

# 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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# The Kentucky Press + As We See It +

Volume 29, Number 12

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Perry J. Ashley, Associate Editor

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## Newspapers Are Challenged To Promote Safety Program

Kentucky newspapers have been asked, and the challenge has been accepted by our KPA Safety Committee, headed by Edward Templin and Perry Ashley, to speed up their efforts in publicizing and promoting traffic safety. We hope that every newspaper will cooperate to the fullest extent.

The appalling loss of life on Kentucky highways, mounting at alarming rate every day, should be of high concern to every citizen, and the newspaper should take a leading role in emphasizing traffic safety in every issue.

At the first of three "seminars" on traffic safety at Louisville, September 19, with over 600 public officials, legislators, and civic leaders in attendance, Commissioner Glenn Lovern said, "Kentucky must decide to act now to practice public safety or we can expect, that by 1975 some 14,000 more persons in Kentucky will meet death on our highways. If the present rate of accidents continues, one out of two children born today will be injured or killed in a traffic accident."

Lovern pointed out that traffic accidents in the state have killed 15,028 persons in the past 22 years and the annual average is increasing as more cars appear on our streets and highways. However, several factors, where they have been applied, have helped to save lives—motor vehicle inspection, seat belts, strict traffic law enforcement, and attitudes of safe driving practices by drivers.

He cited that the death rate per 100 million vehicle miles is 4.64 in states having strict inspection programs; 5.58 in states, like Kentucky, which do not have such inspection regulations. He then made his point in adding that the Department of Public Safety is hopeful that the 1964 legislature would "look with favor on an annual inspection program." And the Press hopes that our newspapers will help him gain that desired end.

Mr. Lovern also stressed that stricter law enforcement and convictions for traffic violations must be applied in Kentucky courts, pointing out that state courts had a "conviction rate" of 60% in traffic cases, while the minimum rate of 80% by research indicated effectiveness. It was his challenge to the court officials present.

The Press believes that every newspaper will accept his challenge in promoting traffic safety, weekly from henceforth on.

Shop the newspaper ads . . . before you buy . . . and keep the savings.

## Proposed Market Service Under Continuous Fire

Controversy over the U. S. Department of Agriculture's Market News Service is still gathering steam. The issue may reach the Senate floor next week or later when the Agriculture appropriations bill is debated. There are no extra funds for MNS in this bill but an effort may be made to add a rider to order the expanded wire service ended until authorized by Congress. Numerous repealer bills have been introduced by House Republicans, and many protesting editorials have been reprinted in the Congressional Record. The Senate Appropriations Committee has been promised a letter of explanation from Secretary of Agriculture Orville Freeman, who has claimed the service increases the flow of news.

\* \* \* \*

## Logan County To Advertise Legals Also On Radio

Logan County Fiscal Court voted Tuesday to advertise on the radio as well as in the newspaper.

Although legal notices in the largest local county newspaper—in Logan, The News Democrat—are required by law and radio announcements are not, the magistrates decided to advertise notices on Radio WRVS in addition to the required publication.

The suggestion was made by Magistrate George Owen of Auburn who said some people listen to the radio who don't read the newspaper. The decision to buy radio time was taken in connection with advertising for bids on the winter coal supply at the Courthouse.

\* \* \* \*

## F. O. I. Bill Faces Long, Uphill Fight

Senator Edward V. Long (D., Mo.) announced that his Subcommittee on Administrative Practice and Procedure will hold hearings October 28-31 on S. 1688, the freedom of information bill Long introduced last June with 17 co-sponsors. NEA and ANPA will be among the groups supporting the bill. The bill is aimed at suppression of non-security information by departments and agencies. Similar bills have been strongly opposed by bureaucrats in the past and it is assumed that a bevy of objections will be raised against S. 1688. Senator Long recognizes it will be an uphill fight to gain passage.

Strong editorial support has been given the bill, and the subcommittee has a bulge file to indicate strong public interest in the measure. In July, Senator Long held a luncheon meeting with Press and broadcasting representatives to discuss strategies for mobilizing support from all sources interested in FOI.

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# Survey Shows Reader's Likes And Dislikes

(Condensed from a talk by William L. Mainwaring, publisher of the Salem, Ore., Capitol Journal, before the ONPA convention.)

Makers of automobiles and soap and chewing gum invest millions of dollars every year in market research. They believe that it pays to know what customers like and don't like about the products they hope to peddle.

Most newspaper editors haven't followed suit, however. We are alert to comments made about our paper at home, at service club luncheons, and in the barber shop. But most of us make little effort to determine what our readers read and don't read, or like and don't like about our newspapers.

Editors shouldn't simply produce a newspaper for the lowest common denominator of our potential audience. We should provide certain information, even though we know in advance that it will be ignored by the vast majority of our readers. But we also must be aware of our readers' interests and desires if we hope to survive in the face of stiff competition—that of other newspapers or other media, in many cases, and for people's time in any event.

So, several months ago, we decided to conduct a readership survey of Capital Journal subscribers.

We talked to Galen Rarick of the University of Oregon, who is a real expert on this subject. He recommended employment of an outside organization and use of trained interviewers. But we didn't feel we could spend that much money. And so we devised a survey technique of our own, incorporating many of the helpful suggestions that Rarick offered.

After deciding what to ask and how to ask it, we printed about 1,500 survey booklets. These were distributed to city and valley readers by carrier boys, on routes designed to give up a geographic and economic cross-section. The selected boys were asked to approach the first 25 families on their route, to ask for the reader's cooperation, and to tell him that the newspaper would pay the boy 20 cents for each completed booklet. The boys returned a week later, and found that about 85 percent of the readers had cooperated. What did we learn?

We determined about how many people read many different kinds of news stories and features. We learned something about readership of advertising and shopping habits. We determined the kinds of things readers want more of, and various degrees of interest preference. We received hundreds of specific suggestions for improving our paper and our delivery service. And by putting the results on punched cards, a com-

puter has been put to work analyzing our results from many angles.

Our readers certainly reemphasized the importance of good local news coverage. Salem area subscribers indicated heavy readership of Salem news and an inexhaustible appetite for more of it. Readers of our valley edition urged more thorough coverage of valley news, with interest seemingly centered about news of the reader's own county rather than our rural area as a whole.

Significantly, this preference for local news was most evident in a question in which we asked readers of more than one daily newspaper to explain why they preferred the Capital Journal or a competitor. We got very few compliments for what I consider unusually good treatment of national and world news. Most people form a primary impression of newspaper quality in terms of local news and features.

Dear Abby recorded the highest readership of any regular feature, about 85 per cent. Others that gained more than 60 per cent regular readership were local weather predictions, obituaries, television schedule, letters to the editor, editorials, Heloise, Dr. Molner, court briefs and weekend garden news.

We found that certain kinds of news stories have great appeal. The interest in automobile accidents amazed us. Stories involving taxes have great interest in affected areas. The Cuban problem packs a wallop, and so does the fallout problem, to a lesser degree.

