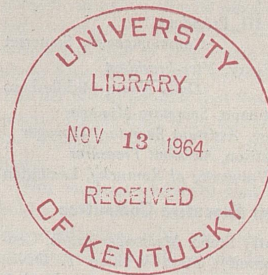


The Kentucky Press

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

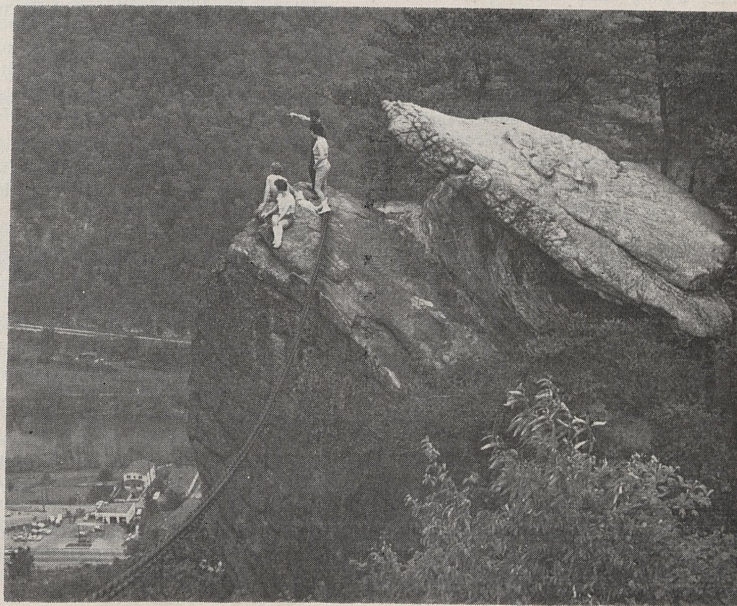
The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical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



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School of Journalism
University of Kentucky
Lexington, Kentucky

**August
1964**

Volume 30, Number 11



Kentucky's Showcase: Pineville's Chained Rock

The Kentucky Press

Volume 30, Number 11

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

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

Member
Newspaper Managers Association
Kentucky Chamber of Commerce
Better Business Bureau, Lexington
Sustaining Member

National Editorial Association
Associate Member
National Newspaper Promotion Association

Publication Office
School of Journalism
University of Kentucky

Kentucky Press Association, Inc.

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ANPA Analyzes Competition In Newspaper Properties

Washington, D. C.—The American Newspaper Publishers Association contends there is "effective competition across-the-board in the newspaper business" in America.

Sanford Smith, ANPA General Manager, told the House Judiciary Antitrust Subcommittee that the daily newspaper business in 1962 was controlled by 1,160 different ownerships.

"This broad base of ownership hardly indicates cause for concern over any form of centralized control of the press in the United States," he observed.

The committee is conducting an investigation of "concentration of ownership" of news media including newspapers, radio, and television.

In a comprehensive legal analysis filed with the committee, ANPA claims it is a "fiction" to assume that "a decline in the number of newspapers per se means a decline in newspaper competition, or a decline in diversification of sources of news and viewpoints."

"This is the kind of numbers game' which tends to create the erroneous impression that the press and other media of communications are failing to discharge their responsibility for diffusion of public information."

The study points to steady gains in circulation for morning, afternoon, and Sunday newspapers—in the face of new competition from radio, TV, and news magazines—and asks this question:

"If newspapers successfully perform their function of providing information, what better set is there of performance than the widespread public acceptance of the newspaper as measured by its circulation?"

Records indicate that the number of daily newspapers in the U. S. has declined from a peak of around 2,500 in 1910, to a total of 1,760 in 1962.

At the same time, the number of cities in America with one or more local daily newspapers has increased to an all-time high of 1,461.

Since the end of World War II, daily newspaper circulation has gone up from 45 to 60 million, while Sunday newspapers have gained from 40 to 50 million.

An analysis of "Competition in the Daily Newspaper Business" was prepared for ANPA by Prof. Jesse Markham of Princeton University, former Chief Economist of the Federal Trade Commission. This study said:

"One of the most important developments of the 20th century is the rapid growth and spectacular change of the information disseminating business.

"Only four decades ago the public was completely dependent upon the printed

media for news... by 1950, 97 out of every 100 U. S. families had at least one radio receiving set. By 1960, 90 out of every 100 families had at least one television set.

"Of each 100 families, 86 subscribe to at least one daily newspaper, and an additional number purchase them regularly from the newsstands.

"Altogether, 583 TV stations, 4,354 radio stations, 1,760 daily newspapers, 8,170 weekly newspapers and 8,616 periodicals including general magazines and specialized publications convey the news and other information to the American public.

"Between 1945 and 1960, the total number of daily newspapers increased from 1,749 to 1,763. The number of cities having one or more daily newspapers increased from 1,396 to 1,461.

"After allowances are made for joint and multiple ownership, the number of independent entities engaged in disseminating news over the air through daily newspapers amounts to 4,993, comprising 1,211 daily newspapers, 2,957 standard broadcast (AM) radio stations, 485 FM radio stations, and 340 TV ownership interests."

Another study of newspaper competition was made by Prof. Raymond B. Nixon of the University of Minnesota, editor of "Journalism Quarterly," who concluded:

"More media voices compete for attention of the U. S. public today than ever before."

