

The Kentucky Press

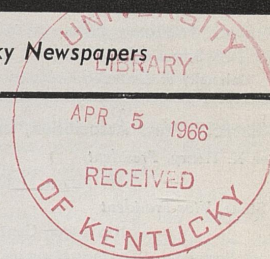
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

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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University of Kentucky
Lexington, Kentucky

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Kentucky's Showcase: McHargue Mill, Levi Jackson Park

The Kentucky Press

Volume 31, Number 11

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

Victor R. Portmann, Editor

Member

Newspaper Managers Association
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Kentucky Chamber of Commerce
Better Business Bureau, Lexington
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+ As We See It +

Rep. Olson Reviews Present Postal Situation

Rep. Arnold Olsen (D., Mont.), a key member of the House Post Office Committee, told the Montana Press Association: "I expect the Postmaster General is going to ask for about a \$900 million increase in a rate bill next year." He promised he would "try to shade it down."

However, in his actual delivery he interpolated his comment on the rate outlook. He added that newspapers and bulk mailers who prepare their mail for ultimate delivery "should have favorable rates."

The Administration has said nothing about its 1965 rate plans, except for announcing its intention to seek a "priority mail" rate combining first class and airmail into a single service to be transported by the fastest available means. It is assumed the rate would be somewhere in between the present nickel charge for a first class letter and the 8-cent cost of an airmail stamp.

According to latest estimates, the P.O. will fall about \$3/4 billion short of balancing its budget this year, with most of it covered by the public service setaside under present law. However, a pending pay increase would swell the gap between receipts and expenses if enacted.

A vast in-depth study of the entire postal system, and establishment of a large research and development fund for the Post Office Department has been proposed by Rep. Arnold Olsen.

Rep. Olsen told the Montana publishers that the key to improving mail service "lies in developing 20th century ways of handling the mail." He suggested that fleet of cargo planes, owned and operated by the P.O. "could practically guarantee overnight delivery of 9 percent of the nation's mail."

"Today's poor postal service," Olsen acknowledged, "is not the sole responsibility of our postal officials." Congress bears a share of the blame for having held up "badly needed modernization programs." He expressed confidence that under the present management "the trend toward deteriorating postal service will be reversed."

Former heads of the postal service were described by Olsen as "men of limited vision" who made vain efforts to save money by cutting service. "The modern businessman," he said, "knows that he can save by modernizing and expanding, that he can serve more people and do it better through cheaper unit costs."

Rep. Olsen's Research & Development blueprint calls for establishment of a 10-year program, with an appropriation kept separate from the regular postal budget. He noted that at present "more government money is

going into the development of a better peanut than into development of a better postal service."

He suggested that sacks may not be the best way to carry mail, through it has been done this way since 600 B.C. He called for research on disposable mail containers, plastic trays to fit trucks and counters, scanning machines, automatic cancellers and sorters, pneumatic tubes, long-distance electronic reproduction, and rapid transportation networks.

Juvenile Felonies Decrease When Publicity Is Given

For what it is worth, a Tennessee weekly, the Clinton Courier-News, reports that "the number of felonies involving juveniles has decreased by 40 percent in county outside Oak Ridge since the court was opened to news media." The weekly has made it a practice for a year to publish the names and addresses of juvenile offenders and their parents or guardians. This policy has been applied to all juveniles convicted more than once for minor traffic violations, and to those convicted on any other charge.

The Courier-News reports that the 40 percent decrease "came in the area served largely by the Clinton Courier-News. In Oak Ridge where the local paper does not print the names of all juveniles, the decrease in felonies was 12 percent and there was a marked increase (16 percent) in traffic offenses, while in the county the number of traffic offenses dropped nearly 30 percent." Judge W. Buford Levallen commented in a Courier-News story, "While I can't be sure that publication of names is responsible for this remarkable decrease, I believe that it has served to make parents more cognizant of what their children are doing."

When asked if he thought the publication of names of offenders might encourage the more sensation-seeking youngsters to commit crimes as their names would be published, the judge said, "That has been charged by several people and there hasn't been much evidence to support it. I have had parent after parent and child after child ask me to keep their names out of the paper and I know the Courier-News has had similar requests. Of course, we can't leave out even one name."

"Long Lines," an employe publication of the American Telephone and Telegraph Co., reports an engineering newsletter containing the following help wanted ad came to its attention recently: "Wanted: Man to work on nuclear fissionable isotope molecular reactive counters and three-phase cyclotron uranium photo-synthesizers. No experience necessary." — Middlesboro (Ky.) Daily News.

Guide-line Booklet Is Issued To Insure New Events Coverage

Newspaper and radio-tv station executives are being asked to cooperate in all efforts to insure "orderly, efficient and unobtrusive coverage" of news events.

When a "sensible system" is set up for trained newsmen to follow at a crowded news event, they abide by it, says a guide-line booklet issued by the Joint Media Committee on News Coverage Problems.

Distribution of copies of the booklet to news executives is to be made by the American Newspaper Publishers Association, the National Association of Broadcasters and the National Newspaper Association.

The recipients are requested to give copies to local officials and to discuss with them the importance of proper arrangements for major news events.

The general statement on "Orderly Procedures for Mass Coverage of News Events," which grew out of the Warren Commission's Report criticism of press behavior in Dallas in 1963 during the Kennedy assassination story, was said to have the endorsement of boards of directors or executive bodies of the five organizations represented on the Joint Media Committee.

These groups are: Sigma Delta Chi, represented by Theodore W. Koop, who was committee chairman; Associated Press Managing Editors Association, George Beebe; National Press Photographers Association, Joseph Costa; Radio-Television News Directors Association, Robert H. Fleming; and American Society of Newspaper Editors, Alfred Friendly.

