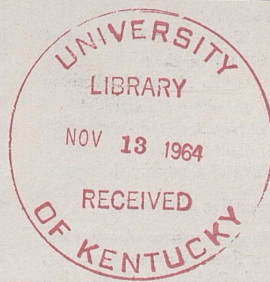


The Kentucky Press

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

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



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School of Journalism
University of Kentucky
Lexington, Kentucky

**September
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Volume 30, Number 12



Kentucky Showcase: Lincoln Homestead, Springfield

The Kentucky Press

Volume 30, Number 12

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Perry J. Ashley, Associate Editor
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It's Time Now To Stop Protecting Teenage Criminals

Texas authorities are widely divided in their attitude to the question of whether newspapers should publish names of juvenile offenders—a question that is coming up, time and again, in every state.

Grand juries in Austin, San Antonio, and many other cities have recommended that newspapers and radio stations identify teenage law violators. The District Attorney of Dallas said that newspapers often should print names of juvenile offenders, predicting that juvenile crime would drop if newspapers identified violators and their parents.

On the reverse, probation officers and juvenile court judges are registering disagreement, stating that printing of names often would make a bad situation worse.

We have always believed that the age of a person who commits a major crime, even a teenager, should be publication of general interest as well as being a matter of court record, and protected as a privileged publication. With the rise of teenage crime, and mass breaking of almost every statute by teenage gangs, we should stop mollycoddling such criminals "because they're so young and we'll ruin their lives if their names are published!" What is ruining whose life—newspaper publicity or the perpetrator himself?

Get Thee Behind Me Satan!

"Get Thee Behind Me Satan!"—Never could remember where that quotation came from, but you mutter it under your breath when you open mail and find that an unapproved correspondence school has tempted your ethics with a \$15.00 ad on the very same correspondence school advertising that he formerly sent to you with a four dollar check and asked that you run it as often as the four dollars will cover. The size of the ad has nothing to do with its credibility. The stakes in the "Earn \$10-15,000" per year racket are pretty high. The operator, who usually buys the courses from a wholesaler, can afford the \$15.00 advertisement. He isn't buying space, he is buying your soul!—Wisconsin Bulletin

Protecting Carrier Boys

As part of a carrier safety program, the Phoenix (Ariz.) Republic and Gazette issue luminous safety vests to newspaperboys. The vests, a bright orange red in color, reflect headlight beams of cars and trucks, enabling drivers to see the boys from a distance. The newspapers also carried a full-page advertisement to inform readers about the new vests and the carrier safety program sponsored by the papers.

Single Rate Plan

William Black, chairman of the Chock Full o' Nuts Corporation, recently predicted the fall of newspapers who fail to abolish the dual rate structure of advertising. Black said all papers face the prospect of certain failure if something isn't done about two-rate advertising and added, "They cannot survive on retail ads only. The national advertiser will continue to put the major part of his ad dollar into media that have the same price for everybody."

Black's company sells coffee and other food products in 17 states and operates 41 restaurants, primarily in the New York area. The firm is both a national and a local advertiser and, as such, he says they pay the national rate and the lower "retail" rate in newspapers, depending upon which division is being advertised. About 98 percent of the Chock Full o' Nuts advertising is in the national category and Black feels that since he has to sell his merchandise at the same price to everyone, the newspapers should too. He feels that papers "are chasing us away with a big stick" to other media and says that to offset this, his company has re-channeled 60 percent of its \$2 million annual advertising budget into television with 30 percent going to radio and only 10 percent to newspapers.

Black further charges that papers do not give national advertisers any preferred or up-front positions. He said one N. Y. paper charges him more for the same space under an annual contract when he advertises his coffee than when he advertises his restaurants. The chairman stated that his opposition to the current arrangement is a matter of principle and also that he believes the two-rate structure is illegal. He feels that any national advertiser could go into court and "positively lick the newspapers on this point."

Following the attack, Dean Wilhelm, advertising director of the South Bend (Ind.) Tribune and president of the Newspaper Advertising Executive Assn., pointed out that some newspapers have already moved to a single rate and that others are giving study to the possibility of establishing single rates. He stated that the average differential between national and retail newspaper rates declined to 58.1 percent in 1963 from 61.7 in the previous year. Wilhelm concluded by saying "There is a definite trend toward changing newspaper rate structures."

Some publishers give bound files of each year's issues to the public library. The librarians are pleased, and some publishers have found that the gift is of direct benefit to them. People wanting to look up items in back issues are sent to the library.

Letterpress Still 'On Top', Elizabethtown Editor Says

By JOE GOODMAN

(NOTE: The following article was written by Joe Goodman, son of Hardin Enterprise publisher, Seymour Goodman. The story was originally published in the American Press, August, 1964.)