Prof. Nixon used the term "media voice" to denote "independent ownership" of the news media. His study shows:

In 1960, an all-time high of 1,461 cities in America had one or more local daily newspapers.

In 1,106 of these cities there were 3,324 competing "Media voices," and only 355 single-voice cities remained. Of the single-voice cities, Nixon said:

"Most of these places are so close to a large city that the absence of any locally competing voice appears to be of little importance."

In addition, 1,014 other towns without a daily newspaper had daily local radio or television service.

The ANPA legal analysis concludes that it is "indisputable that there is intense competition today in the U. S. in volume and diversity of sources of news, editorial opinion and other views, and advertising on a scale which was nonexistent in earlier decades."

It warns that any assumption that "any government agency can by legislation or otherwise blueprint quality newspapers according to the subjective judgments of government regulators of other appointed guardians of the press flies in the face of the First Amendment prohibitions. It also starts down the road to a controlled rather than a free press."

ABA Studies Pre-Trial Reporting; Codes Could Help Solve Problem

Newspapers, courts, and lawyers are becoming more alarmed over the results of pre-trial reporting as practiced by too many short-sighted newspapers in reporting crime news. Many believe that stringent measures, now contemplated, have been brought by these negligent newspapers who surely did not weigh the consequences of bad reporting. The developments today in this controversial area include:

American Bar Association

The American Bar Association is expected to amend its canons of ethics at its meeting in New York this week to forbid prosecution and defense lawyers from trying their cases in the press.

The amendment was drawn up in the wake of widespread criticism of the conduct of both lawyers and news media after the arrest of Lee Harvey Oswald, the accused assassin of President Kennedy, and Jack Ruby.

The amendment states: "It is the duty of a lawyer engaged either in the prosecution or the defense of a person accused of a crime to refrain from any action which might interfere with the right of either the accused or the prosecuting governmental entity to a fair trial.

Not To Express Opinion

"To that end it is improper and professionally reprehensible for a lawyer so engaged to express to the public or in any manner extrajudicially any opinion or prediction as to the guilt or innocence of the accused, the weight of the evidence against him or the likelihood that he will be either convicted or acquitted."

The amendment was drawn up by the association's standing committee on professional ethics. The national association's House of Delegates will take up the amendment. If passed, it would then be referred to state bar associations. If adopted, it would provide a basis for disciplinary action against lawyers who violated it.

The American Society of Newspaper Editors recently established a special committee headed by Alfred Friendly, managing editor of the *Washington Post* and *Times-Herald*, to make a new appraisal of the relationship between the courts and the press. Mr. Friendly said that he had no immediate comment on the proposed amendment.

Courts Differ In Interpretation

Late dispatches in our office indicate two radically different interpretations of pre-trial publicity. From California we learn

that state's Supreme Court has reversed a second degree murder conviction because the trial judge had told jury members they had a right to read newspaper and hear radio and television accounts of the trial. A 6-to-1 decision written by Justice Roger J. Traynor cited law in 6 previous court decisions in concluding that "it is misconduct for a juror to read newspaper accounts of the case on which he is sitting." The decision reversed a ruling by San Diego Superior Court Judge William Mahedy who had told the jurors he believed in freedom of the press and didn't think it "proper" that some judges instructed jurors not to read newspapers or watch television during the trial.

Taking an opposite point of view, Judge William Ager, Washtenaw County, Michigan, County Circuit Court denied a defense motion in a child-killing case for court "control" of news media references until a jury verdict was announced. Defense contended pre-trial publicity had prejudiced potential jurors. Court said that although it was aware of recent Supreme Court reversals of convictions because of newspaper publicity, it does not have authority at this time to enjoin the news media in the state by mass action from publishing events concerning the alleged occurrence or concerning the procedure in court regarding this matter." Court also said: "The court believes that the news media of Washtenaw County are as interested as are other agencies in assuring the defendant of a fair trial and (believes) that the media will exercise restraint in printing information which might not be admitted as evidence." The Ann Arbor News police reporter was subpoenaed in the case and most of the hearing occurred in the judge's chambers with the editor, court reporter and police reporter and the defense counsel and assistant prosecutor.

Guides May Solve Controversies

A "Guide to Press-Bar Relations" has been approved by the Louisiana Press Association and the Louisiana Bar Association. The suggested code of conduct is similar to those adopted in Oregon and Massachusetts.

The code provides that news stories of crime should contain only a factual statement of the arrest and attending circumstances; it should be remembered that the accused may be tried in court. News media are advised to avoid the following:

1. Publication of interviews with subpoenaed witnesses after an indictment is returned.

2. Publication of the criminal record or discreditable acts of the accused after an indictment is returned or during the trial unless made part of the evidence in the court record.

3. Publication of confessions after an indictment or bill of information is returned unless made part of the evidence in the court record.

4. Publication of testimony stricken by the court unless reported as having been stricken.

5. Editorial comment preceding or during trial, tending to influence judge or jury.

6. Publication of "leaks," statements or conclusions as to innocence or guilt, implied or expressed, by the police or prosecuting authorities or defense counsel.

