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



THE HARD WAY

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

<p>ONE CONTRACT</p>	<p>ONE ORDER</p>	<p>ONE BILL</p>	<p>ONE CHECK</p>
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this is how K.P.S. helps the publisher



THE HARD WAY

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

<p>ONE CONTRACT</p>	<p>UNIFORM INSERTION ORDERS</p>	<p>FOUR COPIES OF NEWSPAPER TO K.P.S.</p>	<p>ONE CHECK FROM K.P.S. TO NEWSPAPER</p>
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Leslie Moeller Discusses Press Freedom Of Today

By Prof. Leslie G. Moeller

Director, School of Journalism
State University of Iowa

(Excerpts from an address at the Rochester (N.Y.) Photo Conference Sept. 9.)

We are accustomed to think of the United States as a land of freedom, and it is indeed a land of freedom, but it is a land in which that freedom is under constant challenge. This challenge is greater than in many years past, and perhaps greater than it has ever been. The challenge has been more than a challenge; certain freedoms have been lost, and the fight to regain them is not going well.

In such a situation, what is the attitude of the average citizen toward freedom? How could we today describe the climate of freedom in the United States? How does the conduct of the mass media contribute to this atmosphere?

How might we describe the average citizen's attitude toward freedom of the press for both the electronic and the printed media? How much does he know about this basic right? Does he tie it to his own freedoms? And does he have a boiling point, a point at which he will take action in behalf of freedom of the press?

What is his degree of concern with the first and possibly the most basic element in freedom of the press, "the right of access," which in our own time has come to be called "freedom of information"? This right is elemental. Without access, there can be no news, there can be no picture. In today's non-governmental world, access is no worse than before, and in certain areas, notably business, it is better.

But in government access has worsened. Many legislatures hold closed committee meetings. Many public records are secret. Administrators have learned that the hand-out, and a close rein on subordinates, will often control the flow of information. Congress holds one-third of its committee meetings in executive session. The military cloud of scientific secrecy is one of the great problems of our time. The Atomic Energy Commission is highly reticent in giving information about a life-and-death question: How extensive is atomic fall-out, and how dangerous is it for the citizen today and for the citizen-to-be of tomorrow?

The federal government has now for the first time in its history begun to espouse formally the theme that "the public does not have a right to know," and the Congress passed versions of a civic rights bill which specifically penalize the giving out of information on, of all subjects, civil liberties!

What makes up the existing "climate of

freedom"? What elements help to determine it?

This climate can be examined from the standpoint of three overlapping groups which make policy or use it, or which are unavoidably affected by it. These groups are (1) the Policy-Definers, or Policy-Initiators, or the Access-Controllers, almost all of them in the area of government; (2) the Active Defenders of Freedom in General, who in most cases are also the Active Users of Freedom, although some are defenders in the abstract, without direct concern for their own immediate use of freedom, and (3) the Usually Passive Beneficiaries, who for the most part are every-day citizens not directly in the news-making or news-handling process.

The Policy-Definers and Initiators in government (and it is possible here to discuss only this area) are under many stresses and strains. They usually operate in a "big" government. It is probable that bigness alone militates against freedom. More control and less freedom seem an attractive method for smoothing operations in a large activity. It is also true that a great many persons tend to think that men in public office should never make mistakes. This is a non-sensible attitude, but it exists, and accordingly a man who makes mistakes prefers to have them invisible. He then finds a policy of "news control" very attractive.

Another problem for the top-level federal Policy-Initiator is the basic conflict between the urgency for national security, especially in the face of communism, and the need to protect the rights and liberty of the individual. This contrast at times produces decisions which may protect national security but only at the direct cost of individual rights.

The Active Defenders of Freedom in General include some Policy-Initiators, but for the most part the Defenders are from the press, or some segment of the law, or from education, or from that very wonderful group, the American Civil Liberties Union, or, less often, from the church. For the most part the Active Defenders have a concern with freedom as a phase of their professional

duties or because it directly affects their performance of duty, but many times they have also a disinterested view not directly tied to their immediate work.

The third group, the Usually Passive Beneficiaries, Mr. and Mrs. Every-Day Citizen, give the strong impression of not bothering much with this sort of thing. It is true that American citizens told Dr. George Gallup's American Institute of Public Opinion that the one best thing about being an American Citizen is "freedom"—but, in general, Mr. Average Citizen seems to feel that, as long as things go moderately well, freedom in the abstract is somebody else's business. Let the other fellow do it. In the fight for freedom of information in these past few years what has the Average Citizen done? Where has he been? Certainly he has not been on the battle line.

It is disturbing also to find that many Americans are afraid to talk. Radio Station KSL in Salt Lake City made a tape-recorder survey of "man in the street" opinion on the discharge of General MacArthur. Forty per cent of those interviewed had an opinion, but said they were afraid to express their opinions publicly. What were their reasons? "You can't be too careful what you say." "I don't want to say anything until I find out how the 'others' feel." "Somebody might hold this against me later on." "I don't want the FBI investigating me."

