

# The Kentucky Press

December, 1962

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



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University of Kentucky  
Lexington

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VOLUME TWENTY-NINE  
NUMBER THREE

## Greetings

At this same season nearly two thousand years ago, Truth incarnate, made its advent into our world. Recognized by the Wisemen, they offered unto the human Babe material gifts of Gold and Frankincense and Myrrh.

In that tradition it has become custom through the years for us to exchange intrinsic tokens of our affection and regard. But He whose Nativity we celebrate reflected the spiritual reality of man and He taught that above all things we should love one another.

So in this season of tinsel and lights and good cheer, when all men seem to express more than the usual portion of love for one another, may there come to you an abundance of the precious things of life:

Health, Happiness and Enduring Friendships and Faith in the Truth that became incarnate on that first Christmas more than nineteen hundred years ago.

# The Kentucky Press + As We See It +

Volume 29, Number 3

Official Publication  
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

Printed by The Kernel Press

*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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Fred J. Burkhard, *Vice-President*  
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## You Are Invited To The 94th Annual KPA Meeting

We hope, and invite, all newspaper folk to attend the 94th annual mid-winter meeting at Louisville and anticipate the largest gathering for an interesting and instructive program. We agree with Manager Louise Bowker, Arkansas Press Association, when she says:

Everyone has his own reaction to conventions, but one of the most interesting I've encountered appeared in the Arkansas Press Association Bulletin. It follows:

Even like Gaul of Caesar's day, our association is divided into three parts with respect to the attitude on the subject of conventions. There are those who don't and won't attend conventions, those who go to conventions for the benefits derived from the program and those who attend conventions just for the heck of it. You get more formal information in a convention session than you'll get in weeks of personal study. But one of the great advantages of attending our annual meetings is not the formal meetings, or even the invaluable bull sessions in lobbies and rooms—the really great asset is that it recharges the mental and moral battery, and even physical one, although you may not get to bed until 4 a.m. Hometown newspapermen are overworked, too busy. Time for thinking is rare. The pause in normal routine, the stimulation of trading ideas, of talking about his job in terms of a profession rather than a chore, these perk up tired brain cells. Getting off a diet, smoking too much, talking too much, sleeping too little, none of these things will appear in 10 Easy Lessons on Longevity. But it's my opinion that the change of pace puts a bounce in the step and a lilt in the shoulders that pushups and knee bends never will.

There is a story about a farmer who, while attending a Church Conference, became disgusted because so much time was taken up with a discussion on how to get people to attend Church. He remarked, "At a farmer's convention, we never talk about how to get the cattle up to the feeding rack. We talk about the best feeds for them." Isn't this true about press association meetings? Your program committee will provide the "best food" for you—so you'll not go away disappointed.

\* \* \* \*

With postal rates and social security upward bound in the new year, and all supplies costing more, those of you who are feeling the inevitable squeeze are fully justified in boosting your subscription rates—we so recommend.

## Notice Of Annual Meeting

Pursuant to the regulations prescribed in the By-Laws of the School of Journalism Foundation of Kentucky, Inc., you and each of you are hereby notified that the annual meeting of said Foundation will be held at the Brown Hotel, Louisville, Kentucky, on Friday, January 25, 1963, at 2:00 p.m., for the purpose of conducting regular business, the hearing of reports for the year 1962, and for the election of the following officers: Chairman of the Board, President, Vice President, Secretary-Process Agent, Treasurer, and six members of the Board of Directors for three years.

Members of the Board of Directors whose term of office expire this meeting are: Mrs. Martha Comer, Maysville Independent; John B. Gaines, Park City News; Bowling Green; Miss Jane Bird Hutton, Harrodsburg Herald; Amos Stone, Central City Times-Argus; Enos Swain, Danville Advocate-Messenger; and Cecil Wilson, Barbourville Advocate.

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## Notice Of Annual Meeting

Pursuant to the regulations prescribed in the By-Laws of the Kentucky Press Service, Inc., you and each of you are hereby notified that the annual meeting of said Association will be held at the Brown Hotel, Louisville, Kentucky, on Friday, January 25, 1963, at 2:30 p.m., for the purpose of conducting regular business, the hearing of reports for the year 1962, and for the election of the following officers: President, First Vice President, Second Vice-President, Secretary-Treasurer, Assistant Secretary, Assistant Treasurer, and members of the Board of Directors for 1963.

\* \* \* \*

## Notice Of Annual Meeting

Pursuant to the regulations prescribed in the By-Laws of the Kentucky Press Association, Inc., you and each of you are hereby notified that the annual business meeting of said Association will be held at the Brown Hotel, Louisville, Kentucky, on Saturday, January 26, 1963, for the purpose of conducting regular business, the hearing of reports for the year 1962, and for the election of the following officers: President, Vice President, Chairman of the Executive Committee, Secretary-Manager, Assistant Manager, and Assistant Treasurer for 1963.

\* \* \* \*

Slow collections are getting more and more into the business news. If your advertisers cannot collect, they may have trouble paying you—so watch your collections.