Our readers indicated great interest in stories involving construction of a new shopping center, and in local farm economics. They want more on the activities of interesting people, on high school sports, and on hunting and fishing. They seemed relatively uninterested in the burning of a home, but far more interested in the staging of a community benefit to help a burned-out family. And the interest in a local man who has invented a new type of lawn mower topped nearly everything in the survey.

We were particularly interested in the differences between reading habits in our city and rural areas. We found considerable similarity in most kinds of news. But the

interest in most local news is centered within a given community; most Yamhill County readers aren't very interested in local news of Salem, and vice versa.

We attempted to feel out our readers about our service. Slightly more than half voted against establishment of a Sunday edition, if that meant increasing the subscription price 25 cents per month. Relatively few of our readers indicated a desire for a morning Capital Journal, or for earlier delivery of our afternoon paper.

Our readers provided information which we can use in advertising promotion, too. More than 40 per cent indicated they read classified advertising almost every night. Heavy readership of other kinds of advertising was recorded. And more than 82 per cent of city readers and 57 per cent of rural readers rated the Capital Journal as their "most helpful" advertising medium. We also noted with pleasure that our rural readers are doing lots of shopping in Salem—more than in Portland from almost every area we serve.

In short, our survey has provided a mountain of information that will help us plan our news content, circulation and advertising promotion, and general company policies. We believe it has made all our people more aware of the desires of the people we serve. We believe that the cash cost of about \$800 will pay great dividends.

## New York Advertiser Face Fines For False Claims

A New York State law which provides fines up to \$500 for those making false or fraudulent claims in advertising became effective Sept. 1. Atty. Gen. Louis J. Lefkowitz said the law is aimed at high pressure promoters of quick medical cures, get-rich-quick schemes, and shoddy merchandise and services.

It fixes the responsibility for false advertising directly upon the person who prepares the advertising and offers it for insertion in a newspaper or to a radio or television outlet.

It specifically exempts from liability the newspaper, radio or television station.

Mr. Lefkowitz said he had recommended the law because of a study made by the Arthritis and Rheumatism Foundation which revealed that sufferers of these diseases are duped out of an estimated \$250,000,000 annually through the false advertising of "cures."

## Publisher Explains Policy On 'Hand-Out' Publicity

FROM PNPA BULLETIN

Has your newspaper ever been confronted with the loss of advertising because you've failed to "cooperate" with the advertiser by not publishing his "news releases"?

The following is from a letter a publisher sent to an advertising agency which discontinued a client's advertising in paper allegedly because of failure to carry the client's publicity releases.

"I had thought this type of pressure tactics (if you want our advertising, you carry out handouts) went out with the fall of France in World War II. I was disappointed to note that it has cropped up, and in an instance of this sort. For what you are doing indirectly by this procedure is destroying the very advertising value of the newspaper medium you might want to use to attract customers for your advertising client.

"Don't you know that the strength of our newspaper, and that of every good weekly newspaper, is that it carries news of its home-town community and all the activities that occur in it, or with which its local citizens are connected? We try conscientiously to report every community newsworthy activity occurring in the area where our readers reside, as well as these events outside the area when the local residents participate in them, or have some close connection with them.

"If we were to fill our newspaper with publicity releases and thereby crowd out local news, we would be destroying the readership which makes our newspaper the good advertising medium it is . . .

"This is not to say that we don't occasionally carry publicity releases in our news columns. But we generally say to the public relations firms sending them to us: 'Try to flavor the releases with a local person or local angle'. And good public relations organizations do just this.

"It has always been by understanding that, just as billboard displays are placed where the people see them, so newspaper advertising is placed where people read the message. This, to me, should be the reason for inserting the advertising, I hate to hear this now being corrupted to the promise that newspaper advertising will be placed with these newspapers which carry publicity releases issued by the advertiser or his agency.

"If this policy becomes effective, our

newspapers lose their integrity just as did those of France when they became subservient to political party and advertiser largesse; and I would think you, in turn, would lose your self-respect as an agency and your client would lose his customers."

A reply from the client's general manager said, in part: "I hope it doesn't shock you to learn that we got the very doctrine to which you object from the weekly newspapers. In other words, it was various weeklies, too numerous to mention, who have propositioned us that they would swap news space for advertising. We merely went along with what the weeklies wanted."

Mr. Taylor's prompt answer noted that, apparently, the belief that most weeklies have pretty low journalistic standards and are easily corrupted "satisfied you just fine and you're perfectly willing to go along with the whole procedure under the impression that it benefits you."

"But actually, wonder whether it does benefit you. We don't profess to have lofty ideals or saintly moral standards with our newspapers. We merely try to gather all the news we can get in our area, publish it as accurately and fairly as we can as mortal human beings, print the product as attractively and readable as we are able—and, thereby, we hope to make a profit.

"It is our opinion that the newspaper which does this not only enables the publisher and editor to sleep better and take more pride in the work being done, but also puts more money in the bank at the end of the year. Such a policy, I feel very strongly, is of more benefit to them. For, if our readers buy our paper in increasing numbers, as they have done each year, and have some confidence in its integrity and journalistic accuracy, they will read the paper, with its advertisement, with more thoroughness and confidence than they would one which dispenses advertising 'puffs' along with the display copy."

### Foreign Policy Conference

Secretary of State Dean Rusk sent out invitations this week for the 7th Foreign Policy Conference, to be held in Washington, October 7-8. Presidents of state press associations are among the editors and broadcasters on the invited list.

### F.T.C. Co-op Ruling Meets Heavy Opposition

Senate Small Business Committee opened its investigation Sept. 11 of cooperative advertising, including a review of the recent Federal Trade Commission advisory opinion barring cooperative price advertising retail groups.

Testifying for ANPA was M. W. Armistead, III, president and publisher of the Roanoke (Va.) Times and World-News, chairman of the ANPA Federal Laws Committee.

Mr. Armistead told the Committee that the public generally would benefit from clarification of antitrust laws relating to cooperative advertising. He and ANPA General Manager Stanford Smith said in response to questions that there had been a hesitancy on the part of retailers to proceed with cooperative advertising because of what both described as a present uncertain situation.

Paul Rand Dixon, chairman of the FTC, was the lead-off witness. In reply to questions he said that while there are problems he does not believe any additional legislation is needed now.

Sen. Sparkman (Ala.) Committee chairman, said he was in sympathy with the need for joint price advertising and hoped that a way could be found to permit such advertising to continue.

### Radio-Newspaper Test Case Has Been Withdrawn

Test case on newspaper ownership of broadcasting station is due to evaporate. By merely setting for hearing the application for sale of Station KGLC, Miami, Okla. to Miami Newspapers, Inc., FCC has effectively killed the deal. Adjudication would take two years and the parties unwilling to wait that long. The station attorney revealed at a prehearing conference here this week that the sale application will be withdrawn. Therefore, the scheduled October 14 hearing in Miami has been cancelled.

