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The Kentucky Press

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

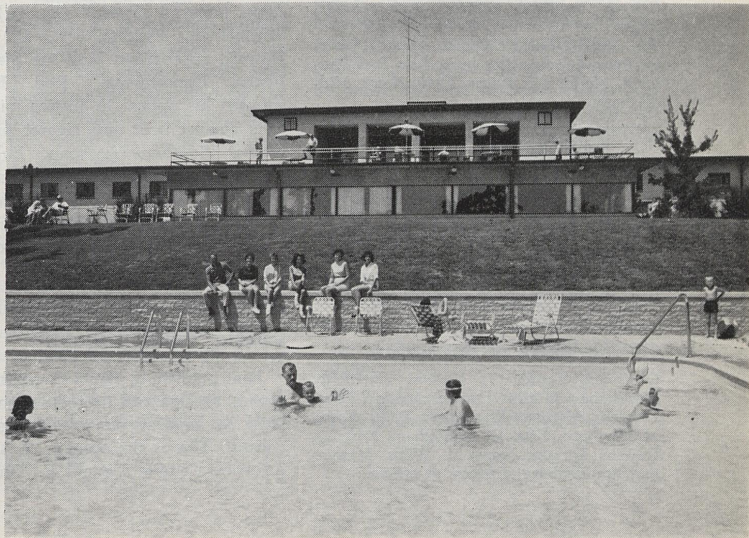
The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical 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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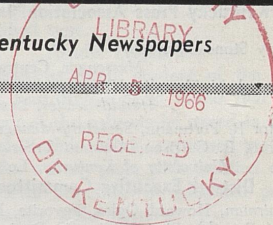
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VOLUME 32, NUMBER 6

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Kentucky's Showcase: Popular Kenlake Park Reopens



The Kentucky Press + As We See It +

VOLUME 32, NUMBER 6

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Victor R. Portmann, Editor
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Newsprint Raise Now Established At \$5 Ton

Two House members, one acting on behalf of the New Jersey Press Association, have asked the Department of Justice to investigate the increase in the price of newsprint which is in the process of being imposed. Justice has not responded to the requests.

The newsprint price situation is fluid and still subject to change. But as of now it appears that the \$10-per-ton increase will apply to West Coast newspapers only and that publishers elsewhere will be saddled with a rise of \$5 to \$7, effective at various dates in the next 60 days.

International Paper Co., largest North American producer, broke the \$10 pattern by announcing a \$7 increase. Then Kimberly-Clark and Great Northern posted \$5 boosts. These moves by U.S. companies caused some second thoughts in Canada, and rollbacks were announced by Domtar, Great Lakes, Bowter, Abitibi. All came down from \$10 to \$5.

Great Northern, a U.S. producer long silent on its price plans, came out with a \$5 announcement. Several other companies maintained silence, apparently waiting to see how the jockeying would end. One apparent conclusion is that paper is going to be more costly this spring.

The protests from Capital Hill were by Reps. James J. Howard (D., N.J.) and Michael A. Feighan (D., O.). Rep. Howard approached both the State and Justice Departments. Rep. Feighan coupled his appeal to Justice with protests against beer and cigaret price increases. Southern Newspaper Publishers Association held an emergency meeting on newsprint prices and predicted that contract cancellations would be widespread unless announced increases were rescinded.

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Central Plants Legal

Joint publishing plants shared by competing newspapers to reduce costs are legal so long as no price-fixing is involved. This is the opinion of Assistant Attorney General Donald F. Turner, in

charge of the Antitrust Division. Turner is a former Harvard professor appointed to his present post last year.

Turner told UPI that agreements between competitors must not include provisions for pooling of profits, or fixing of advertising or circulation rates. He indicated he has no argument with pooling plans limited to achieving economies in operation.

"Why should we object to cost-saving operations," Turner said. "We know newsprint costs are up and newspaper mortality is high. It is one thing to save money. It is another to enter into price-fixing arrangements to end all competition."

While UPI did not say so, its questions to Turner were probably inspired by the rumored arrangement in New York, involving the Journal-American, World-Telegram and Herald Tribune. If the reported deal comes off, there will be one less daily and one less Sunday paper in New York.

Incidentally, partners in existing joint printing operations may expect the Justice Department to look over the contracts establishing the dual operation. Dr. Turner said Justice will check the agreements in 24 cities, to make sure the plans are limited to joint printing.—NNA

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Deputy Postmaster General Fred Belen has written Ted Serrill in response to the NNA inquiry about the provision in the Parcel Post bill affecting second class zoned mail. Pending legislation would substitute sectional centers for present zones, and NNA inquired about the impact on publishers if the bill becomes law.

Belen acknowledged that "publishers would have to make a one-time rechecking of their zoned mail subscriber lists," but he gave assurance that "we are developing a program to assist them so that the rechecking will be easy and fast."

Belen also said "ample time will be allowed" to conform, if the bill passes, and that Postmasters will assist publishers in making the change. He gave assurance that compliance "will not entail any serious problem."

The House Post Office Committee has approved for reporting H.R. 13448, the bill to airlift newspapers and certain other mail to servicemen overseas.