"We checked offset against letterpress from every angle we could find when it became clear that we must have more production capacity . . . and letterpress came out way on top," says Joe Goodman, copublisher with his father, Seymour, of the Hardin County Enterprise in Elizabethtown, Ky.

At the time of this American Press interview, the Enterprise was in the process of installing a 16-page Goss Dek-A-Tube press to replace the 8-page Cox-A-Type unit which had been purchased new in 1955. The Dek-A-Tube was purchased from the Meza (Ariz.) Tribune, which had installed it as a new unit, also in 1955.

Seymour Goodman purchased the Hardin County Enterprise in 1940. Until late last year this was a semi-weekly newspaper, moving to tri-weekly (Monday-Wednesday-Friday) last November to keep pace with the solid, substantial growth of this community just 35 minutes southwest of Louisville. The next expansion will be to a five-day daily, a move the Goodman team believes will be made within the next several years.

The expansion pattern had become apparent to the Goodmans in early 1962. The element which triggered the thorough investigation of the practical aspects of letterpress compared with offset was the need at that time for line engraving facilities. The Enterprise had been the first non-daily user of the Fairchild Scan-A-Graver in the state. Growing ad volume and the need for flexibility in ad composition had, by 1962, created the need for more flexible engraving. Greater press capacity was already becoming evident. Before committing themselves to any major new equipment investment, the Goodmans decided to look closely at offset.

"At one point during this period, we came close to deciding on offset. The offset press salesmen were most persuasive. But no matter how many ways we checked out the press investment, we couldn't see how or where offset would save us any money on our pressroom production. When we posed this question to the offset press salesmen, their answers always wound up: 'You won't save anything on press work . . . all the savings will be in composition.' They also

made much of the point that we'd be able to pick up illustrations for advertising from many sources then barred to us with halftone engraving facilities only," Joe Goodman recalls.

During the years between 1955 and 1962, every major piece of newspaper production equipment in the Enterprise shop had either been added or replaced. This included a Comet 300 Linotype with TTS perforator and Mergenthaler Line-O-Matic operating unit, a Model 31 Linotype, a Model 35 Rangemaster mixer Linotype, a Ludlow unit and a Monotype strip caster. All straight matter, legals and classifieds are perforated on the TTS unit by a young lady on the staff. According to Joe Goodman, none of the offset proponents even tried to convince them that there was any more economical way to set this material than on tape operated hot metal equipment.

After checking numerous offset publishers on their composition costs carried right up to the press, Joe Goodman says they found that their present methods were turning out type at approximately the cost of a combined photo-composition-cold type operation . . . and the printed results were just as, or more attractive. This comparison balanced the labor costs of two compositors (operating the three linecasting units) plus the girl on the perforator, the cost of the metal and engravings with the estimated costs of three persons operating cold type and photo-composing equipment plus the camera work, film, chemicals, developing and plates.

"Our decision was already becoming pretty evident but mainly for the sake of thoroughness, I next looked over our bound volumes for the preceding five years to check out the validity of the advertising composition flexibility argument. I found that less than 8 percent of the ads we'd published over those five years really lent themselves to paste-up make-up. We receive almost all of our grocery ads in mat form so they weren't even involved in this calculation," Joe explains.

With all elements assembled into a conclusive summary, the Goodman father-son team made their definite commitment to remain with the letterpress process through this next expansion period.

First step in this direction was purchase of a complete powderless rapid etch zinc engraving plant at a total investment of less than \$10,000. They purchased the Imperial Type Metal engraving package. Two Imperial men installed the equipment.

Within less than three days Enterprise employees had become proficient in its operation.

Leon Blakey, Enterprise mechanical superintendent, now shoots all negatives on the Robertson 320 process camera. All news photos are taken on 4 x 5 Speed Graphics with Polaroid backs to eliminate the normal developing process. These standard size photos are reduced or enlarged as needed and screened on the process camera prior to making the negatives for engraving. Mr. Blakey makes all engravings needed for a week's edition in no more than 90 minutes, often times less.

Step by step in the engraving process, the 15 x 18-inch specially coated zinc sheets (.64" thick) are first cleaned with pumice in the engraving room sink and then placed into a whirler device. Here a sensitizing solution is poured slowly onto the center of the whirling plate and baked with infra red lights. Now the plate is photo sensitive.

The sensitized zinc sheet and the screened negatives are now exposed in a nuArc Flip Top plate maker with carbon arc lamps for four minutes. A number of negatives are always placed upon each zinc sheet to save time and materials although the cost of this basic zinc is less than the plastic sheets formerly used on the electronic engraver. Now the plate is transferred back into the sink, developed under running water for 60 seconds, hardened in a special solution for another 30 seconds and burned over a gas jet until heated to 375 degrees. The final step is done in the Tasope bubble up etcher in a simple solution made up of 7½ gallons of water to one gallon of nitric acid and three pints of oil.