On the subject of pooling, which has been a favorite suggestion of many groups that have looked into the problems of mass coverage, the Committee booklet states:

"Time and thought spent on ways to avoid the need for pooling and to substitute the means for quiet, orderly, systematic coverage of the news by all comers will pay the most rewards, and will result in a vastly more satisfying solution to all concerned, not the least of whom are the American people."

If pooling should be considered the most desirable way to prevent disorder at an event, the Committee recommends, certain priorities but stresses there is nothing hard and fast among the listing.

Presented "merely as an indication of the general order of importance—measured by the presumed audience—of the various

news media" are:

1. One reporter (and, if a picture situation, one photographer) from one of the two major press associations, Associated Press and United Press International; plus one representative (and, if appropriate, cameraman and sound engineer) from one of the major broadcasting networks, American Broadcasting Company, Columbia Broadcasting System, and National Broadcasting Company.

2. The representatives from the other press association and the other radio and television networks.

3. A reporter (and photographer, when appropriate) from one of the local newspapers and one of the local television and radio stations.

3a. Representatives of the remaining local papers and stations.

4. A representative from among the "specials" (out-of-town newspapers who have sent reporters and photographers to the scene).

4a. A representative from among the out-of-town radio and television newsgatherers.

5. A representative of the news magazines.

6. A representative from among the foreign press on the scene.

"In pooled coverage," the Committee states, "it is well understood among the news media that the 'pool man' must serve all other media in his category. He must make an immediate and full report of what he has witnessed to all others in his category."

"Although he is bound to do so only by an unwritten code of honor, incidents of cheating—of withholding choice items of news, or incomplete disclosure—are almost unheard of among the American press, and the punishment of an offender, meted out in the form of his colleagues' anger and contempt, is always prompt."

Rotation of poolmen is advised where the news event is a continuing one or has many aspects. As for selection of the pool members, the Committee would permit the customary method of coin-tossing but it prefers a system in which nominations are made by all the media representatives present, in each category, and agreement by a procedure of their own designing.

In the view of the Committee, there are very infrequent occasions when newsworthy events take place where unlimited numbers

of newsgatherers and their equipment cannot be accommodated.

"In those events," it says, "the device of pooling, although rarely welcome, is preferable to no system at all, or to recourse to a first-come, first-served method of coverage."

The Committee notes that it's a fortunate circumstance that most of the events where pooling is inescapable are those that have been systematized for some time.

"The details," says the booklet, "have been worked out by professional information representatives and the news media, and these arrangements, while necessarily restrictive, have nevertheless enjoyed long-standing acceptance."

"Thus there are standard pooling procedures for coverage of the President of the United States when he is traveling by plane or train, for admission to various military installations, to ships at sea, to scientific establishments, and for coverage of events in parade vehicles, small observation posts and rooms, and the like."

To deal with the "problem" situations that arise only rarely, the Committee says the press looks to authorities in charge of a newsworthy spectacular to set down common-sense provisions for orderly coverage.

It cites the routine coverage of Presidential news conferences, major sports events and such ceremonies as the Presidential Inaugural as evidence of the fact that large numbers of newsmen can work at the same time on an event and not cause disorder.

When such major events are thrown into turmoil, the Committee says, it is the consequence of a lack of orderly, systematic procedures for the newsmen to follow—"not of a superabundance of news gatherers and equipment on the scene."

"Accordingly," the booklet states, "we urge those responsible for events that are bound to attract wide news coverage to make the advance preparations that common sense dictates for orderly newsgathering."

"The longer the time for preparation, obviously, the more satisfactory these arrangements will be. But even in unexpected happenings—crises, accidents, police actions and the like—there are almost always opportunities for the governmental, civic, police or other authorities in charge to arrange measures by which the media can do their job in an orderly fashion and with a minimum of confusion."

"The problem is greatly eased by the elimination of curiosity seekers, speculative news and photographic entrepreneurs, and

(Please Turn To Page Three)

Louisville Newspapers Begin New Important Trend In Daily Format

The army of readers of the Louisville Courier-Journal and the Louisville Times were treated to a "new look" in newspaper format when they read the Sunday, August 1 issue of the C-J, and the Times on Monday afternoon. Previously, the weekly Irvine Estill Herald had made the same format change. Our congratulations to both newspapers which should set a criterion that others will follow.

The Louisville newspapers became the first metropolitan daily newspapers to adopt the 6-column format throughout. Column widths in the new format are 14 picas and 9 points on all pages except editorial (5 cols.), classified (9 cols.) and comics.

The change, coupled with the establishment of equal rates for all advertisers, came as no surprise to readers of the newspapers. For several days prior to the switch, full-page and smaller-size ads had explained why the change was being made—wider columns that are easier to read, less hyphenation of words, elimination of column rules, and more informative headlines.

On Friday before the new format was adopted, the newspapers published a full-page ad in form of a memo from Executive Editor Norman Isaacs to staff members enumerating 20 basic reasons for the change.

Long-needed Revolution

In the second paragraph Mr. Isaacs stated:

"There is no point that I can see in being coy with each other about what we are undertaking. Naturally, we all hope that we are successful enough to start the long-needed revolution in metropolitan journalism. But we didn't go into it just for the sake of being pioneers in typography. We elected to take the step because we think it makes great good sense."

And afterwards he concluded:

"This is a great challenge for all of us—to build a newspaper that offers the chance for ideal readability. Let's use our added space for headlines that tell the stories properly; our picture space to feature shots that make the reader feel he's there—and let's get rid of some of the old nonsense in typography that makes so many newspapers look cramped, cluttered and untidy. If we do this job properly, we're confident we'll find more and more newspapers joining the parade to sanity."