DECEMBER

94th

5:01 p.m. R

5:01 p.m. R

5:29 p.m. K

7:29 p.m. H

8:01 a.m. R

8:16 a.m. B

9:16 a.m. B

10:06 a.m. A

10:51 a.m. P

11:26 a.m. A

12:31 p.m. L

2:01 p.m. A

# 94th Mid-Winter Meeting Set For January 24-26

## Thursday Afternoon

- 5:01 p.m. Registration, Roof Garden Foyer, Miss Garrison  
 5:01 p.m. Reception—Wassail Bowl—Derby Room  
 5:29 p.m. KPA Executive Committee Meeting, KPA Suite  
 7:29 p.m. Hawaiian Party, Roof Garden

## Friday Morning

- 8:01 a.m. Registration, Mezzanine Floor, Miss Garrison  
 8:16 a.m. Buffet Breakfast, Crystal Ballroom  
 9:16 a.m. Business Session, President John B. Gaines, presiding  
 Invocation, Rev. William H. Zahner, Managing Editor, The Record, Louisville  
 Address of Welcome, Honorable William O. Cowger, Mayor, City of Louisville  
 Response, George Joplin III, Chairman Executive Committee  
 Appointment of convention committees  
 10:06 a.m. "The Newspaper In The Classroom"—J. J. Beeler and Dr. L. Niel Plummer, Co-chairmen  
 10:51 a.m. "National Safety Program," Raymond J. Ellis, National Safety Council, Chicago  
 11:26 a.m. Address, "The Washington News Beat," Clark Mollenhoff, Washington Bureau, Cowles Publications  
 12:31 p.m. Luncheon, Crystal Ballroom  
 Address: Harry T. Montgomery, Deputy General Manager, Associated Press

## Friday Afternoon

- 2:01 p.m. Annual meeting, School of Journalism Foundation of Kentucky, Inc., President George Joplin III, presiding  
 Financial report, Secretary-Process Agent  
 Address, "National Advertising," J. Kay Aldus, Director of Public Relations, American Newspaper Representatives, Inc.

The Keister Advertising Service, Inc., Strasburg, Virginia, has a new series of church ads that can be obtained in mat form. The ads are copyrighted. Proofs and price can be obtained by writing the firm. Ads are for local sponsorship.

In the display slump that's usually anticipated—and too often realized—after the holidays, don't let your building material people and your local contractors and builders forget that the early months are "naturals" for their businesses in home and farm repairs, and new buildings—good prospective advertising.

A nearby state newspaper was recently accused by a grocer of letting competitors see the grocer's prices. It is not an uncommon charge. Every grocer who finds himself undercut always seems to think the newspaper lets the matter leak out. We've run into no unusual methods of preventing such occurrences but find that most newspapers make it a point not to let any person into the back shop, where the advertising copy could be viewed. If you do not have such a rule, better consider adopting it. It's your major defense if a grocer gets on the war path.

Premiere showing, ANR's new promotion film Roundtable, "My Best Advertising Idea," George M. Wilson, presiding

- 3:01 p.m. Daily Roundtable, Parlors A-B-C, Mezzanine  
 4:01 p.m. Annual meeting, Kentucky Associated Press, Parlors A-B-C  
 4:31 p.m. KPA nominating committee, KPA suite  
 5:01 p.m. Reception, Roof Garden, Louisville Courier-Journal and Times, Lexington Herald-Leader, and KPA hosts  
 6:01 p.m. Annual banquet, Crystal Ballroom — Floor Show—Dancing

## Saturday Morning

- 9:01 a.m. Buffet breakfast, Crystal Ballroom  
 9:46 a.m. Business session, Vice President Fred J. Burkhard, presiding  
 President's annual address  
 Annual report, Secretary-Manager  
 10:01 a.m. Panel, "Graphic Presentation"  
 11:01 a.m. Report on Kentucky Committee for Correctional Research, John Klotter, Southern Police Institute  
 Report on Kentucky Government Council, William S. Bowmer, Executive Secretary  
 11:21 a.m. Reports of Standing committees  
 Microfilm  
 Legislative  
 Postal Committee  
 1962 Seminars  
 Old Business  
 New Business  
 Necrology  
 Election of officers  
 12:21 p.m. Luncheon, Crystal Ballroom  
 Presentation of Award to The KPA Outstanding Kentuckian of the Year by Fred B. Wachs  
 Address, Mark Ethridge, Chairman of the Board, Louisville Courier-Journal and Times

The Greensboro (Ala.) Watchman advises compositors not to fumble with a line gauge in measuring the page length. Simply cut a piece of rule the length of the page, place it beside the type and space out to fill the length of the rule. Saves time and assures accurate page length.

Printers of letterheads, forms, etc., which list telephone numbers would do well for their customers if they encouraged the use of the Area Code. Area Codes are becoming more and more important and it is a simple matter to make the letterhead a convenient source of this necessary information.

## Report Form For Club Activities Proves Time Saver To Reporters

By PHIL McMULLEN  
Graland, Texas, News

Most weekly newspapers and small dailies have more demands on their reporters' time than can possibly be met.

The modern community is now such a complex and highly organized group of people, reporting their activities has placed increasing demands on the newspaper which conscientiously tries to record these events.

In addition to two or three dozen churches, each with auxiliary guilds, study clubs and related activities; three or four civic clubs, several lodges, PTA's, school groups, Girl Scouts, Boy Scouts, garden clubs, riding clubs and golf clubs, every day or every week, reporters must cover emergency news.

With all of these activities, put end to end, it would take a "housefull" of men and women to do nothing more than attend meetings.

All of these organizations compete for public attention in a community. Consequently all are very jealous of newspaper reports. Most editors know by experience that it is courting trouble to try to staff some of these meetings and not staff all of them.

This problem can be solved with a generous use of printed reporting forms. These forms not only provide accurate and timely reports of acceptable news value, but most important, it permits a limited staff to spread itself thin, yet be available for the emergencies and big stories.