This engraving process is equally simple whether it is for halftone or line work. Most of the 8 percent of the ads that do lend themselves to paste-up makeup are now handled as cold type makeup in the engraving process more economically—say the Goodmans—than they could be done via the offset process. This cold type/engraving compares most favorably with offset in reproducing illustrations clipped from other sources. In actual practice, according to Joe Goodman, cold type, engraving, hot metal pasteup and straight hot metal composition offer the greatest possible flexibility in composition and the decision for one method over another is determined importantly by the current work load in the composing department.

Enterprise shop facilities also include the latest Nolan equipment for casting. A com-

plete tubular stereotyping package is included with the Dek-A-Tube press purchase and as soon as this press is in operation all pages will be stereotyped.

As the newspaper here has grown, the commercial printing revenues have remained at the point where they now account for less than 15 percent of total Enterprise revenues. The firm is also selling zinc engravings in a volume which amounts to approximately one-third of its present commercial printing.

The one area in which the Goodmans feel offset might have the edge over their present operation is in close register color work. Spot color is no mystery to this shop, however, for they've been running the Enterprise flag in color on every edition for several years. During this same period there has been a small but consistent volume of spot color advertising. This will be even more readily available on the new, larger press but the 50 percent premium over the basic rate will continue to be charged for all color advertising.

When considering that total investment in the Dek-A-Tube press plus the zinc engraving plant runs approximately half the cost of a new web offset installation of comparable production capacity, the Goodman decision to stay with letterpress becomes a sound economic matter.

The recent step up from semi to tri-weekly was made smoothly. The Enterprise is still publishing an average of 32 pages per week so the third weekly edition has served to even out the work load over the week without requiring additional personnel in production, editorial or business staffs. Even though January and February this year were record months in the Goodman operation of the Enterprise, these publishers do not feel they have yet had the chance to notice any appreciable increase in advertising revenue from the extra edition each week.

The steady growth during recent years is due rather to the solid growth of the Elizabethtown community, prompted in turn by the fact that this city has become the hub for both the north-south and east-west superhighways being constructed in the state. With Interstate 65 now complete between Louisville and Elizabethtown, it actually takes less time to get to Elizabethtown from the heart of Louisville during the rush hour than to get from downtown Louisville to that city's suburbs. This has helped attract several large new industries to Elizabethtown with attendant increase in employment and overall economic activity.

Turning back to the production question, Joe Goodman concludes: "If anyone had told us in 1955 that we'd be replacing our

Collegiate Editors To Meet At Morehead In October

Collegiate editors and advisers from all parts of Kentucky will gather at Morehead State College on October 30-31 for the first meeting of the reactivated Kentucky Intercollegiate Press Association. The organization has been inactive since the early 1940's.

A two-day program, touching on all phases of publishing a college newspaper, is planned for the meeting. Included on panel and speaker sessions are both college newspaper staffers and active newsmen.

Kentucky Press Association officers last fall agreed to help re-establish KIPA as part of KPA's program of encouraging better journalism in the colleges throughout the state. A committee composed of Archie Frye, chairman, W. Foster Adams and Perry Ashley was named to work with the collegiate editors during reorganization efforts.

Two meetings were called during the spring and summer to plan for a continuing program for KIPA. The results have been pleasing, the KPA committee reports, with 12 of Kentucky's 35 colleges already showing active participation in the organization. In addition to this number, several other schools have indicated they will become active in the future. KIPA members will be active members of KPA, Collegiate division. Many now are so enrolled.

Officers for the association were elected during the first meeting. They are Roger Dixon, Morehead, president; Doug Whitlock, Eastern, secretary, and Perry Ashley, UK, executive director. The executive committee is composed of these officers and Ken Alexander, Georgetown; Bob Adams, Western; Cecil Rea, Kentucky Southern; David Haupe, UK; and Mrs. Annette Mayer, Transylvania.

KPA members appearing on the October program will be Archie Frye, Georgetown Graphic; George Joplin III, KPA president, Somerset Commonwealth; Ray Hornback, Morehead State College Public Relations; Tommy Preston, Cynthiana Democrat; Ben Reeves, Louisville Courier-Journal; Victor

new Cox-A-Type within less than ten years, we'd have known he was crazy. We recognize the revolution taking place in all phases of newspaper production and we expect that developments will have progressed within another ten years to where we'll find it advisable to make another drastic change. But for the time being, we're confident we've made the right choice for our needs by upgrading our letterpress operation."

Portmann, KPA secretary-manager; Jim Hampton, Courier-Journal, Lexington bureau; and W. Foster Adams, Morehead State College.