Last Jan. 27, the Courier-Journal pub-

lished an experimental 6-column edition to get reader reaction. More than 1,000 letters and calls were received in favor of the new format. Seven adverse letters came in from readers who preferred the 8-column format.

The major problem in making a switch to the new format throughout the papers was the national advertising which is designed for the more conventional column widths. This problem was eased to a large degree by the newspapers simultaneously adopting an ad rate for national advertisers equal to that charged for local advertising.

Advertising Director J. Garrett Noonan reported no major difficulties with advertisers as a result of the change. Many national advertisers have hailed the newspapers for the step.

No 2-Col. Leads

Mr. Isaacs laid down some new style rules in his memo to the staff. They included the following:

"There will be only one column width—14.9 picas. When Edmund Arnold, the typographer, was here, he expressed the opinion we might need an alternate size. But we can't yet see any advantage to it, so we're going to stick to the one width until we've worked with it long enough to have some firm opinions.

"No two-column leads of any kind. It would make for impossible reading in 29.9 picas. Some British papers do it—and it looks horrendous.

"There will be one fundamental body face—8 point. And no more initials in the news columns—please.

"We will continue to set outlines in Bookman, so that they stand out from the rest of the type around them.

"Let's cut down on the variety of types in stories. Some occasional use of 8-point boldface to emphasize a paragraph, or to break up a mass of type on a feature page, is perfectly acceptable, but let's cease playing around with italics, boldface and 10-point Bookman to "pretty-up" a display. It's enough to give a man's eyes St. Vitus's Dance. Anyhow, any long paragraph of italics is hard to read.

"The smallest head will continue to be 10-point—Bodoni on the C-J; Spartan on the Times.

"No column rules are to be used to separate body type. This will be one of the great advantages—clearing away the

clutter of column rules. We will use rules, however, to separate advertising from news copy. And we will continue to use cut-off rules wherever necessary to aid the reader's progress on turns.

"We will adopt the type of capitalizing the names of cities in datelines. Not the states or countries which follow, but simply the names of the cities. Reason for this change is we've found that the dateline tends to get "lost" in lowercase.

Logotypes on Wire News

"In wire copy, we will drop the practice of using AP and UPI credits over page one stories and use, instead, all through the papers the wire service logotypes (AP, UPI). We wish there were logos for the New York Times, Los Angeles Times-Washington Post and Chicago Daily News wires. On stories blended out of several services we will continue to give all the necessary credits. Some of you, I know, wince over this practice. The point is that we believe the reader ought to have the names of the services and it is of little help to say, as so many other papers do, 'From Our Wire Services.' It is admittedly more cumbersome this way, but it's a guide for the meticulous reader.

"We have finally surrendered on the index. Both papers will carry short Page One indexes, confined (we hope) to about half a dozen lines; certainly not more than eight to ten. These are to be confined largely to departmental designations—editorial page, financial, sports, TV-Radio, Women's. There seems no point in mentioning comics. After all, they're in the same spot in every edition every day of the year.

"We will continue for a short time with our present daily financial tables, squaring them off to fit the column widths. However, as soon as we can re-gear the equipment, we will widen the daily market tables from the present 5.4-pica width to 7.3 picas. This will enable us to eliminate some of the terse abbreviations currently used. It should be a visual pickup for readers who follow the stock markets.

"One of the biggest changes you will see and applaud will be in sports box scores and other tables. The new 14.9-pica box scores are great. For the first time, a sports fan will be able to see a player's name spelled out, instead of those dreadful abbreviations invented by wire service fillers.

"Some marked improvement also will be seen in the TV tables. Since these widen out, too, we will get television listings that say a good deal more than now.

'Mug Shots' Taboo

"Of all the changes, the most striking

Value Of Good Copy Preparation

Skilled ideas as to the preparation of good copy, suggested in a recent issue of *Inland Printer-American Lithographer*, are:

1. To correct misspelled words.
2. To set a uniform style of capitalization of words.
3. To correct faulty punctuation.
4. To compound words consistently throughout the copy.
5. To note errors in singular or plural possessive.
6. To change a singular or plural subject so that it agrees with a singular or plural predicate.
7. To note that proper names are spelled uniformly throughout.
8. To watch the coordination between the references in the text and those in the footnotes.
9. To set a uniform style for spellings that occur more than one way in the copy.
10. To watch the correct numerical order of figures.
11. To watch the proper alphabetical order of letters.

12. To note the variation in the spelling of places and names.

13. To watch for lack of uniformity in the italicizing of newspapers, magazines, and various kinds of periodicals.

14. To observe that quotations set a size smaller or indented should not take quotation marks.

15. To note that the centered heads should not take a period.

16. To observe that inserts and marginal quotations should be indicated legibly on copy.

17. To compare the list of cuts with the actual number furnished.

18. To note carefully that the captions apply to the indicated cuts.

19. To watch for uniformity in the use of various abbreviations.

20. To observe that the use of figures or spelling them out should have some basis of consistency.

21. To indicate the styles and sizes of type of the various headings, centered heads, sideheads, etc.

Writing Better Editorials

are to attract attention and gain success:

1. The language of the editorial should be no different from the language of the news column. If anything, it should be less pretentious. Opinions express in basic English gain force by reason of their simplicity. The potential audience of the editorial page is no more restrictive, no more classified than the audience of the front page or the comic section.

2. Always put reporting and analysis ahead of sermonizing. Marshal the facts and indicate the conclusion. Don't write as though you had a direct pipeline to some unchallengeable, supreme authority.

3. A good story, well told, is worth a thousand polemics. Sprinkle illustrations liberally through your editorials, even if you have to create them for the occasion.

4. Editorials should be as local as news stories. The editor who always writes about something that happened a thousand miles away is likely to find his readers equally far from the topic.

