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# The Kentucky Press

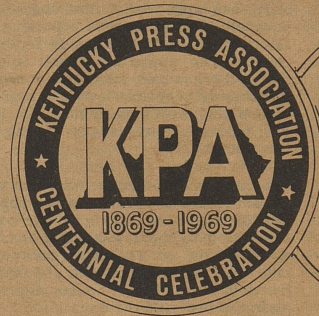
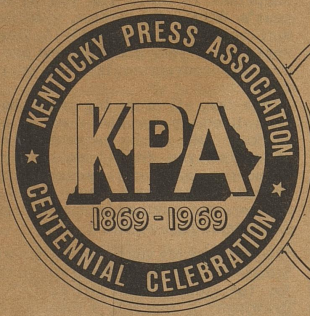
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Voice of The Kentucky Press Association

VOLUME 34 NUMBER 11

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## CENTENNIAL CONVENTION JANUARY 23 - 25



*Stouffer's*  
**LOUISVILLE  
INN**



**THE KENTUCKY PRESS**

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"Did you hear about the Medicare patient who had surgery? He woke up and found a placard on his incision: 'This is a Federal project showing your tax dollar at work.'" - Tony Beebe, The Spencerville (Ohio) Journal News.

Both the stork and the obstetrician have large bills.

**GUEST EDITORIAL**

**Infringing on free press**

Reprinted from The Harrodsburg Herald

A free press is the safeguard of liberty. But, in recent years, government officials and the courts, on one pretext or another, have sought to control news. The theory is that news censorship will encourage fairer trials and increase national security.

Commenting on press censorship the Portland, Oregon, Journal says, "The (Judicial) Conference, which is the highest federal court rule-making body, has approved a new code that severely restricts press reporting of all criminal proceedings in federal courts. The approval almost automatically assures adoption of additional news gags upon lawyers, prosecutors and court personnel by the 120 federal court judges sitting in this country."

Let us hope someday in the not too distant future it again becomes popular for courts to give as much consideration to the law-abiding citizen as they do to the lawbreaker -- also that law enforcement and press freedom from official censorship remain the order of the day.

**GUEST EDITORIAL**

**Profile of the older person**

Reprinted from The Big Sandy News

The older persons are persons of retirement age, 65 or older. It doesn't matter particularly that there are 18 million such older persons in America and about 1 1/2 million in Canada. Nor does it matter that they are increasing at the rate of more than 1,000 per day, and that by 1980 one out of ten Americans will be over 65. What does matter is that people grow old in a fast changing world that likes to be young and think young -- a world that doesn't like anything old unless it's wine or a piece of furniture. It barely tolerates the older person.

There is no one way to describe the older person. About all that they have in common is their chronological age. Most are aware that the later years bring more losses than gains. Most have a desire and a need for continued living, and for being accepted as persons. And finally, when the time comes, most have a desire to withdraw from life with grace and dignity.

Beyond this, all that one can say about the elderly person is that he may be working, but he probably isn't. He may have enough money to live comfortably, but he probably doesn't. He may be between 65 and 70, but he probably is older. He may be healthy, but he could be healthier. He may have friends, but it's more likely that he hasn't. He may have his family close by, but he probably doesn't. He may be the survivor of his marriage, but the odds are that it is his wife who survives him. He may be in an institution, but he probably isn't. He may be next door. He may be the typical "aged" person, but he's probably not. He may be somebody else, but he could be you, if he isn't, he will be -- given the time.

**GUEST EDITORIAL**

**Christmas 1968**

Reprinted from The Russell Springs Times-Journal

WE'VE DREADED IT, but it is now upon us.

Yes, there are only a few shopping days left until Christmas 1968, and the rat-race is in full bloom.

What once constituted the happiest days of the year are now a bore, and un-ending labors to make possible a profit at the end of the year.

We are not unlike most people in business. We try hard to make the most out of the Yuletide Season commercially. And it seems that we have no other alternative, for if we should miss this lush period we would very well come out on the little end of the horn.

A storekeeper once told us that he worked on an almost break-even keel most of the year in order to realize his profit at Christmastime.

It's kind of like a horse race, with a good jockey playing along in the middle until the homestretch.

Christmas has become the homestretch for a lot of us. Yet, many of us contend:

"I would stop so much commercialization -- if only my competitors would too."

It is doubtful though, if we can ever get them all synchronized in that direction. That's why Christmas is the way it is in 1968.

And all we can apparently do now is dream of older, happier times.

**Jack-Notes**

By A. J. Viehman, Jr.

If I sound a little like a broken record this time of the year it's because your Secretary-Manager and Centennial Convention chairman, Don Towles, are starting to develop one track minds over the Winter Meeting. It seems that there are always loose ends to tie up and last minute arrangements to make before the "reely big shew" can come off. This year is no exception. This year's convention promises to be, though.

I got a chuckle out of the note and penciled copy of the last Kentucky Press that was mailed out, and then returned to yours truly by Mr. Towles. The tail end of the Jack-Notes column mentioned that there were a lot of surprises in store for you at this year's Winter Convention, to be held at Stouffer's, January 23-28. Don's reply was "yeh, and the first one is that the convention is over on the 25th."

Thus far, all of the big names have been lined up for the meeting and working side of the convention, and of course you don't have to worry about the fun times because those have been waiting for you since we first started talking about this special Centennial get-together.

Have you made your reservation with Stouffer's yet? How about the prizes for the Monte Carlo and early bird drawings? If there is a manufacturing concern in your community or county, why not bring one of their products (value not to exceed \$15) so that we can auction it off following the Monte Carlo party. If you attended the last winter convention at Stouffer's, you'll remember that there were some mighty fine prizes auctioned off.

Hugh Mulligan of the Associated Press is slated to hold down the primary speaking chores on Friday. There are a lot of extras in this year's convention, like the Past Presidents reception before the Friday luncheon and a slice of the program devoted to mergers and consolidations, headed by the people who are getting a great deal of attention nationally, Bill Matthews and a panel of people involved in Newspapers Incorporated.

Advertising is a big item this year and we have a man from one of the largest agencies in the country (Campbell Ewald) on hand to "lay it on the line" for us. Also, would you believe for you folks who like to mix a little liquid refreshment with your dancing, we have a cash bar right in the dancing area and it's operating on depression style prices. Would you believe like a quarter a drink?