These forms are mimeographed with pertinent questions designed to cover various types of organizations. (Although important, it is surprising how little change is necessary for a reporting blank for the PTA and the church missionary group.) Because most clubs are inactive during the summer, we usually contact the various groups each September to provide a new supply of reporting blanks.

The past three years we have found it saves a lot of time, as well as providing a good public relations contact, to have a "coffee" at the beginning of the club season. This event is in charge of our club editor. Invitations are mailed to all club presidents and reporters. At 2:30 p.m. time seems to fit best. At this meeting the editor or publisher tells about some of the problems of publishing a community news-

paper as well as other subjects which might be interesting to the group. The club editor then explains why the reporting forms are used, why she can't attend all meetings, the importance of prompt reports, importance of uniform style in using proper names, spelling, addresses and other technical information which is necessary for a satisfactory news story. We emphasize the necessity for promptness in turning in reports.

This is our third year for these orientation meetings. The interest and acceptance of this event has been demonstrated by the attendance. Each year attendance has increased by 50 percent.

Another field in which we have found the reporting blanks invaluable is little league baseball and football. Confronted with a program that involved 1,300 boys with almost 50 teams playing in the various stratas of league classifications, a ten-man sports staff could not have covered these events. This is also a field which, we believe, offered a perfect vehicle for reader interest. First, it attracted youngsters to our sports pages. Readership was greater than in any other type story. Not only are the young players interested, but the brothers, sisters, papas, mamas, grandpas, grandmas, uncles, aunts—are anxious to read about "Little Johnnie's" home run, or no-hit game.

However, we found reporting these games was most difficult to cover accurately. Reporting sheets came to the rescue. At the first organization meeting of the leagues which includes the coaches, scorers, and league officials, the sports editor distributes the reporting forms. A few minutes' time at this point saves a lot of problems later. Prompt return of forms are emphasized. A night drop at the office permits these people to drop the reports at our office following the game. Once the majority of the teams report, the stragglers are forced to come around as the reporting policy is explained to subscribers who call and ask about omissions. Pressure from the parents and players is much more effective than from the newspaper.

Reporting forms are also used for engagements and weddings. Here promptness is stressed again. A strict policy of accepting no reports that are over a week old soon orients the people to the idea that if we are to maintain a status of a newspaper, rather than a medium for providing clipping service, these items must be timely.

Report sheets are also used for funeral homes. These save time in providing accurate information. Another form is provided hospitals for birth announcements. A cooperative hospital business office will usually be glad to provide the new parents with these blanks. Our forms include the names of grandparents as well as parents. Actually the grandparents many times are more interested than are the parents. The information also puts more names in the newspaper . . . and that's our main stock in trade.

Consistent use of these forms will wonderers in keeping your contracts spread over all facets of community activity. However it's like all ideas—the editor and the staff have to make it work. It takes more work because the staff handles more copy. But it also means you can produce a better newspaper.

### How Does YOUR Paper Look?

Do you "just get it out" or do you take some pride in the appearance of your newspaper? A large percentage of newspapers could be improved in appearance if the publisher would take just a few minutes and check some of the following points.

1. Look at your nameplate to see if it is in good shape. You'll probably find it battered up and worn out. There isn't a shop in the state that doesn't have some type decent enough for a good nameplate.

2. Look at your masthead on the inside page. Still using the same type set five years ago? Why not re-set the type? Dress up the masthead, use your membership emblems. It makes a little advertisement for your paper.

3. How long has it been since you re-set all of those standing ads, and standing signs? We notice some that are so faded and blurry you can hardly read them.

You could remedy these needs this winter during a slack day—a paper's name should show up crisp, clear and proud.—South Dakota Bulletin.

### John S. Harris Takes New Post At Barbourville

John S. Harris, for the past four years editor of the *Cynthiana Democrat*, has resigned to take a new post as editor of the *Barbourville Advocate*. He is a 1955 graduate of Berea College, and served as a reporter on the *Berea Citizen* before going to Cynthiana. His successor has not yet been appointed. Harris will take his new post the first of the year.

### Shepherdsville Oldest-Youngest

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Shepherdsville News Claims Oldest-Youngest Correspondents

Shepherdsville's Pioneer-News may well lay claim to having the oldest and youngest newspaper correspondents in the world. Ninety-four years separate the ages of Mrs. Ida Matilda Ball Holsclaw, 102, who reports the Hebron news, and Vickie Ann Sprinkles, 8, writer of "School Daze" from Mt. Washington.

Mrs. Anna Hawkins, editor of the Pioneer-News, reports the two writers are certainly the oldest and youngest on that particular newspaper. She has asked for a report from any other publication which has such an age span in correspondents.

Both of the reporters have been featured in stories in the Louisville Courier-Journal. Mrs. Holsclaw was reported last year at the age of 101. She has been writing the Hebron column for 77 years, beginning her activities in the 1880's with the Salt River Tiger. It is estimated that she has written 3,800 newsletters from her community in the three-quarters of a century.

Mrs. Holsclaw has been active in many community activities throughout her life. She was a Sunday School teacher for 53 years, retiring from this position at the age of 98. She now gathers her news from friends who stop by to see her.

Vickie, a third grade student at Mt. Washington Elementary School, wants to be called the world's youngest newspaper correspondent, which she might well be. She wants to make a career of newspaper work and is conscious of the fleeting passage of time which will eventually disqualify her as the "youngest correspondent."