What then are the characteristics of a true climate of freedom? What makes an "active" climate of freedom?

Freedom does not grow automatically. Freedom is a natural right of man, but man born in non-freedom often tolerates this condition for thousands of years. Freedom, once gained, lives on in an atmosphere of understanding and awareness.

"The man of freedom" needs to have a sense of the process of freedom—to realize that freedom has not come by magic, but through the musket at the shoulder, and the battle at the barricade, and the struggle in the legislative assembly and in the courts.

An awareness of the endless nature of this struggle, and of the current state of freedom, is an essential part of the freedom climate. The citizen must be watchful, and knowing. He might, for example, ask the question, "What is happening to the right to travel abroad?" Such travel is an important freedom; it is the ultimate way of really knowing the rest of the world. In an earlier day, a United States citizen going abroad did not need a passport. Such a document did not exist. The citizen simply decided to go, and he went. Then came the passport. It was introduced as a statement of identification and its issuance was a formality.

Today the situation is different. The in-

dividual citizen has become an instrument of the policy of the national government. Can you get a passport? Will your trip be "in the best interest of the United States"? Let us suppose that some anonymous, faceless person in the State Department decides your trip is not in the best interest of the nation. What happens then? What do you do? Can you prove that your going is indeed "in the best interest of the United States"? Even if you can provide such proof, is that freedom?

The wide spreading of information about these situations is important; information may not always be the foundation for attitude, but often it is basic. The citizen must know what's happening, and for this reason he must realize that freedom of the press in a modern mass society is the basis for all other freedoms. Freedom of the press is the amplification of freedom of speech, and these together represent the greatest and most basic of the freedoms, which is intellectual freedom, freedom of the mind. Economic freedom, and political freedom, and spiritual freedom are all important, but these rest essentially and finally upon intellectual freedom, and they cannot endure without it.

Certain factors may condition the citizen's attitude toward the press. These factors are important; if the citizen approves of freedom of the press, but is very disturbed about the press itself, his interest in freedom of the press may be of no effectiveness.

The most important factor, probably, is the actual conduct of the mass media. This will be felt in two ways: through the delivered content, and through the methods used to obtain material.

As for content, the major point is that we do not know whether the media are providing the average reader-viewer with what he feels he really needs; the media may also be giving him too much of what he does not want. The media may be doing this in a well-intended effort to give him what executives think he needs, and what he ought to have, and they may be completely right, but the average reader-viewer may not much care.

This would indicate that the media need also to discover, through research, how to interest the reader-viewer in the items he ought to be interested in.

The conduct of media staff members in obtaining material is also an occasional negative factor in public attitude. The conduct has improved. But there are still too many instances of discourtesy, and pressure, and subterfuge, and unfairness, and general disregard for individuals. These practices bring resentment.

To some extent this resentment is found in the ordinary citizen. It is found to an even greater extent in the citizen of influ-

ence, the Policy Setter. He resents not only his overt difficulties with the press, but to some extent he probably resents the power of the press, and the control which the press has over the contacts which this Policy Setter has with the general public. The press is an essential factor in his life, but it is tolerated as such an essential rather than approved for itself.

To some extent, an unfavorable attitude toward the press is caused by failure to understand the demands made upon the press, and the conditions under which the press operates. It seems important to give the public, and especially the opinion leader section of the public, a better understanding of the press, and of why it operates as it does.

Another major point in the desirable climate of freedom is the need for the active use of freedom by the citizen.

It is not enough for him merely to be informed, and then to sit by quietly; he should take part in the process of decision in a democracy. This means being active in the voluntary private associations which are so vital in our whole society. Let us suppose, for example, that the average labor union member had been much more active in union meeting decisions, instead of staying home, during the past critical years. This would have changed history.

All this implies still another use of freedom, and that is the use of the right of free speech. The citizen must become willing to speak up, and to be on the record.

The third major characteristic of a favorable future climate of freedom is the willingness to defend freedom actively and vigorously.

When we find 40 per cent of our citizens unwilling even to express an opinion for attribution on a given topic, what can we say of their willingness to go further in defense of freedom?

It appears that we must build a deep sense of personal involvement ("this will eventually affect me") which will bring the citizen willingly to the point of participation and of action. A willingness to "act for freedom" is essential.

How can this nation create the future climate which will make for freedom generally, and for freedom of the press?

We build on information about the cause of freedom. The citizen cannot act in darkness. Information may not always produce action, but it is usually the foundation for action. We need to learn methods of getting attention for the information, and for making more certain that accurate information is believed.