Collegiate panelists will be Ken Alexander, Georgetown College; Joy Graham, Eastern State College, Richmond; Bill Grant, University of Kentucky; Bob Adams, Western Kentucky State College, Bowling Green; and Roger Dixon, Morehead.

Special events on the program will feature Dr. Adron Doran, President of Morehead, as toastmaster, and Ben Reeves, Courier-Journal, speaker, for the Friday banquet.

Topics to be discussed throughout the meeting are: the role and responsibility of the college press; page makeup, 8-column format vs. 5-column format; writing news, features, sports; business management and a special panel for advisers. Roundtables, panels and open discussion will make the opportunity for all meeting participants to take part in the program.

It Will Pay To Be Immodest Sometimes

By J. BILL FRAME

TPA Information Committee

Newspaper publishers do not do what they say they do:

Print all of the news!

They print every little item they can gather about all the folk in their area—except themselves and their associates.

If the editor, the publisher, or some of their associates go somewhere, do a good job in some project, or receive an honor, the news is either omitted or played down.

If a new piece of equipment is added to the plant, or if a new process is used in presenting either news or advertising, the readers are left to discover this for themselves.

Radio and television personnel are not so modest. Few programs are presented that the announcer does not tell in glowing words just how good he is, and how excellent his station and his network.

Let's become a little immodest—and tell a few of the nice things about ourselves!

It will help the newspaper profession if we will.

Just remember: The other media give news in thumbnail sketches. We give in depth.

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Buyers Asked To Do The Store's Obvious Duty

"Compare to"-type advertising, in which a store lists its prices and challenges the customer to check them against competition, remains an objectionable gimmick in our book. It wants the customer to think the store already has made these comparisons—checking similar-quality items in all cases—and that it knows what the buyer would find. Actually it hopes she won't bother.

Especially when we see a wide variety of items so listed and the comparisons in amounts like—"ladies winter coats, \$12.88, compare to \$29.95; men's walking shorts \$1.94, compare to \$3.95; ladies' purses \$1, compare to \$2.95"—do we tend to doubt that the store has done such extensive checking. Are these articles sold uniformly in other stores at the higher prices? How many of them just came "out of the hat"?

Yes, making price-quality comparisons is laudable "good shopping" for the housewife. But she may well recognize the "compare to" ad as the old "value claim" device in another form, and she will find her values without being challenged to check on them for any store.

A recent BBB article on wide misuse of the term "wholesale prices" pointed out just what "wholesale" is and what it isn't—can equally be applied to another incorrect use of the term which seems gaining in favor. It is "our wholesale prices."

Let us repeat: A concern which sells to the individual consumer (not in quantity and not for resale) is a "retailer." It may sell at "cut" prices, or "discount" prices, but since by any proper definition it is not a "wholesaler," it cannot sell at "wholesale" prices. A "wholesaler" is at a well-understood position in the distributive chain and a "retailer" is at another position. We fail to see how adding the word "our" to a term which already is being misused changes anything.

Actually it adds to the deception. It would indicate that one wholesaler is buying from another and perhaps even selling at below the original wholesale price. No cost of doing business, no profit? Who's kidding whom? "Our" wholesale prices to individual consumers means the original bona fide "wholesale" price plus "overhead" plus a profit. If anybody can make anything but a "retail" operation out of that, we'd like to see how it's done.

Get a wrench or tool you wish to keep handy? Glue a household magnet to the frame of the machine where it is natural to reach for the tool.

That's What The Judge Said - - -

By L. Niel Plummer, Director
U. of K. School of Journalism

DR. NIEL PLUMMER

Director, UK School of Journalism

The reporter dutifully covered quarterly court, and wrote that a local citizen had won an award of \$123.00 in a suit against an attorney—a "sum she had paid the defendant (attorney) for looking after legal affairs for her. She declared he failed to fulfill his agreement." The attorney perused the story, and filed a libel suit against the newspaper for \$100,000. He insisted that he had been paid a fee of only \$10, not \$123, for legal services, and that this error in reporting was libelous. When he failed in the lower court he appealed.

The Judges recognized the problem to be "a very pretty as well as a novel legal question" but were of the opinion that the amount of the fee (whether \$10 or \$123) "could not have appreciably affected the result. To say that one has wrongfully appropriated \$10.00 would be as damaging to his reputation and business as to say he had wrongfully appropriated \$123.00,"

they declared.

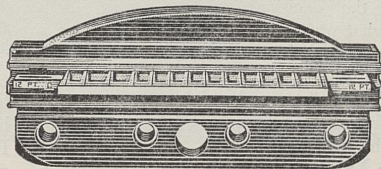
As to pertinent legal principles, they continued:

"No principle is better settled than an innuendo cannot extend the meaning of words beyond their natural import; it can only serve to explain some matter already expressed.

