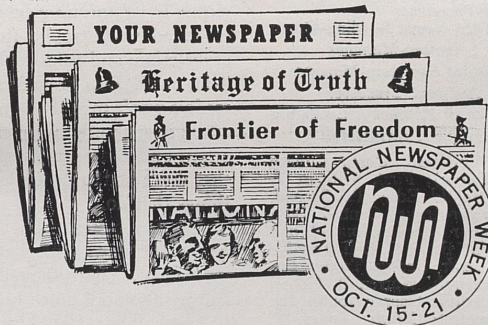
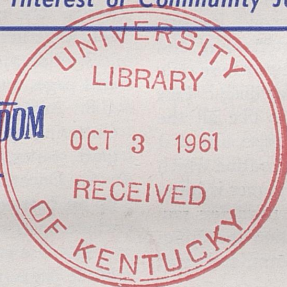


The Kentucky Press

September, 1961

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



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Publication Office:
School of Journalism
University of Kentucky
Lexington

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VOLUME TWENTY-SEVEN
NUMBER TWELVE



Publishers Discuss Problems At Lexington

The Kentucky Press + As We See It +

Volume 27, Number 12

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

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

Kentucky Chamber of Commerce
Newspaper Managers Association
Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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Berea Citizen, Berea
John B. Gaines, Vice-President
Park City News, Bowling Green
Victor R. Portmann, Secretary-Manager
Perry J. Ashley, Assistant Secretary-Manager
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Seven Good Suggestions To Improve Newspapering

An interesting article in Editor & Publisher recently gave part of an address by J. Edward Murray, managing editor of the Arizona Republic, before Texas daily editors. Here are the seven suggestions that he made "for doing our job of newspapering a little better":

1. Better reporting. Today, that means more depth, more perspective, more interpretation and explanation with facts, rather than opinion. It also means dedication to the real meaning in a news situation, that is, to the truth.

2. Better writing. Mainly, I mean clearer writing. Writing that will compete at all levels of education with the slickest and best advertising copy. It can be done. Much of it must be done in terms of people. That's what readers understand best.

3. Better selection. This one is loaded. Good selection is the touchstone of good newspapering. In this connection, I would urge: First, more science, more education, more economics, more religion. More serious, useful news, generally; second, less perishable news that is only entertaining and time-consuming. Less spot news whose only virtue is its meaningless immediacy. Less crime and catastrophe that is like all the other crime and catastrophe, especially if it is far away. Less insignificant routine which readers won't miss if the newspaper is interesting enough otherwise; and, third, less sensation and drama and repetition for things that don't matter in the long run, and more things that do.

4. Better presentation. We need a better quality of newsprint, better reproduction, more color. That's the publisher's bailiwick. But we also need much better editing. That is, more indent, bold-face boxes of news highlights. More summaries. More round-ups. More maps, sketches, graphs and diagrams. More devices for isolating and dramatizing the important news content.

5. Better personnel. This one is obvious. To do the kind of newspapering we've been talking about, we must have better educated, better trained, and yes, much better paid, staffers—reporters, rewrite men, picture men, copyreaders, specialists and editors.

6. Better understanding of the newspaper's role. The importance of real news, the importance of leadership in illuminating national goals, of crusading against corruption and other ills, the importance of vigorous and courageous advocacy by the newspaper of its own point of view.

7. Better research. The competition—the magazines and the electronic media—have

discovered research. That is, thorough surveys of what interests people, what they want and what they need. With the competition using the research tool on content, it behooves us to do likewise.

Judges Suggest Methods Of Improving Formats

Ten suggestions for first rate Typography were submitted with the announcement of winners in the Inland Daily Press Association Typographical Contest. Judges were James R. Doran, editor of the Harrisburg (Pa.) Patriot News; Ernst F. Neubauer, production manager for Campbell Mithun ad agency; Warren K. Agee, secretary of Sigma Delta Chi. Suggestions for winning typography are:

1. Use greater contrast in headline types.
2. Avoid too heavy types and excessive use of all-cap heads.
3. Don't mix type faces unduly.
4. Reduce the number of diglegs and square off more type areas.
5. Be more imaginative in the use of multi-column heads and use more type areas.
6. Maximize the effectiveness of drop heads. Use more 10 pt. leads and more 2 col. leads in 10 point type.
7. Use a more feminine type for women's pages and women's ads.
8. Avoid over-use of one line heads and cluttering up page one with too many single graft stories.
9. Devote greater attention to the make up on bottom of page one and inside pages where space permits.
10. Use greater thought in making up all inside pages; not just page one and editorial.

A Puzzling Paragraph

Here is a typographical oddity to test your observation and your proofreading perspicacity. Look it over:

How quickly can you find what is so unusual about this paragraph? It looks so ordinary that you would think that nothing was wrong with it at all and, in fact, nothing is. But—it is unusual. If you study it and think about it you may find out, but I'm not going to assist you in any way—you must do it without coaching. No doubt, if you work at it long it will dawn on you—who knows? Go to work now and try your skill. Par is about half an hour.

If, after half an hour, you are unable to spot the oddity of the paragraph and your curiosity demands an explanation, turn to page 8.

The typical family man has a billfold full of pictures and no money.