Well, I don't want to divulge too much more right now. The next issue of The Kentucky Press will outline the whole shooting match, complete with program and pictures.

The directory has finally gone to press. It took a while to compile all the information that we needed, but it was done. We've been noticing a few of the other press association directories as they trickled in to the Central Office and some are pretty fancy. Some of the fanciest are the hardest to read, though, and for the ease of handling, Kentucky Press Association seems to have a comfortable format. We don't carry advertising, yet, and not as many pages as some of the others, but the information is basically the same. The one area where we're weak could be the area of market analysis and demographic information for the counties. It may be possible to change the format in the future in order to include this information, but I shudder to think how hard it would be to round up the facts after seeing how tough it was just to get the mechanical information sheets and sworn statements back in time.

**GUEST EDITORIAL**

**The Reely Big Shew**

That the first concern of the television industry is to entertain was proven in the coverage of the national political conventions.

Television cameras and the commentary were produced more like theatrics than news reporting. If there wasn't enough fighting and commotion in the dark corners of the convention hall, it would seem that the teevee crews tried to create a little. More emphasis was put on speculation and trying to get arguments going than was put on straight news coverage of what was happening.

There is no question but that it was perhaps more entertaining than many of the dull speeches. The big concern is that the "news media" left a bad impression with many people in prominent places to say nothing of a large segment of the general public.

Unfortunately, newspapers seem to have been "put in the same bed" with television through the term "news media". Ever since the broadcast industry rode in on the coat tails of the printed media as the "new approach to journalism" many newspaper editors have been concerned. Asking for all the privileges that go with freedom of the press, the television cameras have exercised a license in the name of freedom. It is unfortunate that any control that might be put on television reporters will also cover newspaper reporters.

If there was ever a hope of bringing cameras into the courtroom, it must have gone up in smoke after the way television used cameras at the conventions. If reporters are to be allowed on the convention floor in the future after the antics of the teevee "reporters" it will be generous. Such coverage certainly gives ammunition to state legislatures that do not allow reporters or cameras

on the floors of state assemblies. Some of the questions teevee "reporters" asked in the so-called interviews turned the stomachs of veteran newspaper reporters and editors. Rather than let the public hear many of the speeches, teevee commentators gave their opinion as to what was said. Often there was considerable difference between what was said and what the teevee man said.

Straight news reporting is seldom entertaining. The entertaining aspects of news are covered by the columnists and the opinions are supplied by the editorial writers. It isn't all jumbled together in a front page story. That there is even greater opportunity to color news presented on television through the control of the camera than there is in a newspaper story through slanted writing is now established.

"You were there" with the television camera. Yes, I suppose I was. I was back in the corner interviewing a nobody when the big speeches were made. I was out in the hall with a bunch of screaming and yelling when many of the votes were cast. Whatever was happening at any time I was always with the minority trying to cause a ruckus because 75 per cent of the camera coverage was dedicated to the minority whatever the issue and whoever the candidate.

There is a big difference between newspapers and television where the news is concerned. The same privileges cannot be afforded to both. And just like you can't mix apples and oranges you can't mix newspapers and teevee.

If you want the news -- get a newspaper. If you want entertainment -- turn on your teevee set.

Bill Bray, Executive Director  
 Missouri Press Association



## Journalism heroes

By Jouley Livingston

"I fear you have overestimated the Emporia Gazette. It is simply a little country daily and weekly, devoted entirely to chronicling the important fact that Bill Jones brought in a load of hay today. And Thomas Hughes is recovering from a sprained hip, and that John Smith is putting a new porch on his property on Sylvan Street."

This was the way that William Allen White described the "Emporia (Kansas) Gazette" in 1899 to a big city newspaper publisher. And this was the way that White wanted it.

The "Emporia Gazette" and William Allen White were the spokesmen for small town, middle class America for almost fifty years.

Although the circulation of the Gazette never reached more than 7,000, White, as editor, gained prominence as the perceptive seer of a changing America. He hobnobbed with presidents, congressmen and literary greats, yet he never forgot the people of Emporia, who, to him, symbolized the growing American middle class.

White was born in Emporia on February 10, 1868, when Kansas was still part of the wild west. He entered the University of Kansas in the class of 1890 and worked as a printer and reporter for a weekly newspaper while he attended college.

White left college before graduation to work as assistant editor of the El Dorado (Kansas) Republican. On that newspaper he gained state-wide fame for an editorial about a man who deserted the Republican party to join the Populists.

This editorial eventually resulted in White being hired by the Kansas City Star as an editorial writer. He stayed with the Star for four years during which time he met and married Sallie Lindsay, whose influence guided him throughout his career.

In 1895 he scraped together \$3000 and bought the Emporia Gazette, circulation 600.

White was an active Republican and resented Kansas being overtaken by the Populists and the Democrats. In 1896, he got mad about "the shabby, wild-eyed, rattlebrained fanatics of the reform movement" and the result was an editorial titled "What's the Matter with Kansas?" which rocketed White to national fame.

He became a close friend of Rough Rider Theodore Roosevelt. It was White who first predicted that TR would soon be President. White backed Roosevelt, even to deserting the Republican party and helping to organize the Bull Moose party in 1912. After Roosevelt's defeat he returned to the Republican fold.

Although he began his career as a conservative, White gradually liberalized his ways. He never completely went over to the Democratic party, but he frequently criticized the Republicans. He warned in 1919 that the Republican party was becoming the "national calamity howler."

White's liberal leanings were reflected in his backing of Franklin Roosevelt in 1933. He believed that FDR was the political successor of Teddy Roosevelt. FDR later said of his relations with White that "Bill White is with me three and a half out of every four years."

The Emporia Gazette was known in Kansas as "White's School of Journalism." Many newspapermen, trained by White on the Gazette went on to big city journalism or bought their own papers. White was keenly interested in what his "boys" did and he kept in close touch with most of them.

He advised one of his former pupils after an unfortunate love affair that "no man in the world ever gets his back broadened except by some weary sorrow. All you have to do . . . is be a man. Do not get sour and keep at work. Do not be afraid to lean on me . . . it is a great pleasure to me."

Besides editorials and magazine articles, White also wrote books, the most famous being "Puritan in Babylon," a study of America in the 20's. One of his most famous pieces of writing, however, was an editorial he wrote on the death of his teenage daughter, Mary. ". . . But the soul of her, the glowing, gorgeous, fervent soul of her, surely was flaming in eager joy upon some other dawn."