7. Exploitation of morbid or sensational details of criminal behavior.

The bar is advised that prosecutors and defense attorneys should refrain from making out-of-court statements about the innocence or guilt of individuals or statements about how they intend to conduct a case. The bar is also advised that the press should receive cooperation from the authorities for the adequate coverage of crime and trial news.

This magazine believes that KPA should hold a joint conference with the Kentucky Bar Association with the view of a joint-adoption of this code, or similar in concept, as soon as possible. The editor will present this suggestion to the coming executive committee meeting.

By-Lines On Local Ads

Edmund Arnold, Graphic Arts Dept., Syracuse University, recently proposed in his Publishers Aux column, that bylines on all local newspaper ads. "I'd like to see bylines on all local ads," Arnold said. "At least on the good ones."

"We know that the practice awarding bylines on editorial material pays handsome dividends. It's good for staff morale. It gives status to the reporter and cameraman. It raises quality; the man who knows his work will be identified publicly will make darn sure it's good and accurate. Why shouldn't these same benefits accrue on the advertising side? A good ad is a creative work. It ought to be recognized.

"I know this will take a little selling. Probably far more to the publisher than to the advertiser. But, as a start, why can't we byline our own house ads, at least?"

The first type-revolving press was constructed by Hoe and Company and was installed in the office of the Philadelphia Public Ledger in 1846.

Tennessee Editor Recalls Days Of Training As Printers Devil

A sight I happened upon the other day in the backshop of our newspaper (we still call it "backshop" and not composing room") brought home to me the difference between serving an apprenticeship today and learning the printing trade as I did—some 30 years ago.

As I rounded a stone, my progress was blocked by an apprentice who was killing forms. Now a sudden encounter with an apprentice normally does not shock me, but this one was sitting down! Only 19 years old and just out of high school, this apprentice could not have been tired. I think "retired" is a better word.

At the moment I heard a faint whirling noise and realized that it was probably Charles D. Bevan, Capt. T. F. Peck, P. A. Cates, my father or some other old-time "stick printer" spinning in his grave.

When I started my apprenticeship at the innocent age of 12 years all printers stood up. Some of us stood up to eat. I still stand up to type and layout ads. When I am not standing up, I am in bed.

As my mind wandered back through the years since I became a "Printer's Devil"—which really wasn't so long ago as time is measured in the printing business,—I feel sorry for present day apprentices because of what they are missing.

My father entered the printing trade at the age of 10. His mother, the wife of a Methodist preacher, took him to the newspaper office in Madisonville and told the editor she wanted him to be taught printing. "We can't afford to pay him anything," the editor stated. "That's alright. He'll work for nothing until he learns and you figure he is worth something," my grandmother answered.

Can you image a mother doing such a thing today?

We have irate mothers who come in and bless us out because their sons just make four cents from each 10 cent paper they sell.

My Dad followed the trade (Madisonville Democrat) until his death and there was a man who was prouder to be called a printer. He used to say that he wanted the words "Dan Hicks, Printer," placed on his tombstone.

He was a craftsman. He preferred to fashion everything by hand. He resisted the coming of the power saw and the casting box as long as he could. He preferred to cut slugs with a "slug-cutter." And if he had a

little bit of white space as big as a pencil eraser he would put an arrow, asterisk, dingbat or some other decoration in it.

It is true it took him longer, but his forms locked up straight, they lifted easily and his finished "job" yelled out to the customer that "here is a work of love—patted, polished, built-up and made ready to perfection." Dad worked so hard on some of his jobs that I think he really hated to let the customer have them. It was as though they were a part of him.

How many printers do you know today who feel this way about their finished product?

This was the man who started me in the printing trade when I was 12 years old by placing a soap box and "feed." He also admonished me not to waste a single sheet. I fed, but I wasted about 250 of the 500 auction sale "dodgers" I was "striking."

Then the old fellow (he was about 39) cut the alphabet out of a type foundry specimen book and pasted the letters on the little compartments in the type case. He then showed me how to hold the stick in my left hand—holding the type with my thumb—and gave me a galley of copy to set in six-point. "Read you stick as you go and you will not make mistakes. Follow the copy even if it blows out the window and goes under the print shop," he admonished.

Outside the weather was hot. June bugs buzzed around the corn tassels, a parade went through town, a fire siren sounded—but I didn't investigate any of these things which are dear to a 12-year-old boy's heart. I just followed copy.

Two days later I completed setting the galley of type and sighed with relief because I was through. But I just thought I was. Dad poured water over the type I had composed and picked up a line on a lead and showed me how to hold it in my left hand and distribute it with my right. "Don't get a one of these pieces in the wrong compartment," he warned. During the next three years, when things were slack, I set type and threw it in again. Sure, we had a Linotype. It was a Model 15. I could stand on the floor and look down the only magazine. All our display type came out of the case. And we bought spacing material and border once a year and set rules out of a case and used brass column rule. And we worked until the paper was off the press even if it took all night—then jumped in and did the commercial printing before going

to bed.

Today's apprentice kills out forms by sweeping them off the stone into a cart with one motion of his hand. I had to distribute all the type back in its proper case, place the spacing material back in little compartments and the column rule back in a case according to its size. I hated to kill forms.