SEPTEMBER

Welt

(Editor's Note: Series on KPA and his recent The following Pilot House, Berea Citizen.)

My experience great measure very impressive the people. Their culture the ballet, circus, and am states W. Foster Adams.

A young lady Miss Wilma I the laurels for of good will. were in Moscow contests.

We rushed to the great excitement and marriage where the game. The place held and they reported thousand pres burst on the air.

There were around us. The the teams. It I got my first story or two was ple. One told usia had great record was manifestly was announced team. After the the entrants surprised by one three head erect and came Wilma. ance which surprised.

I couldn't help about this. Rudolph. In people who w contribution to grace and culture States.

Right here of the Russia won and they. But the Russia record—and y Even second these people a

One afternoon

'Welfare State' Is Sick, Very Sick—Pap Adams

(Editor's Note: We are continuing the series on KPA President W. Foster Adams, and his recent trip behind the Iron Curtain. The following material is taken from "The Pilot House," his regular column in the Berea Citizen.)

My experience with Russia was limited in great measure to Moscow. There are some very impressive things about the city and the people. They still regard as a part of their culture the importance of the theater, ballet, circus, puppet shows, opera, athletic events, and among other things, the cinema, states W. Foster Adams in this second installment.

* * * *

A young lady from Tennessee A. & I., Miss Wilma Rudolph, should have gotten the laurels for being our greatest ambassador of good will. She, with other Americans, were in Moscow for two days of athletic contests.

We rushed through the prearranged trip to the great exhibition of economic achievement and made our way to the stadium where the games were scheduled to occur. The place held over a hundred thousand and they reported that there were eighty thousand present when the first fanfare burst on the air.

There were other Americans seated around us. They had come all the way with the teams. It was here at the stadium that I got my first real opportunity to share a story or two with some Russian young people. One told me that the athletes in Russia had great respect for Miss Rudolph. This was manifestly emphasized when her name was announced as a member of the relay team. After the introduction, the parade of the entrants started around the track. One by one three Negro girls went by and then, head erect and with the stride of a gazelle, came Wilma. She walked with the assurance which surrounds a modest winner.

I couldn't help getting a little philosophical about this. In Russia they adore Wilma Rudolph. In America, there are places and people who will never fully appreciate the contribution this young woman of ability, grace and culture is making for the United States.

Right here I got a lesson in the thinking of the Russians. The American team had won and they were properly cheered for it. But the Russian women broke a European record—and you should have heard them. Even second best is made the best as far as these people are concerned.

* * * *

One afternoon, for about two hours, we

were hooked up with one of the smartest men I believe I have ever seen. He was B. N. Krylov, Chief of the American Section of the State Committee for Cultural Relations. I really mean that here was a keen and dedicated and warped mind. He knew our country inside out. This very broad statement is attributed to him: "Our goal is to live in peace." His idea of peace isn't my idea of peace nor is his idea of peaceful settlements any kin to mine.

Nick Johnson, from Harlan, got to the Chief with this "How can you create a culture without a belief in God?" The Chief showed that he was very well posted on some of our great imposters. He replied: "That is the \$64,000 question." Then he went on to discuss his position in the matter by saying that there were two philosophies concerning their godless nature and our nature with a God. His, he said, is based on the premise that everything is material and that from the material each man builds his ideology. This was devoid of any feeling and it was a cold reply to a warm question because Nick and Edna Johnson have three lovely children and live with the idea, as most of us do, that without God there could be no love.

This may be the reason for much of the furtiveness which I saw in many of the faces of people. Their eyes seemed to be a pair of desperately searching instruments trying to see through a mass of dark clouds all the while hoping for a great light.

* * * *

We were pushing toward the end of our stay and we wanted to visit the Baptist Church. It isn't strange that we had to press to get to the building. Our guide knew about it, but didn't know where it was, nor did the bus driver. There were people in the group who insisted that we go there. So we found out and so we went.

This Baptist Church does not resemble the Baptists with whom I am familiar. They are Protestants, 4,000 of them, tucked away in an out-of-the-way place and each week the total of the membership will have attended one or more of the three services. The membership is adult.

Our guide was a fair example of the accumulative influence of atheism. Her comment about the young minister to whom we talked was that he was "dirty." This is a tragic circumstance.

* * * *

When the time came to leave Russia I was ready. This was on July 17. Our next stop was to be Budapest. Our tripsheet said we were to have some leisure time before

the flight. This we had. Maurice Henry had us all in the lobby of the Ukraine ready to leave for the airport. As I recall now, there was no person late for this appointment.

I began to feel relieved. I wasn't apprehensive a single time in the other two countries. Leaving Russia behind I felt I had not accomplished much as far as good will was concerned. Others in our party felt the same; theirs had made a few contacts which could be construed as one put it, "dropping a stone in the waters of good will."

I have said that if I had a choice to make between living in Poland, Russia or Hungary, I would take Hungary. Of course I am not going to be required to live in either country.

The reason for my choice is that I believe that even though this country is being run by Communists, there appears to be a somewhat more relaxed atmosphere. This relaxation may be all put on, as we say in America. There is evidence that there is still an active underground influence working.

