unless they are accompanied by good photography as well.

You hear a lot of talk today about giving readers better photos, but then you look at the exchanges (and maybe even your own paper) and you still see the same old deadly stuff—the same five or six women's club members or lodge officers or Boy Scout leaders, lined up in a row, staring at the camera.

Now, I ask you, are these rows of faces looking at the birdie the most interesting thing in your community every week? Well, I don't think so. And I have a hunch you don't either.

The things you've got to do, first of all, is find a way to make those routine pictures more interesting. Then, above and beyond that, you've also got to go out and dig up something different in the way of news and feature photos that are going to reach out and grab your readers.

First, let's get away from those cliché shots - the lineup, the handshake, the check presentation, the gavel-passing and the proclamation-signing. Nobody except the participants is really going to linger more than about two seconds over such dull pictures. Try a candid shot with the sub-

jects off guard. Or, introduce a gimmick. What kind of gimmick? Well, take the lineup shop, that horror to end all horrors. Maybe the women's club is planning a card party. Instead of the side-by-side lineup, stand them one behind the other and let the one in front hold up an ace of spades. Shoot slightly to one side so the ace looms up in front, with the women visible behind it. That's a gimmick. Simple, isn't it?

Or, say the lodge officers are planning to equip a youth center. Group them in a semicircle around some athletic equipment. Another gimmick - and it's so easy.

Other possibilities for variation are: Emphasize one figure; dis-

Continued to page 5

**Alabama ups Press Association dues**

Alabama Press Association, by a vote of the membership, will increase association dues for newspapers effective January 1, 1969.

For weeklies, the annual dues start at \$55.00 per year for newspapers of 1,000 circulation and under and go up to \$125.00 per year for papers of over 5,000 circulation.

For dailies, dues start at \$60.00 per year for those with a circulation of 5,000 and under and increase in 5 steps to \$420.00 per year for papers with over 30,000 circulation.

**What happens when a store drops trading stamps?**

Read this news release from New York University

**For Immediate Release**

What happens to food prices when a supermarket drops trading stamps? Does a stamp drop augur well for the consumer?

A study published in the fall issue of New York University's "Journal of Retailing" finds that stores that dropped stamps in two large-city neighborhoods in 1965 cut prices initially, but the reductions were not maintained.

Prof. F. E. Brown of Pennsylvania University's Wharton School of Finance and Commerce based his conclusions on 39 price checks of 80 items each.

In both study areas, Professor Brown discovered, "the effect of the stamp exit on the general price level had disappeared within a nine-month period."

Competing stores reacted to the cuts in different ways. Some actually reduced prices more than did the store that eliminated stamps. Competitors would not allow a significant price difference to open up, Brown found.

By the end of the 12-month study period in 1966, food prices in the two areas had risen in all the study stores about as much as the Consumer Price Index for food in the most similar city for which there were data, Professor Brown discovered.

He concluded that in stamp-dropping situations, "Inability by the dropper to increase volume significantly will bring a profit squeeze, restoration of higher prices, and a new cycle with different promotions."

The professor pointed out that data for the study were obtained by on-site shelf pricing performed by women trained by the Bureau of Labor Statistics to do similar work in connection with its Consumer Price Index.

The "Journal of Retailing" is published by New York University's Institute of Retail Management.

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VERLE V. KRAMER, PUBLISHER  
GIBSON CITY (ILL.) COURIER

## Verle V. Kramer elected National Newspaper Association President

Washington, D. C. - Illinois weekly newspaper publisher, Verle V. Kramer, was elected President of the National Newspaper Association for 1968-69 at the Association's 83rd Annual Convention held in Los Angeles, May 15-19.

Kramer had previously served as NNA vice president and succeeds John H. Biddle, publisher of the Huntingdon (Pa.) Daily News as the head of NNA. Kramer had served on the NNA Board of Directors for seven years.

Other NNA officers include Jack Lough, publisher of the Albion (Nebr.) News, who replaces Kramer as vice president, and James Cornwell, publisher of the Murray (Utah) Eagle who was reelected treasurer.