All this means good teaching in the schools, and a higher level of education. Col-

lege-educated persons are almost always more favorable to freedom and civil liberties than persons educated only at the high school level, and the high school graduate in turn has a better record than the person trained only in grade school. This does not necessarily mean that this attitude is caused by education; it may merely mean that persons with a turn of mind for more education by nature more favorable to freedom. Until we have more information, we must consider education itself a favorable factor.

In all education, formal and informal, discussions of freedom might well bring in the "you" factor very specifically. ("Do you think the police should have the right to use a third degree to get a confession from you?") Many persons seem not to think of freedom as "something which affects me;" loss of freedom is a matter which affects the whole fellow. We seriously need a sense of personal identification with freedom.

Next we need an environment which permits and even encourages action about freedom. To some extent this calls for an atmosphere permitting non-conformity. The conformist produces all progress and builds our tomorrows, but this fact sometimes gets lost.

It is important too that the individual have a clear "avenue of action." What can he do? How can he, for example, take a direct part in government? When will the precinct caucus be held? Where? Who is eligible to attend? Apparently the citizen must be reminded again and again, that it's perfectly proper for him to attend, and that the caucus is a private affair planned only for the use of the fellow. Or suppose he is disturbed about a proposed law. What does he do? How does he do it? Whom does he see? To whom does he write a letter? Here the mass media do much by outlining, specifically and frequently, the avenues of action. This should be highly concrete: "If you live in such and such an area, your congressman's name is . . . and his address is . . ."

It is important too that we emphasize reports of the manner in which individuals have used their freedom as citizens. Many persons are defeatists in this cause; they say, "I don't really count; I'm only one person. I can't do anything; I might as well not try." This is not the case; individuals can be effective. But millions of Americans must be told somehow that they too can be forces in the American way of life.

What can the mass media do to promote freedom, in addition to taking an active part in the measures already discussed?

The media need more research to determine the impact of media content. What does

(Please Turn To Page 5)

Newspaper Dark Rooms Need Not Be Large Or Expensive

Editors of newspapers in small communities often long for the advantage of their own darkroom but hesitate to undertake such expansion because of confusion about costs, space and equipment requirements. Building a suitable darkroom is relatively easy, however, and inexpensive. Actually the needs are few.

First important consideration in planning is to determine the space requirements. Both developing and enlarging operations can be conducted in an area as small as six by eight feet. An area nine by twelve feet is better since it enables greater freedom of movement.

The three main areas of a darkroom are: (1) the sink where processing solutions are prepared and where tanks and trays are used; (2) the dry area where dry sensitized materials are handled and the printing equipment is located; (3) the storage area for materials and solutions.

A number of electrical outlets are needed for safelights, the enlarger electrical timers or clocks and general room lighting. A supply of hot and cold water is necessary for mixing solutions. Proper ventilation is important. Every darkroom must be absolutely light proof. Sufficient storage space for materials and solutions is essential.

An important warning to newspapers: the darkroom should be away from heavy vibrations from presses or linotype machines. Vibrations can easily destroy the clarity of prints.

After selecting the layout and location, the next step, building or converting an area for use, is simple and inexpensive. Any of the usual building materials are suitable for wall construction provided they are absolutely light proof. The door frame is the most common source of light leaks and narrow wooden strips around the frame are effective light stoppers. Sliding doors are also excellent.

The sink, at least six inches deep, should have a swing spout with two faucets to blend hot and cold water. The space under the sink may be partitioned to hold trays, reserve chemicals and processing solutions. A shelf about 10 inches wide should be installed at eye level about the sink to hold solutions, funnels, viewing lights, etc.

There should be convenient electrical outlets to place two safe lights over the wet bench and sink area. There should also be a white light (with foot switch control) near

the fixing tray for print inspection.

The dry bench where sensitized papers are handled and stored, should be three to five feet long and at least 30" wide to accommodate an average-size enlarger.

Storage space may be anywhere in the darkroom that is cool and dry. Inexpensive wooden or prefabricated metal cabinets are ideal.

How much does it cost to equip a darkroom? Minimum requirements can be purchased for slightly over one hundred dollars. The enlarger you will need will largely determine the total cost, and the size of the negatives you will process will determine the cost of the enlarger. Additional equipment, which you can get along without, will cost about fifty-five dollars.

If you have either a 35 mm camera or a roll film camera taking 2 1/4 or 2 1/4 by 3 1/4 negatives, your enlarger can cost as little as \$57.50 or as much as \$121. A four by five sheet film camera, such as a Speed Graphic, will require a bigger enlarger which costs around \$225 with a lens. You could adopt your Graphic to do double duty as an enlarger by purchasing a Graf-larger stand and cold light head. The back and stand cost about \$60.

You will also need a 2-way safelight which swivels on the socket to give direct or indirect lighting as needed. A darkroom thermometer gives accurate readings in two degree graduations. Four 8 by 10 enameled trays will also be required.