This was because I had fashioned each line of each ad by hand. I had chosen the type face and built the ad by hand. I had chosen the type face and built the ad with loving care. In doing so I had expressed myself. I waited in eager anticipation until the old cylinder press inked the form and the fly delivered a copy of something I had created. It was a thrill I know no modern day apprentice feels.

I also lament the fact that modern day apprentices are not being taught the old "printer's language." My father and his printing cohorts always spoke in this language. A five-and-a-half-point piece of type was not referred to by size but by the term "Agate." In fact, all type sizes had names and we used them. A "Brayer" was used to ink type not an ink roller; a six-point piece of spacing material was a "non-pareil" and a 12-point piece a "pareil"; we dumped broken parts, nuts and bolts and pieces of discarded type into a "hell box" and we mailed out the paper with a "wing mailer."

What apprentice today has been shown type lice? My Dad showed them to me. He poured gasoline on a form, spread the lines of handset type apart and then told me to put my eye down close so I could see them. Then he slammed the type together. Dirty gasoline and ink spurted into my eyes. This taught me two things: Not to look for the type lice and not to trust my Dad.

On my 13th birthday the other printers in the shop gave me a bath in printer's ink. And when I was 14 I got my own make-up rule. But I didn't get a line gauge because we only had one in the shop.

In those days the people in the newspaper business—owner, owner's family, printers and apprentices—were one family—ready to play tricks on each other or to defend each other against all outsiders if the occasion demanded it. I don't sense this feeling any more and I miss it. It was one of security.

I'm afraid the romance has gone out of being an apprentice and like an old time engineer watching the destruction of his coal-burning engine, I am sad.

No wonder fewer and fewer boys are taking up the printing trade with zest and pride. Today there is more glamour in working for a super market.—The Tennessee Press.

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THE IRVINE Estill Herald

The new name place, or flag, of the Irvine Estill Herald is depicted above. This new flag, in two-three and four-column widths will be used in floating positions for variety makeups in the newly adopted format by Editor Bob Hovermale. Bob found favor in a suggested sketch by the Press editor for the design.

The change in front page format, which "necessitated" the new flag, was adopted to lighten up the page which "was top heavy with the old flag," according to the editor. Other format changes, now put in effect, were explained by Editor Bob in his July 30 issue. He said:

"The change was made to lighten up the front page which was just a little top-heavy. The whole purpose of the floating name-plate is to provide balance and eye appeal. The absence of column rules and dashes under the stories and alongside the individual columns is intended to give the Herald a clean, bright appearance and to increase readability. We hope we are right. (One

pica of white space between the columns replaces the old hairline columns rules of the past.)

"We hope that we are in line with other progress made in this community. We see many new faces on many old buildings... perhaps this is what has encouraged us to attempt to brighten up our 37-plus-year-old publication.

"None of the innovations to date are original with me. I got the idea of a floating head from a service paper I worked for in the army.

"The idea of the column rules came from Betty Al Arthur. It was she, too, unknowingly, who gave me the idea for the down-style headlines which are now used on the front page.

"The front-page make-up us suspiciously like some of the winners in this year's national typography contests. I've lifted and applied these ideas to the Herald.

"But there is really nothing new under the sun... and that's not original either."



Caummisar Joins Stouffers

Basil P. Caummisar has been appointed director of sales and promotion for Stouffer's Louisville Inn. Formerly promotion and public service director of The Courier-Journal and Louisville Times, Caummisar has been active in community affairs throughout Kentucky and Southern Indiana. A past president of the Sales Executives Council, his work in the fields of public service and business development has won numerous national awards. He served many years on KPA Executive Committee.

Stouffer's Louisville Inn, a new 300-room Motor Inn, opened this year on the Broadway site formerly occupied by St. Xavier High School, and will be host to our 1965 mid-winter meeting in January.

Caummisar attended the University of Louisville, Indiana University and served as an officer during World War II. He married Joyce Trigg of Hopkinsville. They have two daughters and a grand-daughter.

Fair Labor Act In Force

Department of Labor's Wage-Hour Division warned that about 3.6 million workers will be affected by changes in the Fair Labor Standards Act which take effect September 3. On that date, employees now subject to an \$1 an hour minimum wage must be paid \$1.15, and overtime paid after 42 hours.

Newspapers are not directly affected by the increase by many "Main Street" merchants will be. The 1961 change in FLSA raised the minimum wage to \$1.25 for those workers already under the law but provided that those newly covered would be moved up to that figure in two stages, the second of which takes effect on Sept. 3, 1965.

C-J Sets Standards

A revised set of "acceptability standards" for display and classified advertising of automobiles in *The Courier-Journal* and *The Louisville Times* went into effect August 1. Copies of the rules have been sent to all known car advertisers in this market. Advertising not conforming to the standards will be "unacceptable" in the papers.

The code is based on the recommended standards of selling practice formulated by the National Automobile Dealers Association and the Association of Better Business Bureaus. Car advertisers already abiding by the NADA-ABBB standards, therefore, should have no difficulty in conforming to the newly-issued ones.

We commend the newspapers for their consistent efforts to retain and build public confidence in the truth and accuracy of advertising in this and all other fields. J. Garrett Noonan, advertising director for the newspapers, wrote recipients of the rules asking their co-operation.