This was a clear-cut test case. The radio station in town sought to sell to the only newspaper in town. FCC was 3-to-1 to hold hearings to determine whether it is "contrary to the public interest" to permit "a concentration of control of the media of mass communications" within the community. No doubt FCC will find in other test case in due course.

Promises, like customers, should be made after they are made.

# ANPA Expresses Rising Concern About Recruiting Young Journalist

One of the least publicized reports of the recent annual convention of the American Newspaper Publishers Association, yet one of the most vital, cited the continuing failure of the newspaper business to attract talented young people to careers in print journalism. While a great deal has been done or is planned by the Newspaper Information Service to create and maintain better public understanding of the role of the daily newspapers and the valid reasons for going into print journalism as a lifetime job, a few hours interviewing at the ANPA made eminently clear the truth that the newspaper business is downright worried by the continuing drop in first-class applicants.

According to a second report to the ANPA from the American Council on Education for Journalism, a losing skirmish is being fought by the schools of journalism for their place in the academic sun. Increasing enrollment in many fields of the general college curriculum, except journalism, is forcing presidents and governing bodies of institutes of higher learning to reassess the emphasis on and the funds going to journalism schools. And the most vital support in this battle must come from the owners and operators of the nation's press, who, possibly for the first time, are acutely aware that something is fundamentally sour and needs sweetening.

Fortunately, newspapermen aren't taking the loss of face without counterattack. Forty thousand copies of a booklet entitled "Finding a Successful Career in the Daily Newspaper Business" already have been distributed to newspapers, high schools, guidance counselors, colleges, and schools of journalism. Irvin S. Taubkin, acting as coordinator in this project, has taken a giant step to promote newspapering as a profession for first-class recruits. The annual awards for college and high school publications and their staff members have been expanded into a highly successful newspaper information service program, based on the correct assumption that "any successful recruitment program must start at the high school level (and) a prime target should be young people who are already showing an interest in newspaper careers by the activities on high school publications." Classroom use of newspapers in high schools and colleges has increased amazingly in the last five years. No editor or publisher we talked to at the ANPA meeting now neglects this highly important

and promotional exercise in his local market area.

A lifetime in print journalism can be the most satisfying of careers—you can take our word for it, though you need only talk with valid newspapermen anywhere. Most of them wouldn't think of living any other professional life. The satisfaction of an endless search for truth, of personal expression through language, of the subtle, yet very real power of editorial persuasion, probably exists nowhere else, not even in radio or television. Therefore, the seriousness with which the ANPA's committees and membership are taking the all-out drive to attract talented young people to print journalism as a lifetime work is understandable, commendable, and, we sincerely hope, neither too later nor too little.—(Richard L. Tobin in Saturday Review, May 11, 1963.)

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## Radio Newsmen Analyzes Journalism Programs

By ELMO ELLIS

WSB Radio, Atlanta, Ga.

I once went to a museum for a showing of sculpture by a famous artist. He had one particular work that impressed me very much. It was a smooth, beautiful figure that the artist had given the name: Truth. I asked the sculptor: "How did you create this work that you call Truth?"

"Well, it was simple enough," he said. "You take a block of granite. Chip away everything that is unimportant or unnecessary. And what you have left is Truth."

I have often thought how this statement relates to our Journalism Product. How to chip away the non-essentials, the extraneous and unimportant—and preserve only the truth—the basic and essential truth that we wish to communicate. But—in recruiting manpower—we are not sculpting granite. We are dealing with human beings—and recruiting is part of a continuing process.

How do we attract and hold men and women who are interested in seeking the truth? And in communicating it to others?

I consider this the greatest problem—and the greatest challenge before us today. Not only for the perpetuation of our Journalistic tradition, but at the risk of sounding gloomily prophetic—I would say that we must develop the art of communicating ideas and information to a much higher degree than

we have yet achieved, if we are to entertain any hope of attaining world understanding or peace in this atomic age.

I think it is ironic and regrettable that scientists have been able to communicate across national boundaries with more success than have journalists. These perilous times cry for us to penetrate the curtains of ignorance and suspicion that divide mankind.

Our complex and bewildering world calls for a calibre of journalist—and—journalism superior to any we have ever known.

This is a matter that should concern us all. And it should be dealt with on a united basis. I would call on Sigma Delta Chi to spearhead a continuing program for recruiting and developing journalists who can communicate with the people—not only of our hometowns—but the people of the world.

I use the word Journalist in its broadest sense—because I think a good journalist can adapt his talents to any method of news dissemination—whether it be radio, newspaper, television, magazine, or town crier.

In other words, the techniques can be learned.

What we must look for—and groom carefully when we discover them—are youngsters who embody some—and if possible—all of these qualities:

Curiosity and Imagination—An insatiable interest in people and what makes them say and do the things they do.

Enthusiasm—A desire to listen and learn and share knowledge with others.

Honesty and Idealism—A sense of dedication and purpose, and respect for what has been done by others, as well as what remains to be done.

Now—I think we can all agree—a person possessing these invaluable qualities—should be the answer to a journalistic prayer.

But that isn't all we must look for and nurture in the people we recruit. There are two other Prime Factors:

These are the twin factors of Morale and Motivation:

The morale that grows from faith and pride in sound leadership.

The motivation that stems from a progressive, creative and challenging environment.

If we motivate young people to enter journalism because it offers exciting opportunities for services, for advancement, and for a sense of personal fulfillment and satisfaction—then we can compete successfully for manpower.

But we must not hang our heads in shame and confess that we cannot promise rewards equal to those offered by medicine, science or commerce.

Let's face it. Material rewards and se-

curity benefits are foremost in the minds of many college students.

I contend that our world of journalism should and can afford to reward its best people on a scale comparable to other professions.

Where we fall down is in the standards we set for ourselves. We allow people to call themselves newsmen when they don't deserve it. Instead of clarifying issues, these incompetents add to national, international and neighborhood confusion. Many of our schools are turning out so-called journalism graduates who can't even spell or read or write. Many of our newspapers and broadcasting stations and periodicals have on their payrolls, would-be journalists who often produce inaccurate, irresponsible and downright deplorable reports.

If the commercial airline pilots of America made as many serious mistakes as do some of the reporters and editors of this country, virtually every plane in this country would be smashed up in a matter of 24 hours.

And sad to say—after we hire young journalists, far too few publishers or broadcasters do anything on an organized or systematic basis to further the knowledge of staff members. The learning process grinds to a halt.

Not enough is being done to make our practicing journalist better reporters, greater seekers of the truth, more dedicated to the noble mission of effective communication.

We are not emphasizing to youngsters strongly enough—or often enough—that in journalism—as in science—there is a priceless premium on accuracy.

I say—let's raise our sights and our goals. And let's sell this concept to youngsters even before they are old enough to have selected a chosen profession.

Let's lift journalism out of the realm of a trade and place it in the ranks of the professions.

And I mean an honorable profession that requires extensive education and training, and the meeting of standards of excellence.

Let's develop an atmosphere of creativity—of dedicated purpose—of professional pride—that will serve as a magnet to recruit and motivate the best young minds in America.