5. Keep paragraphs short, punchy. Three short editorials on three different phases of one subject are worth at least six times as much as one long editorial on the same subject. Why, simply because more people will read them. Five hundred words per Here are some suggestions that may be

of help to you in writing editorials if their editorial is a high ceiling.

6. Cultivate the lighter touch. Humor and whimsy have their place on the editorial page. People like to laugh. An editorial page that is always serious, soon becomes deadly, and then just plain dead.

7. Deal not in personalities but in principles.

8. Whenever possible, commend rather than criticize. There are enough people looking for the dark side. Create, if you must, a theoretical recipient for your editorial flowers. By supporting someone else's stand, gain the reputation of being constructive. It is good for you and your paper.

9. Don't lend your editorial page to commercial promotion that belongs in the advertising columns. Your editorial should always be the peak of the paper.

10. It is better to be silent than hypocritical. Small editors live in glass houses through which a large part of their leadership can readily see. If you can't be honest and consistent, keep quiet.

The closer you are to a person, the more tact and courtesy you need.

Never live in hope or expectation while your arms are folded.

(Continued From Page Two)

of all ought to be in picture usage. The old one-column "mug shot" (head and shoulders deadpan) doesn't fit into this new kind of newspaper. The new size lends itself to imaginative picture use. A great many action shots that made two-column pictures in the old size will make fine single-column shots in the new. All desks are going to have to get some backbone in picture assignments. As we have said so often, a picture ought to mean something, or it is a waste of everyone's time. Let us stop ordering pictures just to try to keep some organization "happy." Either there is a printable picture there, or say you're sorry at the outset. I don't mean for anyone to be arrogant about it, or stuffy, or thoughtless. Give the callers a fair break, but please remember that the reader is entitled to the fairest break. In short, let's finally withdraw for good from the Wooden Indian school of photography.

"Finally, all of this improvement will center on our makeup skills. More and more, the emphasis will shift to top-left. This is where the eye falls naturally and there is little point in keeping up with the standard newspaper habit (and it is nothing more than this) of playing everything from top right."

Grow old learning something new every day.

No man has a good enough memory to make a successful liar.

(Continued From Page One)

amateur camera-wielders from the areas and facilities set aside for legitimate newsgatherers."

As a word of advice to those who are not experienced in arranging for major news coverage, the Committee recommends that they enlist the help of newsmen and others who are knowledgeable in public information activities.

"They can count on the advice of the local newspaper, radio and television executives to be practical, even-handed and acceptable to all participating newsmen," the Committee says.

"We recommend to those local news executives: On occasions where it is apparent that no adequate arrangements have been made and where a confused, one or more of the senior news representatives in the area should take the initiative in proposing newsgathering procedures that will be fair and efficient.

"We believe that such an effort will not be taken as presumptuous or officious, but will be welcomed by all concerned."

Better Advertising Results

Even the best ad salesman can profit by an occasional recap of the basic methods and practices leading to increased sales. The trainee needs even more frequent reminding. The following pointers are offered, not because they are new, but so that we can check-off our own activities.

SELLING MERCHANDISING IDEAS

1. Invest in good advertising mat service . . . and USE IT!—For a few dollars a month, you can have access to attractive layouts, illustrations, and timely promotions. But don't buy that service just to park it away on a shelf to collect dust. PUT THE SERVICE TO WORK—tear it apart and show merchants how you can help prepare attractive and result-pulling copy.

2. Study exchanges—A lot of publishers are too busy to open their exchanges, but a good live exchange list is worth more than \$100 per month for suggestions, copy and to show you the opportunities you are passing up. Some newspapers clip good ads, and file alphabetically for future use, or for suggestions for current layouts.

3. Check old files—They show what your merchants have done in the past and what they might do in the present or future.

4. Watch store stocks—The alert ad man keeps his eyes and ears open when he visits his customer's store. A check of window displays and stock of merchandise provides tips for ad copy—just the ammunition you need for a frontal assault on a deeply entrenched non-advertiser.

5. Watch Trade Publications—Every business classification has its own trade publication. They are full of the latest merchandising ideas along those special lines and are always good for advertising copy suggestions and layouts. Borrow copies from your merchant—it never hurts to show an interest in their business.

CONSTANT SOLICITATION

1. Use a Prospect List—See that no advertising prospect is overlooked. Make it a point to see a certain percentage of the non-advertisers every week. Start them with small ads at first and GET RESULTS for them.

2. Sell an advertising goal or quota—It gives you an incentive to beat your own record or that of your competitor. Newspaper work can be the most fascinating game in the world.

3. Keep a simple advertising chart—It is so easy to get into a rut and blame your merchants for your lack of business. A simple chart will tell a story that may jar you or your staff out of a dangerous lethargy or smug complacency.

4. Sell ads in series or packages—It takes no longer to sell a series than it does one ad, and consistent advertising brings greater results. A lay-out campaign of 13 ads (see your mat service) has made many small non-and distribution through increased demand. FOLLOW-UP IS EQUALLY IMPORTANT

1. Give extra copies of the ad for posting in the store—The greater the results, the larger will be your advertising linage. Use consistently the "As Advertised" placards. They pay large dividends.

2. Encourage window and counter displays to tie-up with ads—Furnish a display card of stickers "As Advertised in Your Newspaper". Help make it easy for the advertising to produce.

3. Show an interest in results—That is what you are selling and when you get that, your linage will take care of itself.

4. Read your own advertising—Remember encourage the readers to tell the merchants, "I saw your ad in the hometown newspaper." That sounds simple but few shoppers ever give credit to the newspapers as their source of information. And above all know what the advertiser has advertised. Nothing is more exasperating to the merchant than to discover that YOU didn't even read his ad.