She is given a free hand in her writing by her editor, Mrs. Hawkins. Her interests range widely from school happenings to politics and church news. She is active in the Training Union of First Baptist Church, and is treasurer of the Girls' Auxiliary of the Woman's Missionary Union. She takes voice and piano lessons, has been a model in a recent style show and was queen of the first four grades at Mt. Washington School last year.

"We know these two are the oldest and youngest," reports the Pioneer-News, "on this newspaper. It would be nice to have the record clear as to their word titleship status. If others hold the title, perhaps unknowingly, they should be given the credit."

Did you know that KPA runs a want-ad section in its Members' Service Bulletin and that these ads are run free of charge for member newspapers?

Suggestions For Handling And Storing Newsprint

As a result of heating outside cold air to pressroom temperature, most printers must cope with the condition of using paper in heated buildings.

Lowered relative humidity in the winter lowers the moisture content of paper. If a pile of paper has its wrapper removed, the edges will immediately start to dry out. And if the pile is left standing and not used, then the paper will become distorted. Because the inner portion doesn't dry out, the sheets will have a baggy or bulging center. To help correct this, never unwrap paper and leave it standing. Don't expose the paper until the time of actual usage.

Bringing cold paper up to the temperature of a pressroom is another problem. When ordering paper in cold weather, include sufficient time to allow for temperature seasoning of paper; keep in mind that this takes at least several days. Never, under any circumstances, should cold paper have its wrapping and outer covering removed. If cold paper is suddenly exposed to warm air, condensation of water can occur at the edges, and this produces swelling and distortion as wavy edges.

Other undesirable consequences of using paper that has been dried out are loss of pliability of the fibers and of coating, resulting in cracking at the fold, flaking of the coating, not to mention misregister between successive colors. Dry paper also loses some of its resiliency or cushion.

We must respect the physical laws as they apply to humidity and paper, and take advantage of practices proven effective by experience.

According to Newsprint Facts, ideal storage of newsprint should be at room temperature of between 60 and 70 degrees and relative humidity of about 50 percent. Lower humidity during the cold months is the reason for more web breaks in the winter season, the publication says. It is a good rule to require that newsprint be stored in pressroom storage space for several weeks before use so that the paper may be slowly "conditioned" to the room temperature.

More families are moving into higher income brackets every year. Last year, according to the Commerce Department, the average family income in the U. S. reached a new high of \$7,020. In 1960 the average was \$6,840, and in 1951, it was \$4,900. The 1961 figure is an average of the before-tax income of 56.6 million families and single persons considered as "consumer units."

Watch Legal Implications In Double Billing Practices

An article in Advertising Age says that "double billing" is legally unassailable if the injured advertisers and the media acquiesce. This is another way of saying that double billing is a fraud against the manufacturer if he does not acquiesce.

Newspapers have for many years been cautioned against the practice and the FCC is apparently now campaigning actively against radio and TV stations who resort to it. By "double billing" we mean the custom of billing a local merchant at his local rate and furnishing him with a second statement at a higher rate, the latter to be submitted to the national manufacturer. When used on a 50-50 deal, the practice forces the manufacturer to pay more than half the cost of the ad.

Station WDOV, Dover, Delaware, which pleaded guilty to charges of double billing of advertisers, has been fined \$5,000 by the Federal Communications Commission, for this and other offenses. The forfeiture was ordered on a 3-2 vote, with Chairman Newton Minow not participating and Commissioner Robert T. Bartley absent. This started out to be the first test case of the illegality of double billing, with an ultimate court decision expected. But the station admitted a violation and agreed to accept a fine. Thus the forfeiture ends the proceedings and there will be no ruling by any court.

Doing away with double-billing is easier said than done, since many local merchants are accustomed to the idea and insist upon it. Likewise, there is little doubt that most manufacturers are aware of the practice.

Names Are Names Are Names

These sentiments about a newsman's everlasting dilemma concerning the names he prints appeared recently in the Prescott (Wis.) Journal:

"The Doctor buries his mistakes  
The Barber cuts more off  
The Dentist pulls another one  
And the Intern says "Now Cough."  
The Undertaker covers up  
The Chef just calls it hash  
The Bootlegger sells it anyway  
And blames it on the mash.  
The husband gets a clear divorce  
The ex-wife gets more dough  
But woes be on the printer  
If a name has not an "o."  
He's called up on the telephone  
Both blind and dumb is he  
Though he only did the best he could  
And probably for free."

## Correspondent's Flavor And Style Should Not Be Edited From Copy

By KENNETH BYERLY  
University of North Carolina

Most publishers agree that the correspondents' flavor and personality should not be edited out of their copy, so this is placed first in a list of "Do's and Don'ts" for correspondents, and for editors who are working with them.

### Some Do's

1. Do leave as much of the correspondent's personality and flavor in the copy as possible.
2. Do edit copy for libel, accuracy, spelling, serious grammatical errors, and anything that will cause embarrassments to correspondents, readers or the paper.
3. Do get permanent correspondents for all communities that merit them. Have them report at least once a week.
4. Do encourage your correspondents. Work with them closely. Make them your friends. Pat them on the back, pointing out good work and possibilities. Encourage good reporting. Train them as tactfully as possible.
5. Do have them look for features, writing these themselves or telling their paper about the possibilities.
6. Do stress the importance of names, names, names, but make it very plain that names alone do not make news, and that correspondents should keep the five W's and H in mind.
7. Do emphasize the importance of hard news and major news events instead of concentrating only on the trivia, which is also important. Encourage them to write such stories or tip off the editor by mail or telephone. Be sure they phone in "hot" news.
8. Do make it plain that all items, even trivia, should be reported while it is still news, not two or three weeks later.
9. Do encourage correspondents to report on activities of large groups that have many members. When they write about groups and happenings where many people are involved, the readership increases sharply.
10. Do stress the importance of accuracy and good writing.
11. Do have correspondents vary the leads and the writing of their items, so that they do not become stereotyped.
12. Do request clear, legible writing with space between lines so corrections may be

made. One side of a page only should be used. Encourage use of a typewriter.