Hungarians feel rather good about the United States. The doctrine of the Soviet is crammed down as many people as it is possible, but one Hungarian said that the Communists were not too successful at the job.

We were given a tour of the city almost upon arrival. I spent some time at the Legation and heard the story from their point of view; found out the Cincinnati Reds were several games out in front.

Our hotel was the Cellert, just across a riverside park area from the Danube. The window from our room looked out upon the surrounding hills. At this hotel we were given the red carpet treatment, and whereas we were disappointed in previous hotel service, here we got the best the house could afford and it was appreciated.

Two outstanding visits will be remembered here; the first with a distinguished professor and editor of the scientific journals prepared in the fields. I have described my feeling when I left the professor as being a farewell fraught with considerable hope.

The other trip was to the steel mill town of Sztalinvaros. We had expected to see more of the mill and less of the town. Perhaps that might have occurred had there not been questions about the coal, the kind of steel they were rolling, who paid for the mill, how many open hearths were they operating, who got the exports? Such questions don't make many friends.

We are sure they are not producing as

much steel as they claim they are. We heard what we believe to be the truth from the right people and there just wasn't enough smoke stacks to produce the tonnage they claimed, even if they had the oxygen type furnace, which they did not.

We had touched down in Vienna and I had my first glass of milk since we left Berlin. We were in Munich a brief time, then to Paris and back to Brussels where we got a Sabena jet and after eight hours we were back in New York. Now we were getting close to home. This was a good feeling.

* * *

Why can't we settle down with trust in our hearts? Well, I don't know. Maybe it's politics, or social differences, or economics, or language barriers, or power, or prestige among nations, or background, or tradition, or a million things. We have tried them all, and not too successfully.

It is too naive to suggest the Sermon on the Mount.

* * * *

This represents the last of my articles on the trip. I shall be everlastingly grateful for the experience and for the knowledge that the "welfare state" isn't well at all, but sick, very sick. We have the best way of life I know about and, like so many others, I know so little about it.

My deep and abiding feeling is that we need to see our whole enterprise of "government for the people and by the people" in its intended way and that we need to emphasize it.

Two Conditions Govern Comparative Prices

Only two conditions really justify use of a comparative price in advertising, says the Federal Trade Commission in effect. One, an item in the advertiser's own establishment is reduced in price. Two, the reduction is on the identical item, or one of like grade and quality in all important respects, in the advertiser's trading area. If he uses a comparative price, the advertiser of course must be in a position to prove his claim.

These qualifications, long familiar to FTC and BBB operations, were re-emphasized in a multi-agency workshop for business people recently in Hartford, Conn. Explanations of the various regulations on deceptive pricing, bait advertising, fictitious pre-ticketing, description of guarantees and other subjects were given by FTC personnel.

"List" prices (except those required by law on new automobiles) are meaningless in any comparative price advertising unless they've been "going concern" selling prices, it was pointed out.

Largest Attendance In Series Participates In UK Seminar

A group of more than 50 persons heard Dr. Frank G. Dickey, President of the University of Kentucky, explain the public relations problems of a university during the second KPA Seminar. The meeting was held on August 24-25 at UK's School of Journalism.

"The bedrock of institutional public relations," Dr. Dickey told the dinner group, "is what we are and do—and the why and how of doing it. And to understand this program, one must know with what publics you are dealing. Basically, the faculty is the heart of our long range public relations program, for good teaching is good university public relations," he continued.

Other special groups, the UK president emphasized, are the professional workers at the University, the student body, taxpaying individuals, legislatures, and so through all of the influential and policy making groups in the state.

In other sessions during the two day meeting, Tommy Preston, Cynthiana Democrat, moderated a panel on promotion for the community press and was assisted by Al Wathen, Bardstown Standard; Basil Caummisar, Courier-Journal, and Al Schansberg, Voice of St. Matthews. This was followed by a discussion of photography as a means of promotion in which Richard Ferguson, Stanford Interior-Journal, moderated, with R. E. Garrison, Lawrenceburg News and James Burdine, Georgetown News, contributing to the discussion.

At this point a departure was made from the established program while Ralph McCallister, director of the Shakertown Redevelopment Program, explained to the group the background of the Shakertown people and what his group had done in the way of restoring the grounds and buildings. He said more than 2,000 persons visited the shrine during the first week of its operation and the second week 1,000 cars and some 3,000 persons made the trip to Mercer County to see the sights.

In the closing part of the Friday afternoon session, Bill Hanna, Lexington Leader and James Phillips, University public relations, discussed the topic of puffs and front page advertising, and the possible differences between news and promotional stunts on a product for some national firm.

Saturday morning was a working group again with Secretary-Manager Victor Portmann discussing national surveys which have

been made in the fields of cost accounting and job printing. He pointed out the rising costs of production should mean a general increase in the charges made by the newspaper for its services.

The last hour of the morning was devoted to a discussion of offset printing by Lewis Conn, Buechel Reporter, and W. E. Crutcher, Morehead News. During this time the audience was told of the advantages of offset production and of the trends which are being made nationally in that direction. A luncheon at the Downtowner Motor Hotel concluded the meeting.