"Another rule quite as well fixed as the one above stated is that newspapers are not to be held to the exact facts nor to the most minute details of the transaction they publish. What the law requires is that the publication shall be substantially true. The truth in such a case constitutes a complete defense."

The news report of the award of \$123 to the attorney's client in quarterly court was substantially correct in relation to the fee the attorney had collected and the difference was "inconsequential," the Judges felt. The lower court's dismissal of the libel action was affirmed.

Citation: 208 Ky. 210 (1925).



A Genuine Linotype Mold

IS MANUFACTURED TO TOLERANCES AS FINE AS .0002"

IS THE PRODUCT OF 79 MANUFACTURING OPERATIONS

MUST PASS 94 SEPARATE INSPECTIONS

IS PRODUCED IN 60 BASIC TYPES,
WITH HUNDREDS OF VARIATIONS

HAS BEEN MADE BY MERGENTHALER LINOTYPE COMPANY
FOR OVER 77 YEARS

Mergenthaler 

Play Libel Cards Close To Chest

(By Ye Olde Critique)

We were quite impressed recently over the comment of an attorney, reportedly an expert in the law of libel, that the U.S. Supreme Court decision in the New York Times case was "a real breakthrough for the crusading newsmen." And he added, "You can write practically anything you wish about public officials so long as you are not motivated by malice."

Well, that sounds mighty encouraging and we suppose it should bolster our courage to sharpen our editorial axe for those public officials who don't stick to the straight and narrow in handling their duties. But, for some reason, the comment reminds us of the story told about the drunk who shouted to the cop, "I'm a free citizen and gotta a right to get drunk so you can't put me in jail." But he awakened next morning in the cooler.

As far as our newspaper is concerned, we doubt that the decision changes the picture an iota. We aren't exactly the crusading type, but we have never hesitated calling the shots on anybody, including public officials, and some times we have been so strong in our censure that it could amount to defamation. However, we have always been able to back up what we have charged. Only twice have we been threatened with libel suits but it never went any further than a threat.

Perhaps, because of the decision, we could tell our readers what we really think of the judge, the city clerk and the county auditor for some of the shady deals we know they are pulling. We fail to see how the Supreme Court decision frees us from publishing a libel if the statement is defamatory and not true. And it is almost impossible to write or publish an editorial charging a public official with wrong doing without at least a bit of malice involved.

The trouble with court decisions like that in the New York Times case is that they don't stop libel suits. When a suit is filed it has to be defended and that costs plenty even though it never goes to trial or, because of the decision in the Times case, it is thrown out of court. The decision may be a prop but we aren't going to rely on it to publish anything we wish about public officials. They might sue.—Indiana -Publisher.

Have you read what's happening in Illinois, where they didn't re-district. Two hundred thirty-six candidates for 177 Legislative posts on a three and one-half foot statewide ballot!



every second counts!

Three cars collide on a wet street . . . a trash fire spreads . . . a child struck by a car quits breathing . . . someone breaks into a loan company.

Time is precious in an emergency. The cost in lives and property is high when there's a delay in help. That's why there's an EMERGENCY REPORTING telephone service available to cities and communities.

EMERGENCY REPORTING is a fast way of getting police, fire and ambulance service. It's a network of strategically placed street telephones that connect direct to a dispatching center.

Any citizen can report an emergency by lifting the Emergency Telephone receiver. Equipment immediately records the time, date and call box number. The caller gives the dispatcher the location and details of the emergency and answers any questions. The dispatcher sends the right help to the scene.

More and more communities find EMERGENCY REPORTING a valuable protection.

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business with the hope that the information will be helpful)



Southern Bell
...Serving You

Pap Adams Joins Morehead Faculty

W. Foster "Pap" Adams, past president of the Kentucky Press Association, has joined the staff of Morehead State College as a journalist-in-residence. Adron Doran, Morehead president, said this is the first such position established in a Kentucky college.

"Pap," as Adams was known to his fellow newsmen, was considered by many to be the "dean of community journalism in Kentucky." Throughout his 42 years of newspaper experiences in the state, he has served the profession in every capacity.

Before becoming president of KPA in 1962, he had served on the association's various committees, including the executive committee, for a long number of years. Besides the presidency of the organization, he served as chairman of the executive committee, and vice president of the association. One of his greatest efforts, however, was helping to establish the annual KPA Seminars on a continuing basis. During the first three or four years, he was a regular participant in the regional sessions.

Adams began his newspaper career in 1922 on the Vanceburg Sun. From there he moved to the Pike County News before going to the Berea Citizen. In his 38 years with the Berea newspaper, he performed all duties, including 12 years as editor. He retired from that position in July.