**Alversons Buy Radio WKLX**

Provisional sale of Radio station WKLX, Paris, to Jesse and Sanford Alverson and Robert Worthington, publishers of the Daily Enterprise, was announced by the Paris Broadcasting Company. The sale is subject to approval of the Federal Communications Commission. The terms of agreement will be announced when sale is completed.

Nineteen other Senators have joined Sen. Long (La.) in the sponsorship of his Bill S. 2068 to ease the expense account deduction provisions of the Revenue Act of 1962. Bill is now in the Senate Finance Committee.

Sen. Long said his Bill would alleviate the depressed conditions of many hotels, restaurants, and night clubs but still protect against abuses of expense accounts which caused strict provisions to be written into the 1962 Act. On substantiation of expenditures, Bill would drop all specified requirements in the law and allow the Internal Revenue Service complete discretion in prescribing what records are needed.

A bill recently introduced in the Senate by Sen. Wayne Morse (D-Ore.), would challenge the right of the press to cover court and jury functions.

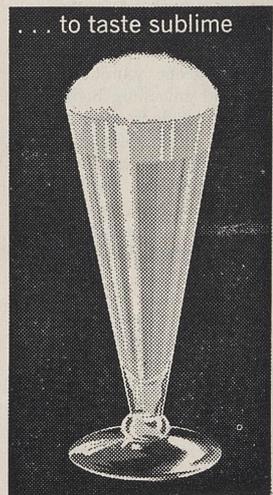
Entitled "a bill to protect the integrity of the court and the jury functions in criminal cases," it's intended purpose is to

guard criminal defendants before the Federal courts from what many lawyers refer to as "trial by the press."

Should the bill be enacted into law American newspapers would be subjected to the same, and possibly greater, restrictions in effect in England. Backers of the bill say they hope to apply it first to Federal courts but the long-range goal would be to all courts.

Although practices vary from city to city most publishers voluntarily conform to the restrictions imposed in the Morse bill. Unfortunately for the profession, there are instances where, in many instances on file where a case to include extraneous but damaging information about defendants which have resulted in the "trial by press" phase.

The primary purpose of a newspaper is to bring you the news and enable you to keep that news with you as long as you wish.



IN KENTUCKY

**BEER IS A NATURAL**

Brewed slowly, by a centuries-old natural process, beer is Kentucky's traditional beverage of moderation—light, sparkling, delicious.

And naturally, the Brewing Industry is proud of the millions of dollars it contributes to this state's economy through wages, advertising, rentals, insurance, transportation and utilities. Money made in Kentucky, spent in Kentucky. In Kentucky, beer belongs—enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC.  
KENTUCKY DIVISION

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OVER

(Reprinted from the April Press Messenger)

By HAROLD HUDSON  
Ochiltree County Herald, Perryton, Texas

Standing ads are like money in the bank. Provided that the advertiser is solvent, and willing to pay you each month, of course.

Most advertising men devote their principal efforts to sales promotions of various types and it is only through vigorous promotion that extra linage can be produced and be converted into green stuff in the cash register.

But the lowly standing ad, usually small in size, must be regarded as a prime source of income. It also is a source of comfort on those occasions when a light issue faces the advertising department and nothing seems in sight.

It is then that the dependable standing ad comes into its own.

And why not? After all, a 5-inch standing ad which runs in 52 issues of the year totals 260 column inches. That is a lot more than you would expect if you went out to sell a page on a special promotion.

Standing ads do the advertiser a service, too, and sometimes may be exceptionally satisfactory. We have one standing ad, a

1 x 5, which only has a one-column engraving of a man, with the words: "Cecil Dodd—Ask Me About My Business."

His business happens to be life insurance. Dodd says that he can trace a considerable amount of his business to that five-inch standing ad. He belongs to the Million-Dollar Roundtable, which gives some idea of his life insurance production.

We have other standing ads, too, which we like, and which the advertiser likes. The small advertiser who feels that he ought to get his name before the public is a likely target for a standing ad. We have about 400 inches of standing ads ready to be scheduled in each issue of the Ochiltree County Herald.

When we started the Sunday Herald in September, we decided to just keep scheduling the standing ads and let the advertiser tell us if he didn't want to double up.

We did lose some of the standing ads for both issues, after the first month's bills went out. But we still are scheduling about 400 inches in the Thursday edition, which gives us a nice start on each new edition.

Standing ads should be taken care of . . . not just left to themselves. Type tends to get worn and engravings tend to get smooth-mouthed. It takes some effort to reset the

standing ads and dress them up. But a smooth-mouth standing ad gives your entire newspaper a seedy look and should not be tolerated.

One of our outstanding examples of a standing ad is our church page, which consists simply of 7-column layout, with pictures of every church in town, a column listing the churches and their pastors, then the signatures of the sponsoring advertisers below.

Only thing that changes on this page is a one-column message, written each week by a local pastor. The rest of it remains as is.

We have had this church page now for five years without change.

We figure the page has gone more than 800,000 impressions. We have made new engravings and reset the type, but otherwise this is a standing ad, bringing in the full local display rate each week. We like it. And what is more important, our advertisers like it, because we haven't had a "dorp-out" on this page in the five years we've run it.

Yes, the standing ad is the lazy way to make money. But who can put up a real argument against it? We wish we had more standing ads . . . and will have, if we can get them.

## See FAIRCHILD...for performance-proved products and expert service — Fairchild's economical, cost-reducing equipment is designed to meet the needs of profit-minded publishers.

- Reduce typesetting costs as much as 40% with the Fairchild Teletypesetter.® The only integrated system of matched components for tape operation of linecasting machines.
- Set headlines and display type in 13 sizes from one font...fast...with the Morisawa Photo Typesetter. One, compact easy to operate unit.
- Make high-quality halftone engravings economically right in your plant with a Fairchild Scan-A-Graver.® Four models available to meet individual needs of both daily and weekly newspapers.
- Increase earning power with a high speed, precision-built Color King® web perfecting offset press. Offer quality color to advertisers at low cost.

Newspaper publishers, it's good business to see Fairchild first!