Retiring NNA President Biddle replaces Walter B. Potter, publisher of the Culpeper (Va.) Star-Exponent as Chairman of the Board of Directors. George Joplin III,

editor of the Somerset (Ky.) Commonwealth-Journal, was reelected to the Board. A new board member is Phillip St. Clair Thompson, executive vice president and general manager of Ellicott City (Md.) Stromberg Publications, Inc.

Kramer, in addition to publishing his hometown newspaper - the Gibson City Courier - co-publishes seven other central Illinois weeklies with his son David.

The veteran publisher has held all of the offices through presidency in the Illinois Press Assn., and has been named "Editor of the Year" in Illinois and "Citizen of the Year" by the Gibson City Chamber of Commerce of which he is a past president. He is a director of American Newspaper Representatives, Inc.

Kramer attended the University of Missouri. He is married to the former Sybil Mershon of Buckner, Mo.

## News gander at Mother Goose

Editors Note: Here is a tid-bit from the Pennsylvania Newspaper Publishers Association Publication. Hope you enjoy it.

Friend of ours hit Gallimaufry this month with new suggestion for headline writers desiring quick setup to immortality, or to novice newsmen desiring way into this select group of writers. Suggestion is to write heads for well-known Mother Goose classics.

Below are samples -- some of which might be improved upon -- some of which might be better forgotten -- but all of which indicate that eventually practice can make perfect. Conglomeration is work of Al Goodman, long-time reader of this column and well known in the Harrisburg area for his weekly poetic gems in the Evening News Saturday poetry page.

### Story

Mary had a little lamb; its fleece was white as snow. And everywhere that Mary went, the lamb was sure to go.  
It followed her to school one day, Which was against the rule.

Jack and Jill went up the hill to fetch a pail of water. Jack fell down and broke his crown. And Jill came tumbling after.

Little Bo Peep has lost her sheep And doesn't know where to find them. Leave them alone and they'll come home Wagging their tails behind them.

There was an old woman who lived in a shoe. She had so many children, she didn't know what to do...

Jack be nimble; Jack be quick; Jack jump over the candlestick...

Little Jack Horner sat in a corner Eating his Christmas pie. He stuck in his thumb and pulled out a plum And said, "What a good boy am I!"

Jack Sprat could eat no fat; His wife could eat no lean...

Humpty Dumpty sat on the wall. Humpty Dumpty had a great fall...

Peter, Peter, pumpkin eater, Had a wife but couldn't keep her. He put her in a pumpkin shell, And there he kept her very well.

Hickory dickory dock, the mouse ran up the clock. The clock struck One; The mouse ran down. Hickory dickory dock.

### Head

Lamb in School Has Legit, Beef; Learning Mutton

Jack, Jill Take Spill Down Hill

Bo Peep Can't Count Sheep But She Doesn't Lose Sleep

Arctics 'n' Old Laces Barefoot Children Call Big Shoe 'Sole' Home

Jumpin' Jack Finds One Way to 'Beat the Heat'

Jack Horner Gets Plum Pudding Thumb in Pie

Sprat Doesn't Spat With Wife over Fat

Humpty Is Dumpty In Fall from Wall

Pumpkin-Eater Peter Eats Self Out a House and Home

'One O'Clock Jump' While Tempus Fugits Wily Mouse Fidgets

# ANR Sells Your Paper

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# ANR head resigns

Warren E. Grieb, Executive Vice President and General Manager of American Newspaper Representatives, Inc., formally submitted his resignation to the ANR Board of Directors at its meeting in Los Angeles, California. Grieb has held this position for the past 16 years, during which time company billings have grown from \$1,000,000 to \$8,000,000 annually. He has served the hometown community newspaper industry for the past twenty-three years.

In submitting his resignation to the ANR Board, Grieb outlined his plans for establishing a bureau of advertising for weekly and small daily newspapers, its scope of operations to be similar to those bureaus which are attending to the needs and interests of other major media; namely, market and media research, documentation and promotion. Although further information concerning this bureau will be outlined at a subsequent date, Grieb explained that his regret for leaving ANR was substantially lessened by the fact that he will continue to serve the weekly and small daily newspapers industry.