Those present were, Randall Fields, Richmond; Don Feltner, Eastern State College; Joe Goodman, Elizabethtown; George Trotter, Lebanon; Ray Hornback, Morehead State College; Jim Phillips and R. E. Wild, UK Public Relations; W. Foster Adams, Berea; S. C. Van Curon, Frankfort; Basil Caummisar, Louisville; Al and David Schansberg, St. Matthews; Tommy Preston, Cynthiana; Bill Blakeman, Winchester; R. E. Garrison, Lawrenceburg; Al Wathen, Elizabeth Spalding and Bill Mudd, Bardstown; John Burkhard, Liberty; Mr. and Mrs. Lewis Conn, Buchuel; Jim Burdine, Georgetown; Richard Ferguson, Stanford; Frank Bell, Bedford; Robert Chappelle, Buchuel; Sterling Towles, Danville; Richard Ware, UK Photographer; Vance Moss and Ben Chandler, Versailles; Bill Hanna, Ed Tempelin, and Tom Adams, Lexington; W. E. Crutcher, Morehead; J. A. McCauley, W. M. Moore and Niel Plummer, UK School of Journalism, and Perry Ashley and Victor Portmann, KPA Central Office.

Should You 'Jump' Stories?

Mr. Editor, Mr. Make-up Man . . . Are you teaching your subscribers, consciously or unconsciously, to become scatter-brained readers? You are, if you're a story-jumping editor. The newspaper reader of today reads by pages, not by stories. Either you finish the story on the page where it started or you lose your reader thereafter. He just won't turn the page until he has read all the news on that page. Jumping from unfinished story to unfinished story causes the reader to become lost in the maze of confusion which the make-up man created. If you want your readers to consume the entire story, feed it to them in toto, not a take at a time.—Selected

Printer Seeks To Sell Prices

Louis Neib, Edward Stern, a check list for price increases in the industry are increasing and prospering, but a problem for when they occur, considerably less than adopts an international problem to insure prices to new.

If the sales maintained following in prices must be three levels: customer.

Management contributing to the acceptance of a following thing.

1. Time the Psychologically increase just a end statement in the history.

2. Make price but try to hold if possible.

3. Explain the increase but never the increase is material cost, profits, manage gize to itself of sonable profit ness and profit headed man good business.

4. If an increase and forget about dealing with an issue of it moment you arguments as to sold. Emphas fact that price reasons.

5. Sell your the increase. I your explanation will sell your

Sales manager

1. Make sure for the increase effective job of force. Your all be reflected in tomers.

2. If an increase

Printer Suggests Methods To Sell Price Increases

Louis Neibaurer, Vice President Sales, Edward Stern and Company, Inc., suggests a check list for an approach to "selling" price increases. Price rises in the printing industry are inevitable as our economy grows and prospers, but they can present a thorny problem for management and salesmen when they occur. The problem can be considerably lessened, however, if management adopts an intelligent approach to this perennial problem and takes the necessary steps to insure a smooth transition from old prices to new.

If the sales volume is expected to be maintained following a price rise, transitions in prices must be evaluated and handled on three levels: management, sales force and customer.

Management can go a long way in contributing to the ultimate success of the acceptance of a price increase by doing the following things:

1. Time the price increases intelligently. Psychologically, it is harder to sell a price increase just after you have issued a year-end statement showing the greatest profits in the history of your company!

2. Make price changes when necessary but try to hold them down to once a year if possible.

3. Explain the reasons for your price increase but never apologize for it. Whether the increase is due to an increase in raw material cost, labor costs or an increase in profits, management does not have to apologize to itself or to salesmen. Making a reasonable profit is the reason for being in business and profits are an indication of efficient, hardheaded management; the result of every good business operation.

4. If an increase is minor, put it through and forget about it! Even when you are dealing with a major increase, don't make an issue of it with your sales force; for the moment you do, you will get all types of arguments as to why the increase cannot be sold. Emphasis should be placed on the fact that price rises are instituted for sound reasons.

5. Sell your sales force on the validity of the increase. Be forthright and thorough in your explanations to your salesmen and they will sell your customers.

Sales managers should:

1. Make sure you understand the reasons for the increase so that you can do an effective job of presenting them to your sales force. Your ability to sell your salesmen will be reflected in their ability to sell your customers.

2. If an increase in minor, encourage your

sales force to put it through without making an issue of it with customers. When dealing with a new customer it is, of course, not necessary to bring up price increases at all since a new contact does not know your previous price level and no point can be served by mentioning it.

3. Build up good relations with your customers by alerting them to pending major increases as far in advance as possible. Give them the opportunity to buy and stock up before the new prices become effective.

4. Show your salesmen how they can turn a pending rate change to their advantage by gently pointing out to the customer the penalties if the order is not placed promptly.

5. Re-emphasize with your salesmen the need to stress quality service and the benefits their customers are getting. Make sure that they have the information to logically explain increases and that they never feel that there is a need to apologize for them.

6. Make the flexibility of the varying jobs in the printing industry work for you by offering modifications and alternative methods which can help offset the increase.

At Edward Stern and Company, our men are trained to take specifications and see what they can build into them. When we study a job, we can often come up with a savings in paper or processing that will offset a price increase in another area; thus we are

giving equivalent value without increasing the cost of the job. This takes imagination and vision on the part of the salesman, requires the confidence and cooperation of the customer, and the encouragement and guidance of the sales manager.