On January 29, 1944, William Allen White died in Emporia. Henry Seidel Canby said of White, "He lived out his span and there has been no better and no more rewarding life for friends and country than the career of this editor and man-of-letters and public voice of democracy, who has been for a generation the symbol of the great Middle West."

## How's your physiognomy

By Robert A. Juran, Director  
Newspaper Editorial Workshop  
Services

One of the most important elements in a topflight editorial product is typography. Your newspaper can be well written, it can cover the town like a horse blanket, but the impact of its presentation will be nullified unless the typography -- headlines, art, body type, typographic accessories -- makes a good impression. Here are some ways to do it:

**BODY TYPE:** If you're using an outmoded face, check your supplier on the newer "legibility" faces. Also if you are hot-metal, and your mats have hairlines, either find a way to get rid of them or else get some new mats.

**HEADLINES:** Form should follow function. So let's get functional about heads. First adopt a flush-left style. Easier on the reader -- and the composing room. Next, get rid of decks, except readout heads under banners. They accomplish exactly zero and they waste space. If you use kickers, achieve maximum contrast by flushing the kicker left and indenting the main head; setting the kicker all-caps; running roman kickers with italic heads and vice versa, and underscoring the kickers with a rule that approximates in thickness the weight of the downstrokes of the kicker face.

Go downstyle on heads. Yes, I know--you've never done it, and the habit is hard to break. Well, Editor & Publisher had never done it until last month either. And, in fact, it has been only 60 years since the first time an American newspaper ran a head that was anything but all-caps. Styles change quickly. Don't hold out

against downstyle. Logic is all on its side. If you don't Capitalize Words In The Middle Of A Sentence, why do it in the middle of a headline? Downstyle saves keyboarding time. It's easier to read. And finally, you get a fatter count when writing heads. Give it a try.

Are you using a glorious mish-mash of different headline type-faces? Cut it down to just one or two type families. If I had to recommend one family, it would be the Spartans and Tempos. Contrast is obtainable with italics and varying weights.

**TYPOGRAPHIC COLOR:** Break up masses of gray type with subheads or boldface cap lead-ins (in cold type, subheads are possible but boldface lead-ins aren't). Add more white space around heads, too. Indent them at the left and don't be afraid to let them run short at the right. **BOXES:** Eliminate side rules. Looks better, saves time in composing room. Use top and bottom rules only.

**NAMEPLATES:** If yours is old-fashioned or hard to read, have it redesigned. Hundreds of your fellow publishers have done it with no loss of identity.

**HORIZONTAL MAKEUP:** Forget about gray pages forever! (Sounds like a detergent commercial, doesn't it?) Use lots of multi-column heads, and use them good and big. Stop putting one-column heads on the majority of your stories -- think in terms of twos and threes for anything over five inches, and don't be afraid to go bigger. And how about an inside banner? There's nothing that says you can't have a banner on an inside page.

**WIDER MEASURES:** These will help

Continued to page 6

## KPA Centennial

### Convention

Stouffers Jan. 23-25

#### 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





Newspaper Advertising  
**PROMOTION  
CALENDAR**

**JANUARY 1969** ... a fresh new page on the ad-man's calendar! Start the new year right — SELL ideas, sell MORE! Note this line-up of events:

- NEW YEAR'S DAY (1 - Wed.)
- Break-a-Cold Month
- National Egg Month
- MARCH OF DIMES (2-31)
- Internat'l Printing Week (16-22)
- Benjamin Franklin's Birthday Anniversary (17) 1709
- Franklin Thrift Week (12-22)
- JAYCEE'S WEEK (19-25)
- World Religion Day (19-Sun.)

**COMING IN FEBRUARY (Condensed):**

- American Heart Month
- National Children's Dental Health Week (2-8)
- Boy Scout Week (9-15)
- Nat'l Electrical Week (9-15)
- Crime Prevention Week (9-15)
- Lincoln's Birthday (12-Wed.)
- St. VALENTINE'S DAY (14-Fri.)
- Future Farmer's of America Week (15-22)
- Brotherhood Week (16-23)
- National Engineers Week (16-22)
- Ash Wednesday (19) Lent begins
- Washington's Birthday (22-Sat.)
- G. Washington Sales Day (Easter Sunday, April 6)

# Quickies

By Florida Garrison

The 162-year-old Russellville News-Democrat began publication by the offset method with its issue of December 5.

Ben Jenkins, sports editor of the Henderson Gleaner & Journal, has been named news editor by publisher Walt Dear.

New managing editor of the Owensboro Messenger and Inquirer is Dave Owen, former managing editor of the Huron, S. D., Daily Plainsman.

Two more Kentucky weeklies have been added to Newspapers, Inc., with the purchase of the Cynthiana Democrat and the Clay City Times. William E. Matthews, Shelbyville, president of the corporation, said the total number of newspapers now included in the venture is 15. He added Cynthiana will become the location of Newspaper, Inc.'s third regional publishing plant, two others being located in Shelbyville and Elizabethtown.

**DON'T FORGET**

## PRIZES NEEDED

FOR MONTE CARLO PARTY

**#1 OF A SERIES**



# SMOOTH SELLING

by George N. Kahn, Marketing Consultant

© 1967 George N. Kahn

## THE SALESMAN IS A V. I. P.

There is a foolish idea in some circles that selling is not dignified. For this attitude we shower blame on the colleges, the professors, and anyone else within range. Rarely does anyone put the blame where it really belongs—on the salesman himself.

Selling will never achieve its rightful status in the business world until salesmen start thinking of themselves as Very Important People. The salesman's image in the public's mind will improve only when he starts giving himself a higher rating. You can't convince prospects of the value of your product or your company unless you can first convince them of your own value.

**Rate Yourself High**

The salesman who speaks apologetically of his vocation or derides his colleagues is simply cutting his own throat. When the salesman gloats of "pulling a fast deal," he is doing great harm to himself and his profession. In short, if you talk and act like a sidewalk pitchman, that's the way you'll be treated.

Management is much quicker to recognize the salesman's importance than he is himself. Businessmen know that creation of demand is a vital factor in their profit and loss statements. These days all top executives and even technical personnel are sales oriented. Engineers must think like salesmen to design products that appeal to consumers. Even the production department must gear its effort to a sales campaign.

**Salesmen Are First Class Citizens**

The salesman is the key person without whom there would not be any business. But many salesmen behave like second class citizens—and too often that's the kind of reception they get in a prospect's office.