An automatic tray siphon and ordinary tray can be used to wash prints or films if the sink is not large enough for washing operations. A timer with sweep second hand is needed and a 32-ounce darkroom graduate is required. Also a 10-inch stirring paddle for handling prints in a tray or for stirring processing solutions.

Optional equipment could include the following: A dozen spring clothespins for hanging negatives; a viscose sponge for removing excessive moisture from films; a combination funnel in two sections; a ferotype plate for drying prints to a high gloss; a rubber squeegee; and 11 by 14 inch enameled tray; an interval timer; an 8-ounce darkroom graduate and a safelight lamp which can be used in a wall socket or on a drop cord over the developing tray.

If your camera is a 35 mm you will need a miniature roll film tank for film processing. If your camera is 4 by 5 sheet film type you

Keep Your Guard Up!

Proof that newspapers must be continually on the alert to stop the trend against advertising through permissive legislation is emphasized by these recent happenings:

A Cincinnati dentist has been expelled from the Cincinnati Dental Society for writing a signed newspaper column on dentistry because it violated the society's code of ethics by drawing "undue attention to an individual by identifying him as an authority and, as such, is publicity."

A South Dakota optometrist faces expulsion by that state's Optometry Board because he ran a 2 x 4 ad (instead of the 1 x 2 size limited by Board regulation). Reason he ran the larger ad was that it brought him more business than the smaller size. (Previously discussed.)

New Jersey's legislature has a proposal before it for a State Board of Photography, which would have power to regulate and license photographers, including those on newspapers.

The U.S. Patent Office has proposed and amended rule to make patent advertising unethical and "forbidden as unprofessional conduct."

These, and the barrage of anti-advertising bills introduced (few passed) in 1957 legislatures over the nation, mean that the printed media must be on their guard every hour of the year.

Guild Takes Jurisdiction Over Weekly Group

The American Newspaper Guild recently won an NLRB election to represent editorial, advertising, circulation, mail room, business office and maintenance employees of seven weekly newspapers published by the Transcript Publications in Dedham, Massachusetts. The usual metropolitan newspaper contract has been proposed by the negotiating Boston chapter of the Guild.

will need four 4 by 5 film developing hangers. You will also want a floating lid for the developer tanks. Tanks, floating lid and hangers for 4 by 5 will cost about \$30, while the film processing tank for 35 mm runs about \$3.

Now that the darkroom has been planned, built and equipped the only thing left is the stocking of the darkroom. Any good camera and film dealer can help you from here on out by suggesting the most economical and useful supplies required. Most well-trained photographers can operate the darkroom once it is set up.

The Kentucky Press

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 Kentucky Press Service, Inc.
 Victor R. Portmann, Editor
 Perry J. Ashley, Associate Editor

Member
 Kentucky Chamber of Commerce
 Sustaining Member
 National Editorial Association
 Newspaper Managers Association
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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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Highway Safety Program Subject For Proposed Bills

The Department of Public Safety, under leadership of Commissioner Don Sturgill, will request the 1958 Legislature for a two-part program designed to tighten highway safety in Kentucky. The proposals, which will put the state in line with the 35 other states that have passed the uniform title law, include:

1. A motor-vehicle title law, with central issuance of titles, and 2. Enacting legislation setting up procedures for the central issuance of driver licenses.

With highway safety continually in our minds today, every citizen should work toward any remedy that will help curb the reckless and irresponsible motorists who are largely responsible for our fatalities and non-fatal accidents. These include the drunken drivers, the hot-rods, and the hit-and-run drivers, who, under our present system of licensing, can circumvent authority and obtain duplicate licenses without any present system of checks when their original licenses are revoked.

The Safety Department has done an admirable task of checking with other states in assessing the effectiveness of similar title laws which ARE proving effective. There is no doubt of our crying need for legislation to curb our mounting highway accidents and these proposals should go a long way toward that desirable end. We hope every newspaper in the state will give its support to the move.

We believe, however, that there is equally important legislation needed to protect our citizen motorists—a statute that would require every successful applicant for a driver's license to produce evidence of collision and personal liability through adequate insurance protection. Most right-thinking auto owners do carry such protection, both to themselves and to the "other man", but in far too many auto accidents, the person who causes the accident, through deliberate irresponsibility, does not carry liability protection.

The passage of such legislation has been tried before and failed for many selfish reasons. If the Safety Department would add this needed legislation to its admirable safety program, it would meet with overwhelming support and indeed be called blessed.

For speed in killing out (or throwing in), one newspaper has cut small notches in their most used slugs, such as 22½ em lengths for two-column ad guts and 24½ em lengths for full two columns. Those slugs loom up like sore thumbs and make the job of spotting odd sizes much easier.