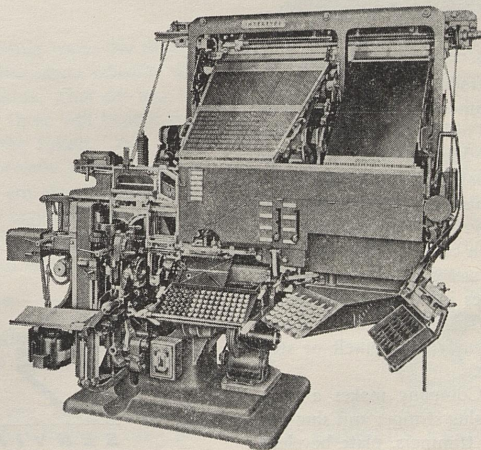
If management has done its job and the sales manager has sold his salesmen, the salesmen will sell your customers.

Advertisers in Wisconsin offering items for sale in combination with or conditioned on the purchase of other commodities will be required to state full information, including total price of sale, under recently enacted law. Law states in part as follows:

In advertising or otherwise representing the sale or furnishing of any property or services combined with or conditioned on the purchase of any other property or services described in such advertisement or other representation, it is deceptive to fail to state the price or amount which must be paid for the property or services included in such sale, along with any other requirement which is a condition to the receipt of such property or services. The price or amount which must be paid shall be set forth clearly, conspicuously and in such manner that the total price or amount to be paid may be readily ascertained.

MOST EFFICIENT . . . tersely states the case for Intertype mixer machines. Such features as one-piece escapements, automatic distribution, finger-flip mixing and power shifting put these machines in a class by themselves. If you are interested in setting mixed composition at lowest cost . . .

LOOK TO PROGRESSIVE INTERTYPE
INTERTYPE COMPANY
 A Division of Harris-Intertype Corporation
 360 Furman Street, Brooklyn 1, N. Y.



In Memoriam...

Sam V. Stiles

Sam V. Stiles, former AP executive and Frankfort Bureau manager for 14 years, died September 16 at Daytona Beach, Florida. Sam retired from the AP in 1952, but remained in Frankfort doing free-lance newspaper work until moving to Florida two years ago. He joined the Louisville AP office in 1925 and covered many big stories as well as 14 sessions of the state legislature. Burial was in Atlanta, Georgia, his native state.

* * * *

Judge Ed C. O'Rear

Judge Edward Clay O'Rear, prominent lawyer, jurist, and scholar, one of Kentucky's foremost citizens and statesmen, died Tuesday, Sept. 12, at the advanced age of 98 years. Long prominent in legal and juristic circles, the Judge started his active career, that brought him many honors, as a printer on the old West Liberty Scorchers, edited by the fiery lawyer John Tom Hazelrigg. He had learned the printing trade in the Sentinel and the Democrat, early Mt. Sterling newspapers, the Sentinel at Flemingsburg, and the Owingsville Outlook. While on the Scorchers, he studied law in Hazelrigg's office and, after being admitted to the bar, forsook the printer's trade to rise to the highest ranks in the law profession. We extend our condolences to the surviving family.

There are only two kinds of parking nowadays—illegal and no.

One-Stop Shopping

Mergenthaler Linotype Company has added the product lines of two more famous companies to its "One-Stop Shopping" service recently introduced to save time and money for equipment purchasers. Paul Chisholm, Vice President-Domestic Sales, announced that Mergenthaler Linotype Company is now nation-wide distributor for the products of Nolan Corporation and The Morrison Company.

Nolan produces a complete line of remelt and stereotype furnaces. These are available in a variety of sizes in square, rectangular, obround and round designs, to meet the requirements of virtually any remelt or stereotype department.

The Morrison Company makes a comprehensive line of slug stripper and slug saw combinations, saw trimmers, plate bevelers, routers and similar equipment.

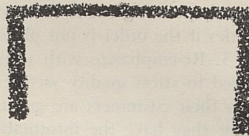
New Managing Editor

Joe R. Goodman has taken over the duties as general manager of the Hardin County Enterprise, Elizabethtown, after his discharge from the army in which he served three years in aviation command, Fort Knox. He is also co-publisher of the Enterprise with his father, Seymour B. Goodman, who serves as editor. George Wright is managing editor and Max Peake, advertising manager. Joe will bring freshness and

vitality to the Hardin County's prominent newspaper.

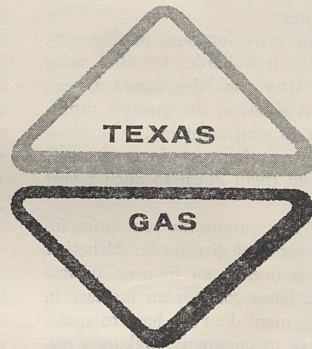
Pope To Be Panelist

James S. Pope, executive editor of the Courier-Journal and Louisville Times, former chairman of the ASNE Freedom of Information committee, will be a panelist on September 29 at New York in a discussion of news restriction and national security.