I remember running into an old friend, Jack Creswell, whom I hadn't seen in years. I asked him what he was doing. Jack smiled deprecatingly and said he was "on the road" for a flooring company, adding:

"Of course, this is just until I can find something better."

He made his job sound as if he were washing dishes in a cheap hash house.

"Jack," I said, "there is probably nothing wrong with the job except yourself. Before you move to what you think are greener pastures, why not give this job your best. If you think of yourself as a failure in selling you'll wind up as one. But if you see this as an opportunity to push ahead to success, your future is assured."

I think the advice took, because Jack stayed in selling with the flooring company and became a top producer with a loyal following of customers. Years later he told me: "You hit pretty hard that day, George, but you opened my eyes to what I was and what I could become."

**No Room For Amateurs**

In today's competitive market there is no room for amateurs and dabblers in selling. For those who really want to make selling a career, there is a rich reward. But you must be willing to work for it.

Selling has its problems, heartaches and frustrations. It's a lonely job. But these very factors are what separate the men from the boys.

Millions of people are embedded in dull, prosaic jobs that afford them little or no excitement, drama or challenge. The salesman can look forward to steady growth and can enjoy a stimulating, lively life on the way. His future is limited only by the strength of his desire to succeed.

**Frontier of Selling**

The trouble with many uninspired salesmen is that they don't understand the dynamics involved in selling. They are really clerks at heart whose horizons are limited.

The earnest, imaginative salesman can write his own ticket to wherever he wants to go. With faith in himself, drive and the right tools, he can make big money and climb high in his firm.

# "Stop The Press" ---

## How It Started

Philadelphia  
Evening-Sunday Bulletin

"STOP THE PRESS." That's an electrifying order, one often used in movies and TV dramas to stir the audiences and heighten the suspense.

But does anybody on a newspaper ever really "Stop the press?" It's a costly and unusual operation; the presses have their regular runs, their schedule to keep, and they aren't stopped except for something mighty big.

Yet one night the presses were stopped at the Inquirer, and by a mere copy boy, at that. It happened like this:

Back in 1944, while attending Standard Evening High School, Al Blank wrote an editorial as part of his English assignment. His teacher told him it was a good piece of work, that he showed a real flare for journalism. "You should follow your star," he told him.

So, when he graduated, Al followed his star — right over to the Inquirer, where he applied for a job as a reporter. Sherman Miller, who was then news editor, didn't hire him as a reporter, but he did take him on as a copy boy. He liked Al; he thought he was an eager young man, and he gave him a task to do, which for a copy boy, was mighty important.

Al's Big job was to go down to the pressroom each night, note the time of the press start, and get the first 10 papers off the press. Then he was to distribute these papers to the top editors.

This fateful night, Al went to the pressroom. The presses began to roll. Al was poised, ready to grab the first 10 papers. As he looked at the front page, he saw that the last word in an 8-column banner headline was misspelled.

"How do you stop the press?" he yelled at a pressman standing nearby.

"You just push that little red button," the man replied, pointing to the button.

Quickly our hero rushed over, pushed the button, and while the pressman looked on with mouth agape, the presses ground to a halt.

Then Al rushed through the composing room. "Get ready to lift the front page!" he yelled.

On he raced to the office of Managing Editor John Fitzpatrick.

"What time did the presses start?" Mr. Fitzpatrick asked as Al handed him a paper.

"They started on time," excitedly reported our hero, "but I had to stop the presses."

"You did WHAT?" Fitzpatrick shouted, his face turning a ghastly white.

Al tried to explain, but the pale Fitzpatrick told him: "Go about your duties, young man — I'm too stunned to talk now."

The next day, Al was relieved of those duties. No more was he sent to the pressroom for the first papers. No more was he allowed to get the press starting time — or even go near the presses.

Instead he was given the job of cutting the wire copy off the telegraph machines. Unofficially he was called "Executive Wire Editor".

Al doesn't think the incident hurt him at all, because later, on the recommendation, he says, of Assistant Managing Editor Richard Thornburg, he was made a district police reporter.

Had it not been for his stopping of the presses, Al doesn't think he would have been noticed in the rush for promotions. And around the Inquirer, they still remember him as the only copy boy who ever stopped the presses.

In fact, often in the city room, when a bad error appears on the first page of the early edition, editors are apt to grumble: "If we only had that blankety-blank Blank around here now, the presses would have been stopped."

So in Al's own time, he has become a living legend; the copy boy who really stopped the presses!

But he must feel and act important to accomplish this goal. He must think of himself as one of the world's key people—a man who rates high in the scheme of things.

**Act Like A V. I. P.**

Do you stride boldly into a prospect's office or do you sidle in, glancing back at the door as if it were an escape hatch? Do you apologize for taking up a buyer's time? Do you feel like an intruder in his office?

If the answers are yes you are letting yourself, your family and your company down. To be a V.I.P. you must act like one. That's the only way to command respect and so sell merchandise. Only then will you earn what you are dreaming of earning.

The head of the sales training program of a big paper manufacturer once said to me:

"About the fifth day of the program my instructors can usually spot those who will be top salesmen. There's something about their attitude, they handle themselves in a certain way. They act like they are proud to be here. It's almost like getting a successful salesman ready made."

That man put his finger right on the heart of the matter. Pride. Are you proud to be salesman? If not, something is wrong. If you're not proud of your work, chances are you are not acting like a Very Important Person.

Here is a periodic Aptitude Test to enable you to find out what your feelings are toward your selling job. If you can answer "yes" to at least seven of ten questions you are probably headed for success.

**If you score below seven, it's time to take self-inventory:**

1. Do I think of my job as a real opportunity?  
Yes  No
2. Do I discuss my work with my wife very often?  
Yes  No
3. Would I tell a stranger on a plane my occupation?  
Yes  No
4. Am I happy in selling?  
Yes  No
5. Would I want my son to be a salesman?  
Yes  No
6. Do I try to improve my earning power by studying salesmanship, attending meetings, etc.?  
Yes  No
7. Do I let prospects do most of the talking?  
Yes  No
8. Do I avoid telling jokes which put salesmen in an unflattering light?  
Yes  No
9. Do I see myself as playing an important part in the economy?  
Yes  No
10. Have I really thought about the tremendous future that is available to me through selling?  
Yes  No

Consultants, Sales Training Division, Department TP, 212 Fifth Avenue, New York, N.Y. 10010.