Selling Newspaper Work

Here are some ideas from the Committee of Journalism Education Personnel Recruiting and Training of Inland Daily Press Association. The approach is designed to sell newspaper work to young people by working with school advisers, classes and publicizing staffs, high schools and junior colleges: Visit teachers and school newspapers advisers; talk to the students themselves; play up the school newspaper staff—give them a tour of your plant; give prizes for the best stories; run pictures of the winners; lend them pictures and cuts which they can use; a day with your staff will please and help the student; a "press conference" gives punch to a journalism day program; seek correspondents in high schools and junior colleges; find out what's in your school libraries; see that schools receive your newspaper for library and class study; see that journalism is covered well in career day sessions; and promote Quill and Scroll chapters.

S. S. Rate Going Up?

From Washington comes the report of a move under way to boost Social Security rates and provide bigger old age retirement benefits to compensate for higher living costs. A bill to that effect will be introduced in the next session of Congress, so the story goes. It is considered significant that the move comes at a time when old age benefits payments are for the first time beginning to exceed income from the joint employer-employee and self-employed contributions. The prediction is that the amount of income subject to the tax will be increased from the present \$4,200 to at least \$4,800 and perhaps to \$5,000. Further, that the rate of taxation may be boosted 5% or even more. This might be something to talk over with your Congressman before the next session of Congress opens in January.

Needing an odd color on a job and not having the right ink, one printer tried using Sherwin Williams paint sold in tubes and used to mix with other colors. He reports that it spreads fine on the press, dries on paper almost at once, and is very bright.

Our split Linotype magazines were always getting dirt in them until we made some simple covers. We took a 10-pica-wide piece of furniture and cut it to 127 picas. We then cut a pica reglet to 116 picas and trimmed the reglet to 3½ picas wide. We centered the reglet on the furniture and nailed it. We place the cover on the end of the magazine with the reglet piece underneath and fitting into the magazine.



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**Alabama Papers Face
Discriminatory Legislation**

There are too many bogey-men in the high weeds on the back eighty of the Fourth Estate for a guy to panic at the sight of any one of them, but a look toward Alabama these days is guaranteed to chill your blood.

A guy who—the Alabama newspapers with singularly unanimity agreed—was a big clown at least and probably something a good deal more dangerous, got himself elected governor a couple of years ago. His name is Jim Folsom, and he liked to kiss girls and got himself involved in a paternity suit and he was young and big and that sort of shrew-dumb-folksy of which not enough people are suspicious and he was a man of the people for darn' sure, the by-golly common people.

Because the newspapers were throwing everything they could get loose from their typewriters at him in the campaign, did Kissin' Jim boycott 'em all? Wrong, friend. Not Jim, he didn't!

He and the people acting for him bought lots of advertising, and all that most of it said was: "When I'm in Montgomery, y'all come."

And no sooner had Big Jim and legislators got to Montgomery than there broke out the dad-gumdest rash of bills you ever saw to annoy and cripple and even ruin newspapers. The state of Alabama is its own likker dealer, but there was a bill to keep advertisements of firewater and even beer out of the homes of the people. The law wouldn't be enforceable against any other media, but it would sure take all alcoholic beverage ads out of the newspapers.

Now they've introduced a libel venue bill. This would allow libel suits to be filed against newspapers in any county where papers are circulated. The present law limits libel suits to the county where the paper is published. With this new twist, a newspaper could be defending itself in libel suits in every county in the state at once. Why, every white man in Alabama would be doing jury duty full time!

But as blood-chillers, these are just warm-ups. It's this new bill introduced in the Alabama House that's got Alabama editors not knowing for sure whether they out to hit the ceiling, the deck or the bottle.

Section 1 says, "In addition to all other taxes imposed by law, there is hereby levied a license or privilege tax upon each person, firm or corporation engaged in the business of publishing a newspaper in this State for the privilege of engaging in such business." The amount of the tax levied—just a few samples—is \$50 a year for paper of less than 1,000 circulation, \$75 a year for 10,000 to

14,999 circulation and \$12,000 for over 200,000 circulation.

The bill requires newspapers to file a sworn circulation statement with the tax payment. Failure to make the statement, or wilfully make a false statement is a misdemeanor for which the fine shall not exceed \$500 plus three times the amount of license due to be paid.

The hot, sultry September nights aren't the only reason Alabama editors and publishers are lying awake. They're probably remembering their own editorials they do for National Newspaper Week when they point out that one of the first acts of any dictator in seizing control is to throttle the free press.—From the Colorado Editor

**Newspaper ROP Color
Is Hottest Development**

ROP color is "the hottest development in the field of advertising," according to a color slide presentation of the Bureau of Advertising, ANPA, shown at the second Annual Newspaper ROP Color Conference in Chicago. Titled "The Art of Newspaper ROP Color," the presentation notes that between 1951 and 1956 the use of color increased from less than 47 million to more than 109 million lines in approximately 200 newspapers, as measured by Media Records. Today ROP color is available in 852 newspapers in 700 markets throughout the U.S. The newspapers account for a total daily circulation of almost 43 million copies. Among the do's and don'ts of newspaper color advertising, as stated in the presentation: (1) Don't overdo art with too much detail; (2) Use large illustrations whenever possible; (3) Don't surprint heavy colors over each other; (4) Select bright, clean colors; (5) Get plenty of contrast into all artwork.