In accepting Grieb's resignation, ANR President, George C. Wortley, III, Publisher of the Fayetteville, New York, Eagle-Bulletin, stated, "I reluctantly accept your resignation, only because I know that I would be standing in the way of your greater personal achievements, to do otherwise. You have my warmest personal wishes and gratitude for a magnificent job well done. I am joined in these wishes by my fellow Board members, your staff, and all who know you throughout the trade and the legions of newspaper publishers you serve."

The ANR Board of Directors then announced their selection of an interim management team, comprised of Joseph J. Amodeo, who has served as ANR Assistant General Manager and Comptroller, and C. Randall Choate, ANR's General Sales Manager. Both of these men will report directly to the ANR Board of Directors. Amodeo will have full responsibility for the

authority over ANR's administrative and service operation. Choate will have full responsibility and authority over ANR's nationwide sales operation. The Board placed great confidence in these two seasoned ANR executives, who have served under Grieb since 1952, and 1954, respectively.

ANR recently employed Fairbanks Associates to conduct an overall company management/operations survey. The results of this study were considered by the ANR Board to be encouraging and constructive. Consideration was given to streamlining ANR's corporate structure, an expansion of ANR service efforts and facilities, and other considerations designed to further the efficiency and effectiveness of the company's selling efforts.

The ANR Board of Directors also disclosed their plans to move the ANR Manhattan headquarters office to Brooklyn, New York, effective July 1, 1968. ANR's relocation of its headquarters operations to better, more modern offices is part of an overall program to provide expanded, more efficient services for the 7,200 weekly and small daily newspapers which it represents, and to the nation's agencies and advertisers with whom it is privileged to work.

In leaving ANR, Grieb traced the years of progress which have been evidenced during the years of his administration. He assured the ANR Board and the newspaper industry that ANR was facing its most promising and challenging years. Company sales prospects indicate a potential 20% increase in newspaper billings for the immediate two years ahead; improved and modernized service facilities insure client publishers and advertisers alike of a maximum in service efficiency and economy; and the general growth and prosperity of the newspaper industry presents a potential force that cannot be overlooked by agencies and advertisers in their immediate and long-range media planning.

# Dull pictures don't score

Continued from page 3

tribute the figures in an informal pattern; use high or low camera angles; ask the group to look up, or down, or in some common direction; use something of interest in the background; have members of the group in uniforms or costumes, or with some kind of props; and most important of all, make the group picture tell a news story - have the group in action doing what it is supposed to do; let the Arbor Day committee be busy planting a tree, or the flower committee arranging bouquets.

There are so many possibilities, and so many gimmicks, and they're all so easy - yet week after week what do we still see in newspapers? Yep - lineups, check presentations, handshakes.

How about something different in news and feature photos? Go for candid shots of people. (But watch out for invasion of privacy.) Take scenic shots of the community and area. Go into the schools and take shots of the activities there. Go into the town council meeting and shoot councilmen, attorneys and citizens arguing some big issue.

Look for dogs, cats, horses, cows and birds doing something appealing. Look for interesting activities and techniques involving farmers and their farms. And finally, once in a while just let your imagination go off on a tangent and take something you've never taken before. I might be just the smash picture to go five columns on the front page. You won't know until you try.

As for photo techniques, one

good idea is to study the composition (as well as the subject matter) in such magazines as Life and Look. That's where the professionals hang out. But every professional was once an amateur like you and me. Right?

You also should consider getting either or both of two excellent and extremely inexpensive books, "Creative News Photography" by Fox and Kerns and "1000 Ideas for Better News Pictures" by Fox and Sidney, both from the Iowa State University Press, Ames, Iowa.

Some time when you get a chance, eyeball the feature photos in the Dubuque (Iowa) Telegraph-Herald. Write to Jim Geladas, managing editor. Stop drooling over the offset color reproduction and write down some of their photo ideas. And you can get some good tips from the Sunday feature sections in the Chicago Tribune or Sun-Times. The photography column in Editor & Publisher is also excellent.