Listed here are the titles of the first 12 lessons in the "Smooth Selling" Sales Training Course.

1. The Salesman is a V.I.P.
2. Are You a Salesman?
3. Get Acquainted With Your Company
4. You're On Stage
5. You Can't Fire Without Ammunition
6. You Are a Goodwill Salesman, Too
7. Closing The Sale
8. How To Set Up An Interview
9. Releasing Between Rounds
10. The Competition
11. Taking A Risk
12. Playing The Short Game

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EDITOR ASKS:

# 'Don't nobody care no more'

By C. Edward Kaeuper  
Editorial Page Editor  
Richmond (Ind.) Palladium-Item

(Reproduced from The Indiana Publisher)

We used to hear a lot about why "Johnny can't read." Now one wonders at times why "Johnny can't spell."

"Johnny" takes in all of us who deal with the printed word. True, the malady hasn't yet reached alarming proportions but just a casual reading of daily newspapers reveals errors in spelling and simple grammar which not too many years ago would have been caught somewhere along the line.

It's not important whether the mistake is made by the writer, and is missed by the copyreader, or whether it's an error which gets by the proofreader.

What is important is that too many errors are getting into print. Not just typographical "bulls," which may cause a reader to smile indulgently, but plain mistakes in spelling and mistakes in grammar.

Readers of the printed word expect it to be spelled correctly. They also expect grammar to be correct.

### Why not check?

What's happening to the reporters who used to check the spelling of a word about which they had even the slightest doubt?

Where are the eagle-eyed copy editors whose wrath was stirred by a plural subject and a singular verb?

Are proof desks so interested in style and rinky dink questions about how properly to break a word at the end of a line that misspelled words and grammatical fluffs go undetected?

Here are some examples from just a few Eastern and Midwestern papers, including local and wire service copy:

"Crosley Field has long been a home run hitters paradise (paradise)." (From an Ohio newspaper).

"Disney World . . . should generate an additional 50,000 fulltime jobs in the first year of existence." (From a news wire service dispatch).

A printed report from a national security group spelled it "irrelevant" instead of "irrelevent."

"Most welfare recipients live . . . in once delapidated (dilapidated) houses." (From a New York metropolitan paper).

From this same paper: ". . . and the only one able to deliver it in sufficient (sufficient) quantities."

And again from this paper: ". . . but Mr. Fall was sentenced to a year in prison on a bribary (bribery) charge."

A Chicago sports columnist wrote: "Influenced by this exhilarating (exhilarating) financial atmosphere . . ."

From a Cincinnati paper: "Howsam is a Bristol man even though the marriage was by inheritance (inheritance)."

A national wire service: "This has a consillary (conciliatory) tone."

An editorial in an Indiana paper headlined it "Chicago mayorality (mayoralty) race" and misspelled the same word in the editorial.

A syndicated column referred to "repentence" instead of repentance. An Ohio paper's tv column: "...the story of a hoodlum's widow who invades police station seeking vengeance (vengeance)."

From a wire service story: "...troops are building a barrier of barbed wire and foxholes to prevent a repetition (repetition)."

From an Indiana paper: "...the new gimmick is an attempt to break a busy signal epedemic (epidemic)."

### Good 'Grammar'

From an Ohio sports column: "...of course he is not an English professor and does not keep a grammer (grammar), dictionary or thesarus (thesaurus) at his side."

From an Indiana paper editorial: "...her trip through America's heartland, its graneries (granaries)."

Another Ohio sports column: "...sends in this little missal (missive)."

From a wire service dispatch: "...said the bill would work a grievous (grievous) wrong."

From an eastern paper: "...attempt to insure the tax deductability (deductibility)."

A headline over a syndicated cartoon: "Persistant (persistent) Little Bird."

A headline in an Indiana paper: "GOP dissention (dissension) delays."

From an Ohio paper: "...seriously ill with a respitory (respiratory) ailment."

From a New York paper: "...57-year-old descendent (descendant)." (This one occurs frequently.)

From a wire service sports story: "...took Folley's heaviest blows with bearily (barely) a flinch."

From a wire service news story: "...as attorneys argued the admissability (admissibility) of evidence."

There are hundreds of others. Repentance time again is misspelled "repentence."

A wire service story discussed a catastrophe" (catastrophe) and the big black headline made the same mistake.

A sports column referred to the "abolishment," instead of abolition, of a certain marker on a baseball field. Defendant time after time becomes "defendent." Political "amity" has appeared as "animity." Indispensible often is misspelled "indespensible."

Petulant appears in a Chicago syndicated column as "petulent." The list of misspelled words could go on and on. They are the exceptions of course, but as one woman complained to a midwest editor:

"Four misspelled words in one story are too many errors for a good newspaper."

Errors in simple grammar continue to pop up, too. Some examples, all of which have been clipped from daily papers:

"No medical staff at the house of correction have (has) ever indicated..."

"Modeling, magazine covers, and finally the nude calendar picture, all was (were) emotionally described..."

"In addition, nearly 1,000,000 pounds of mail arrives (arrive) each

month."  
"The sale and use of motorcycles and motor scooters is (are) on the zoom."

"How Freeman acts in Washington and what he says in Indiana bears (bear) little relation . . ."  
"Everything was in disarray. In the living room was (were) a sofa, a portable television set, a small hi fi phonograph, etc . . ."

"The letter said she was made a colonel in recognition (recognition)."

"A policeman's cap was missing and there was (were) some bloodstains . . ."

"...the committee heard of mothers who go to bed with the butcher to get porkchops for her (their) children."

"Tactical measures against birds who (which) cause greatest danger..."

"Anybody who says the problem is simple does not know what they are (he is) talking about."

"Traffic is so heavy anymore..."  
Anymore is a negative expression. Its use would have been correct if the situation had been that (traffic is not so heavy anymore).

"The Cincinnati Reds are hoping the law of averages don't (doesn't) catch up with the Astros . . ."  
" . . . had run into a good squirt of what us (we) Midwesterners call . . ."

A headline: "Sox don't hardly dare look back."

"The children are the sons of a daughter of Mr. Brophy's" (Either they were sons of a daughter of Mr. Brophy, or they were sons of one of Brophy's daughters.)

A big black ad proclaimed: "Now

anyone can buy their (his) own extra phone."