In the meantime, Pap and Mrs. Adams have moved to Morehead so that he can better serve the college. His work there will be with the college publications, the alumni association and area organizations.

In chatting with members of the KPA central office, Pap assured them that they have not seen the last of him at KPA meetings. He said he will continue attendance

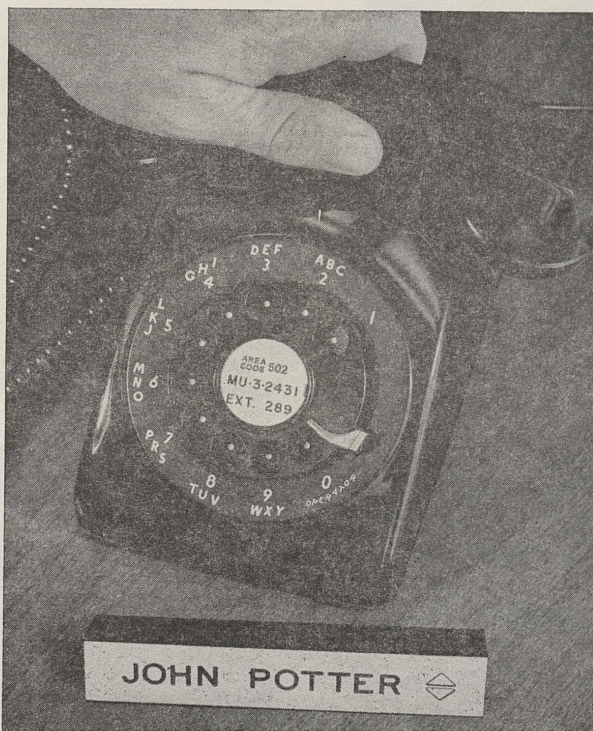
at meetings and will maintain an active interest in the professional activities of the association.

Adams has been followed in the editorship of the Berea Citizen by Corban Gobel.

Worry, like a rocking chair, will give you something to do but it won't get you anywhere.

About 75 percent of all electrical appliances are bought by people who had no intention of buying them at the beginning of the year. And since most American families receive a newspaper regularly, the chances are that a newspaper ad gave them the idea.

Education is learning one new fact a day.



This is your pipeline to facts for feature stories about Gas

This phone sits on the desk of John Potter of Texas Gas Transmission Corporation. He's the man who can supply you with facts for news and feature stories that will interest every one of your readers who uses gas.

■ For example, in a typical area served by Texas Gas, for the price of a stamp—4¢—you get enough gas to...*Cook breakfast every day for a week...Operate a refrigerator for 20 hours...Heat enough water for four baths...Keep a three-bedroom home warm for an hour on a cold day...Heat a gas clothes dryer to dry the laundry for a family of four...Dispose of a day's garbage and refuse in a gas incinerator.* ■ Call John Potter whenever you need facts about gas and gas appliances. Or, put that 4¢ stamp on an envelope and write to him at the address on the right. He will be pleased to work with you.

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

SERVING THE BIG RIVER REGION





**This halftone
cost just
7 cents
on
Photo-Lathe**

Think of how many halftones you could make on a Photo-Lathe 12 x 18 plate that sells for \$1.10.

The Photo-Lathe electronic engraver makes halftones in 12 screens—from 70 to 160 lines. Makes *line* engravings, too.

Send today for your free Photo-Lathe Sample Kit.

Write:
Graphic Electronics, Inc.,
LaSalle, Illinois

Advertising vs. Direct Mail

Charlotte Observer recently ran an ad pointing out the relative advantages of newspaper advertising from a cost standpoint as compared with direct mail. The ad shows a post card (which would carry approximately nine column inches) and a simulated 30-inch ad in The Observer. The cost of each was printed in bold type with the amount being \$6,496.32 for the post card to reach 162,408 subscribers of The Observer. The ad's cost? \$90.90. The card's true cost was not even complete inasmuch as printing and addressing were not included. The ad cost was complete and it was three times as large as the card in size. Figured on an annual basis the advertiser could run this type ad each week, plus 14 more times, for the same price as one mailing of the cards.

◆
Good manners are made up of small sacrifices.