SELL THE VALUE OF ADVERTISING CONSTANTLY

We sometimes forget that even the most regular and satisfied advertisers need to be constantly reminded of the fact that advertising is essential to the development and growth of a business. Take every opportunity to get this message across. Success stories repeated to your advertisers or published in your paper build confidence in advertising.

5. Spread optimism—Advertising is based on faith, and the bird who kills that by his pessimistic outlook on life has no business in the advertising game.

IMPROVED MECHANICAL AIDS

1. Be prepared to help prepare copy—If you want ad volume you must be willing to draft 75% of the copy because the average merchant can't or won't.

2. More care in set-up—Many advertisers have been lost because of sloppy work in the back shop. Care in composition, backed by good rollers and tympan and clean ink founts will pay dividends.

3. Cheerful alterations—Remember, the customer has the right to have his ad set up as he desires—he is paying for it.

4. Proof to advertisers—Give protection to advertisers and the newspapers make and keep friends.

5. Give extra service—Advertising has continued to better methods of production

Buy in six-packs and save up to 16%



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

WKPA To Hold Fall Meeting At Pennyryle State Park

The fall meeting of the West Kentucky Press Association will be held Friday and Saturday, September 17-18, at Pennyryle State Park, near Dawson Springs, according to Secretary Ben Boone III. President Walt Dear, Henderson Gleaner & Journal, will preside. The interesting program includes:

- Thursday, September 16
- Arrival day with a reception at 5:30 p.m.
- Friday, September 17
- 9:00 a.m. "How Doctors And Newsmen Cooperate", Dr. George F. Brockman, secretary, Muhlenberg Medical Society. Questions and answers.
- 9:45 a.m. "Should Editors Enter Politics?" Panel discussion. Panel: Landon Wills, Niles Dillingham, Pat Magee, Earl Bell, Jo Westpheling, and others.
- 10:30 a.m. Coffee break.
- 10:45 a.m. "Hand-drawn Ads In Offset", Bert Chud, Huntingburg, Indiana, Independent. Roundtable discussion on offset.
- 12:00 noon: Dutch luncheon.
- 1:00 p.m. Tour of the world's largest mine and largest strip shovel at Peabody Sinclair Mine—trip by bus. Fish fry and party, guests of Peabody.
- Saturday, September 18
- 9:30 a.m. Revision of KPA constitution, Larry Stone, KPA Vice-President. Association matters roundtable. Adjournment.

Jap Carriers Visit U.S.A.

The newspaper Asahi has selected 10 delivery boys from among 50 candidates throughout Japan to make a one week visit to the United States this summer. The boys, ranging in age from 14 to 17, visited New York newspapers and in several other cities before they returned home August 2. In the United States, they will be in position to learn some facts about their American counterparts. For instance, the Southern Circulation Managers' Association on one occasion compiled a survey which gave an interesting picture of the boy who carries a paper route, according to a Florida daily.

It revealed that the carrier boy was a better than average student; that he missed fewer days from school than the average; that he was actively engaged in sports,

band and other school activities; and that he was active in Boy Scouts or Y.M.C.A.

The survey found that Southern newspaper boys average 83 on all subjects. Eighty-nine percent of the schools indicated that the newspaper boys' attendance was above the school average. Eleven percent were average, and none of the boys was listed as truant.

Parents, school authorities and civic leaders were asked their opinion on the benefits of a newspaper route, and 99.5 percent viewed it as "beneficial."

Paper routes offer boys an excellent opportunity to gain sound business experience

and to make money while going to school. Speaking on this subject, Millard Coldwell, former governor of Florida, once described the paper route as giving a boy "training in thrift, enterprise, and self-discipline."

Carrier boys are America's embryo captains of industry—the youngsters who make American democracy and private enterprise a real and living thing.

It is much easier to be critical than correct.

Speak well of your enemies, you made them.

Are All Trading Stamps the Same?

Of course not. Just as there are obvious quality differences among various brands of similar products, so there are measurable value differences among trading stamp plans. Actually, a particular plan's value can be measured, as can the comparative value of many products, through four important factors:

AVAILABILITY

The stamp which is available from the most retailers is normally the most valuable stamp. When a housewife can receive the same stamp from her grocer, service station, drug store, dry cleaner, hardware dealer, car rental agency, and so on, she will accumulate stamps—and redemption merchandise—faster. The undisputed leaders of the industry, S&H Green Stamps, are given at more retailers, and at more different types of retailers, than any competing stamp. Available to 72% of all U.S. families, S&H is the only nationwide stamp plan. This means that a family on vacation can still continue to receive S&H Green Stamps almost anywhere it travels—as can the 20% of U.S. families who move their residence yearly.

SIZE

Biggest isn't always best, but S&H's leadership position in the trading stamp industry gives it the ability to provide the best in value to its savers. Since it buys the most mer-

chandise, S&H can buy at low wholesale prices. Its nine distribution warehouses, more than 850 redemption centers and nearly 8,000 employees, allow S&H to offer the best in customer service. Annually, S&H distributes more than 30 million catalogs, illustrating more than 1,600 products from over 700 leading American manufacturers.

EXPERIENCE

Experience is a major asset in any business. And S&H Green Stamps have been an American tradition since 1896. S&H developed the idea of offering trading stamps through a family of non-competing merchants as something extra—a reward for shopper loyalty. These 69 years of experience have helped S&H learn how to provide the best in merchandise, courtesy, and service.

EFFICIENCY

Efficiency in distributing merchandise has marked effects on the success or failure of most businesses today. In the trading stamp industry, distribution efficiency sharply influences the ultimate value of a filled stamp book. At S&H, the cost of handling merchandise is among the lowest of any retailing organization in the nation. An early user of automated data processing, S&H has continually updated its inventory control efficiency through the addition of the latest commercial computer installations.