An otherwise dignified ad inserted by a New York bank said "There's (there are) months to pay."

### Remedial English

A woman reader who called attention to several grammatical errors in the same news story said:

"This is why we spend so much money for remedial English."

It's not clear whether she meant on behalf of those who made the mistakes or to straighten out those who didn't know the difference when they saw them.

An English professor charged not long ago that spelling is becoming a lost art and the dictionary a forgotten book. He said even school teachers suffer because they were not given the necessary training in rudimentary English when they were students.

The answer, so far as we in the newspaper business are concerned, seems to lie with each one of us to resolve to do a better job and to alert everyone concerned - reporters, copy editors, proofreaders, and editors -- to the need of more caution.

Readers don't know or care about deadlines and the pressures of a daily newspaper operation. They do know, though, when they see misspelled words and errors in grammar which are the marks of a sloppy and careless product.

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# Some surprises in newspaper evaluation

By Robert N. Bolitho  
Krehbiel-Bolitho Newspaper  
Service, Inc.

When you get into the broad area of how to place a value on your newspaper, ideas certainly vary. Let me read several letters we have received illustrating what some potential buyers think a newspaper is worth:

"Dear Sir: I would like to buy a daily newspaper in a community of 30,000 population located in the mid-west. I am not particular about the state, but would prefer the plant be offset instead of letterpress. I have broad experience (at the time this was written he was managing editor of an eastern daily), and feel I would have little problem improving the product."

The letter sounds fine, and it shows a little ego which we think is good. But did you know how much money down this potential buyer had? \$5,000. An exclusive daily in a city of 30,000 population would be something like a \$750,000 property and \$5,000 would scarcely interest the publisher. A down payment of 2% of purchase price is more like it.

### We get surprises

When we have an inquiry, we normally send back a form to new buyers which we call a "Request For Client Information" form. We often get a lot of surprises in return. I believe the lowest down payment offered on a potential daily purchase in our files is \$3,000.

In the overall, it illustrates some erroneous conceptions of newspaper values even among operating newspaper people. We never get a letter like this from those who have gone through the trauma of owning and operating a newspaper, however.

Here's another letter using deadly logic from a buyer who knows the value of newspapers and who knows what he wants:

"Dear Sir: I am in the market for a daily newspaper and wish for you to help me in my search. What most publishers do not realize is that they grow older just like trees and elephants, and do not make provision for retirement years. I am well financed (and he is), and want you to approach the following publishers for me (and he named them). I am now available and have the experience and qualifications."

This plan of attack is not as unusual as you might think. It's sincere. But even a broker doesn't just haul off and tell a newspaper owner he must sell his property. Many newspapers have been in families and corporations for generations, and this fact must be respected.

In all this, our job is a bit educational as to a newspaper's value. I was talking to an offset publisher as he was showing me around his plant recently. He was particularly proud of his paste-up and negative stripping department where he had all women employed.

In his enthusiasm, he told me, "I've got four of the best lady strippers you've ever seen."

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Editor & Publisher

### Rules of thumb

In the years I've been associated with Bailey-Krehbiel Newspaper Service, we've been able to develop some guidelines and rules of thumb for evaluating newspapers over and above those already established.

These ideas are the result of over 200 sales and about 800 newspaper appraisals we have made, and are approximations that can be helpful. They have been gleaned from other publications, publishers, editors and our own experience.

### Both offset and letterpress

These ideas apply to both offset and letterpress since we're not convinced offset profits are much different from those of a well equipped hot plant. Make it in composition and lose it in the pressroom equals out offset's advantage compared to the hot plant.

### Eight rules . . .

Rule Number One: How much rent should I pay? We feel it is all tied-

Continued to page 8

## Internship class at Murray

MURRAY, KY.

Seven students have enrolled in the first journalism internship class at Murray State University.

During the summer months five students worked for newspapers and two worked for radio stations. All received salaries as regular employees. At the opening of the fall semester, all enrolled in an internship class in which each student will receive three credit hours. Here the interns discuss their jobs, problems, and summer's experiences.

### Case study

At the end of the semester a "case study" will be prepared by each student on his internship work and kept for permanent reference at the University.

Those participating in the first internship program are: Martin J. Kady, who worked for the Washington Post; Paul Knue, Dearborn County Register; Robert McGaughey, WKDZ radio; Thomas Mathews, Wayne County Press; Deb Mathis, Elizabethtown News; Paul Mick, Crittenden Press; and D. Ellis Mueller, WNBS radio.

This internship program is part of the expanding journalism department under the direction of Dr. L. J. Hortin. Murray State is now offering a major leading to the A. B. in journalism and also a Master's degree in journalism.

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## How's your physiognomy

Continued from page 3

achieve contrast. Set two legs of type a column and a half wide under a three-column head. Or double up two-column under a four. Get even fancier: Set three-on-five. That would mean columns about 17 picas wide. Incidentally, the optimum line length for reader eye-ease is somewhere between 15 and 17 picas, or roughly a column and a half of the usual measure. This is the measure used in the six-column (broadsheet) format, a slowly growing trend.

**RULELESS MAKEUP:** Form should follow function. (Sound familiar?) Eliminate all unnecessary elements. These include column rules (substitute a pica of white space), cutoff rules and 30-dashes. They accomplish nothing whatever.

Get a good book or two on typography. You could not do better than Prof. Edmund C. Arnold's "Functional Newspaper Design," Harper is the publisher. (Incidentally, Ed has a new book in the works at this writing.) Some oldies but goodies include "Newspaper Makeup," "Modern Newspapers" and "Newspaper Designing," all by John E. Allen; "Design and Makeup of the Newspaper," by Albert A. Sutton, and "Weekly Newspaper Makeup and Typography," by Thomas F. Barnhart. (Mr. Juran will answer -- either personally or in the column -- any questions from readers. Write him at 615 S. Main St., Milpitas, Calif.)

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# Dig for 'em! Women's Pages Need Features

By Robert A. Juran  
Director  
Newspaper Editorial  
Workshop Services

Let's talk a moment about women's pages.

Of course you have to publish weddings, engagements, stories of women's club meetings past and future, and the like. But a women's page consisting only of that kind of material is going to be dull and lifeless.

The big secret here is to go out and dig for features. Here are some of the ideas listed by the women's editor of a 6,000 daily proving it is never true that there is "nothing going on" in your town.