Betting Odds Favor Increasing Changes In Newspaper Formats

The application of research findings in science and industry is based to a large extent on the "betting odds"—the probability that the new methods will improve production or improve quality of the product with the same or a smaller amount of investment in time, capital, and energy.

Even the most dramatically effective miracle drug does not offer the certainty of a complete cure for every person. But it does offer the *probability* at a rate greater than chance that it will provide a cure.

An increased interest in typographic research has occurred in the United States as newspaper publishers, beset by rising costs and competition, have begun to re-examine traditional ways of production to see what the "betting odds" are on increasing production without lowering the quality or acceptability of the product.

If the "betting odds," based on recent typographic research, were accepted by Iowa newspaper publishers, what changes in newspaper typography might result?

THE SIX-COLUMN PAGE. The change of the Louisville *Courier-Journal* and the *Christian Science Monitor* to wider columns with the six-column page may be either a passing typographic fad or a sign of the future. What are the betting odds?

At the moment, the probabilities based on research strongly favor the wider column and the six-column page. After World War II, when newsprint costs were rising, the narrow column was widely adopted as a means of saving newsprint by reducing page width without corresponding reduction in advertising revenue. But the decision to reduce the width of columns ignored the factor of increased composition costs. Also, the decision was contrary to the best research findings on optimum line widths for the reader.

Column Widths

As long as 30 years ago, two Univer-

(Editor's Note: This thought-provoking article, written by J. K. Hvistendahl, professor of journalism at South Dakota State University, is republished from the Iowa Publisher for your reflection and comments. At least we can conclude that printing and publishing is not static today.)

sity of Minnesota psychologists, Miles A. Tinker and Donald G. Paterson, demonstrated in repeated experiments that the then-prevalent 12-pica column slowed reading rate considerably. The optimum column widths for the 7- and 8-point types of that day, they found, were in the range of 15 to 18 picas. From the viewpoint of reading efficiency, the current 11-pica line (often with larger 9-point type) could be expected to be even less efficient.

As recently as last year, Richard Wiggins, in a doctoral thesis at The University of Iowa, confirmed the Tinker-Paterson findings. Wiggins found that the optimum column width for 8-point Regal type is between 14 and 24 picas.

Wiggins concluded, "The reduction of newspaper columns since the time of World War II has decreased reading speed significantly."

Findings on Width

Jack Nuchols, Jr., a graduate student working under the direction of the author, found that readers could read 9-point Imperial type (supplied by the Minneapolis *Tribune*) 4.1 per cent faster in a 15-pica width than in the *Tribune's* present 11-pica width.

The same characteristics that slow the reader of the 11-pica column apparently have an even greater effect on the speed of line casting machine operators.

Another graduate student of the author, Alben Leicht, found that machine operators could set 15-pica lines 35 per cent faster than equivalent copy in 11-pica lines.

The balance sheet implications of such a great increase in production are obvi-

ous. In addition, the evidence is overwhelming that the present narrow column is unnecessarily hard to read.

THE UNJUSTIFIED COLUMN. Research findings on the unjustified right margin are not so conclusive. John Davenport and Stewart Smith, researchers for the Scripps-Howard newspapers, reported in the Summer 1965 *Journalism Quarterly* that unjustified columns had no effect on "How much, how quickly, or how accurately newspapers are read."

Stanley Powers, in a master's thesis at the University of Florida in 1962, found that unjustified type could be read slightly faster than standard, justified type, but that the readers seemed to prefer justified columns. Wiggins (previously cited) found that the reading rate was about the same for justified and unjustified type.

Reader Preference

A third graduate student of the author's, Karl Ruthenbeck, found that 74 per cent of the subjects he tested in and around Virginia, Minn., expressed preference for a front page with justified columns over an otherwise identical page with ragged right margins.

But Ruthenbeck pointed out that most of the readers in this area were accustomed to justified columns. It is possible that if given a choice the readers of the *Denver Post*, one of the few dailies with unjustified columns, might favor a newspaper made up that way.

At the moment, the betting odds seem to favor the use of justified columns. But if significant production gains can be made by using unjustified columns (cold type in an offset newspaper, for instance), the gain in production might be worth the risk of some unfavorable reader reaction. Perhaps more research should be done with unjustified columns before too many blue chips go on the table.

HYPHENATION. As anyone who has ever operated a linotype knows, frequent word hyphenation can be a vexing task, and costly in lost production time.

The possibilities in word hyphenation are:

- 1) hyphenate words without regard to syllables;
- 2) hyphenate no words at all, leaving a ragged and unjustified right margin;

3) hyphenate normally with the correct division of words.

Leicht, who tested 30 machine operators setting justified copy, found that the number of hyphens needed was significantly reduced when the type was set in 15-pica rather than 11-pica measure. (The reduction of hyphens no doubt contributed to the 35 per cent increase in operator speed which Leicht found with the wider measure.)

Low Acceptance

Davenport and Smith found that unhyphenated copy (resulting in especially ragged right margins) could be read as quickly and accurately as hyphenated copy. However, both Ruthenbeck and Powers found that reader acceptance of unhyphenated copy was low.