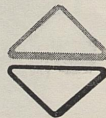


To a newspaperman,
this always means "move up"

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



During 1960, over a hundred new industries were attracted to the Big River Region, and in 1961 the economic growth of the area is continuing. This is a source of pride to the people at Texas Gas who have made their contribution to the development of new industry, new money and new jobs. Each year, Texas Gas has stepped up the work of its Industrial Development program, which promotes this area as the ideal location for many types of industry. And to back up this effort, Texas Gas is expanding its lines, providing more natural gas to meet the future needs of the industries and families of the Big River Region.



TEXAS GAS
TRANSMISSION CORPORATION

General Offices: Owensboro, Kentucky

SERVING THE BIG RIVER REGION

- 1:30—PROM...
and ne...
is good
- 2:30—PHOT...
and ho...
much
- 3:30—"PUFF...
be pai...
- 7:00—DINN...
- 9:00—NEWS...
How t...
charge...
paper
- 10:00—JOB...
printer...
Frankl...
- 11:00—OFFE...
TO C...
- 12:30—LUN...
- (Ed. 1...
which...
Office

9 Kentucky...
Invited To Th...

Nineteen pub...
informal lunche...
September 18, w...
international an...
problem emphas...
in Kentucky wh...
was stagnant, a...
operation. Publi...
W. Foster Adam...
Madisonville; E...
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Lawrence W...
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Perry, Jr., Frank...
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W. Wood, Hop...
The Press bel...

PROGRAM
1961 KPA Seminar

FRIDAY AFTERNOON

- 1:30—PROMOTION FOR THE COMMUNITY PRESS. *Is a good editorial page and news coverage enough or do we need gimmicks to sell the program? What is good promotion for all departments?*
- 2:30—PHOTOGRAPHY AS A MEANS OF PROMOTION. *What should be used and how used? What is cost? Photography costs vs. typesetting costs? How much readership can be gained through photography?*
- 3:30—"PUFFS" AND FRONT PAGE "ADVERTISING." *Is it news or should it be paid for? Does it have local interest?*
- 7:00—DINNER.

SATURDAY MORNING

- 9:00—NEWSPAPER COSTS AND COST ASCERTAINMENT. *What are costs? How to get an accurate page cost system. How much and which time should be charged to the newspaper? Is job printing subsidizing the newspaper or newspaper the job printing?*
- 10:00—JOB PRINTING, ITS COSTS AND PROMOTION. *Can the community printer compete with specialty houses? How? Arguments for and against the Franklin Price List.*
- 11:00—OFFSET NEWSPAPER PRODUCTION: THE CHANGE FROM HOT TO COLD.
- 12:30—LUNCHEON.

(Ed. note: It is important that each member of KPA accept the assignments which are given for the seminar series and to respond to the query of the Central Office immediately after requests are mailed to you.)

19 Kentucky Editors Invited To The White House

Nineteen publishers, on invitation, at an informal luncheon with President Kennedy, September 18, were asked to share views on international and national problems. One problem emphasized involved civil defense in Kentucky which the President claimed was stagnant, and urged more active cooperation. Publishers in attendance included W. Foster Adams, Berea; Edgar Arnold, Sr., Madisonville; Barry Bingham, Louisville; Fred Burkhardt, Liberty; Mrs. Martha Combs, Maysville; William E. Crutcher, Morehead; Walter M. Dear, Henderson; John B. Gaines, Bowling Green.

Lawrence W. Hager, Sr., and Lawrence, Jr., Owensboro; Maurice K. Henry, Middlesboro; William B. Jones, Glasgow; W. B. Mathews, Maysville; James T. Norris, Sr., Ashland; Frank R. Paxton, Paducah; N. A. Perry, Jr., Frankfort; Fred B. Wachs, Lexington; Paul Westpheling, Fulton; and A. W. Wood, Hopkinsville.

The Press believes this list is correct from

an authoritative source rather than the White House which had refused to verify the invitees when the Bulletin was forwarded to our publishers.

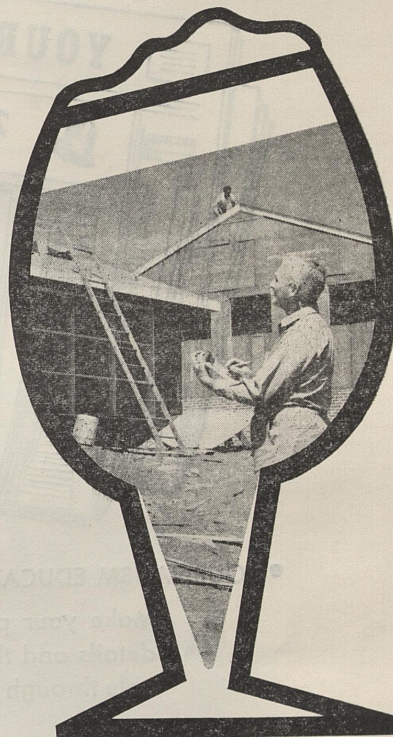
Advertising Copy

Here's auto advertising copy: Be Smart! Don't buy a car on price alone, consider the dealer and his reputation, what services he has to offer and how these will benefit you to enjoy the car in the fullest. Too often people buy cars, especially in neighboring towns, giving little if any thought to proper servicing. Make your investment pay off by dealing with a reputable firm—your neighbor—whose aims are to satisfy you.