13. Do keep correspondents supplied with paper, envelopes, and stamps, and pay them promptly.

14. Do encourage correspondents to secure new subscriptions, and pay them amply for this. It may help also to give them a commission on some renewals.

15. Do suggest that they submit pictures from their communities, as they can be an excellent source for added interest and readership. This must be handled with care and tact, as many pictures will not be suitable in subject matter and photographic excellence.

16. Do lift stories from correspondents when they are important enough or many be so developed with extra effort, running them as separate stories under heads of their own. Be sure that correspondents understand why you do this and that it is a compliment to their work rather than a detraction from their columns.

### Some Don'ts

1. Don't let spite, personal likes and dislikes, politics, or religion influence reporting and creep into copy.
2. Don't make people the butt of jokes or attempted humor without the permission of those involved.
3. Don't fall into the rut of using the same names over and over again, or of mentioning only relatives and friends.
4. Don't use the words yesterday, today, or tomorrow as they are confusing to readers. Be specific. Name the date or day.
5. Don't use partial names. Sam P. Smith should not be just Mr. Smith the first time he is mentioned.
6. Don't use flowery expressions such as, "The hostess served *delicious* refreshments" or "an *inspirational* speech." The *Franklin* (N. C.) *Press*: "It has been our observation that no hostess in the world has ever served anything but delicious refreshments."
7. Don't expect country correspondents to cover sports in their communities except in unusual cases. Most of them haven't the background for it.
8. Don't let correspondents give you news that they have already had published in other newspapers.
9. Don't forget that people everywhere have pride, ambitions, and prejudices, and that some are quick to complain. Remember that correspondents have the same

## In Memoriam...

Theodore "Red" Bean, forty years old, former sports editor and managing editor of the Henderson Gleaner and Journal, died December 20 from a heart attack in the police station. He had apparently run the six blocks from his home to report that his auto had been stolen. He collapsed after giving the story to the police chief. He leaves his widow and one daughter.

## Watch Expense Accounts!

Internal Revenue Service will issue Christmas revised regulations on record keeping under the new expense account law that takes effect January 1. More than 2,000 protests were received against the IRS proposals put out last month, and more than 50 witnesses testified at a two-day hearing. Some slight concessions were announced by IRS at the hearing but business groups insisted far more easing is necessary.

While the new law is effective next month, it does not affect 1962 tax returns due next April. Nevertheless, changes in accounting procedures on business expense will be necessary starting immediately. The law says that expenses that cannot be proved will be disallowed in full. Reasonable estimates have been outlawed. The so-called "Cohan rule" established by the courts has been repealed.

Under present law, business expenses need only be "ordinary and necessary" to be deductible. Two additional tests have been imposed by the new law effective in January. Costs must also be either "directly related" to business or "if directly preceding or following a business discussion" they must be "associated with the active conduct" of the business.

Convention expenses remain deductible under the new statute, if "ordinary and necessary" but proof of actual spending will be required as never before. Many of the protests at the IRS hearing centered on the storage problem of maintaining complete records for a period of years.

"Lavish and extravagant" travel costs will be outlawed but Congress did not delete these items, and IRS interpretations of the language are not yet available. It is possible that a dollar limit may be imposed although a \$30-a-day maximum, suggested by the Treasury, was rejected by Congress. —Bert Mills.

problems in their little communities as editors on a much bigger scale. Understand their problems, and help correspondents every way possible.

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Press Associations Discuss Flow Of Vital Information

Representatives of ANPA, ASNE, and NEA met in New York December 13 "to consider the role of the press in relation to the security of the United States in these perilous times." Ted Serrill and Director Walter B. Potter, of the Culpeper (Va.) Star-Exponent, represented NEA and joined 14 other spokesmen in this summary of the discussion:

"Security of military information can be maintained by open application of uniform censorship rules known to all. Past experience indicates that such rules will be observed cheerfully by all. Security of the nation can be maintained only by the full reporting of all the truth that is not harmful to the national military interest.

"Those who report and comment on the news are as loyal as other citizens. In World War II the problem of national security was ably handled under a system of voluntary censorship that was administered by newspapermen, and willingly and patriotically supported by the entire press and other news media. We understand that a similar plan, updated to the era of nuclear war, is now prepared and we are convinced that it would be supported with equal patriotism by the news media now.

"Related and sometimes intertwined with military information, however, is the larger question of national interest. And free men do not always agree as to where the national interest lies.

"We are concerned lest government go beyond legitimate suppression of strictly military information, and look upon news of what the government is doing not as an honest report of what happened, but as a means to some desired end. This involves control of public information, which is something that should be kept wholly separate from censorship of military information. World War II's Office of Censorship and Office of War Information are useful models.

"The history of free government is a history of escape from the evils of suppressing or controlling or manipulating news to achieve some supposedly useful end. We believe that the United States will remain strongest if it remains freest. This country must always come off second best if it departs from its own tradition to imitate a totalitarian enemy by regarding news not as news, but as a weapon or other instrument of national policy.