An American way of thrift since 1896



Consumer Union Critical Of Advertising Practices

A highly-critical view of current advertising practices is contained in a report entitled "Standards and the Consumer," written by Consumers Union under a contract with the National Bureau of Standards, states ANPA.

Most of the 81-page report is devoted to a history of the consumer standards movement and a study of the various existing consumer standards programs in government and elsewhere. The criticism of advertising is contained in a concluding section dealing with "economic concomitants" of a consumer standards program.

The report distinguishes between "product competition" and "promotional competition." The former is described as being based on a meaningful product differentiation which is directed toward significant product improvement. However, "promotional competition" is said to have no necessary reference to any significant product distinctions; it is concerned with manipulating the buyer.

The report says that: "The proponents of consumer standards, and others concerned with maximizing the effectiveness of the national economy, generally agree that 'creative advertising' of reasonable content and magnitude can often serve a useful function; however, widespread objections to current advertising philosophy have been registered in all sectors of the population. Expenditures for advertising in 1963 were in excess of \$13 billion, and a sampling of the ad copy forces the conclusion that only a small part of that incredible sum has conveyed information of use in making meaningful comparisons between the various brands of the commodities represented."

"Even where promotional messages include product claims," the report says, "the presentation of straightforward and meaningfully-informative data is extremely rare." The report adds that "the acknowledged objective of much advertising is the creation of a favorable 'brand image,' which is of course totally unrelated to the actual attributes of a product."

The effect of "promotional competition" is described as follows: "One of the heaviest penalties levied by the contemporary promotional ethos is the upward pressure on prices caused by the snowballing tendency inherent in promotional expenditures. In product areas where promotional competition predominates, manufacturers have become enmeshed in a vicious circle of advertising expenditures, in which increased promotional activity by one establishment forces others to follow suit in the interest of

survival."

The conclusion derived from all this by Consumers Union is that: "Although mass advertising may once have provided an impetus to industrialization, the conclusion is inescapable that the preponderance of contemporary advertising as it has developed contributes mainly to a massive waste of human and natural resources. There is considerable incentive for business as well as consumers to press for standards programs that would restore the benefits of product competition and curtail the very evident abuses of runaway promotional competition."

The report was purchased by the National Bureau of Standards for \$2,450. Under the contract, Consumers Union was supposed "to assess the present role of the consumer in the formulation and effective utilization of standards here and abroad."

Small Newspaper Loans

American Newspaper Guild, at its recent convention, adopted a resolution calling for Congress "to amend Small Business Administration regulations to permit loans to be made to small newspapers." The Reconstruction Finance Corporation established the "no loans to newspapers" policy back when publisher Jesse Jones directed RFC and successor agencies have followed the policy ever since. A few publishers who are also engaged in job printing have obtained SBA loans but only by separating their publishing and printing activities and giving assurance that no Federal money is being used to help the newspaper.

Fool me once, shame on you; fool me twice, shame on me.

Keep a light color on the press: Let dry. Re-ink with color and run the job.

A gem cannot be polished without friction, nor man without trials.

In Kentucky after a day's fishing beer's the one... for good taste, good fun



Wherever you fish for sport—on the ocean, by the booming surf, or on some quiet country pond, it's great at the end of the day to head for a rewarding glass of beer. While you're talking over the ones that got away, or pan-frying the ones that didn't, you enjoy the hearty taste and cool refreshment only a glass of beer can give you so well. Yes, whatever your sport—bowling or strolling, golfing or gardening—a frosty glass of beer makes a naturally great accompaniment.

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



Stiffened Opposition Greet Hearing On Court Reporting

Two Senate subcommittees concluded four days of joint hearings on legislation to restrict pre-trial reporting of criminal cases in Federal courts. The bill under consideration is S. 290, by Sen. Wayne Morse (D., Ore.) and 14 co-sponsors. It stems from criticism of law enforcement officials and the Press for their actions following the assassination of President Kennedy in 1963.

The bill is only two sentences long: "It shall constitute a contempt of court for any employee of the United States or for any defendant or his attorney or the agent of either, to furnish or make available for publication information not already properly filed with the court which might affect the outcome of any pending criminal litigation, except evidence that has already been admitted at the trial. Such contempt shall be punished by a fine of not more than \$1,000."

A long list of lawyers and newspaper executives spoke their piece on this proposal, either in personal testimony or in written statements. Numerically the vote was heavily against the bill, although it was backed by the Judicial Conference, Sen. Morse, an agent for Jimmy Hoffa's Teamsters' Union, and one newspaperman.

Opposition was expressed in testimony or

statements by the Department of Justice, ANPA, ASNE, APME, CBS, Copley Press, and numerous others. The lone newsman favoring the bill was Joe Nevens, Assistant City Editor of the Alhambra (Calif.) Post-Advocate.

Most of the lawyers and editors pleaded for time to conclude present efforts to resolve without legislation the conflict between the First and Sixth Amendments. A number of committees are at work on the problem, as was recommended by the Warren Commission in its report on the Kennedy assassination and its aftermath.

The Justice Department position is that the Morse bill "is, at the least, premature." Its spokesman urged that the Attorney General's "guidelines" prohibiting release of prejudicial information be given a chance to work because "voluntary control is preferable to broad and drastic statutory restraint."

Paul Fisher, Director of the Freedom of Information Center at the University of Missouri, opposed the bill and defended the record of the Press. He testified: "Despite the impression of some that the Press has widely abused rights of defendants in irresponsible exercise of the First Amendment, there is little beyond fiery opinion to back this up."

Take time to read—it is the source of wisdom.