The odds at this time seem to favor use of wider columns to reduce the number of divided words (an aid to both reader and operator) but retention of normal word hyphenation.

USE OF COLUMN RULES. Little research has been done on the effect of the presence or absence of column rules. Ruthenbeck found that readers in his area (northern Minnesota) seemed to prefer pages with column rules regardless of whether the composition was justified or unjustified.

However, he pointed out that readers were accustomed to column rules in newspapers which they read and may have been reacting to the familiar, rather than to readability or esthetic preferences.

Two-Sided Story

Until more research is available, the best word at present seems to be "Pay your money and take your choice." What you gain in page composition time by eliminating column rules, you may lose in wasted newsprint. (Although the slight loss in paper would be of little concern to weekly publishers.)

TYPE SIZES. The weight of scientific evidence, mostly stemming from the research of Tinker and Patterson, seems to favor the trend toward 9-point as a new standard in newspaper typography.

The two psychologists established beyond much doubt that the larger sizes can be read faster, and that readers require fewer eye fixations and pauses. Also, readers can read more words per fixation than with 8-point or smaller type.

Helps Readership

Donald E. Murphy, for many years a researcher for *Wallace's Farmer* in Des Moines, found that increasing the type size and the column width increased readership among older readers, especially men. But Murphy started with 9-point, a size much nearer the optimum for most readers, and increased it to 10-point. Newspapers changing from 8- to 9-point could perhaps expect even greater reader acceptance.

TYPOGRAPHIC RELIEF. Typographers have always assumed that some sort of "relief" is necessary to break the long, solid columns of print in newspaper composition. Usual devices to provide this function are paragraph heads, bold face "lead-ins," and bold paragraphs.

Little research has been done in this area. However, the author, in a research project supported by the Magazine Publishers' Association, found that readers seemed to prefer pages "relieved" in this order.

1. Standard paragraph heads
2. Bold face capital lead-ins
3. Bold face paragraphs

Pending further evidence, it would appear that either paragraph heads or lead-ins are the best bets. Bold paragraphs are difficult to set, and if they are indented, they reduce even further lines that are already too narrow from the viewpoint of both reading and composition efficiency.

An early Tinker and Paterson study found that typographic relief of any kind tends to slow readers slightly, but that readers preferred such relief. Bold face capital lead-ins could be expected to slow readers only slightly, if at all, and in this respect could be expected to be superior to other forms of typographic relief.

EFFECTS OF LEADING. Evidence that some leading is necessary in 8- and 9-point types is abundant in the Tinker-Paterson studies, although the Minnesota psychologists did little experimenting with the 11-pica column, which is considered "standard" today. The best estimate of the optimum leading for 8-point type is 2 points, and for 9-point type 1 point.

COMPOSING-ROOM AUTOMATION. Computers are now available for automating some phases of typesetting. At the moment, the main function of the computer is to take the human element

out of justifying and hyphenating.

Operators with little more skill than the average stenographer can turn out a continuous string of tape without pausing for margins, justifying, or hyphenation. The computer takes over these functions.

Richard E. Lewis, manager of the Graphic Arts Marketing division of IBM, gave this estimate of production increases that might be expected through use of a computer:

1. The average operator can set 100 to 150 lines of type an hour.
2. An operator using TTS paper tape can produce about 200 to 300 lines per hours.
3. A paper tape operator, with the aid of the computer, can produce 500 to 600 lines of type per hour.

Assuming a four-fold increase in production for each compositor, it would seem that tremendous cost reductions could be made with computer composition. But you can count on a minimum rental charge of about \$50,000 a year for a computer (like the IBM 1620) with the necessary extra equipment.

Dollars Involved

If, for a crude example, you had 12 straight-matter operators (earning \$7,000 a year with fringe benefits) who could be reduced to three with the addition of a computer, your salary cost could conceivably drop from \$84,000 a year to \$21,000. But you would have to hire a programmer at \$10,000 a year, bringing your new salary costs to \$31,000 a year. Add the \$50,000 rental, plus \$2,000 debt interest for necessary new line-casting equipment, and you're about where you started.

This, of course, is assuming that you can realize full savings from the computer, and that you're on remarkably friendly terms with your local of the International Typographical Union. And the computer you have leased lacks the capacity to do your bookkeeping. You will have to add another \$30,000 a year if you want to replace the fellow with the green eye shade.

Unopposed county seat weekly, the Cumberland County News, Burkesville, is for sale as the editor-publisher is leaving the state. Offset and letterpress equipped in excellent condition. Grosses \$30,000; For sale at \$30,000, 10% off for cash. Write or phone (502-894-3891) Ernest M. Lawson.

Prize Winning Editorial

We reprint a recent and already famous prize-winning editorial by Allan McIntosh of the Rock County Herald, Luverne, Minnesota. This is, and we feel rightly so, being reprinted in much of the Minnesota rural press. See if you agree.

I am a tired American.

I'm tired of being called the ugly American.

I'm tired of having the world pan-handlers use my country as a whipping boy 365 days a year.