What local family has the largest number of children in school? What fashions are currently popular among local high school girls? (Or college girls, if your town has a college.) Who's the oldest (in length of service) nurse at the hospital? I'll bet she has quite a story to tell.

Sometimes you get a good feature out of the fine print in your engagement announcement form. A girl drops off the form and you learn she is making her own wedding gown from material she bought while on a European trip. For heaven's sakes don't bury that story. Make a separate illustrated feature out of it.

You can't get any good picture ideas, you say, for the women's page? You'll get scores of them just from paying close attention to routine news releases. Here's a two-paragraph item saying the Rainbow Girls are making cookies for the old folks' home. Most editors will slap an 18 head on that and forget it. But you're smarter. You call up the girls' leader, find out when they're going to deliver the cookies, send a photographer out to the old folks' home and take shots of

the girls passing out the cookies. You'll probably get a full picture page out of it if you're so inclined.

No ideas for women's page features? One women's editor has, in the interest of getting a good story, had herself thrown into the drunk tank on a Saturday night, been a circus clown, and spent two weeks alone in a primitive cabin on top of a mountain. So, you ask, would your women's page readers read these stories? Would they ever?

But there's even more to women's pages than features. Today an ever-growing trend is toward involvement in the day's social and political issues. As one editor put it: "Women must be shocked, interested and intrigued into recognition of the racial, social, cultural and moral revolutions of our age."

So far this trend has filtered down slowly from the metropolitan dailies to the medium dailies, and hasn't made a big impact yet on small dailies and weeklies. But it's on its way. Meanwhile, some examples of stories that have been run. Bare in mind that these all ran on the women's pages:

A depth report on local prostitutes. An analysis of the social stigma of syphilis. A list of 13 ways to avoid child molesters. The phenomenon of infant crib deaths.

Then there's the women readers' eternal interest in medical matters. So women's pages now carry stories on pregnancy. The pill. Abortion. (How easy is it to get one in your area?) Menopause. And so on.

Headly stuff? Maybe. No headier, certainly, than they'll find on television, at the movies, in their women's magazines. (Read Cosmopolitan lately?)

So, you say, well and good, but I don't have all that much room, and if I run all these features and depth

stories I won't have enough room for the weddings, engagements and women's club stories.

Oh, yes you will. But you'll have to cut down the amount of space given over to those weddings, engagements and women's stories.

Cut them down? I hear someone shriek in mortal agony. But you can cut them down. Hundreds of papers, including weeklies, are doing it. What are you publishing - a newspaper or a family scrapbook? Keep those engagement mugs to a 1x3. Wedding portraits, no more than 2x5. If you're a big paper and run a log of 'em, departmentalize and cut down heavily on the story length. Never mind who the guests were. On a small weekly, of course, you couldn't get away with that, but even a small weekly can get away with eliminating descriptions of gowns. Papers that have tried it report hardly any complaints.

Women's club stories, too. If you're jammed for space, give the salient facts, and omit the life story of the guest speaker.

(Mr. Juran will answer - either personally or in the column - any questions from readers. Write him at 8340 Langdon Ave., Sepulveda, Calif. 91343.)

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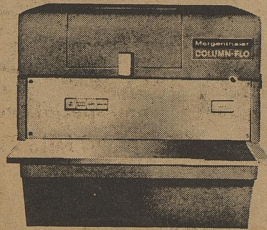


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# Some surprises in newspaper evaluation

Continued from page 6

in with your gross, with the lowest base being this: If you do an annual gross of \$25,000 volume, the average rent is \$40 per month. If gross is \$50,000 average rent is \$80. If gross is \$100,000, \$160 is average rent. This progression has its limits but holds, for the major part, for weeklies and small dailies.

We think it's risky to build a new building on top of a heavy mortgage.

**Rule Number Two:** What should the salaries be for owners or managers? Here again, it depends on gross dollar volume, and net is not considered.

Good managers, like other personnel, are getting hard to find, and I think it's more difficult to find a manager for a \$50,000 gross weekly than a \$1,000,000 gross daily.

## Management on strike?

Incidentally, and this is quite a digression, did you realize it is ownership and management that makes this country tick? It's amusing to conjecture the reaction if after the strike by labor against the Detroit dailies is settled, ownership and management of those dailies would announce, "All right, labor's strike is over, management and ownership are now going out on strike."

Now that labor has its guaranteed 40 hour week and minimum wage, what about the weekly publisher who puts in a 72 hour week? Is this his management privilege? Wouldn't it be interesting to see what would happen if ownership or management were guaranteed a 40 hour week, much less a 36 hour week?

The natural answer is ownership and management enjoys greater treasure and wealth as the result of position. That's true, even discounting that someone, sometime had to work like a dog to make the position attainable.

## It's no sin

I believe management is rather timid. It's no sin to make money, but most annual reports seem to imply this. Without at least semi-free capitalism to support it, just think how long our bureaucratic system would survive.

**Rule Number Three:** Your gross volume should equal \$30 to \$40 per capita in your town (1960 census), if you are a weekly. It should be in the area of \$25 to \$27 if you are a daily, based on the same census.

For example, a good county seat weekly in a town of 2,000 should gross \$60,000 to \$80,000. A daily in a city of 30,000 should gross from \$750,000 to \$810,000. Now, these are goals that are comparatively average. There are always exceptions either way, and many times you can't do much about exceptions.

Per capita bank deposits should run \$2,000 for both daily and weekly situations. An exclusive bank in a town of 2,000 should have around \$4,000,000 deposits. Savings and loan associations are included in these deposits, and whether or not your bank or banks are progressive.

## Bankers hesitate

Bankers throw newspaper people. They hesitate to lend money on newspaper sales, and often refuse outright. Most in small towns prefer loans on land and cattle. But our research has found newspaper loans are better than farm loans by almost two to one. Default in a newspaper

purchase is extremely rare. I personally would lend money for a newspaper mortgage faster than on land any day if I were in this business.

An aside to any newspaper sale is this. The transaction should have this important ingredient: Is it fair to all involved?

A seller must feel goodwill toward the buyer and give every aid in making him successful. After all, if the seller has a mortgage, this must be one of the first practical considerations.

A seller should never feel he can go back to being the publisher of that particular newspaper again. There is an expression that goes, "Never look back, something may be creeping up on you."

## Owners do better job

And the buyer should always have a concern for his own success. Most do. We find new owners almost always do a better job than the past publisher who has built the newspaper to date.