(Mr. Juran will answer - either personally or in the column - any questions from readers. Write him at 190 Bristol-Oxford Valley Rd., Langhorne, Pa. 19047.)

# Quickies

The Paris Daily Enterprise has installed a new unit on its Goss Suburban offset press which will allow the printing of 12 pages at one time. The additional press unit will also expand the plant's color printing facilities.

## We care where our product is served.

Beer served in pleasant and wholesome surroundings is the aim of the United States Brewers Association. And we are always striving to do something about it.

The USBA is represented by field men around the country. They meet with proprietors of establishments where beer is sold. They work in every way possible to promote a set of high standards wherever beer is served.

This USBA effort means even more enjoyable places for America's great beverage of moderation.

UNITED STATES BREWERS ASSOCIATION, INC.  
P. O. Box 22187, Louisville, Kentucky 40222



What's KIP, Daddy?

That's simple, son. KIP is a power pool made up of Kentucky Utilities Company and two neighboring electric companies, Indianapolis Power and Light Company and Public Service Indiana.

KIP will enable KU to install in its E.W. Brown Generating Station a new generating unit far larger than would have been installed without participation in the three-company power pool.

The new unit will have a capability of 427,000 kilowatts, nearly three times the size of the largest generator KU now has. The larger size will result in a lower investment cost for each of those 427,000 kilowatts, and lower operating expense for each of the three billion kilowatt-hours it can produce each year. The Indiana companies will use a share of this power until KU needs it all, and each company's customers will share in the savings. Clear?

Uh-huh. What's a kilowatt-hour, Daddy?

**KENTUCKY UTILITIES COMPANY**  
Six rate reductions since 1962

# Circulation is the name of the game



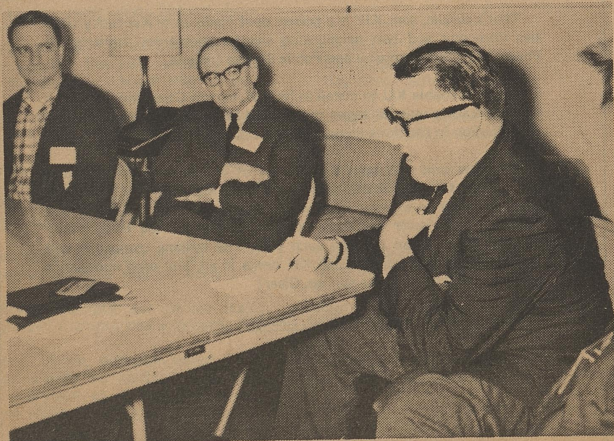
The annual banquet is always a treat. A good crowd of circulation men and women, as well as publishers turned out for the recent meeting at Rough River State Park.



Dave Schansberg of the St. Matthews Voice-Jeffersonian, shared some exciting promotion ideas with the crowd. Dave has undertaken a great deal of responsibility in the circulation group, and has been one of the driving forces behind the success of the Circulation Division.



An attentive audience listens to some new postal ideas.



Jim Norris, Jr., of Ashland, explains the publishers relationship with the circulation department.

## OUR EAGLE NEWSPAPER OFFSET PLATE COSTS A LITTLE MORE IN THE BEGINNING, BUT A LOT LESS IN THE END.

The cheapest plate you can buy costs less than 80¢. That's cheap. It gives you approximately 10,000 impressions. An Imperial Eagle plate costs a few cents more. But it gives you more than 50,000 impressions. So you can see, the cheap plate isn't really cheaper.

And the Imperial plate makes quite an impression on you. The dot and image retention are far superior to the cheap plate. So you may not only lose money with the cheap plate, you may also lose fidelity. Which means the cheaper a plate is, the more expensive it can be.