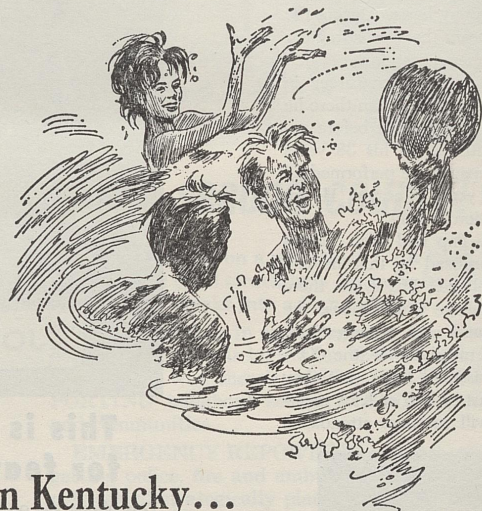
Free Cartoons Available

A free cartoon feature called "It's A Matter of Fact" is being offered to daily newspapers by F. E. Compton Company, Chicago-based encyclopedia publisher. Feature is based on little-known facts about history, science, politics, nature and sports. Facts are humorously illustrated for 2-column reproduction.

Available in mat or reproduction proof form, the feature includes a series of four cartoons and a factual covering story for each cartoon, suitable for editing if additional feature material is required. Cartoons are distributed free, postage-paid and at regular intervals to interested publishers of daily newspapers.

KPA members interested should contact Keith Roberts, Director of Information Service, Compton's Pictured Encyclopedia, 1000 N. Dearborn St., Chicago, Ill. 60610.

◆
Kindness breeds kindness.



**In Kentucky...
after a swim, beer is a natural**

On a hot summer day, a dip in a cool stream can be wonderfully refreshing. Equally refreshing when you're relaxing afterwards with friends is a hearty glass of beer. There's hardly another beverage around that suits what you do for fun as much as beer. Camping, hiking, or just lounging on a lawn chair—beer brings to each just the right touch of extra good living.

Your familiar glass of beer is also a pleasurable reminder that we live in a land of personal freedom—and that our right to enjoy beer and ale, if we so desire, is just one, but an important one, of those personal freedoms.

In Kentucky... beer goes with fun, with relaxation
UNITED STATES BREWERS ASSOCIATION, INC.
P. O. Box 22187, Louisville, Kentucky 40222



CALENDAR OF EVENTS

(Mark your calendar)

OCTOBER

- 1-2—West Kentucky Press Association fall meeting, Rough River State Park, Har-dinsburg
- 11-17—National Newspaper Week
- 16—State-wide Safety Seminar, Freedom Hall, Louisville
- 17—Fall joint meeting, KPA and KPS execu-tive boards, Journalism Building, Uni-versity of Kentucky
- 30-31—Kentucky Intercollegiate Press As-sociation meeting, Morehead State Col-lege

NOVEMBER

- 18-21—NEA Fall Meeting and Trade Show, Pick-Congress Hotel, Chicago

JANUARY

- 14-16—94th KPA-KPS Mid-winter Meeting, Stouffer Inn, Louisville
- 13-Feb. 9—NEA study mission to nine South American countries

MARCH

- 25-27—NEA Government Workshop, Wash-ington, D. C.

College Yearbooks Are Given Highest Honors

Two Kentucky college student yearbooks have recently received national recognition for outstanding work in their respective fields. Honored was the Kentuckian, University of Kentucky, and the Milestone, Eastern Kentucky State College.

In announcing the highest national ranking—A plus—the National School Yearbook Association said both publications show imagination in layout, copy, overall design, and completeness of coverage of college life on their campuses.

The present ratings are no new story to either of the publications as each has picked several comparable ratings over the past years. Last year the publications were two of only six nationally-judged major college yearbooks which received the A plus rating.

The 1964 Kentuckian was edited by Ann Withers, Louisville. The faculty adviser was Perry Ashley. The 1964 Milestone was edited by Kenneth Miller, Frankfort. The faculty adviser was Donald Feltner.

Ludlow Package Deal

Robert W. Buckley, newly-elected presi-dent of Ludlow Typograph Co., Chicago, has announced a "complete package" in-stallation of the Ludlow typecaster on a five-year, simple-interest payment plan. The "package" consists of a new Ludlow, a 20-case matrix cabinet, seven different com-position sticks, a cleaner kit, spaces, quads, and nine type fonts, plus sorts and grocery logotypes. Buckley said payments would run as little as \$30 weekly, with interest based on the unpaid balance rather than initial cost.

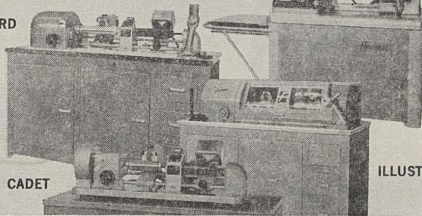
Printer's Ink predicts that a record in advertising investments will be set in 1964 for the third consecutive year with a 5 per-cent increase and investments totaling \$13,760,000,000. The total yearly invest-ments would include television, radio maga-zines, business papers, outdoor advertising and combined local advertising. News-papers' national advertising, based pri-marily on activity in the first quarter, is up 4 percent and estimated to reach \$795 mil-lion for the year.