Another expression goes, "The best newspaper is the one with the biggest mortgage." A buyer usually wants the seller out of the picture as soon as possible so he can formulate his own policies and practices.

What is fair? Will both be happy with the transaction in the long term? This is the premium.

For those of you who hesitate to raise advertising and subscription rates, we should consider that we have had inflation which has increased the cost of living for the past 15 years at the rate of 3% per year. It rose to 7% during 1967, and is pegged at between 4 to 6% currently. Which brings me to:

## When to raise rates?

**Rule Number Four:** Raise advertising rates after a five week month, and before the last quarter. The reasoning behind this is obvious. Your advertisers are familiar with larger billings after the five week month. Most advertising is concentrated on Thursdays and Fridays. I'm not sure you should inform advertisers you are going to raise rates. What consumers are informed when the price is raised on a can of pork and beans, real estate, national magazines or a tube of toothpaste? We have found less than 1% of advertisers ever say anything. However, in that 1% are usually the biggest advertisers who watch payables closely.

## Maximum debt

**Rule Number Five:** The maximum debt for the conversion to offset, a new hot plant, or new building, should be no more than 30 to 50% of gross if all other mortgages and long term debts are paid.

For example, if your annual gross is \$100,000, new long term financial commitments should total no more than \$50,000 if you have only 30 day payables. And your payments per month on these should run no more than 1% or \$1,000 including interest in this example.

(By the way, if you are thinking of selling, the cost of a new building on top of a purchase price based on annual gross can deter buyers more than a recent switch to offset which involves a machinery debt. A printing method produces revenue. A new building does not do so to any appreciable amount. Also, there is usually more tax placed on a new building compared to new equipment.)

## Don't lease

**Rule Number Six:** Don't lease your newspaper. It rarely works out. It's like the couple who rents an apartment and stands by with disinterested approval while the kids kick holes in the walls.

An operator who is leasing has little incentive to install new parts or main-

tain machines. He can also develop a following in the community, and when you get your newspaper back after the lease period, you might have competition. There is no point in inviting competition.

There is less chance of competition if your plant is offset. I don't have any facts to support this contention. It's a hunch I think is right. Newness and quality of product have a way of maintaining exclusive fields.

## Gross per capita

**Rule Seven:** A good county seat exclusive weekly should gross \$10 per capita of county population if the usual number of other newspapers in the county are present. A 9,000 population county should gross \$90,000; 10,000 population, \$100,000. You may have questions on this as there are a good many exceptions.

Finally **Rule Eight:** A weekly can net 20% of gross volume before tax, and after depreciation, after a 10% salary to the owner. The average net is 10% and not 20%. If you are not over 10% net, you are one out of every ten weeklies doing it.

Semi or twin-weeklies can net 15% on the same basis, and a daily nets 10% on this same basis. I've seen the records of a semi-weekly, all things paid for, doing a gross of \$125,000. In one particular year, total publisher's withdrawals came to almost \$50,000 including net and salary. This is one of the highest returns I've ever seen.

## Here's the hooker

Good operators can do amazing things financially. Even though it is

good to do well from a money standpoint, newspapers have that ingredient called "service to the community". This can be a hooker. If you emphasize the financial end too much, there is a loss in other areas that does not show up in the statistics.

One must still be a journalist in addition to the modern super-imposition of being a businessman along with it. To most of you, putting out a good newspaper should be the goal. But times and pace keep accelerating. The Internal Revenue Service insists we keep understandable records.

Some years back, it was not unusual for Bailey-Krehbiel to receive a twelve month breakdown of income and expense, from a publisher who wished to sell, scratched out on Kraft paper. At best, the figures were estimates. I remember seeing one with a note attached which said, "I think these round figures are about right for our expenses. My wife and I keep all the rest, if you know what I mean."

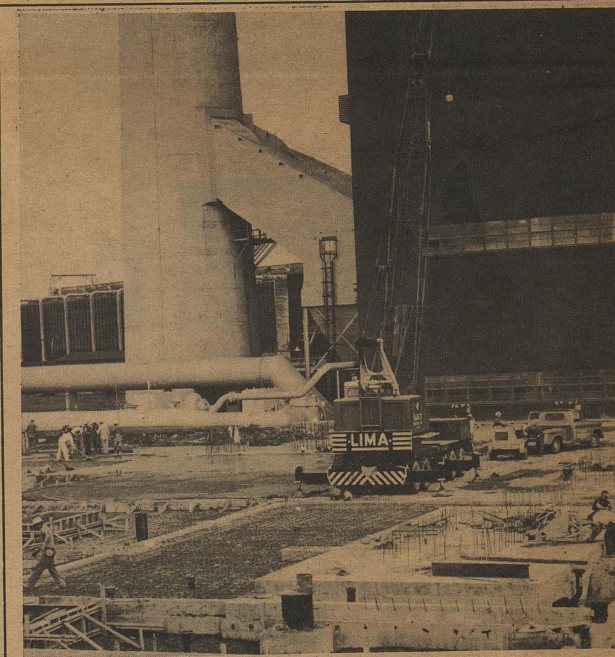
All of us here know what he meant, but IRS wouldn't know.

## That's no way

No newspaperman forgets he has a deadline and must open for business the next day. And none go to the extent of an agreement between the United States and England which started a project to share an underwater exploration center some time back, in the Bahamas. It was all done cooperatively. The United States supplied \$90 million, and England supplied the ocean.

That's no way to run a newspaper!

THE TEXAS PRESS MESSENGER



## CURTAIN GOING UP!

Last spring, workmen on the new unit being added to the E.W. Brown plant at Dix Dam began at ground level and dug their way down to bedrock. Thank!

Today, hundreds of feet of piping and thousands of cubic yards of concrete later, they're back where they started. It takes a lot of solid foundation to hold a 427,000 kilowatt generator and its related equipment.

Next comes steel. And more concrete. A giant framework will rise, and a new building take shape. In May, 1971, the new generator will be in operation. High voltage transmission will connect it with the KU system and with Public Service Indiana and Indianapolis Power and Light Company. It will furnish low cost power for KIP, the Kentucky-Indiana Pool made up of KU and the two Indiana companies. All customers of the three companies will benefit.

Growing power needs are sound evidence of Kentucky's growth, and of KU's continuing efforts to help Kentucky grow.

**KENTUCKY UTILITIES COMPANY**