One of the first English printed advertisements was a handbill produced by William Caxton in 1480.

No human endeavor has contributed to the progress of civilization than the art of printing.

Sunday Reading Day

A report from Elmo Roper and Associates called "A Study of the American Sunday" says that 67% of American adults read a newspaper on the average Sunday. Only 14% read books on Sunday, and only 22% read magazines. Television rated highest, with 71% of the people watching it on the average Sunday. However, while 56% read the newspaper before noon, only 10% watched television in this period. At night, 31% of the newspaper readers are going through their papers, while 89% of the television viewers are watching their sets. According to Mr. Roper, 56% of the 2,500 people interviewed said that Sunday was the day they looked forward to most.

No other country compares with the U.S. in the weekly newspaper field. The weeklies in this nation reign supreme in number, size and quality. There are about 8,300 weeklies, varying in size from a few hundred to 15,000 subscribers. They have a combined circulation of over 21,000,000 and an estimated readership of 80,000,000.

Here's your comforting thought for today "the world changes so fast that you couldn't stay wrong all the time if you tried."

FOI Legislation Faces Congressional Indifference

Two weeks after Senate passage, the Freedom of Information bill still rests in a pigeon-hole of the House Judiciary Committee, with every indication pointing to death by inaction. Chairman Emanuel Celler (D., N.Y.) has not referred the bill, S.1666, to a subcommittee nor given any sign that he has any plans for considering the measure.

Bills that pass one branch of Congress but not the other die automatically with the adjournment of the final session of a Congress. Target date for adjournment is August 22. While Congress may not be able to quit that early, even a post-convention session would do little to improve the prospects of the FOI bill.

Chairman Celler is very busy with other matters, including the Supreme Court decisions on school prayer and Congressional redistricting. In addition, he is a member of the Democratic Platform Committee. Ironically that platform will probably contain an FOI plank.

NEA has been in touch with three members of the House Judiciary Committee staff, none of whom could offer any encouragement on prospects for action on the bill which passed the Senate without a single dissenting vote. A committee chairman is practically all-powerful when it comes to what bills his group will consider, and Rep. Celler has time on his side in choosing not to take action.

If signed into law the bill will allow the public specific rights to information from many government departments and agencies and would supplant existing law which the Judiciary Committee, following extensive hearings, termed "full of loopholes." The new bill will permit suits in federal courts to eliminate secrecy barriers, not permitted by its terms, and place the burden of proof on the agencies to defend any challenged refusal to give out information. The agencies would be required to pay litigation costs if they should lose a case. The present law now authorizes the withholding of information "for good cause" or "in the public interest" and the Judiciary Committee felt these restrictions are so vague that they have been widely abused and information which would merely embarrass some bureaucratic opposition to the bill was seen in a statement made, after the bill was reported, by a spokesman for the Comptroller of the Currency: "Although we recognize the high motives and intentions in back of this proposal, we find its undesirable features greatly outnumber its desirable ones." He asked that the bill be rejected "in its entirety." The new bill, the first break-

through for legislation of its kind in 18 years, has received strong support by the press and all news media as well as much of the general public. Among many prominent newsmen who appeared before committees prior to passage were Ted Serrill, executive vice president of the National Editorial Assn., and Sam Ragan, executive editor of the Raleigh (N. C.) News and Observer and president of the Associated Press Managing Editors Assn.

Congressional action has now been completed on a bill including a \$2.5 million item to spend \$2.5 million in planning a new Government Printing Office in Washington, expected to cost a total of \$47 million. Rep. Paul F. Schenck (R., Ohio) objected to the appropriation but in vain. Rep. Tom Steed (D., Okla.) assured him the matter will be studied by the Joint Committee on Printing and subsequent Congressional action will be required to grant further funds for actual construction.

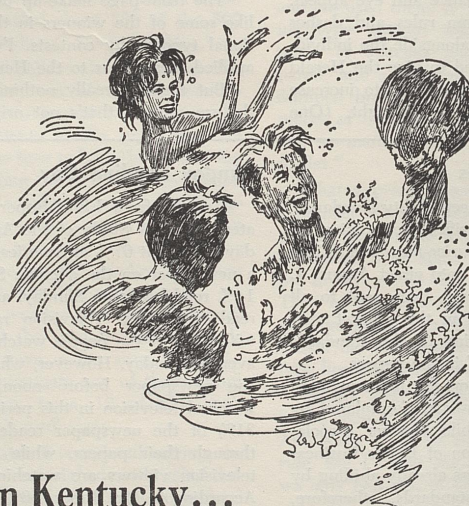
Anderson Now ME

Bobby Anderson, former sports editor of the Central City newspapers, moved to Tennessee, and has been named managing editor of the Trenton Weekly Gazette by Publisher E. Critchlow.

Anderson, who has been on the staff of the Union City Daily Messenger for several months, succeeds Robert E. Blackburn who has resigned to enter the insurance business with his father.

The 37-year-old newsman will work primarily with advertising, but will also assist with news gathering and photography for the editorial department.

"Average" family income increased in 1963 to \$7,510, according to the Wall Street Journal. This is up from \$7,260 in '62. The number of families grew from 57.9 million in the same period to 58.7 million.