It's the rich man who doesn't hesitate to ask the store clerk to show him something cheaper.

Tell some people you can't get along without them and before long you can't get along with them.

**a glass
of beer
is many
things
to Kentucky**



... naturally, it means pleasant refreshment all over Kentucky. And it also means an annual payroll of \$53,000,000 for Kentucky people—one of our state's largest. This money goes to buy homes, food, clothing, pay for education, community contributions, etc.—benefiting every level of community life.



**KENTUCKY DIVISION
U. S. BREWERS ASSOCIATION, INC.
LOUISVILLE**

NATIONAL NEWSPAPER WEEK

is coming soon

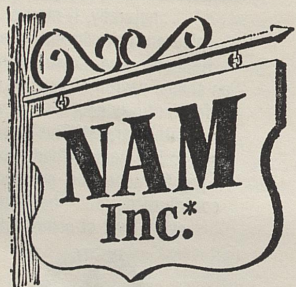
OCTOBER 15-21, 1961

start your promotion early — this is YOUR week



- JOURNALISM EDUCATION DAY — OCT. 16 • NEWSPAPER BOY DAY — OCT. 21

Make your plans now to start this important promotion. Full details and the Annual NNW promotion kit will soon be available through your state, regional and national trade association.



- NNW sponsor: Newspaper Association Managers Inc.

NATIONAL NEWSPAPER WEEK COMMITTEE

GORDON P. OWEN, JR., chairman
 UTAH STATE PRESS ASSOCIATION, Inc.
 P. O. Box 1327, Salt Lake City, Utah

Subsidy For

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Subsidy For Newspapers?

During the furore over the proposal in Congress to increase second-class mail rates 20 per cent, a news item, explaining the request of the Post Office Department for the most in rates, was headed "Can Newspapers Actually Afford \$78,000,000 Postal Increase?"

The Post Office Department need go no farther than that heading to back up its claim that second-class postal rates are and have been a subsidy for newspapers. For many years, newspaper publishers have vehemently denied the charge that deficits in postal department operations have been due to low postal rates afforded users of second-class mail. They have contended that if the rates constitute a subsidy, it is a bounty that favors consumers, as it was originally intended to be, and not one that is a benefit to users, such as newspapers. But when a newspaper publication mentions the capacity of newspapers to "afford" an increase in postal rates it appears to be an admission that it is newspapers which are the beneficiaries of postal rates, rather than the mail subscribers they serve.

This incident, minor as it may seem, resembles a problem which representatives of newspaper organizations, such as HSPA, face constantly in connection with the controversy over legal advertising. Public officials repeatedly refer to the "money wasted" in publishing legal advertising and many publishers play into their hands by emphasizing the "revenue" from publishing legal notices rather than to educate the people on the service and protection they receive from the newspaper in publishing legal advertising.

The original reason for premium rates in the handling of second-class mail was to provide rural residents with news and information at low cost. As production costs have increased subscription prices have gone up. The second-class rate is a production cost and any increase can be passed on to the consumer, namely the subscriber, just as other production cost hikes are passed on to advertisers. Therefore, it is not a question of whether newspapers can "afford" a postal rate increase. The question is whether the people can afford it through a necessary increase in subscription prices to absorb the postal rate hike.—Indiana Bulletin

Most youngsters think there are only three seasons in the year . . . baseball, football and basketball.

This would be a better world if we had more wild life in our forests and less in the big cities.

You might be interested in H.R. 2476, a bill now in Congress which would create a national spelling commission and a United States official dictionary. Objective is to introduce simplified spelling into the English language. (There is also a Simplified Spelling Society of Britain which is active in promoting this effort.)

The campaign for simplified spelling as provided in H.R. 2476 apparently has started with Homer W. Wood, publisher of Porterville, Calif. The California Press As-

sociation has recently adopted a resolution approving the bill. The newspaper industry would be a special beneficiary of simplified spelling, Mr. Wood believes. We are advised that the sub-committee of the Committee on Education and Labor, in the Congress, plans to sit tight until it hears from the public.

Objective of simplified spelling would be to rid the language of the present multiplicity of words that "look alike" but have different sounds, or which "look different"

Just in Time



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

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

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



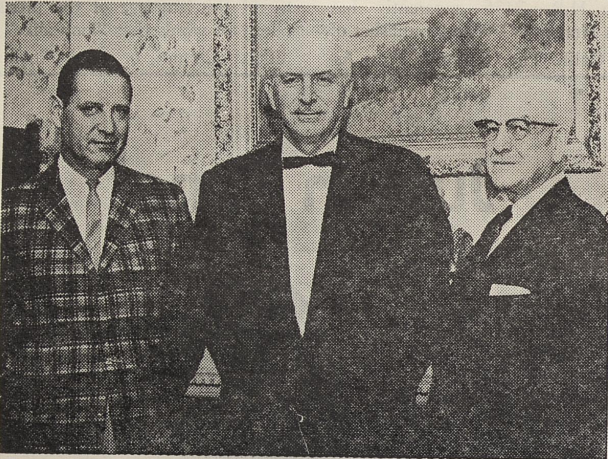
Southern Bell

CALENDAR OF EVENTS

OCTOBER

- 13-14—Southeastern Kentucky Seminar, La Citadell, Hazard
- 12-14—National Editorial Association Fall Convention and Trade Show-Pick-Congress Hotel, Chicago

New Newspaper Managers 1961 Officers



Lloyd Burns, Vice-Pres.; Art Strang, Pres.; Ralph Kellar, Secy.