I am a tired American—weary of having American embassies and information centers stoned, burned and sacked by mobs operating under orders from dictators who preach and breed conflict.

I am a tired American—weary of being lectured by General DeGaulle (who never won a battle) who poses as a second Jehovah in righteousness and wisdom.

I am a tired American—weary of Nasser and all the other blood-sucking leeches who bleed Uncle Sam white and who kick him on the shins and yank his beard if the flow falters.

I am a tired American—weary of the beatniks who say they should have the right to determine what laws of the land they are willing to obey.

I am a tired American—fed up with the mobs of scabby faced long-haired youths and short-haired girls who claim they represent the "new wave" of America, and who sneer at the old-fashioned virtues of honesty, integrity, and morality on which America grew to greatness.

I am a tired American—weary unto death of having my tax dollars go to dictators who play both sides against the middle with threats of what will happen if we cut off the golden stream of dollars.

I am a tired American—who is tired of supporting families who haven't known any other source of income other than Government relief checks for three generations.

I am a tired American—who is getting madder by the minute at the filth peddlers who have launched Americans in an obscenity race—who try to foist on us the belief that filth is an integral part of culture—in the arts, the movies, literature, and the stage.

I am a tired American—weary of the bearded bums who tramp the picket lines and the sit-ins—who prefer Chinese communism to capitalism—who see no evil in Castro, but sneer at President Johnson as a threat to peace.

I am a tired American—who has lost all patience with that civil rights group which is showing propaganda movies on college campuses from coast to coast. Movies denouncing the United States. Movies made in Communist China.

I am a tired American—who is angered by the self-righteous breast-beater critics of America, at home and abroad, who set impossible yardsticks for the United States but never apply the same standards to the French, the British, the Russians, the Chinese.

I am a tired American—sickened by the slack-jawed bigots who wrap themselves in bed-sheets in the dead of night and roam the country-side looking for innocent victims.

I am a tired American who dislikes clergymen who have made a career out of integration causes, yet send their own children to private schools.

I am a tired American who resents those who try to peddle the belief in schools and colleges that capitalism is a dirty word and that free enterprise and private initiative are only synonyms for greed.

They say they hate capitalism, but they are always right in the head of the line demanding their share of the American way of life.

I am a tired American—real tired of those who are trying to sell me the belief that America is not the greatest nation in all the world—a generous hearted nation—a nation dedicated to the policy of trying to help the "have nots" achieve some of the good things that our system of free enterprise brought about.

I am an American who gets a lump in his throat when he hears the "Star Spangled Banner" and who holds back tears when he hears those chilling high notes of the brassy trumpets when Old Glory reaches the top of the flag pole.

I am a tired American who thanks a merciful Lord that he was so lucky to be born an American citizen—a nation under God, with truly mercy and justice for all.

Libel Law Affected By Two Court Rulings

The United States Supreme Court has issued two important rulings affecting libel law. One decided that Federal labor laws do not bar state courts from awarding libel judgments for statements made during union organizing campaigns. The other indicated a broadening of the "public official" designation under the New York Times case.

The first case involved a nagging question that had resulted in conflicting opinions in lower courts—whether jurisdiction of state courts to award libel damages during labor disputes had been preempted by the National Labor Relations Act. In other words, if an individual was libeled while an organizational campaign was in progress, was his only remedy to file an unfair labor practice charge with the NLRB rather than proceeding with a civil action for damages? The majority of lower courts had followed the pre-emption theory laid down by prior Supreme Court decisions, while a minority had insisted that the states retained power to protect a compelling state interest in domestic peace.

The U.S. Supreme Court was in conflict on the question, too—but by a 5-4 decision ruled that state courts could entertain such suits. In doing so, however, it adopted a more stringent rule on damages than some states apply. It held that the plaintiff must prove specific injury (such as general injury to reputation, mental suffering, alienation of associates and specific items of pecuniary loss). It also said that the statements must be made with malicious intent.

The second case (Baer v. Rosenblatt) reversed and remanded for a new trial a \$31,500 libel judgment in favor of a former supervisor of a county-owned ski resort on the ground that he may be found to be a "public official" who can recover damages only for statements made with malice about the conduct of his official duties.

This case was decided after the New York Times decision by the Supreme Court of New Hampshire (Oct. 6, 1964). The action arose from articles written by an unpaid columnist for the Laconia, N.H., Evening Citizen which questioned the relatively low profits realized by the county-owned recreation area when Baer

(Continued On Page 7)

Workable Suggestions Made To Improve Advertising Sales

A few weeks ago at the New York Press Association meeting in Syracuse I sat through what was probably the best session on weekly newspaper ad selling I have attended since this column's inception in 1961.

The speaker was a newspaper consultant, Regis J. Stevenson, president of Achievement Programs Incorporated, Buffalo, N.Y. I came prepared to hear the same old clichés of "sell, sell, sell," a few pats on the back to the weekly newspaper field as a great medium and how they could get national advertising.

For the next two hours Mr. Stevenson sold me. He did it with wit, humor and the soundest approach to weekly newspaper ad selling I've come across.