What Is A 'Showing News'?

ANPA, in asking its members for their definition of a "shopping news" or "throw-away" to develop a consensus of opinion, has not been able to reach a definite conclusion because of the unanimity of answers. Some say that the publication may have a large percentage of advertising, little news, and be distributed 100% free; others contend the publication must have "essentially" free distribution and be publisher primarily for dissemination of advertising. What is your opinion?

Many foreign countries classify newspaper selling among the occupations for which a higher age minimum is required than for other industries.

IT HAPPENED IN KENTUCKY

—July 1, 1806

“The Western World”

Established at Frankfort

The founders of this pioneer Kentucky newspaper were John Wood and Joseph Street. Street proved to be a bold and aggressive editor, and his political editorials often were in a bitter vein. It was the bold assaults of the “World” that led to the arrest of Aaron Burr, and the overthrow of his treasonable projects.

Earlier editorials published by the newspaper also led to the exposure of another conspiracy to put the entire Mississippi valley under the rule of Spain. The bitter editorial style inaugurated by the “World” did not disappear until the “era of good feeling” which came at the close of the Civil War.

The successors to Wood and Street were Henry Gore and Troilus Barnes. These two, however, lacked both the money and industry of the founders. The “World” ceased publication on June 10, 1810.

In Kentucky's historic past, just as today, many of our citizens have always enjoyed a glass of beer. The brewing industry makes jobs for thousands of our residents. The sale of beer under orderly conditions is an important objective of the United States Brewers Foundation. Our continuing educational program helps beer retailers maintain their high standards.



**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION
1523 Heyburn Building
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(Continued From Page Two)

do to the audience? To a great extent the media now operate in twilight or in darkness in this area, making decisions by intuition or by tradition.

This research should then be applied specifically to improve the information process. The media are the greatest educational force for the one hundred twenty million U. S. citizens beyond school age. The media do well in educating for freedom, but they apparently need to be much better.

The mass media can set an example through the proper and judicious use of freedom. For the most part standards are high, but there are important exceptions.

Let us consider the principle that no individual may interfere with the rights of another individual. Do the mass media hold clearly to this principle always in their coverage of the process of justice? It seems to me we find too many trials which are covered as sporting events. They are covered by many media (not all) as if they were gladiatorial contests between the prosecuting attorney and the defense attorney, with the judge as a referee scoring points and knockdowns. The process of justice is secondary. Such coverage does not do service to the proper cause of freedom.

The mass media face problems also in the area of the right of privacy. The fact that the public may be interested in knowing something does not always justify invading the privacy of the individual. Ingrid Bergman is of course a very public figure. Her reunion with her daughter Jenny Ann after many years of separation was naturally a matter of news. But to what extent were the media justified in intensively covering the goings and comings of Ingrid and her daughter after the first reunion? Are they not at some time to be permitted the right of being private individuals? The letter of the law may permit this continued pursuit, but what of their rights as human beings?

And what of the attitude of the public? I can hear thousands and perhaps millions of persons saying, “Oh, those photographers! Why can't they leave them alone? Always prying in to get some kind of a picture.”

So I suggest that, in addition to the very proper consideration of the rights of the individual, the media need to be concerned about public reaction. It may be annoyances at this level of civil liberty which set the framework for an undesirable public attitude on a much more important level of freedom.

All this effort is, then, a part of the need for the mass media to continue their progress toward an integrity which builds public faith.

This public faith is essential. It is well enough to have proper laws and satisfactory court decisions—but that is not the full answer to the question: “How free is the press?” In the longer run the level of press freedom will be tied irrevocably to the level of the faith of the people in the work and the merit of the press.

This faith from the public is now quite high, and probably higher than in the past, but for the sake of the cause of freedom, this faith must be even greater. It can be built further by thoroughness, and fairness, and impartiality, and completeness, and compassion, and a sense of humanity—through the proper use of the powers of freedom.

All these efforts then contribute to a situation which will make the individual citizen a true student of freedom, an active user of freedom, and an effective apostle of freedom.

He can then come to know that he is not alone in his freedom, and that his freedom is enmeshed irrevocably with that of all men. Such a state of mind will contribute immeasurably to future gains for the cause of freedom.

Taxes On Advertising; Trend Is Startling

Advertising was taxed in England for more than a century; two American colonies taxed newspapers and advertising to raise funds during the French and Indian wars. Now history is trying to repeat itself with the aid of the Baltimore City Council.