RCA Announces Exciting New Engraving Process

A new process for producing newspaper engravings at savings in both the time and cost required by conventional photo-chemical methods was recently announced by the Radio Corporation of America. The process uses "Electrofax" coatings to sensitize metal plates, making it possible to place the plate in a camera and to record an image directly on the plate.

With the Electrofax process, a pre-coated metal plate is placed in the copying camera and exposed briefly to any "hard copy" destined for publication. This contrasts with current methods which require photo-copying on a negative film for transfer to the engraving plate.

In making the process available to the newspaper industry, RCA will market conventional zinc or magnesium plates coated with the Electrofax formulation. When ready for use, the pre-coated plate is made light sensitive by giving it a blanket negative electro-static charge. This is done by a simple mechanically-operated device.

The "hard copy" may be exposed directly by contact or projection onto the plate, and the electrostatic image recorded is toned and fused. After the Electrofax coating in the non-image area is removed by solvent,

the plate is ready for conventional rapid etch.

Plan 'Family' Sections

Mrs. Rosella Bannister, home economist in Michigan State University's Extension Service, says that newspapers should take a new look at "Woman's Pages". She points out that the name should be changed to "Family Page" because interests of the whole family are held by subjects which she says should appear there: food, clothing, shelter. She reported results of an informal survey she conducted with a questionnaire circulated among women in recent audiences. She asked them to rank 14 subjects in the order which they thought made most interesting reading for a family page. These are their preferences in order:

Food (basic rather than fancy); time, energy and money management; local news (PTA, clubs, etc.); family health; clothing buying tips; international news; gardening and lawn care; child care; society news; comic strips; advice to lovers; sports; engagements; and weddings.


A Puzzling Paragraph

The paragraph printed on page ● is unusual because the most used letter in the alphabet—the letter "e"—does not appear anywhere in the paragraph.

METRO NEWSPAPER SERVICE
 80 MADISON AVE., N. Y., N. Y.
 Means PLUS BUSINESS for Your Newspaper
 Lawson Spence Representative

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

COMMUNITY PRESS SERVICE
 SERVING AMERICA'S WEEKLY NEWSPAPERS
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
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 It's what you charge that counts
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Your Linotype Deserves
GENUINE
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 There is no substitute for genuine Linotype quality.
MERGENTHALER
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Lots of parents didn't have
 The trouble was that he always
 word.

M
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Managers At New Hampshire Meeting

A Perfect Day?

Overheard at a recent golf tournament: "Golf is hard work made expensive enough for businessmen to enjoy. It is what letter-carrying, ditch-digging and carpet-beating would be if they all had to be done by you on the same hot afternoon. A golf course has 18 holes . . . only Lord knows why. The game is played on acres of carefully manicured turf. A green is an expanse of grass costing about \$1.65 per blade, and is usually located beyond a brook, between several sand holes and a couple of trees.

"The idea is to get the ball into the 18 cups using the fewest number of strokes and cuss words. The ball must not be thrown, pushed or carried; it must be propelled by about \$250 worth of curious looking implements carried in an expensive leather bag. Each implement has a special purpose and ultimately some golfers get to know what that purpose is.

"After the final or 18th hole, the golfer adds up his score and stops when he reaches 97. He has a shower, one or more drinks of Scotch with a few similarly hard-working citizens . . . and calls it a perfect day!"

Lots of parents would have a car if the kids didn't have drivers licenses.

Safety sign: "Watch out for school children—especially if they're driving."

The trouble with the chronic borrower is that he always keeps everything but his word.

Isn't it peculiar that middle age always starts a few years earlier for the other fellow?

MAIL THIS COUPON AND GET THE FACTS

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

Fairchild Graphic Equipment, Dept. FGE-11
Fairchild Drive, Plainview, L. I., N.Y.
Please send me the following:



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



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





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

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

Hogwash?



This is one way of doing it. But your KU farm service adviser's job is to find and suggest *better* ways. That's why KU has farm service advisers throughout the state—and is so particular about what kind of men they are. Because it's part of his job, and KU's way of doing business, a KU farm service adviser

-  ... knows both farming and electricity. His job is to help you make your farm operation pay better.
-  ... is friendly. KU is a friendly company and tries to show its friendship through its people and its services.
-  ... is alert for ways to help you. As KU's personal representative, it's part of his job to help KU serve you better.
-  ... is a good neighbor . . . willing to participate in all community activities.

KU IS ITS PEOPLE. For every field job there's a comparable headquarters job. Your local KU field men get the same kind of help and cooperation from their associates in Lexington as they give you. They're another big reason why you get more than kilowatt hours when you get KU service.

KU SYMBOL OF
 SERVICE

2578

AN INVESTOR-OWNED ELECTRIC COMPANY

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