Mr. Stevenson was probably suspect to the more cynical of us in the audience because he wasn't a newspaperman. The program pointed out he held a degree in psychology and "worked his way up through sales, advertising and marketing to become national sales manager of a leading aviation company."

The title of his talk was "How to Help Your Salesmen Sell More Advertising in 1966" and the program notes added this pretentious-sounding quote attributed to Mr. Stevenson:

"The same ideas that make sales people go also affect everyone else. I guarantee some exciting new ideas about human behavior than can be applied in a very practical way immediately. Anyone interested in being more successful in life and business will find this workshop very rewarding."

Work the Key

Mr. Stevenson contended right at the start that the difference between a successful and unsuccessful salesman is simply *work*. Also that a publisher can't demand his salesman catch a fish if the salesman wasn't going fishing — i.e.; wasn't making calls.

He suggested that there were 50 to 70 top ad prospects on each weekly newspaper. "When was the last time you talked to Number Seven?" Mr. Stevenson asked. "Has your salesman been making a dozen calls a day to top

(Editor's Note: Suggestions to improve advertising salesmanship are advanced in this recent convention talk before the New York Press Association as reported by Rick Friedman in Editor & Publisher and used by permission of the editor.)

priority accounts? Or does he do a lot of work in the office?"

Mr. Stevenson told the weekly publishers they should sit down with the salesman and draw up a list of the top dozen prospects. "Then," he added, "give these dozen tender loving care. Call on each one of them every other week for a year. Stop wasting time on the Mom and Pop stores, the cats and dogs down at the bottom of the list.

"When you sell two, add two more top prospects to the list."

Planning

Mr. Stevenson emphasized the importance of planning. "Make your salesman plan his calls. This is the secret of being a self-starter. Fifteen minutes of planning this week is better than an hour of planning next week.

"Otherwise, Monday comes around and your salesman says to himself, 'Who would want to see me?' And you know what the answer to that one is!"

Mr. Stevenson suggested that Friday mornings should be the sacred time for getting next week's planning done. He told the editors to put themselves into a room with their salesman and instruct the outer office that there be no phone calls or other interruptions for them until they are finished.

"At this meeting, lay out for your salesman what he is going to do. Commit him. Let him commit himself.

"List a dozen calls he is going to make each day next week. And the next Friday, produce a copy of this list. Make him detail each call. Find out where he went, what he said during the week. You do this a few weeks in a row, you begin to see a pattern."

Mr. Stevenson contended that if the salesman was making a dozen calls a day, the percentage had to be with him for selling some advertising. "Even if he just

stuck his head in a door and shouted, 'You don't want to buy an ad, do you?' somebody is going to say 'Yes, I want to buy an ad,'" Mr. Stevenson claimed.

Somebody in the audience asked about incentives for ad salesmen. Mr. Stevenson was all for them. "It's tough to get salesmen," he said. "An incentive program brings out the competitive spirit. Have the sweetener tied to the performance. He produces more, he makes more. A successful plan is a salary plus a certain percentage of the billing.

"What difference does it make to you if your salesman ends up earning \$18,000 per year? If he makes that, *you're* making money."

Mr. Stevenson returned to his point on planning and advised: "Don't trust anything to your head. Get it down on paper. Mental ideas aren't firm enough. That only means you're playing it by ear."

Finding Time

One of the weekly publishers raised the objection that it would be hard to find the time on Friday mornings for such meetings.

"What is more important?" Mr. Stevenson asked rhetorically. "Advertising is the lifeblood of your newspaper business. You want to make it big in 1966, you have to do it."

Mr. Stevenson said this was the time to go over some of selling problems the salesman had encountered during the week. "On a weekly operation, you have little time in training a salesman. The Friday meeting is when you can do some of that training. "Go over the standard-type objections he has encountered in his selling, ones that he couldn't handle. This is a 'where do I go?' and 'what do I do?' and 'what are we trying to say about the advantages in using our paper?' session.

"Use the session to go over the competition and find out what they are doing. Get your salesman to define 'what we really have to sell.'

"This is where you can reexamine your own product, the cracks in your competition, where you can take a fresh look at what you have to sell."

He also suggested the publishers take a look at their records of last year. He said the "ghastly deadlines" of publishing each week get the publishers so bogged down in so much detail they don't see the forest. "Four or five advertisers may account for half of your billings. And of

the bottom 50, how many headaches are there in these accounts? It might be better not to call on them and have to beat the dollars out of them."

Creative Selling

He claimed that too many publishers spend their time servicing old accounts and no time out on creative selling. "There must be some new business activity every week," he went on. "Twenty to thirty percent of your time, at least, must be devoted to new business. Expose yourself to new advertisers. Get thrown out of stores. You'll be surprised at what you can do."

"Don't knock the competition," he said. "Instead of detailing his weak points, push your strong points. If you compete with a shopper, sell the value of a community newspaper and the fact people *read* your newspaper."

"If your salesmen aren't bringing in accounts, if they are backing off new business calls, have them stop selling for a few days. Instead, let them just survey the merchants."