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All Scan-A-Graver® models are available for sale; for lease; or lease now—purchase later. Only Fairchild offers you a program to meet your individual requirements—a choice of models and a number of purchase or lease plans—all designed to save you money.

For instance, sales prices start at \$3,340 for a like-new Cadet Scan-A-Graver. They range up to \$6,400 for a like-new Scan-A-Sizer®—the only machine that provides continuous enlarging and reducing in any ratio up to four times, two screen sizes,

and interchangeable large and small en-graving cylinders.

When you choose a Fairchild Scan-A-Graver or Scan-A-Sizer you get:

- A new machine warranty
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- All engravings made with conventional 45° halftone dot pattern, including line-tones—ready for your press in minutes

- Cuts made on easy-to-handle, flexible Scan-A-Plate®
- Easy operation; convenient controls
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- Have Fairchild Representative call.
- Weekly Daily. Other _____

Name _____

Company _____

Street _____

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Dept. SAG 17

Watch Those Classifieds

Postal inspectors have broken up a Denver-based promotion (three operators have been sentenced to prison for mail fraud) which promised high-paying overseas jobs to applicants on payment of a \$22.50 fee. The lure included pay of up to \$1,500 a month with "little or no taxes" abroad under excellent living conditions. The promoters used a Post Office box address. No one got a job.

"Almost all firms with overseas operations do their own job recruitment," warns Chief Postal Inspector Henry B. Montague. "Those who do not, usually rely on established employment agencies. When a fee is demanded in advance from a salesman who is in your town only for a few days and who has an office in his hotel room, the job applicant should be wary."

CIRCULATION NEED A BOOST?
Over 3,500 Newspapers Recommend
the "LINER PLAN!"
Liner Circulation Service
Time-proven Integrity and Reliability
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— Since 1906 —

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Trading stamps do not increase prices

This was one of the conclusions reached after a survey recently completed by Verne A. Bunn, professor of marketing at the University of Wichita.

Prof. Bunn's study took 30 months and covered five states: Oklahoma, Missouri and Montana, where there are no restrictions against stamps; Wyoming, where stamps can be redeemed only for cash and are therefore little used, and Kansas, which prohibits stamps.

In scope, Prof. Bunn's investigation is ranked second only to a 1958 U.S. Department of Agriculture pricing study. Prof. Bunn's survey was conducted on a wholly independent basis under a grant provided by The Sperry and Hutchinson Company.

In representative stores throughout the five states, Prof. Bunn priced a "market basket" similar to that devised by the Bureau of Labor Statistics for determining cost of living changes. The basket contained national brand food items and standard grades.

Here are Prof. Bunn's conclusions:

"There is no evidence that stamps used on a widespread basis lead to higher prices.

"Prices tend to be lower in states where stamps are used freely.

"Price levels in cities where stamps were in use were in every case actually a little lower than in similar cities of neighboring states where stamps were banned or restricted.

"When the retail value of merchandise obtained with stamps is taken into account, consumers in states allowing unhampered stamp utilization receive significantly more value for their food dollar than do households in the restricted states."

An American way of
thrift since 1896



Oklahoma Test Road results reported...



Total upkeep ran \$44,787.05 less for concrete

(Asphalt required complete resurfacing in its 6th year)

Published reports tell the official upkeep story on Oklahoma's heavily-traveled test road.

Ordered by the Oklahoma legislature, connecting two-mile stretches of concrete and asphalt pavements were built to approved designs to compare maintenance costs. The test road was installed as part of busy U.S. 77 north of Oklahoma City. The test began Jan. 1, 1956.

Information released by the Oklahoma Highway Department gives the results: In the 6th year of the testing (1961), concrete sections were in excellent

condition. The asphalt sections have required complete resurfacing of 1½ inches to strengthen the pavement and provide a new wearing course—at a cost of \$43,753.00.

To this figure can be added the 5 years' maintenance costs of \$1,591.87 for asphalt—nearly 3 times as much as the \$557.82 total incurred by the concrete.

The official test road results show why concrete assures fewer problems for engineers and officials, better value for taxpayers. Such test results explain the growing choice of concrete for the Interstate System and other heavy-duty highways!

PORTLAND CEMENT ASSOCIATION

1105 Commonwealth Bldg., Louisville, Ky. 40202

A national organization to improve and extend the uses of concrete

As basic as . . .

A

B

C

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**PLAN
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**EXECU
TION**

KU, in cooperation with state agencies and civic organizations, is always looking for an opportunity to assist in community development work. We live here too and we want our cities and our state to prosper.

Our Community Development Department is yours' to use in planning and establishing your local community development program.

Talk with your local KU people. They will gladly join in your efforts and will bring you the assistance of KU's Community Development Department when you want it.

KU KENTUCKY
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