 <p><b>FAIRCHILD</b></p> <p><b>GRAPHIC EQUIPMENT</b></p> <p>A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION</p> <p>DISTRICT OFFICES: EASTCHESTER, N.Y. • LOS ANGELES • ATLANTA • CHICAGO • IN</p> <p>CANADA: FAIRCHILD CAMERA &amp; INSTRUMENT OF CANADA LTD. TORONTO, ONT.</p> <p>OVERSEAS: FAIRCHILD CAMERA EN INSTRUMENTEN MIJ., N.V. AMSTERDAM</p>	<p>Fairchild Graphic Equipment, Dept. SP-1 221 Fairchild Avenue, Plainview, L. I., N. Y.</p> <p>Let me have the facts on:</p> <p><input type="checkbox"/> Scan-A-Graver      <input type="checkbox"/> Morisawa <input type="checkbox"/> Teletypesetter      <input type="checkbox"/> Color King</p>
	<p>Name _____</p> <p>Company _____</p> <p>Address _____</p> <p>City _____ Zone _____ State _____</p>



NEWSPAPER ASSOCIATION MANAGERS AT ANNUAL MEETING: (l. to r. standing) William Bray, Missouri; Vern Scofield, Nebraska; Carl Webb, Oregon; Ted Serrill, NEA; Glenn McCullough, Georgia; Paul Schmidt, North Dakota; Larry Miller, Kansas; Dorothy Johnson, Montana; Kentucky; Ronnie Hicks, Louisiana; Ray Hamby, Maryland-Delaware; Harvey Walters, California; Homer Givens, South Dakota; Vernon Sanford, Texas;

William Long, Colorado; Ray Barford, Canadian Dailies; Ben Martin, California; Glenn McNeil, Tennessee; Ben Blackstock, Oklahoma; Gordon Owen, Utah; Paul Conrad, Washington Allied Dailies; Lyle Young, Wyoming; Robert Shaw, Washington; William Oertel, Ohio; and Don Reid, Iowa. (Kneeling) Richard Dew, Pennsylvania, Vice-President; Lloyd Burns, New Jersey, retiring President; and Ralph Keller, Minnesota, President-Elect. John Paul Jones, Florida (absent), is Secretary-Treasurer.

Twenty-six state newspaper managers attended the annual meeting of Newspaper Managers Association at Alderbrook Inn, Washington, prior to the summer meeting of the National Editor Association in Seattle. (See pix). Press of state business, mostly political, kept the other twenty-seven member managers from the meeting. Wallace Bigge, Montana, left before the official picture was taken.

Ralph W. Keller, Minnesota Newspaper Association, was elected president, succeeding Lloyd Burns, New Jersey. Richard Dew, Pennsylvania, was elected Vice President, and John Paul Jones, Florida, was elected Secretary-Treasurer.

Three directors elected include Elmer E. White, Michigan; W. Melvin Street, New York State Publishers Association, and William M. Long, Colorado.

The NAM Round-Table, published monthly as an idea-exchange for press association executives, will be edited by Robert N. Shaw, Washington.

Representatives on the operating committee, American Newspaper Representatives, re-elected for another year, are: William A. Bray, Missouri; Ben Blackstock, Oklahoma; and Gordon P. Owen Jr., Utah.

The NAM 1964 Convention site will be in New Jersey with Past President Lloyd Burns as official host.

Newspaper Managers Association, Inc.,

numbers 42 members representing state, regional, national, Canadian, and several state daily associations. Managers, unable to attend the meeting, represent the states of Alabama, Arizona, Arkansas, Connecticut, Florida, Illinois, Indiana, Massachusetts, Michigan, Mississippi, Nevada, New Mexico, New York (weeklies), North Carolina, South Carolina, Vermont, Virginia, West Virginia, Wisconsin, New England weeklies, and Canadian weeklies.

Daily associations absent represent New York, New England, Northwest, and Texas. Regional members absent included American Newspapers Press Association, Southern Newspapers Press Association, and Inland Daily Press Association.

See what you buy—before you buy—by shopping the advertising columns of your hometown newspaper.

"A free press stands as one of the great interpreters between government and the people. To allow it to be fettered is to fetter ourselves." U. S. Supreme Court, *Grosjean v. American Press Co.*, et al., Feb. 10, 1936.

"... the freedom of the press is one of the great bulwarks of liberty and can never be restrained but by despotic government."—Constitution of the State of Virginia, adopted June 29, 1776.

### Truckers Offer Cash Prizes To Competing Newspapers

For the eighth consecutive year ATA Foundation is offering prizes for published articles and editorials that contribute to the understanding of metropolitan transportation problems.

The contest will be judged in three categories—magazines, daily/weekly newspapers and radio/television—with a first-place award of \$1,500 in each category. Second place winners will receive \$700, and third place winners will receive \$300. There will also be a special weekly newspaper award of \$500.

Entries in the competition must have been published or broadcast on or between the date of January 1, 1963 and December 31, 1963. Entries must be received by ATA Foundation, 1616 P Street, N.W., Washington 6, D.C., no later than December 31, 1963 (postmark).

No entry forms are required. Authors of submitted material should be identified, however, as well as the publication with which they are associated and the contest category of the entry. In print media categories, clips-tear sheets are adequate proof of publication.

The Wheeler-Lea Act was intended to lessen the dissemination of false advertising.

## West Meet

Encouragement of state and national promotion of industry at the local level, and advertisements were the order of the day during the recent Kentucky Press Association meeting held at Pennsylvania State University. The meeting was presided over by Perry Ashley, Kentucky Press Association Secretary.

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## West Kentucky Newsmen Meet At Pennyrile Park

Encouragement of more cooperation with state and national advertising programs, promotion of industrial development at the local level, and better prepared advertisements were the general topics of discussion during the recent meeting of the West Kentucky Press Association. The meeting, held at Pennyrile State Park, was well attended by editors, publishers, and friends of the association from western Kentucky.

Perry Ashley, assistant manager of the Kentucky Press Association, said it is becoming more and more necessary for newspapers to give full and complete support to a state and national level advertising selling program if the community paper is to stay in the running for its share of national advertisements. It is impossible for each individual newspaper to sell itself and the local market to the manufacturer. This must be done through a larger, more highly organized effort. This is where the Central Office and American Newspaper Representatives become effective.

He encouraged the publishers to send clean tearsheets, check insertion orders for pertinent details, and to work with the local dealer.

The question of whether a local town is interested in industrial development was raised by William H. Neal, vice president of the Western Kentucky Gas Company. Neal, whose duties involve industrial promotion, said visitors to communities often turned down locations for industrial sites after finding that local citizens cared little about their town and its development.

Many towns are anxious, but unprepared, for industry, Neal added. He said those places which wanted industry should first concentrate on street modernization, civic improvements, improving educational facilities, promote commercial and retail development on "main street", and preparing industrial sites.

All towns, he said, are not suited for industrial sites and should, therefore, consider some other type of attraction. Tourism ranks high, he concluded, as an attraction for these locations.

Miss Hita McKnight, advertising manager for Western Kentucky Gas, pointed out five fundamental elements of a good advertisement. She said these are: (1) to get attention, (2) to show people the advantages of the product, (3) prove it, (4) convince the person that he need it,

and (5) ask for action in the form of an immediate purchase.

Getting all the facts about the product or service, she added, is basic to the preparation of a successful ad. If the message of the merchants doesn't fit his needs, the ad probably won't achieve the desired end-sale of the product. Ads should be designed, she said, which will be more resultful and effective.

After the program was completed, Landon Wills presided over a short business session. It was decided the group would hold its spring meeting at Kentucky Dam Village on Thursday and Friday, April 16-17.