"Let them find out who the man is they have to sell and call on him as a doctor would. The approach here is 'What's the problem and how can we solve it with advertising? Maybe we can't. But at least let us know the problem.'"

Mr. Stevenson said a salesman should not be interested in a single ad but in an ad account. And the salesman going after an account knows all about that account. He has long range plans for this account, and he has immediate plans.

Keep Quiet

Mr. Stevenson strongly emphasized that the important thing was to let the advertiser talk and not butt in. "He usually won't shut up," Mr. Stevenson continued. If he switches to bowling, you can cut him off. But if he talks about advertising, let him go.

"You do this, you're putting yourself across with him. He likes somebody to listen to him. Don't stop him, don't cut him off. You cut the man off in mid-sentence, the half you didn't hear may be an ad program for the next three months."

Fourteen Guidelines

Kentucky admen may or may not need reminding, but here are 14 good guides to better advertising sales:

1. Never discuss personal difficulties

with a customer—he has troubles of his own.

2. Keep a smile on your face even when discouraged; many sales depend on a smile and your ability to sell yourself.

3. Always stick to the truth.

4. Be ever mindful of your appearance. Fresh shirt, shined shoes, trimmed nails and tidy clothes, all have an effect.

5. Be explicit in the information you furnish; many an order has been lost through an unnecessary misunderstanding.

6. When your business is finished, and the order signed, show appreciation. Remember he has other business, and so have you.

7. Have respect for yourself, and others will respect you.

8. Don't be over-familiar; familiarity breeds contempt.

9. Be interested, but never inquisitive. There is a distinct difference, and minding your own business will get you further.

10. Know your firm and the merchandise it carries and describe it convincingly but do not make exaggerations you may be forced to retract later.

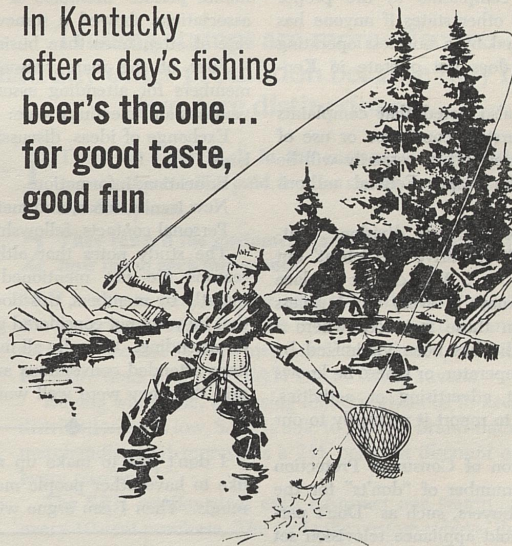
11. Never knock a competitor; the reaction of the customer is a boost.

12. You can high pressure a customer—but you can't keep him high. When he "comes to" he will resent your tactics.

13. Verbal understandings are dangerous.

14. Remember, you are not only selling merchandise; you are also selling yourself.

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

New Law Unit Protects Against Unethical Practices

Cheats and gyps practicing in Kentucky under the old legal adage of "let the buyer beware" appear to be revising their activities for the better under the Kentucky Department of Law's new warning of "let the seller beware."

Attorney General Robert Matthews says the response has been gratifying since his department established a Division of Consumer Protection to guard citizens against "unethical and fraudulent sales practices."

The new division is operating under the joint direction of Assistant Attorneys General Robert Preston and Harold Hotopp. "My staff," Matthews said, "will investigate complaints which are submitted to my office. We also will assist in referring complaints to the proper authorities of other states if anyone has been victimized by a business operating there which does not operate in Kentucky."

Matthews also noted that complaints involving interstate commerce or use of the mails to defraud, necessarily will be referred to the proper Federal authorities.

"The aim of the new division," Matthews says, "is to drive the 'cheat' out of business . . . We cannot replace personal attorneys in every day business affairs, but in those instances where a person feels he has been victimized by a fraudulent operator, or where he knows of fraudulent advertising or activities, we urge him to report it promptly to our office."

The Division of Consumer Protection has listed a number of "don'ts" for the guidance of buyers, such as "Don't permit a household appliance television set or radio to be taken by a repairman without first receiving a written estimate of probable repair cost."

"Don't sign a contract without reading it carefully and fully . . . especially the fine print", the division advises, and "never sign a blank contract, or a contract with blank spaces in it."

Some other warnings are "don't be duped into accepting unordered merchandise sent to you through the mail . . . don't be rushed into buying anything . . . don't allow door-to-door salesmen to leave merchandise with you on an 'approval receipt' until he returns."

Above all, the department recom-

Why Good Publishers Attend Press Meetings

"Improvement of knowledge" is the reason most association members give for attending association conventions, meetings and conferences.

Members' combined opinions of association conventions and meetings are reported in the survey "Business Attitudes Toward Associations" conducted by Opinion Research Corporation in cooperation with the National Chamber and 42 other sponsoring associations.

The survey data, gathered through personal interviews with 622 association members, indicate that association members attend meetings and conventions rather frequently. Over half of the business and professional men said that they went to three or more meetings in a 12-month period. Members of professional associations showed a somewhat higher rate of attendance than businessmen.