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# Newspaper Of The Month

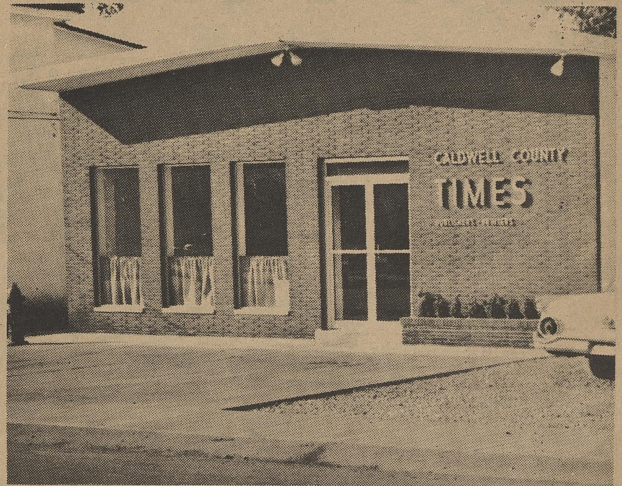
By A.J. Viehman, Jr.

# CALDWELL COUNTY TIMES

Princeton and Caldwell County's Largest Circulated Newspaper



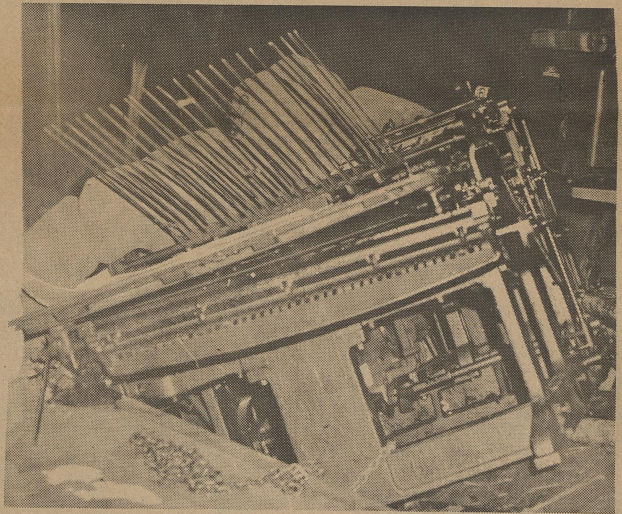
Lowell Hobby and Gid S. Pool purchased the CALDWELL COUNTY TIMES on June 11th, 1966. The space was limited, with a building a little more than 17-feet wide. The company purchased the old historical house (in photo) at public auction July 1, 1967. It was quickly demolished and a new building was started. The site is located just 4-blocks from the prior location which was on "court house square".



The new TIMES BUILDING was completed in Mid-November, 1967. It had a space of 32-feet wide and 80-feet long with almost unlimited parking space both front, west side and rear.



At noon on November 30, 1967 the move to the new building was started. With the printing of the weekly paper underway, the smaller presses (in photo) were moved, along with the other machinery not needed for the press run.

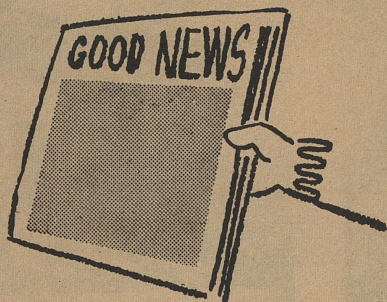


At 10:15 p.m., November 30, 1967 it looked as if the "bomb had fallen". As the press was being unloaded into the new building, it didn't make it inside. It slipped from the moving truck and onto the ground it went. It was raining and snowing that night. The photo shows the crane, rushed to Princeton a distance of 350 miles, lifting the press from it's dug-in location. The rush was on - to find another press. Only two issues of the paper were printed without the press. One was located up in Indiana. It was quickly dis-assembled, brought to Princeton and put together, ready to operate.



With the new plant in operation, the Times has become one of the leading "visiting places" in the area. The photo shows one group of seniors from local schools that have come to the plant to better learn the operation of the newspaper. A public "Open-House" celebration was held Sunday afternoon, May 19th.

# EXTRA



## KENTUCKY PRESS ASSOCIATION ADOPTS NEW PROGRAM



We are pleased to have been chosen to underwrite your Association's Insurance Program. We appreciate the opportunity to be of service to your members and it is our constant goal to provide the best of service at all times with flexible, broad coverages at low rates.

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