As to the social side, let's ask J. Earle Bell, editor of the Morganfield Advocate, to tell the story as he wrote it in his "About Most Anything" column:

There something about any Kentucky press meeting that always thrills me—guess it's just renewing acquaintances, breaking bread with the brethren, swapping ideas, and listening to troubles all editors and publishers have nowadays (which aren't any different from those of yesteryear).

So the session of Western Kentucky Press Association at Pennyrile State Park during the weekend to me was filled with interesting events . . . First person I saw was Elizabeth Wilson, wife of Publisher George Wilson of the Breckinridge County Herald-News at Cloverport . . . She writes an interesting column "Coffee Time" every week, and George adds to its comments under the caption of ". . . And Doughnuts" . . . "Unless she writes her column, I can't write mine," he explained . . . And both admit they don't hesitate to use some items from "About Most Anything".

President Landon Wills, publisher-editor of the McLean County News at Calhoun, showed up early with only one of his six sons, Buster Wills, and a News employee by the name of Jimmy Johnson . . . Joe LaGore, Paducah Sun-Democrat editor, and Mrs. LaGore arrived soon, along with W. T. Davis and wife, Ella, of Lyon County Herald at Eddyville, then WKPA Secretary Ben Boone III, publisher Todd County Standard, Elkton, arrived, and we had a gab session underway.

We listened mostly when Larry Stone, of the Central City Times-Argus, made his appearance along with his No. 1 and 2 sons . . . "I don't like to drive any more,"

he confessed . . . Niles and Norris Dillingham, publishers of the Dawson Springs Progress, came along and invited visitors to Room 50 for refreshments, and the WKPA was well underway.

Clyde Watson, of Owensboro, later had the group to Cottage 20 for a cocktail hour, and it was wonderful . . . I was in school at the now defunct Bethel College, Russellville, with Clyde—so we recalled many bygone days . . . Tom Duncan, of Louisville C-J, and his wife, Mary Jane, were present. Mrs. Duncan was a student at UK when my daughter-in-law, Jane Truitt Bell, attended the University . . . Tall and handsome Bill Short and his wife, Bettie, were in the crowd . . .

Don Compton and his wife, Martha, of Dawson Springs, were there . . . Bill Nelson, publisher of the Tribune Democrat at Benton, and Mrs. Benton arrived late, along with Perry Ashley, Lexington, KPA assistant secretary and general manager, and Fred J. Burkhard, KPA president and publisher of the Casey County News at Liberty . . . Norris Dillingham and wife, Ruth, of Dawson Springs, helped make everyone feel at home . . .

Among youngsters at the meeting (not the cocktail party) were those of Mr. and Mrs. M. J. (Pat) Magee, who publish the Advance Yoeman at Wickliffe.

Landon Wills had a good program lined up, and everyone complimented it . . . Informative talks by Perry Ashley, William H. Neal, of Western Kentucky Gas Company, and Hita McKnight, also of Western Kentucky Gas—advertising . . . Jim Brown, president of Missouri Press Association, was a guest of Ben Boone III, and left around noon Friday after some real flattering remarks about Kentucky press people . . . Also leaving early was Bill Paxton, Fort Branch, Ind., who sells all kinds of items to help publish better newspapers, he claims.

We had excellent accommodations at the park, and the staff showed us every consideration and courtesy under supervision of Mrs. R. E. Bailey, who used to manage Kentucky Terrace Motel at Henderson. She greeted me with "speak of the devil and he will appear" . . . Never did find out what she said before I arrived . . . Stopped enroute to the park and on the return home at the office of The Dawson Springs Progress, where publishers Niles and Norris Dillingham, and society editor Mrs. Larry (Stacia) Woodward, received all visitors graciously . . . Mrs. Woodward has a variety of duties besides being society editor—she even helps with the "single wraps" on press day . . .

## "PeauDeSoie" Anyone? . . . .

*(Editor's Note: The following column was written by Clinton Courier-News, Tenn., staffer Dan Hicks Jr.)*

I will never cease to be amazed at how a man and a woman can look at the same thing and see it so differently.

Take for instance society stories concerning weddings.

I read one the other day. It streaked through the stereotyped who's, what's, where's, why's and when's, and I was able to follow it without too much trouble.

But when I came to the part which stated "the bride wore a full-length satin peau de soie dress," I was somewhat confused.

I had always thought "peau de soie" was some kind of steak. I asked efficient fellow-newsman Bill Taylor what the term meant. He said "some kind of a dress with pearls on it."

I resorted to Webster's New Collegiate Dictionary. The word was not there but it must lie somewhere between peat and peavey. But I don't think the definitions of either of these words fits "peau."

Then I asked Mrs. Bobbie Fordham, Courier-News efficient jack-of-all-trades. Said she, "that isn't one of the words in my 24-word vocabulary." Undaunted, I asked Jim Cook our pressman. He held his nose and said "you know, peau!"

Then I got out the big Webster's New International. This one weighs about two tons and has 3,210 pages. Bill Taylor uses it to rest his feet on while he is posting his accounts. "This should have plenty about "peau de sole," I reasoned.

I glanced down the margin . . . peatwood, peaty, peau, pean de soie.

Fellows, you probably won't believe this, but "peau" means skin.

The only thing I can figure is that "peau" is a part of a secret language known only by mothers and daughters. And that "peau de soie" is a passage which means simply, "look at me, I'm about to skin this sucker."

Then I pressed forward in search of the meaning of "soie." The only thing I knew for sure was that it sounded like a term used by farmers to call their hogs. I couldn't find "soie" but "soiesette" was there. It means silk. What a disappointment.

I continued reading, "The bride's dress was applied . . ." So was the bride's old man, I imagine. Continuing: "her veil of illusion was held . . ." Woops, stop right

there! What in the world is a veil of illusion?

I asked Mrs. Nell Dodson, another efficient Courier-News staffer. (We don't have anything but efficient Courier-News employees) She said the term should be "veil of dis-illusion."

I returned to the big dictionary. "Illusion: an unreal or misleading image presented to the vision; a deceptive appearance."

Well sir, this tells us how this term got started. Back in the days before the groom got a good look at his "intended" before the wedding ceremony, the "veil of illusion" hid her face until after the knot had been tied. If the bride had turned up with her naked face hanging out, he might have bolted the festivities before the "I do's" had been finished.

There are numerous other terms in use every day in wedding stories that are equally confusing to men. The whole mess just seems to bear out a statement my old daddy used to make every month when

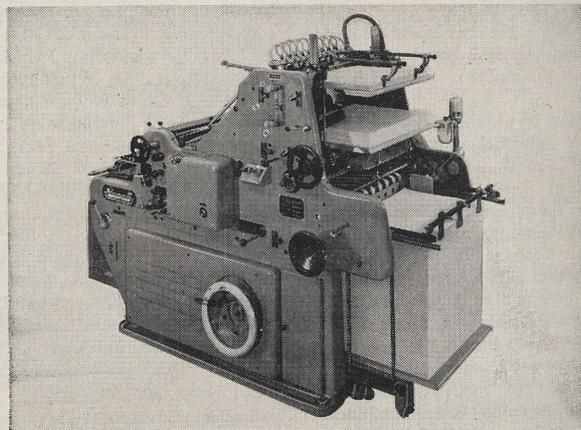
### Pamphlet Available

U. S. Chamber of Commerce has published a 15-page pamphlet explaining the equal pay-for-women law passed earlier this year and effective June 11, 1964. Entitled "Guide to Equal Pay Act," the publication is available at 25 cents each from the Chamber, 1615 H St., N.W., Washington, D.C. 20006. Reduced rates are available on bulk orders. The pamphlet points out that the law bans wage discrimination on the basis of sex. Affected are jobs requiring equal skill, equal effort, and equal responsibility, performed under similar working conditions in the same establishment. Wage differentials based on non-sex factors are still allowed.

the bills started coming in.