Four of the main reasons given by members for attending association conventions and meetings were:

- Exchange of ideas, discussion of problems
- Education, information
- New trends, ideas, and methods
- Personal contacts, fellowship

The study notes that although other reasons are not mentioned more frequently by members, this does not mean that they are not considered good reasons for attending. Virtually all members who have attended conventions and meetings said that they were well worth the cost.

I don't like to make up my mind. I like to have other people make up their minds. Then I can argue with them.

mends, "don't stop with the comment 'I'll know better next time' when you have been gyped on a purchase. Do something about it. Notify the Consumer Protection Division, Attorney General's Office, Frankfort, Kentucky."

Matthews believes "the vast majority of Kentucky businesses deal fairly and honestly, but they, too suffer from the business 'cheat'." He said that by helping the consumer, "we also render a service to the legitimate business community". Chambers of commerce and better business bureaus throughout the state, are co-operating as are all state newspapers.

Three Tips To Promote Public Notice Advertising

Three tips were advanced by the Pennsylvania Press Assn. to promote public notice advertising. Sufficient to note, the ideas presented have been tried and found productive by many of state editors who endorse the proposition that "readers need education and help to gain their right to know." These tips should become standard procedure.

1. Be sure your public notices are grouped on the same page for the convenience of those who follow them. Please DO NOT under any circumstances scatter the notices through the paper as "filler". At today's prices they deserve the finest possible treatment, same as a grocery advertisement.

2. Make sure you get the copy on time and run it promptly on county and city proceedings. Most frequent objection to various notices is they run too late to be of value. Run proceedings promptly and accurately. Keep after your official for early copy and then put yourself out a bit to run it in the very next issue. If this poses a problem, solve it before the legislature solves it for you either with a harsh requirement for promptness or by abolishing the proceedings.

3. The third thing you can do is maintain a definite public relations program on the public notice in newspapers. Use an explanatory paragraph on your Public Notice Page, pointing up the value and purpose of these notices. Whenever possible, make a front page item out of some Public Notice. Use a "newsy" headline to dress up the proceedings. Keep talking it up with your officials; keep them sold on the value of these notices. If you have argument over a notice, use gentle persuasion and good common-sense selling tactics first. Use the statute itself only as your final club after all else has failed.

"The cause of the decline and fall of the Roman Empire lay in the fact that there were no newspapers in that day. Because there were no newspapers there was no way by which the dwellers of the far-flung nation and the empire could find out what was going on at the center."

—H. G. Wells.

"Veto" comes from the Latin meaning "I forbid."

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was in charge. The questions were raised after Baer had left the position. The New Hampshire court considered the New York Times case, but found that the law of the state relating to proof in libel cases coincided with the Times rule.

The U.S. Supreme Court decided that the evidence relating to malice was insufficient to allow a recovery if the Times rule applied. That raised the question whether Baer was a "public official" within the rule. Although it sent the case back for determination of that question, it issued some guidelines for resolving it.

The Court said that it would develop the definition on a case-by-case basis, but noted that the former ski resort supervisor was arguably such an official. Justice Brennan, speaking for the court, said that the "public official" designation applied "at the very least to those among the hierarchy of government employees who have, or appear to the public to have, substantial responsibility for or control over the conduct of governmental affairs". In a footnote he added "The employee's position must be one which would invite public scrutiny and discussion of the person holding it, entirely apart from the scrutiny and discussion occasioned by the particular charges in controversy".

The fact that a person had been out of public office for some time could possibly remove him from the public official category, Justice Brennan said, but not when his actions were still "a matter of lively public interest".

Crime Reporting Impugned

Attorney General Nicholas Katzenbach has charged newspapers with furthering "public indifference and ignorance" of law enforcement. While praising a few newspapers for showing the same expertise in their crime reporting as in educational or science fields, he complained that the "average" paper cannot and does not report intelligently on complex crime statistics.

Addressing an American Newspaper Guild audience gathered in Washington for the Heywood Brown Awards, the Attorney General said his purpose was "not to impugn police reporters" but to question "the will of the American press to give the same kind of devoted, sophisticated, and intelligent attention to

problems of crime and police that it has shown itself capable of in other areas of coverage."

He pointed to a recent series in the Washington Post about local criminal courts as the type of reporting newspapers should publish. He complained that most police reporters are ill-trained for their task. He called the Press "an

essential ally" to the President and his Crime Commission. He called for articles which could arouse "the spirit of reform which only an exercised and informed public can impel. And it is that spirit, more than any specific reform, which is necessary . . ."

Advertising Always Pays!

KNOW 2 BIG REASONS WHY TRADING STAMPS WORK?

Trading stamps are more effective
than any other promotion because they have
two rare distinctions:

- 1 They put right back in the customer's pocket the money the retailer paid for the stamp promotion in the first place.
- 2 They reward the customers fairly—in proportion to how much each one spends.

S&H is able to pass on more total value than the cost of the promotion—more than the retailer paid for the stamp service—because it buys merchandise in great quantities for more than 70 million S&H Green Stamp savers.