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

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

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

In Kentucky... beer goes with fun, with relaxation
UNITED STATES BREWERS ASSOCIATION, INC.

P. O. Box 22187, Louisville, Kentucky 40222



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Co-op Advertising Abuses Not 'Big Bad Wolf'

At long last the Federal Trade Commission has completed its retreat on the legality of retail cooperative advertising which mentions prices. The 1963 furore caused by a secret FTC opinion has now subsided but the Senate Small Business Committee this week released an FTC letter written last December which completes the record on this matter. The letter was sent to the Bureau of the Budget.

The letter said: "Small retailers' joint advertising programs involving joint price representations are not now, never have been, and will not be in the foreseeable future, the target of anti-price-fixing proceedings—on the assumption, of course, that such programs are not used to mask actual price-fixing agreements." The nine-month-old letter came to light when Chairman John J. Sparkman (D., Ala.) held a hearing this week on "vertical cooperative advertising." This was a continuation of a hearing held last December on the FTC ruling, dealing with "horizontal" co-op.

This last hearing, lasting less than half an hour, featured Small Business Administrator Raymond P. Foley. He read a six-page statement saying that co-op ad allowance abuses seem to originate primarily with big department stores and chains which use their economic power to exact ad funds often diverted to other purposes, and unavailable to smaller customers.

Sen. Sparkman read a statement saying the investigation seeks to determine whether cooperative advertising allowances are being used to help big retailers and hurt small business. He said: "It has been alleged that many of the current vertical cooperative advertising practices are no more than devices used by both manufacturers and retailers to circumvent antitrust legislation against discriminatory pricing."

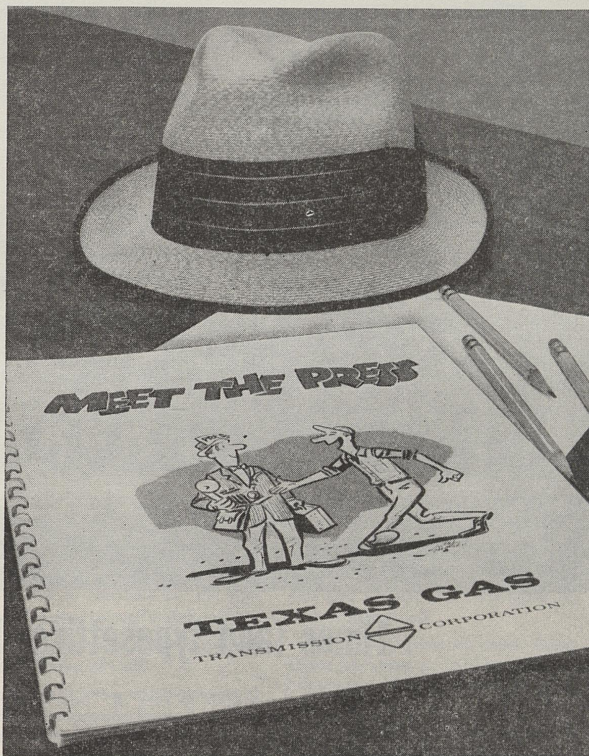
R. F. Newlin, acting for Editor John W. Hoffman III, who was critically injured in an auto accident, has advised us that the Jackson Pioneer, Jackson, Cape Girardeau county, Missouri, and the Advance Advocate, is for sale. Mr. Newlin said in his letter, "I thought it might be possible that some of your members, who are strategically located close to the southeast corner of Missouri, might be in the market for properties of this type." The Pioneer, circulation 3,000, has an exceptionally well equipped plant. Mr. Newlin's address is: C/o Carter-Waters, 2440 Pennway, Kansas City, Mo.

The publishing business began to expand in this country shortly after the Revolutionary War.

Newspapers call for conservation of natural resources, keep tabs on Congressmen and legislators, and take readers to the heart of a news story in the making.

Printing metallic Ink: First print metallic form in heavy blue or black. Let dry, then run back through press in gold or silver. Beats two impressions of the metallic ink. Watch register.

The nation's auto dealers sold 211,933 American-made autos in the middle third of October. The average selling rate in each of the period's eight selling days was 26,492, a mid-October record. The daily selling rate in the October 11-20 period was up 6.7 percent from the average of 24,829 cars sold a day a year earlier, when 223,460 new cars were delivered in nine selling days. In the first 20 days of October, industry sales totaled 474,694.



This is your press card at Texas Gas

A company's press relations are tested not when things are going well, but when they're at their worst... during an emergency, for instance. That's why we've prepared our booklet, "Meet the Press", and distributed it to Texas Gas employees. ■ "Meet the Press" is your advance "Press Card" at Texas Gas. It tells our employees how they can best help newspapermen on those occasions (very rare, we're glad to report) when something goes wrong. ■ *Be courteous, the booklet says. Stick to the facts. And above all, cooperate. "Give the newsman a fair shake, and look at the situation from his point of view."* ■ We've sent a copy of the booklet to each editor along our nine-state pipeline system, but perhaps we missed you. Just write John Potter... he will be glad to send you your Texas Gas "Press Card."

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Double Overtime Doubtful

Knuckling under to demands from union labor, Secretary of Labor W. Willard Wirtz told a House Labor subcommittee "the Administration would support alternative proposals" instead of providing for an industry-by-industry approach in the double overtime bill.