Said he, "there are two times in a woman's life when you just can't understand her. One is before she is married and the other is after she is married."

Like Mark Twain, as I grow older I realize that my Old Man wasn't as ignorant as I thought he was. He knew his subject matter pretty well.



## 18 x 23 PROFIT MAKER

A Mergenthaler 23 Letterpress is hard to beat for versatility and dependable performance so necessary to profitable job printing. Competitive in price, this press handles an 18" x 23" (17½" x 22½" bleed) sheet, or as small as 5¾" x 4¼". This Letterpress is backed (and guaranteed) by Mergenthaler, the first name in print. For details, call your Linotype Agency collect, or write: Press Division, Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

**Mergenthaler** 

## Three Effective

A newspaper group of his about the "rate created for their rid of this rate one-rate system

"We've taken three newspaper to advertisers between local a of two others t

That's not even you consider t still charging a vertisers of 50 into cooperative media. But it sensible rates an

"The newspaper suffer from a de revenue and wiv this year plazines, the dow until the newsp vitalize their se is an honest sale industry-wide to competitive posi plan is offered, but at the pres several years, n rate has been off ure, avers the Journal.

"Perhaps the single rate plan tunity to bring o focus with a bu count, according Colo. Sentinel. local rates, as a for the last six the time we ma been able to put every account at no more averagi large advertiser rate. Frankly, in way plan we hif 10% and yet th most painless in many years.

"I have conte newspaper adver and it is for this papers are in fi Publisher Trento many small dailie from volume ad

## Three Daily Publishers Testify Effectiveness Of One Rate Plan

A newspaper representative speaking to a group of his publishers recently talked about the "rate jungle" newspapers have created for themselves and said: "Let's get rid of this rate road block—let's look at a one-rate system as a project for the future."

"We've taken a look and find there are three newspapers offering a single-rate plan to advertisers eliminating the differential between local and national rates. We know of two others that will soon announce it. That's not even a drop in the bucket when you consider the number of newspapers still charging a differential to national advertisers of 50% and more forcing them into cooperative advertising or into other media. But it is enough to show that sensible rates are appealing to advertisers."

"The newspaper industry continues to suffer from a decline in national lineage and revenue and with the terrific gain in spot tv this year plus the surge of some magazines, the downward slide will continue until the newspapers do something to revitalize their selling program. Single-rate is an honest sales pitch which can be used industry-wide to put us all back in the competitive position. If some other better plan is offered, then that should be used, but at the present time and for the past several years, nothing other than single-rate has been offered as a corrective measure, avers the Wilmington, Del., News-Journal.

"Perhaps the biggest advantage the new single rate plan gave up was the opportunity to bring our retail rates into proper focus with a built-in-profit from every account, according to the Grand Junction, Colo., Sentinel. While our national and local rates, as a result of a policy of mine for the last six years, had little spread at the time we made the change, we have been able to put in a built-in profit from every account at the retail level. There is no more averaging out to give the local large advertiser a preferential, no profit, rate. Frankly, in connection with our one way plan we hiked our local rates about 10% and yet this has proven to be the most painless increase we have made in many years.

"I have contended for years that all newspaper advertising was under-priced and it is for this reason that many newspapers are in financial difficulty", states Publisher Trenton Walker. "I know of many small dailies that accept advertising from volume advertisers at rates which

actually cost those same newspapers money to put the ads in their paper.

"During the years we have been most interested in the so-called small but regular advertiser who makes up about 10 to 15% of our lineage, I have insisted that he not be priced out of the market. Therefore, we developed this one rate plan in which we can say easily that all advertisers have equal buying opportunities under this single rate.

"Strange as it may seem, a number of agency men in New York have told me that this move made sense but that we were 10 years ahead of our time. I was interested in their reaction because when the cards are all down one of the basic reasons for this change was the fact that I was sick and tired of hearing agency people and other space buyers constantly scream about the rate differential between their business and that handled on a local basis. Like in the operation of any business, I found that we never get anywhere until

we plug all the rat holes for excuses. To me the cry about rate differential was justified.

"We heard about a publisher recently who told his national ad representative: 'Go get that RCA-Whirlpool 8-page insert for us—let's see how you can sell.' The representative hit the jackpot with an order for the published rate of \$1300 for an 8-page insert. Thirty minutes after the order was received it was cancelled. The agency said it had been set upon on a local basis. The local rate for the same thing was \$620."

Need any more be said?

KPA Central Office, joining other state press officials, has long advocated the practicality of the ONE RATE plan for national and local advertising rates. Far too few newspapers to date have recognized the advantages of its use and application—emphasized by the ringing of the cash register. The following excerpts from Editor & Publisher, stress the success that some daily newspapers have experienced.

"To the press alone, checkered as it is with abuses, the world is indebted for all the triumphs which have been obtained by reason and humanity over error and oppression." James Madison.



### NEW FOTOMATIC brings "Up Time" to tape-set photocomposition

Fotomatic... Intertype's latest entry in the field of photocomposition, is the first and only machine to set type on film or paper directly from standard tape without conversion.

Just feed tape on one side, take exposed material from the other side... develop automatically... quicker than ever, you have sharp photocomposition ready for pasteup.

One-magazine machine construction, new two-letter Fotomatics, 90-channel standard keyboard... all working together on proven Fotosetter principles... keep costs down, productivity up, on a profitable "Up Time" basis.

Ask your Intertype "Up Time" representative for all the facts.

The Fotomatic uses the new two-letter Fotomatics which bring hot metal versatility to photographic typesetting. It can also use one-letter Fotosetter matrices.



**INTERTYPE COMPANY**

360 Furman St., Brooklyn 1, N.Y.

A Division of Harris-Intertype Corporation



## How this 'Queen' helps us redeem the more than 95% of all S&H Green Stamps issued

THIS IS FANNIE GRAHAM of El Paso, Texas, Service Hostess in one of our S&H Green Stamp Redemption Centers. She was one of nine regional winners in a nation-wide "S&H Courtesy Queen" contest among our employees in more than 850 S&H Centers. The contest drew more than 1,000,000 votes from our customers.

The Queen Contest was part of a program called "Patterns for Friendliness" aimed at improving the already high standards of courtesy in our Redemption Centers.