Buying wholesale, and using modern methods to keep distribution costs low, S&H is able to provide brand-name merchandise that represents a 2½ per cent discount on every purchase!

The S&H retailer gives each customer one stamp on every 10 cent purchase. The more the customer buys, the more stamps he or she gets. This is quite unlike other forms of promotion where only one person—the lucky winner—takes something home. For instance, an average food retailer doing a \$1.2 million business per year, could give away six autos a year for the same cost as stamps. That way six, out of thousands of customers, are rewarded.

But *everyone* takes home extra value every single time they shop where S&H Green Stamps are given.

An American way of thrift since 1896
Celebrating our 70th Year



Office of Economic Opportunity has published interim rules on access to information on the poverty program. These proposals may be of special interest to editors encountering barriers at the local level. (Full text of the regulations is available in the Federal Register of March 16.)

In general, OEO files are open to inspection but with important exceptions. For example, the verboten list includes "cases where disclosure of documents would involve an invasion of privacy, would impose an undue administrative burden on the agency, or would interfere with the internal decision-making processes of the agency."

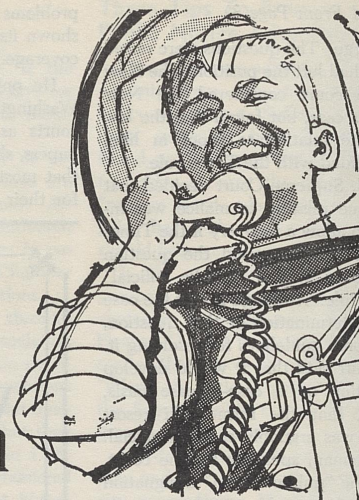
A catch-all clause also allows official secrecy if an agency "concludes that a document should not be made public even though required . . . to be disclosed." In such cases, an appeal to the Regional Director is to be made and a prompt ruling promised.

Hearings are to be open to the public and are to be publicized by a legal notice in at least one newspaper of general circulation.

A publisher in another state was faced with this question which deserves thought by all offset ad people. "How much discount will you allow us on our current advertising rate if we furnish camera-ready copy?" The advertiser argued that because the newspaper is offset, it realized substantial saving when it received camera ready copy, and he wanted part of the saving. This is similar to the hot lead advertiser who wants a saving because he supplies mats rather than layouts.

Both questions involve danger unless the newspaper takes the position it is selling space and ideas, not composition time. Since some ads are more difficult to set than others, some advertisers could argue for a percentage of a discount allowed for full, camera-ready copy. A discount allowed to one, could lead to similar requests from others, including advertisers.

Best bet is to sell the advertiser on the advantage of having his own copy camera ready or offer to redo it, if he insists. When he supplies copy all set, he knows exactly how it will look, and he does not risk troubles involved with newspaper production. Newspapers are really selling the dissemination of ad ideas, not composition time.



20th CENTURY CALLING!

"Happy Birthday, Granddaddy. I've grown another inch!"

"Two council members arrived in Quebec today. The meeting has been set for the 11th."

"The supplier in Amarillo said the shipment would be two days late."

"Don and Betty said they'll get us some honey at Maple Corners on their way down Saturday."

This is the sound of today's news as it travels over a vast telephone network.

You've probably heard of Direct Distance Dialing (DDD). It's a still-growing dialing service that handles Long Distance, station-to-station calls which you dial yourself. To use it, you dial the access digit, the area code number (if it's not in your area) and the telephone number you want.

This network can connect you to over 90 million telephones in thousands of towns and cities across Canada and America.

If you'd like more information, call your local telephone manager.



Southern Bell

LET'S SPEAK UP FOR KENTUCKY

KENTUCKY'S RURAL ELECTRICS WILL HELP



Kentucky wants new industrial plants, and we have a story to tell industry about the advantages of our central location, our efficient transportation, our abundant power and raw materials, our good labor supply.

◀ Kentucky's Rural Electrics are helping to tell this story by running national magazine advertising on behalf of our state, and by person-to-person presentations to prospects for new plant sites. The success of this effort will mean more jobs for Kentuckians . . . a more prosperous economy.

Let's all speak up for Kentucky! Wherever you go, whomever you meet, tell them about the advantages of Kentucky as a place to work and live and do business. All Kentuckians will benefit!



LET'S SPEAK UP FOR KENTUCKY!



What's a sadiron, Daddy?

Or an icebox? Washboard? Coal scuttle?

Your children will have to go to a museum to see these things, once commonplace in the kitchen.

The heavy, flame-heated sadiron was the first to go, replaced by the now familiar automatic electric steam-and-dry iron.

The icebox is now an automatic electric refrigerator-freezer that can preserve foods for a week or a year. An automatic electric washer and dryer have retired the washboard and steaming boiler. And the automatic electric range and water heater took the last flame from the modern kitchen. Few mourn its passing.

Modernization means *electric*.

In the home, on the farm, in office, store or industry, *all-electric* makes good sense — and sound economics. For more information on any use of electricity, call our nearest office. There's someone trained to help solve your problem.

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

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