Fol Bill Still Impending

Senator Edward V. Long (D., Mo.), sponsor of the Freedom of Information bill, told a section of the American Bar Association in Miami Beach that his bill "should have a good chance for Senate passage this year." He declined to speculate on chances of the companion bill in the House.

Sen. Long's comments came on the heels of published reports that the Administration has succeeded in stalling FoI legislation for this year. The problem is on the House side, where Rep. John E. Moss (D., Calif.) has been trying to work out a compromise bill that the Department of Justice would accept.

Justice insists that any bill must affirm the principle of "executive privilege," a doctrine espoused by some recent Presidents which allows suppression of information. Rep. Moss refuses to endorse this principle but is loath to push a bill which the Administration opposes strongly.

The self-made man has a lot of working parts.

Take time to think—it is the source of power.

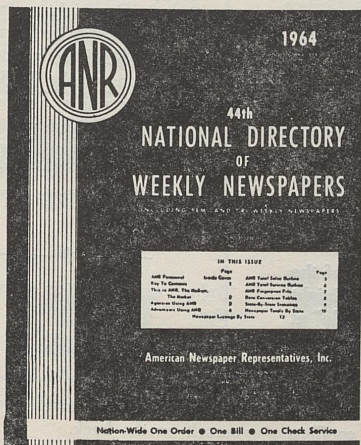
Every man carries with him the world in which he must live.

Publishers

Save \$7.50 On Your Copy of ANR's New

NATIONAL DIRECTORY OF WEEKLY NEWSPAPERS

Tear Out This Ad
Fill In The Coupon Below
Mail With Your Check



... just off the press, the new 1964 Directory is a reservoir of up-to-the-minute information on over 8,000 Weekly Newspapers in all 50 States. Contains nearly 300 pages, with 50 State-County-City Maps. It is the only publication listing national line-rates and complete data under these headings: Publication Name & Address; Population; Area Designation; Representation; Circulation; Issue Day; Alcoholic Beverage Policy; Mechanical Requirements; Color; Type of Audit; and Publisher's Name.

Regular Price \$15. Special To Weekly Newspaper Publishers \$7.50

American Newspaper Representatives, Inc.
404 Fifth Ave., New York, N. Y. 10018

Send me _____ copy (copies) 1964 Directory Check Enclosed

Newspaper _____

City _____ State _____

(Signed) _____

Bill Introduced To Prevent Non-Profit Advertising Tax

Rep. John J. Duncan, a Freshman Republican from Knoxville, Tenn., has reintroduced a 1964 bill which had bipartisan sponsorship in the House to prevent Internal Revenue Service from collecting income tax on advertising and circulation revenue of publications issued by non-profit organizations. The Duncan bill is H.R. 9962. It was referred to the House Ways and Means Committee.

NNA checked with Rep. Duncan and learned he introduced the bill at the request of an organization of purchasing agents in Knoxville. He was unaware of the newspaper interest in this subject. Most state press associations would be affected by the proposed IRS rules.

Last September IRS drafted a proposed rule to collect taxes on such publication income, even though received by a tax-exempt business league. The U.S. Chamber of Commerce and many other associations protested and the Treasury did not approve adoption of the IRS proposal.

Reps. Thomas B. Curtis (R., Mo.) and our own John C. Watts, both Ways and Means Committee members, introduced identical bills last fall to thwart IRS plans. Rep. Curtis reintroduced his bill last March. It is H.R. 5650, also referred to the Ways and Means Committee.

Big shot salesmen were once little shots who kept on shooting.

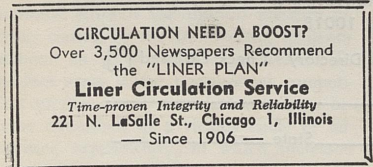


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A COMPLETE NEWSPAPER
ADVERTISING SERVICE
For Daily and Weekly Newspapers
101 FIFTH AVENUE, NEW YORK 3

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
100 East Main St. Frankfort, Ky.



CIRCULATION NEED A BOOST?
Over 3,500 Newspapers Recommend
the "LINER PLAN"
Liner Circulation Service
Time-proven Integrity and Reliability
221 N. LaSalle St., Chicago 1, Illinois
— Since 1906 —

Ads Attract Attention No Matter Of Position

Hood, Light and Geise, Inc., Harrisburg (Pa.) agency, carried an interesting observation in a recent newsletter. The item was headed "Let's Not Rap R.O.P.":

"In general, the position of a newspaper advertisement, whether on a left- or right-hand page, above or below the fold, or near the front or the rear of a section, makes little difference in determining the advertisement's readership. This has been demonstrated by many studies over a period of many years. But clients are loath to believe it. More often than not, they receive the statement with raised eyebrows and an expression that seems to say: 'Do you really believe that or are you just saying it because you aren't able to get the really good position?'"

"But it's true. And we were glad to read in a recent issue of Media/Scope that the proposition has been confirmed once again—this time in a split-run test in Eugene, Oregon, conducted by the University of Oregon's School of Journalism, with the aid of a grant from the Bureau of Advertising, ANPA.

"As in the previous studies, reports Media/Scope, 'no significant differences in readership were found between items on left- or right-hand pages or for the same items when they appeared above or below the fold. "Quite small" differences, however, usually were found between readership of the same items when they appeared in the front and to the rear of the first section, constituting "mild support, but definitely not proof" of the belief that an item may do better near the front than toward the back of that section.'

"Moral: It's how well you play, not where you're seated in the orchestra, that counts."