In an earlier appearance before the same group, Wirtz had advocated the piece-meal system. But union spokesmen, while favoring double overtime, attacked the Wirtz plan. So Wirtz returned to the stand and invited Congress to adopt an alternative scheme. Under questioning, he proposed two possible methods:

1. Require payment of a double overtime rate after a specified number of overtime hours at the present time-and-one-half rate.

2. Require payment of double overtime after 40 hours in all industries now covered by the Fair Labor Standards Act, with exceptions to be granted on a case-by-case, hardship basis.

NEA testified against the bill in its original form, as did many other business groups. Opposition from industry will not be diminished by the concession of the Secretary of Labor. The hearing at which Wirtz appeared was the final one to be held, and subcommittee approval of an amended bill is taken for granted. However, passage this year appears unlikely.—NEA Bulletin.

CALENDAR OF EVENTS

(Mark your calendar)

SEPTEMBER

11—Press Day, Kentucky State Fair, Executive Inn

18-20—Mid America Mechanical Conference, Hotel Continental, Kansas City

OCTOBER

12—West Kentucky Press Association fall meeting, Rough River State Park, Hardinsburg

11-17—National Newspaper Week

16—State-wide Safety Seminar, Freedom Hall, Louisville

17—Fall joint meeting, KPA and KPS executive boards, Journalism Building, University of Kentucky

30-31—Kentucky Intercollegiate Press Association meeting, Morehead State College

NOVEMBER

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

JANUARY

14-16—94th KPA-KPS Mid-winter Meeting, Stouffer Inn, Louisville

13-Feb. 9—NEA study mission to nine South American countries

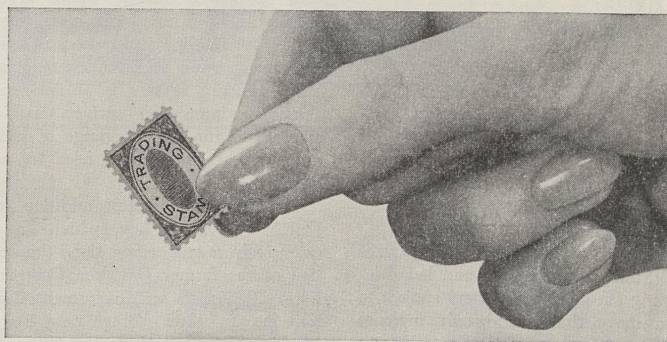
MARCH

25-27—NEA Government Workshop, Washington, D. C.

Check Central Buying

Among the phrases to be viewed with some suspicion is, "central buying." We are not sure what central buying means to others, but to us it means the continued destruction of home town business. School administrators were told recently that the one place where great savings could be made for the taxpayers is through central buying for local schools. What this really means is that instead of buying coal, paint, lumber, bricks, etc., at home, you buy it through a state operated central buying

agency. Of course, you will buy it cheaper per pound, per brick, or per ton, but you and the rest of the local taxpayers would pay for the saving with income taxes and sales taxes. Your lumber yard, coal yard, brick yard, furniture store, etc., will be hastened out of business and you will follow them, and you would have saved so--oo--oo much by central buying. When someone from Madison talks central buying to your school board or village board, don't forget it means doing business in Madison instead of at home.—Wisconsin Bulletin.



Only a tiny piece of paper—but
it's worth \$1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little "extras" of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated \$500,000,000 worth of products (at cost or wholesale prices) from more than 600 U. S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another \$500,000,000, ranging from over \$120 million for transportation, warehousing, and redemption store operation, to more than \$90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000 workers will be required at one stage or another of production

or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.

An American way of thrift since 1896



U.S.C.C. Labor Program

Labor Program of the U.S. Chamber of Commerce is designed to benefit employers and workers alike. For employers, its implementation would help to check rising production costs and restore some measure of equality at the bargaining table. For labor, it would secure greater job opportunities by rejecting proposals that would only cause more unemployment. Chamber's 10-point program is seeking as follows:

- (1) Promote growth through increased productivity and lower prices, but oppose cost-increasing plans like the shorter work-week;
- (2) Repeal wage-fixing laws like the Davis-Bacon and Walsh-Healey Acts which only add to federal spending;
- (3) Push legislation to reorganize NLRB and transfer its unfair labor practices jurisdiction to federal district courts;
- (4) Support the bill to remove the anti-trust immunity of unions by permitting only company-wide bargaining and prohibiting featherbedding;
- (5) Protect the job security of employees in hotels, motels, restaurants and laundries by resisting efforts to make them subject to FLSA—a move that would only increase unemployment among marginal workers in these industries;
- (6) Compel USES to concentrate on finding jobs for the unemployed instead of participating in college placement programs and improving the lot of the already employed;
- (7) Preserve State control of Unemployment Compensation programs;
- (8) Protect the individual worker's freedom by insuring State authority to enact laws against compulsory unionism;
- (9) Keep government intervention in collective bargaining to an absolute minimum, but support Taft-Hartley's national emergency strike provisions;
- (10) Encourage free collective bargaining instead of proposals for compulsory arbitration.