Here's the latest: said council proposes to place a 7½% tax on advertising in newspapers and virtually all other ad media as well as a 2½% gross receipts tax on all revenue from advertising. Other media affected are all intrastate radio and television programs originating in Baltimore, and all billboards, vehicles, and airborne devices. Advertising media affected would have to file return and pay tax monthly, and keep complete records of all taxable sales plus all invoices, billing data, etc.

Newspapers and other media would collect this sales tax on all space or time sold. The gross receipts tax would apply essentially in the same way as the sales tax but would be paid quarterly. Penalties would be assessed for non-compliance.

Put a rim around the board on which you clean spacebands. It saves graphite and keeps it from flying all over the place. To keep foreign matter from falling into graphite, pour some into a large salt shaker. This will eliminate waste and will be more convenient to handle.

**Many Typewriter Models
Preceded Present Machines**

By **GLENN KERFOOT**
"Typings," **IBM Houseorgan**

Four brothers, Lyman, Wilbert, Monroe, and Hurlbut Smith, introduced the Smith Premier typewriter in 1888 and five years later merged Densmore, Yost, and Remington to form the Union Typewriter Co. of America. In 1903, the Smiths withdrew from this combine and launched the famous line of L. C. Smith machines.

A minister, Thomas Oliver, devised his own writing machines to prepare his sermons after tinkering since 1888. In 1892, he patented his idea and the first Oliver typewriter appeared on the market in 1894. Known for its durability, the Oliver machine became world famous before its factory at Woodstock, Illinois, closed down in 1924 after 30 years of progress.

No typewriter history should ignore the efforts of Welling P. Kidder whose Franklin typewriter of 1887 was another visible-writing pioneer. Kidder's "Wellington" of 1892 was said to be the first visible typebar writing machine to insure perfect alignment. In 1894, he and C. C. Colby became interested in developing a quiet typewriter operated by silent leverage pressure rather than by hammer blows. Kidder's struggle to perfect and produce his quiet machine did not end until 1917 when the noiseless typewriter went

into full production following some notable contributions by Nils Anderson.

The Royal typewriter appeared on the market in 1906 as a vehicle for the exploitation of the inventive genius of Edward B. Hess who is credited with over 150 typewriter patents. Using the principles of roller bearing action and an accelerating typebar action, the Royal offered a fine, light operation.

Although Sholes and other early investigators had tinkered with small, light writing machines, foreseeing the day when typewriters would be carried about, the first small machine capable of being folded up into a small space was the Standard Folding Machine which appeared in 1907. Produced by the Rose Typewriter Co. of New York, this machine weighed less than six pounds. The name of this machine was changed in 1912 to Corona, another enduring name.

More than 100 writing machines hit the market between 1900 and 1915. Some of them lasted a year or two and folded, while others have endured to this day.

A prospective typewriter buyer in the early days of the Twentieth Century could select his machine from an imposing list which include the Acme, Alexander, Allen, Atlas, American, Barlock, Bennett, Bennington, Blake, Blickensderfer, Brooks, Century, Chicago, Commercial Visible, Corona, Cram, Grandell, Crown, Darling, Daugherty, Demountable, Dinsmore, Dollar Duplex, Ed-

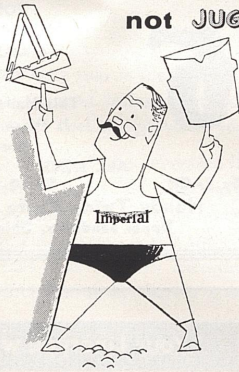
land, Elliott-Fisher, Ellis, Emerson, Essex, Fay-Sholes, Federal, Ford, Fountain, and Fox.

Franklin, Garbell, Hammond, Harris, Hartford, Hooven, International, Jackson, Jewett, Junior, Keystone, McCall, Monograph, Merritt, Mollie, Monarch, Moon-Hopkins, Morris, Munson, National, Nickerson, Noiseless, Odell, Official, Oliver, People's, Pittsburgh, Postal, Rapid, Reliance, Remington, Rex, Royal, Schiesari, Secor, Sholes Visible, L. C. Smith, Smith Premier, Sterns, Sterling, Sun, Taylor, Triumph, Type-Adder, Underwood, Victor, Visigraph, Walker, Williams, Woodstock, World, Yost, and Yu Ess.

Keeping synthetic rubber rollers clean is often a problem, and dirty synthetics will not do good work. The new paste-type paint removers (sold by paint and department stores) do an excellent job of removing the glaze from dried ink which accumulates after a few days or weeks of running. Apply the paste for several minutes, and wipe off. It will lift the dried ink with it and leave the rollers clean and in excellent printing condition.

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Bar Committee Opposes Courtroom Photography

Prohibition against photography, broadcasting and televising of court trials is continued in recommended revision of Canon 35 by Special Committee, American Bar Foundation. Committee, headed by Judge Philbrick McCoy of Los Angeles County, conducted 18-month study for Foundation, at request of American Bar Association. Report will be considered by House of Delegates of A.B.A. in Atlanta Feb. 24-25, 1958, states ANPA.