"Granted full and accurate information, the American people react to it sometimes in a way not expected or desired by Government, but we believe even in a major

crisis the United States will be strongest if it regards news of what the Government does as an inviolable truth that must be put before the public."

Presidential Press Secretary Pierre Salinger, in another "Dead Ted" note to Ted Serrill, expressed thanks for the text of the censorship resolution adopted by the NEA convention in St. Louis. He did not comment on the resolution except to say he had "set forth the information policy of the Administration" in a Pittsburgh speech before a Sigma Delta Chi group last week, and to transmit the text.

In this speech, Salinger said that much of what has been written about the Administration's information policies "has been based on misinformation or outright distortion." He insisted that "this Administration is committed . . . to the widest possible access to public information," and claimed "information has never been more accessible in Washington than it is today."

With doctors and even lawyers taking a more careful look at their problems and position in our nation as trends of socialism challenge free enterprise, it is not too sur-

prising to learn that even highway contractors are concerned in a similar vein. Granting they need a public education program to maintain confidence in the competitive, free enterprise system of highway construction, the contractors also confess that education is needed on our profit-making system. These rugged individualists are especially concerned over the invasion of government construction methods by force account, rather than by competitive bids and contracts. They also cast a wary eye at the growing amount of federal-supported construction with federal controls included.

The answer: They feel if competition and the contract bidding system is to be retained, the public must be told and sold on the value of such free enterprise, rather than the hand-out system of federal government and controls. An important part of the bid system, of course, is public notice, and there are signs pointing to dangers in this area, also. It is hoped contractors will get together on a program of telling the public their problems under growing government encroachment so that the people—and voters—may take action, as and when needed. —Ohio Bulletin.

# The "New" Brown Hotel

Louisville, Kentucky

is proud to act as host for the  
94th annual mid-winter meeting of the  
Kentucky Press Association  
January 24-26, 1963

"Large enough to accommodate you, small enough  
to appreciate you"

D. J. QUIN  
Managing Director

DONALD E. ECKARD  
Sales Manager

## That's What The Judge Said - - -

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

Back at the turn of the century, a Kentucky editor heard a report that a certain undertaker, having embalmed the body of a poor man's child, had subsequently refused to surrender the corpse until charges had been paid. Further, he heard, the child's body was being used to advertise the effectiveness of the undertaker's embalming materials and techniques. The editor laid down an editorial barrage at this "meanest man on earth." The report was false.

The editorial broadside, of course, was held to be libelous, though the editor was permitted to try to show that he had acted in good faith, believing the report to be true.

Said the Judges:

"There is no excuse shown for the publication, for the reason that it is not incum-

bent upon a newspaper to publish the misdoings of private citizens; and the public good, as well as the usefulness of the press, imperatively demand that no publication injurious to a citizen should ever be made, unless the publisher knows beyond a reasonable doubt that the statements or charges he publishes are in fact true. It is a matter of public importance that all statements printed and published in the press of the day should be entitled to full faith and credence, and no paper should publish any matter calculated to injure the feelings, business or standing of any citizen, unless the same be true; and the mere fact that such publisher may believe the statements or charges made are true is no defense in law or morals."

Judgment for the plaintiff affirmed.

Citation: 105 Ky. 365; 49 S.W. 15.

### 1963 Directory-Rate Book Ready For Distribution

The 1963 Directory and Rate Book of KPA-KPS is on the press and will be distributed to all members, advertising agencies, and potential advertisers when completed. This '63 Directory will have the same format but with a different color on the cover. We will send each of you your copy for office use and additional copies are available to you without cost. We'll also send copies to any advertiser or potential advertiser, you may wish to suggest. Remember, this is the best single sales tool that we have and your cooperation is solicited in placing this useful guide before everyone who is a prospect for newspaper advertising in all our state newspapers.

Trade publication proclaim a sharp rise in 1963 spending for advertising and promotion. ANR, KPS, and all the rest of the hometown newspaper representatives are busy producing rate books and service channels for the biggest flow in our direction.

## MAIL THIS COUPON AND GET THE FACTS

... about 2 profit-boosting aids for your newspaper!

Fairchild Graphic Equipment, Dept. FGE-11  
Fairchild Drive, Plainview, L. I., N. Y.

Please send me the following:



"PICTURES LIKE THESE." I understand this 16-page illustrated booklet gives helpful tips on how I can boost my newspaper's ad lineage, reader interest, and circulation by making photo-advertising and photo-features with local pictures really pay off... describes how with a Fairchild Scan-A-Graver® (like the new Illustrator model shown) I can get all the quality halftones I can use, conveniently, easily, quickly, and at low cost, too.



"MORE TYPE IN LESS TIME." Sure, I'd like to find out in this 24-page descriptive booklet how to get double the type output from my linecasting machines... how I can run them continuously, at their top rated capacities, and automatically, with Fairchild Teletypesetter®... how simple it is to tape-set type on the TTS Perforator (shown) and feed it into the Operating Unit attached to the linecasting machine... and how TTS® eliminates stop-and-go operation.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**FAIRCHILD** GRAPHIC EQUIPMENT  
Division of Fairchild Camera and Instrument Corp.  
District Offices: Eastchester, N.Y.; Atlanta, Ga.; Chicago, Ill.; Los Angeles, Calif.; Toronto, Ont.