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New Small Offset Press

A compact new offset press, the least expensive of the Fairchild-Davidson Dualith line, has just been introduced by Fairchild-Davidson, a division of Fairchild Camera and Instrument Corporation.

The new machine, known as the Dualith 400, retains all the precision engineering associated with the Fairchild-Davidson name, but is limited to offset and Davidson two-sided lithography.

The 400 takes sheets of 11 x 17 inches with a printing area of 9 $\frac{3}{4}$ x 13 inches. A printing area of 9 $\frac{3}{4}$ x 14 inches is available with optional segments. Speed is up to 8,000 sheets per hour. Chain delivery, important for hairline registration, is standard equipment, as on all Davidson models. Another standard feature is an ink-repellent aluminum impression surface, making it possible to run a wide range of different stock weights without the need for adjustments.

The 400 is the latest addition to the Fairchild-Davidson line, which has been extensively re-engineered since the acquisition of the former Davidson Company by Fairchild Camera and Instrument Corporation late in 1962. Other new Fairchild-Davidson models include the 600 and 700 series of Dualiths and four automated Dual-a-matic machines.

The Hillsdale, Michigan, News invites young readers to submit articles which display talent, express ideas and thoughts and to take stands on subjects which are important socially, academically or morally. Rules are simple. Articles must "be brief," be original. Anything selected for printing in this "Youth Speaks" series, will bring its high school age writer \$5.00.

Most newsprint used in the United States comes from Canada.

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Market News Service

Congress has declined to suspend the Department of Agriculture's Market News Service but the Senate Appropriations Committee has directed the Secretary of Agriculture "to see to it that the leased wire system be limited strictly to market reporting and marketing information." The committee also directed the Secretary "to make certain that all news media receive equal opportunity and access to the market news information." The injunctions were contained in the committee report on the bill appropriating funds for the Agriculture Department.

The report also noted that the new National Commission on Food Marketing has as one of its areas of inquiry "the dissemination of market news" and expressed the hope that group "will give particular attention to the new Market News Service and its operations." During floor debate on the matter, Sen. Spessard L. Holland (D., Fla., who had charge of the bill, said that the wire service was only one year old and the committee felt the Food Commission "would be watching the matter thoroughly . . . and that they might be in a position to give us some worthwhile recommendations."



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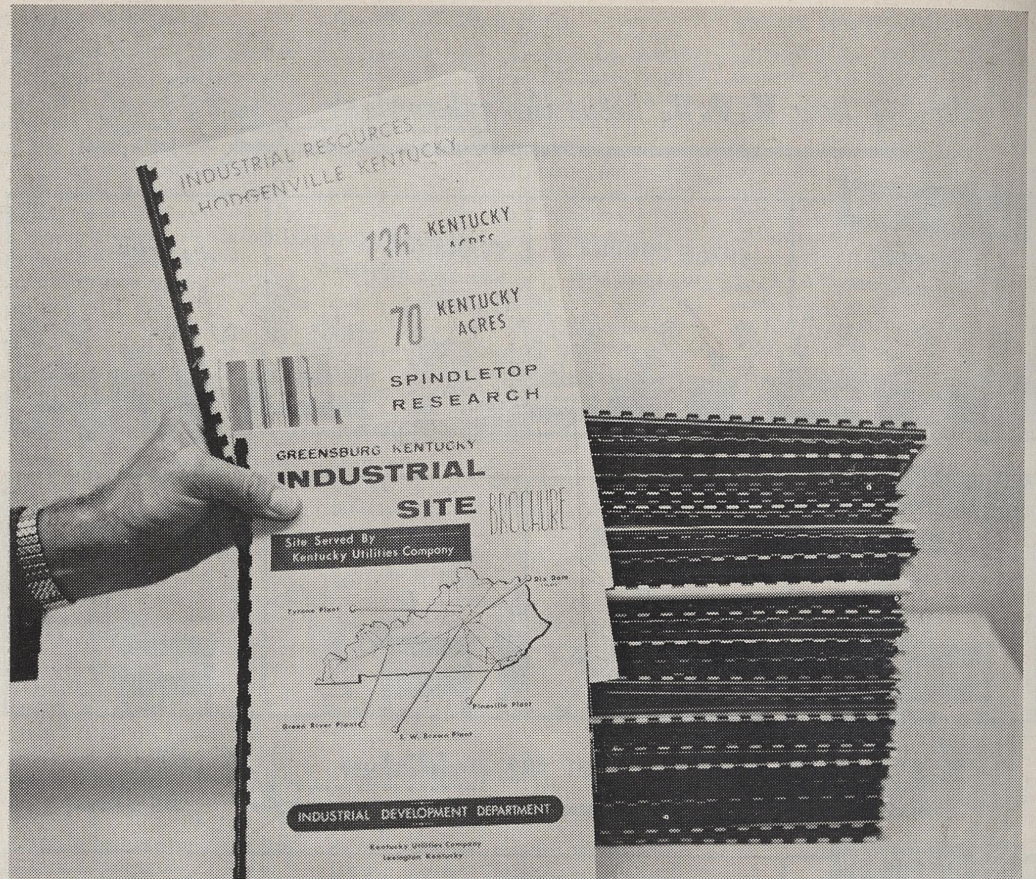


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