Committee opposes courtroom pictures regardless of developments in soundless daylight photography. It said pictures "introduce extraneous influences which tend to have a detrimental psychological effect."

Recommended revised Canon 35: Conduct of Court Proceedings, follows:

The purpose of judicial proceedings is to ascertain the truth. Such proceedings should be conducted with fitting dignity and decorum, in a manner conducive to undisturbed deliberation, indicative of their importance to the people and to the litigants, and in an atmosphere that bespeaks the responsibilities of those who are charged with the administration of justice. The taking of photographs in the courtroom during the progress of judicial proceedings or during any recess thereof and the transmitting or sound-recording of such proceedings for broadcasting by radio or television introduce extraneous influences which tend to have a detrimental psychological effect on the participants and to divert them from the proper objectives of the trial; they should not be permitted.

Proceedings, other than judicial proceedings, designed and carried out primarily as ceremonies, and conducted with dignity by judges in open court, may properly be photographed in or broadcast from the courtroom with the permission and under the supervision of the court.

Present Canon 35 states taking pictures, broadcasting or televising court proceedings "are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public and should not be permitted."

Herbert Brucker, editor, Hartford (Conn.) Courant, and chairman of the freedom information committee, American Society of Newspaper Editors, said contention that photography and broadcasting detract from dignity, distract witnesses, and degrade the courts "just isn't so."

Chief Justice O. Otto Moore, of Colorado, where photograph, broadcast and TV coverage of trials in the discretion and under

More Star-chamber Efforts

Lloyd Wright, ex-president of the American Bar Association, in an address before the American Society for Industrial Security, urged congressional law to fine and imprison newspapermen and other for disseminating government "secrets". He averred that such legislation would come before the next Congress. "How long, O Catalina, will thou continue to abuse our patience?"

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control of presiding judges has been permitted for a year and a half, stated as his personal view that every major premise of the special committee "has been demonstrated in Colorado to be without basis in actual fact." The committee report also drew criticism from the newspaper and broadcasting fields.

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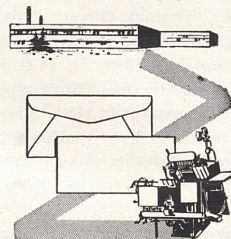
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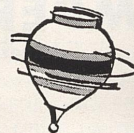


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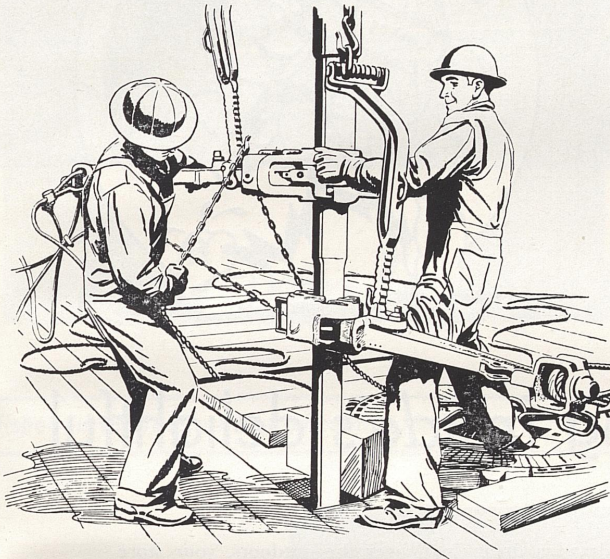
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With LINOTYPE Parts

One county seat newspaperman says that of about 50 standing signs in the plant only two are handset—those of two new merchants. The rest are zinc plaes. He says it not only saves time in setting up ads but eliminates the possibilities of dropping lines or making errors in spelling or phone numbers. He advises putting two nails in each tape-mounted cut, since in six months to a year the plate will creep.

The Newsprint Information Committee has just released a publication setting forth the problems which face the newspaper industry and the newspaper publishing business in meeting the increased demand for newsprint, indicated between now and 1960. The 16-page booklet is called "Enough Paper for Tomorrow's News." Interested publishers should write directly to NIC at 150 E. 42nd St., New York 17.

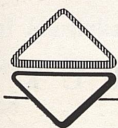


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You can put modern lighting to many uses. A bright store window or entrance . . . ample overall lighting throughout the store . . . dramatic, effective spots that highlight special items. Give your customers an opportunity to see everything—color, texture, freshness and cleanliness . . .

Modern lighting can be your best salesman, too, pointing out the things you want seen and appreciated. Modern lighting conveys a cheery spirit through the worst of winter weather. And it makes your own employees happier, more efficient workers.

Call your nearest KU lighting adviser. He'll be happy to help you choose the right lighting for your best selling job.

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The weather
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frightful ---



The shopping *inside's* delightful

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