### PO Dept. Gi For Mailing

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### Pitfalls In R

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### How Do You I

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### PO Dept. Gives New Rules For Mailing Newspapers

A recent Postal Bulletin cautioned postal employes to discontinue irregularities concerning the requirement that publishers enclose single copies of publications in wrappers or envelopes. Some of the practices which will be stopped include wrapping single copies with old newspapers and ignoring the bundling requirements for more than 5 individual addressed copies for the same post office.

### Pitfalls In Rate Cards

Pitfalls found in many rate cards are outlined by a classified ad expert as including the following:

(1) Too Many Complications. Is your rate card easily understood by anyone who might use it? Why not a special card to show only most commonly used options?

(2) Too Many Options. Not only does advertiser have difficulty deciding which one he wants, he often takes one that is less than he needs because it is available.

(3) No Multiple Insertion Incentive. Both sides of card, transient and commercial, should provide incentive to run ads maximum number of times.

(4) Bulk Space Contracts. Weakness of bulk rate is that copy need not appear every day thereby adversely affecting revenue of department and causing an inferior classified service on some days.

(5) Short Insertion Incentives. Many cards fail to take advantage of the ease with which longer runs can be sold to transient advertisers. Six-day papers should offer best rate for 7-time orders so ad will run through weekend.

(6) Misplaced Emphasis. Cards continue to be printed so that position-wise, lowest emphasis is placed on rates for 1 and 2-time orders. Place lowest rate so it will be seen first.

### How Do You Pay?

The Internal Revenue Service tightening rules affecting mode of payment to correspondents. A publisher in another state who had been paying correspondents a flat rate, had to pay social security and unemployment taxes on their correspondents as a result of a visit from an IRS auditor. It has been well established that this classifies correspondents as employees of the newspaper. On the other hand, and as such they are not considered employees. Some newspapers go a step further and have written agreements with their correspondents in their files.



## AFTER THE STORM...

That's when telephone people make the news.

The paths of wind, ice and snow storms are often marked by uprooted trees, broken limbs, smashed windows and, sometimes, felled telephone poles and lines.

Thanks to teamwork, though, Southern Bell is on the scene quickly to restore service. Telephone crews equipped with emergency supplies are rushed into the storm area. It's part of providing the round-the-clock telephone service that you depend on.

We try to keep you posted on telephone damage, too, and what we are doing to maintain and restore service.

In all kinds of weather, you can count on your telephone. Use it often, for all its worth.



**Southern Bell**

## CALENDAR OF EVENTS

## JANUARY

24-26—94th Mid-Winter Meeting,  
Brown Hotel, Louisville.

## COMMUNITY PRESS SERVICE

SERVING AMERICA'S WEEKLY NEWSPAPERS

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

MATERIALS — LABOR —  
OVERHEAD —

assembled in one  
easy to use figure  
for vauling all  
your OFFSET  
orders.

Write for 60-day FREE TRIAL  
FORTE PUBLISHING COMPANY  
952 E. 21st So., Salt Lake City 6, Utah



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

Representative  
**Chas. H. Lovette**  
1919 Sundown Lane, Ft. Wayne, Ind.

ASSEMBLING  
ELEVATOR

as low as

**\$77.30**

WITH TRADE-IN

Comparable values on other  
Genuine Linotype Parts.

**Mergenthaler** • LINOTYPE •

## Those were the days...

(From the back files of the Kentucky Press)

20 YEARS AGO

With few dissenting votes by the KPA membership on the feasibility of holding the annual mid-winter meeting, plans are rapidly being made for the 74th annual convention at the Brown Hotel as a "War Clinic."

A disastrous fire destroying 17 business buildings and damaging many others, visited the Greenville area. The plant of the Greenville Leader was listed as "damaged," but the extent was unknown.

Trade-at-home ads are being run in newspapers throughout the country following the rationing of gasoline, tire and enforcement of other regulations.

To secure a six months supply of gasoline for washing presses, apply to your local gasoline rationing board for the proper form for an E card or an R card for gasoline for non-transportation use.

Publication of the Times-Journal, afternoon daily newspaper in Bowling Green, was suspended temporarily with the issue of December 12. Announcement of the suspension was made by J. G. Denhardt, publisher, who gave labor shortage as the reason.

## Envelopes Now Standardized

Following several inquiries in regard to the recommendations that the Post Office Department has made for standardizing envelopes on January 1, 1963. In its revision of Postal Manual section 122.3, the Post Office says:

Envelopes of standard size and shapes are essential to the economical handling of mail, both by machine and manual methods. The following standards apply to envelopes:

- a. Envelopes less than 3 inches in width (height) or 4 1/4 inches in length are non-mailable.
- b. Envelopes more than 9 inches in width (height) or 12 inches in length are not recommended.
- c. Envelopes having shapes other than rectangular are non-mailable.
- d. Envelopes having a ratio of width (height) to length of less than 1 to 1.414 (1 to the square root of 2) are not recommended.

City Growth Always  
Demands Public Notices

It has always been true that public notices in newspapers is more important as cities grow and population expands. It also is the most inexpensive way of letting the citizens know what their government agencies are doing with tax money. This has been reaffirmed in Toledo where the city council has voted \$500 for newspaper advertising to inform the people of urban renewal progress. Alternative is limited distribution of expensive brochures.

Recent survey in New England shows a growing number of newspapers are working out arrangements for publication of town and city reports. Some are municipality-paid reports in tabloid or regular size with or without photos. Special rates are charged in some cases, depending on size of the reports. Size ranges from 8 to 12 pages. Another innovation is having one or more advertisers help pay for the supplement or section. As cities seek ways to report to taxpayers on progress and developments, they will more and more turn to newspapers as the best medium and least expensive way.