ASNE Clearing House

Smaller weekly and daily newspapers can now go to the American Society of Newspaper Editors with their problems and questions on the pre-trial publicity, or so-called prejudicial publication, question. An informal "clearing house" has been established by ASNE, it was revealed in a question and answer period after a speech by Felix McKnight, Dallas Times Herald executive vice-president and member of the ASNE's press-bar committee. Mr. McKnight spoke on "Where Press and Bar Collide" at the 80th annual convention of the National Newspaper Association.

The clearing house is strictly informal, but newspapers needing information on specific areas of pre-trial publicity conflicts

with the bar can obtain informational counsel from the ASNE. Questions should be sent to Mr. Al Friendly, ASNE, c/o American Newspaper Publishers Assn., 750 Third Avenue, New York, N. Y.

Increasing Production Constant Review Brings

Robert L. Eger, former secretary of the Bank Stationers Section of the Lithographers and Printers National Association, lists these potential trouble-makers:

1. Inadequate records. Often the quantity of records is sufficient, but the quality is lacking.

2. Cumulative losses. Wasted time and production leaks add up to serious losses.

3. Tax problems. Usually it's cheaper to engage competent advice on tax matters.

4. Growth influences. As the company grows, so grows the need for more financial and production records.

5. Product development. New trends and products may help increase quality and decrease costs on your newspaper. It's wise to keep eyes and ears open.

6. Product diversification. Be on the lookout constantly for news ideas.

7. False confidence. Temporarily good business or lack of competition often results in a tendency to loaf.

8. Administrative coordination. It's essential to communicate with employees.

9. Management succession. Manage your business with the idea you might not be there tomorrow. Have a successor prepared or the company will suffer if you are forced away from the job. Ditto for all other executives.

NNA filed last week with the Senate Subcommittee on Copyright a statement of its views on pending bills to rewrite the Copyright Act of 1909. The statement supported recommendations of the Register of Copyrights but proposed a number of amendments. NNA's position was set forth last month before a House subcommittee by Dick Carwell of Hoosier Press Association. The letter to the Senate groups reiterated those views.

Today's car inspection, is tomorrow's protection.

"Caution is not cowardly, and carelessness is not courage."

You can't push yourself ahead by patting yourself on the back.

this is how K.P.S. helps the advertiser



THE HARD WAY

CONTRACTS FOR EACH NEWSPAPER	SPACE ORDERS FOR EACH NEWSPAPER	TEARSHEETS AND BILL FROM EACH NEWSPAPER	CHECKS TO EACH NEWSPAPER
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THE K.P.S. WAY

ONE CONTRACT	ONE ORDER	ONE BILL	ONE CHECK
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this is how K.P.S. helps the publisher

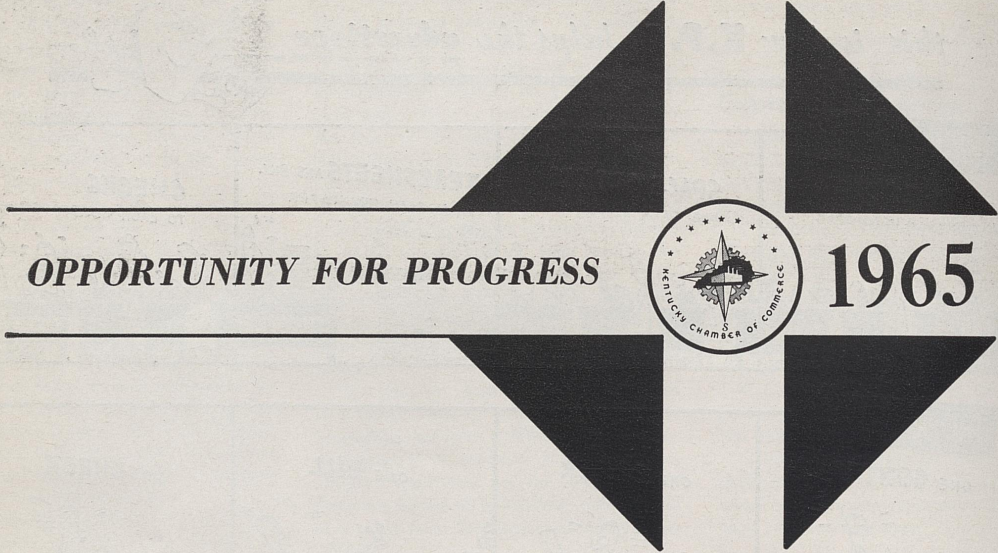


THE HARD WAY

CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS	NON-UNIFORM INSERTION ORDERS	EVERY ONE CHECKS TEARSHEETS FOR BILLING	MANY CHECKS TO ENTER AND CREDIT
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THE K.P.S. WAY

ONE CONTRACT	UNIFORM INSERTION ORDERS	FOUR COPIES OF NEWSPAPER TO K.P.S.	ONE CHECK FROM K.P.S. TO NEWSPAPER K.P.S.
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OPPORTUNITY FOR PROGRESS

1965

THREE to get ready!

Calling all "Opportunity for Progress" communities. Are your reports ready? They must be in the mail by October 10.

ONE for the entry! Eighty Kentucky cities entered the Kentucky Chamber of Commerce "Opportunity for Progress" contest last May. The 1965 program, unlike prior years, is not to see how *many* projects your city can undertake, but how *much* progress can be made in just a few. Your community can win an award with only one project, or qualify as an "All Kentucky City in 1965" by achieving excellence in four projects.

TWO for the GO! This means that as many as 300 community improvement projects have been underway since early this year. It means that hundreds of community leaders are

devoting their time and talents to the job of making their communities better places in which to live and do business.

THREE to get ready! Complete your reports now. Mail them before October 10.

FOUR to know! When will we learn what has been accomplished? After the judges' evaluation of all entries, award winners will be announced in November.

KU KENTUCKY
UTILITIES
COMPANY

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