This emphasis on courtesy to customers is just one of many things we do to make stamp redemption easy and convenient. We know our customers aren't satisfied customers and our job isn't done until our stamps are redeemed for valuable merchandise. A high redemption rate is essential for success in the stamp business.

Apart from such things as courtesy and free distribution of 32,000,000 S&H catalogs, there are four basic ways we work to achieve this more than 95% redemption rate:

**1. Quality merchandise.** We give our customers what they want—top-quality, name-brand merchandise.

**2. Convenience.** We make our merchandise easy to get by operating more than 850 Redemption Centers all across America. And we add a new S&H Center every week.

**3. Reliability.** We've installed one of the most modern electronic IBM in-stock inventory control systems in American business. It coordinates 10 regional warehouses with our Redemption Centers, in our continuing attempt to see that our customers get the merchandise they want, when they want it.

**4. Advertising.** We have a broad year-round program of national and local advertising in all media to tell people about the value of S&H Green Stamps, the quality of our gifts, the availability of our Redemption Centers, and the reliability of our merchants.

AN AMERICAN WAY OF THRIFT SINCE 1896



One man's newspaper of of them predic monplace if a overcome in th

Dr. Charles State University these points ab

1. Every pa newspaper. Th take and proc cheaper ways to camera. Pictur together.

3. Every rep soon carry a sm accuracy and s and interviews.

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governors and ' don't produce a dates in 1964, v man for Presiden

13. The wises will interview jo junior year, put t and hire them u

14. Newspape scribes in clubs, dailies and wee ritory.

# The Newspaper Of The Future?

One man's idea of the nature of the newspaper of 1982 has 18 features, many of them predictions he feels will be commonplace if a cost-profit squeeze is to be overcome in this business.

Dr. Charles Allen, director of Oklahoma State University's school of journalism, listed these points about the newspaper of 1982:

1. Every paper will become a picture newspaper. There will be new ways to take and process pictures and faster and cheaper ways to get them into print.
2. Every reporter will soon carry a camera. Picture and story will come back together.
3. Every reporter of public affairs will soon carry a small tape recorder for greater accuracy and speed in reporting speeches and interviews.
4. One central shop will be used to print all papers in one county or more.
5. Newsprint will be made from materials now considered waste, and reclaimed print stock will sell at a "relatively low price."
6. Media will rebel at paying 15 per cent commission that agencies have been living on for many years. The client will then pay a fee for the agency's services, will bill and collect the net. Agencies won't be very displeased because they no longer can live on 15 per cent.
7. News will be written so much better that the number of stories will increase, but the average length will decrease sharply.
8. Local newspapers will increase and intensify the coverage of their own communities and decrease their national coverage.
9. Bookkeeping and cost accounting can even now be made almost automatic with inexpensive machines.
10. Newspapers will increase in the next 20 years. "A good many suburban weeklies will become dailies."
11. Newspaper wages will rise. There will be more jobs than well prepared people in journalism for at least 10 years.
12. More newspapermen will enter public service. They will become senators and governors and "if the two major parties don't produce an excellent pair of candidates in 1964, we will elect a newspaperman for President."
13. The wisest of newspaper publishers will interview journalism students in their junior year, put them on summer internships and hire them upon graduation.
14. Newspapers will be sold to the subscribers in clubs, especially in areas where dailies and weeklies serve the same territory.

15. Dirt causes 99 per cent of the troubles in printing machinery. A clean shop is usually an efficient one.

16. Profitable companies are run by publishers who know that good, modern machinery makes money and steps up production.

17. Newspaper management will become a scientific business.

18. To hard work must be added earnestness of purpose, vision to see what is good for the community and courage to defend the unpopular cause when "you believe it is right."

Just tell them, "I saw it in the Kentucky Press."



## This is your pipeline to facts for feature stories about Gas

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

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

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

SERVING THE BIG RIVER REGION



## You can reach almost everybody by telephone

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Literally speaking, you get a world of communications with your telephone service, and we hope it's always especially helpful to you in covering and interpreting the news.



**Southern Bell**

## CALENDAR OF EVENTS

### OCTOBER

24-26—National Editorial Association Fall Meeting and Trade Show, Claridge Hotel, Memphis, Tennessee.

### JANUARY

16-18—Mid-Winter Convention, Phoenix Hotel, Lexington.

### APRIL

16-17—West Kentucky Press Association, Kentucky Dam State Park, Gilbertsville.

### JUNE

4-6—Mid-Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

### COMMUNITY PRESS SERVICE

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Enjoy a beautiful ride on modern concrete mileage of Kentucky's new Interstate 75

## Concrete for Kentucky Interstate highways is saving millions of dollars in future expenditures

With all its advantages of long life and low maintenance cost, concrete costs no more to build than asphalt on Interstate highways. Construction costs for the two pavements are virtually equal. And remember, on every mile of Interstate highway, the Federal Government pays 90 percent of the construction cost, the State pays 10 percent. Kentucky, in selecting modern concrete pavement, is building a network of

super-highways that is equal to any in the nation.

The big savings come in upkeep. Once these highways are built, Kentucky will pay 100 percent of all resurfacing costs as well as routine maintenance.

Performance studies on concrete highways prove concrete will need no significant upkeep for decades.

These same studies show asphalt highways in Kentucky require not only continuing maintenance, but complete resurfacing 8 to 12 years after they are built. To resurface just one mile of Interstate highway with a two-inch layer of asphalt will cost about \$24,000. That is as much as Kentucky's 10 percent share of the cost of building it in the first place.

With approximately 1,000 miles of Interstate highways and turnpikes to be completed in the next 10 years, the resurfacing dollars saved with concrete will be an important contribution to the modernization of the farm to market roads.

FIRST COST SAVINGS WITH CONCRETE ON KENTUCKY I-75	
Mileage awarded	Average paving cost per mile
Asphalt 9.9 mi.	\$245,500
Concrete 78.7 mi.	241,100
Concrete's first cost advantage \$	4,400 per mile

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## INDUSTRY--TONIC FOR GROWING COMMUNITIES

Industries are business. Like all businesses they are looking for a site that will insure efficient, profitable operation and permit growth. They are primarily interested in labor supply, transportation, markets, and taxes. Finally, industry—the business or its people—requires abundant, dependable electrical power for current needs and future expansion.

"Doctor" Kilowatt knows that Kentucky communities have all the ingredients for this prescription. Only blending, packaging, and selling is needed to spur industrial development. If your city or town wants a new industry, make sure that your civic leaders and industrial development committee have gathered, analyzed, and organized the facts needed by any industry that shows an interest in your area.

"Doctor" Kilowatt may not have a cure for the common cold, but he can help you fill a time-tested prescription for community growth—new industry—which creates new jobs, increases the income of businesses and persons providing services, and in most instances brings a population increase that requires more wholesale and retail outlets.

Industries are composed of people. When they consider moving to a new home, they are concerned about housing, schools, churches, recreational and entertainment facilities, medical and professional services, and police and fire protection.

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Community Development

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