Ears! Bob Warner of the Mission Times (Tex.) pricked up his newspaper ears and found a source of untapped revenue. As plain as could be, there were the newspaper ears! Warner charges \$5 for paper one ears; \$2.50 each for break page ears all of which net \$15 per week new advertising income. This amounts to \$780 per year plus business, says Warner. Advertisers who use the ears must not cut their normal volume of advertising, states Warner. "I prepared several ads for rotation, emphasizing an institutional service. No special advertising has been used so far. The results have been gratifying and we have a waiting list of advertisers—if any drop out."

The postal authorities have been contemplating this change for some months and have given advance notice so that supplies of envelopes not conforming to the recommended dimensions will be used before January 1, 1963.

Envelope manufacturers have been notified and are cooperating with the government authorities in their efforts to expedite mail service. File for future reference.



## How one woman's thrift helps teach these Texas school children

**M**RS. EARL FIELDING teaches elementary school in Temple, Texas. Mrs. Fielding has been an S&H Green Stamp saver since 1950. She redeems many of her filled S&H books to get equipment that will help her to teach her children better.

Mrs. Fielding uses the tape recorder shown above to record piano music for classroom singing and to show reading classes where speech improvement is needed. She uses movie and slide cameras and projectors from S&H to take pictures of school children and to show them slides.

Mr. and Mrs. Fielding and their two children live on a 480-acre farm near Temple. They have re-

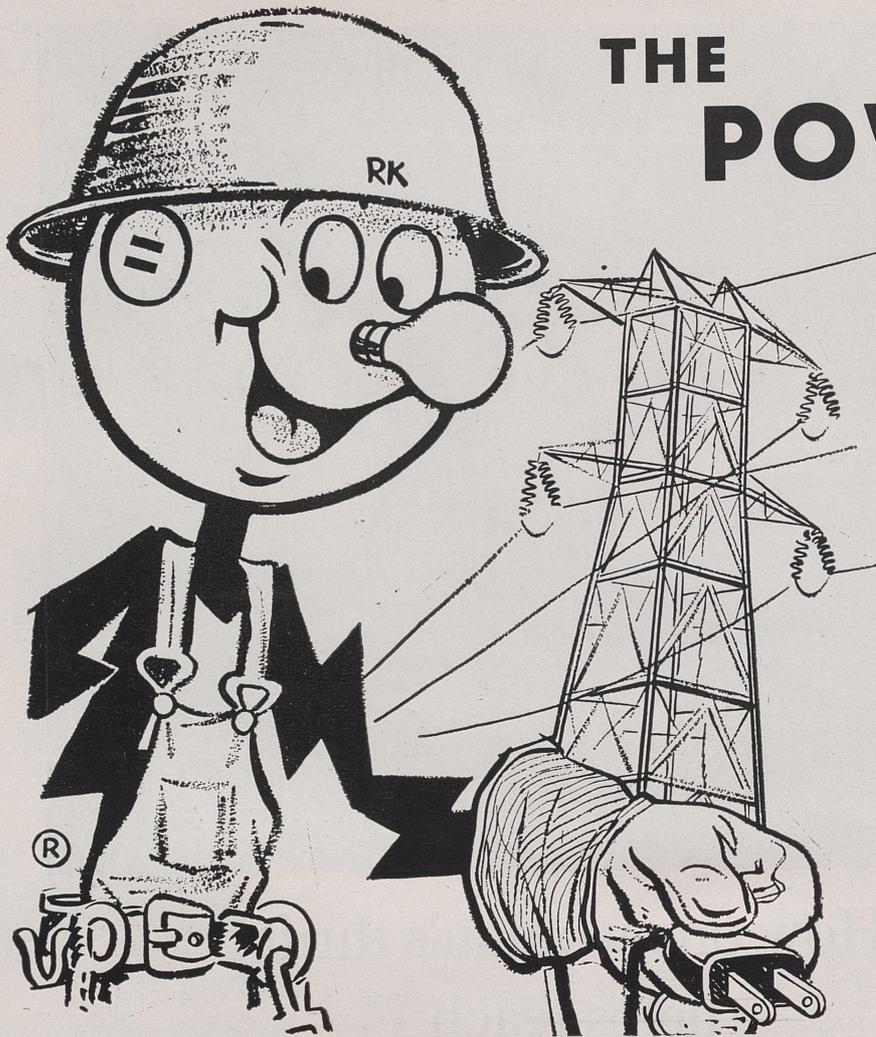
ceived many other S&H gifts which they use at home.

Mrs. Fielding has saved and redeemed 324 books of S&H Green Stamps. She estimates the value of merchandise received to be well in excess of \$1000. Although not all stamp savers receive this much, Mrs. Fielding is by no means unusual among the 33,000,000 women from coast to coast who save America's most valuable stamp.



AN AMERICAN WAY OF THRIFT SINCE 1896

# THE POWER



**IS HERE!** When industry representatives investigate Kentucky as a location for a new plant, the factors they search for include fixed price sites, access to their markets, reasonable construction costs, adequate labor pool, transportation, and ample low cost power.

The power, they know, is here throughout the 77-county area served by Kentucky Utilities Company. Any KU customer—rural, urban, or industrial—can plan for growth and expansion, assured that the power needed will be ready and waiting, with adequate reserves. Today or tomorrow, the power is here.

- Electric Power
- Industrial Development
- Community Development

**KENTUCKY UTILITIES COMPANY** An Investor Owned Electric Company

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