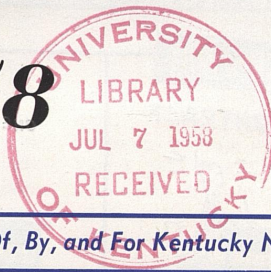


The Kentucky Press

April, 1958

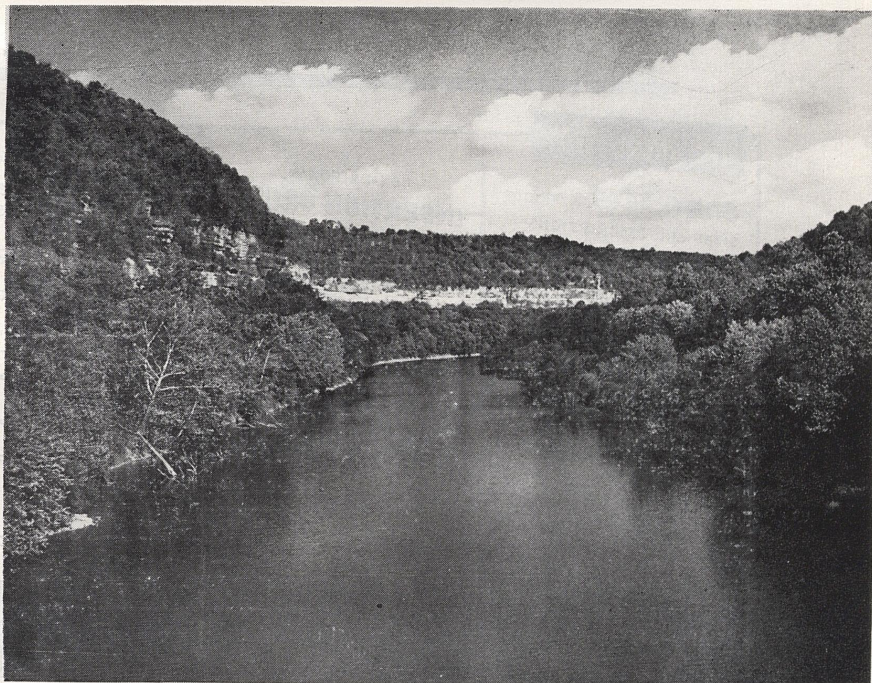


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School of Journalism
University of Kentucky
Lexington



Kentucky's Showcase: The Kentucky River Palisades

Official Publication Kentucky Press Association

K Y

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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Congressional Action Starts On Laws Affecting Papers

By RICHARD GREEN,
NEA Washington Representative

Tax Reduction Plans: Both political parties are talking tax reduction but neither has produced a firm program. Each party eventually is expected to propose a reduction plan and it now seems assured a tax cut bill will pass.

When Congress returns from its Easter recess, tax bills probably will pour into the hopper—based on the back home demand for action to cure the recession. A probable timetable would bring specific plans and active discussions in the final weeks of April and passage of legislation before July 1, beginning of the new fiscal year. This would fit in with the Administration's desire to avoid hasty action in the hope of an economic upturn.

Meanwhile, there is a gentlemen's agreement between leaders of both parties that there will be inter-party "consultation" prior to introduction of any official bills. So—no surprise packages.

Unemployment Compensation: Hearings have been held before the House Ways and Means Committee on two proposals for federal intervention in state Unemployment Compensation programs. The committee began marking up a bill on April 15. Nineteen senators meanwhile have petitioned Senator Byrd (D., Va.) to give this subject first priority in the Senate Finance Committee. Such an anti-recession step has the support of both ends of Pennsylvania Avenue.

An administration proposal would advance federal money to pay benefits to unemployed persons who have exhausted their benefits under state programs. The extended benefit period would not be greater than 50 per cent provided under the laws of each state. The benefits would be at the rate provided by state law.

These advances would be repayable, beginning in 1963, by levying higher federal Unemployment Compensation taxes on all employers in the state. If a state refuses these advances, a federal agency would make payments and the U.S. Treasury would reimburse itself by the same means.

A second proposal would provide payment of benefits beyond the present maximum duration in state laws to those who have exhausted their rights and would also pay greater benefits. These advances to the states would be outright grants.

Wage-Hour: Various bills to extend the

Wage-Hour law are lying dormant in both the Senate-House Labor Committees. Sponsoring Congressmen feel that a depressed economy period is no time to insist on wage boosts that might result in more unemployment. Labor leaders still are applying pressure but are receiving no encouragement. Meanwhile, the Labor Department still has not come up with a ruling clarifying the status of stringer or country correspondents.

A pilgrimage to Capitol Hill is set for April 29, by 1,000 members of the RFL-CIO Retail, Wholesale and Department Store Union in all out effort to apply face-to-face pressure on Congress to extend coverage of the Federal Wage and Hour Law. Labor union abuses and the recession have dampened initial enthusiasm for legislation extending coverage of the wage-hour act to millions of additional workers. Various bills to extend the Wage-Hour Law are lying dormant in both the Senate and House Labor committees.

Social Security: Early in the session there was considerable likelihood that election year pressures would force congressional consideration of extension of the Social Security system. Various proposals would increase benefits and also raise Social Security taxes to pay for them. In addition they would provide medical and surgical benefits—a start some claim on socialized medicine. But the bills have become lost in the shuffle. The House Ways and Means Committee apparently is much more interested currently in aiding the unemployed through federal intervention in the unemployment compensation systems of the states.

Postal Rates: The House and Senate have passed postal rate increase bills that vary in some degree. It is necessary, therefore that selected members of the Senate and House Post Office Committee meet to iron out differences in the two bills. House conferees have been anxious to meet but Chairman Johnston (D., S. Car.) of the Senate committee is taking his time agreeing to a meeting time.

Miscellaneous: Representative Hale (R., Maine) has introduced a bill to permit the advertising of bingo in newspapers.

Rep. Rees (R., Kans.), one of the House conferees, expressed concern and disappointment over failure of the conferees to meet before the Easter recess. He voiced the opinion "we will be lucky if we complete action on this legislation before the middle of sum-

mer" unless the conferees display more enthusiasm and desire to get the job done.

Opponents to a rate increase bill inside and outside Congress are stressing what they consider the folly of increasing postal rates on one hand while the Government reduces taxes on the other. The road to increased postal rate increases is still a long and rocky one.

Taxes: Congressmen are hoping their constituents can help them on the tax cut question. When Congress reconvenes, it is going to have to face the question of what to do about taxes.

The problem is two-fold: Has the time come to cut taxes regardless of the size of the resulting deficit? If not, are there reforms which, if adopted, could improve the tax structure, or help business, or both, without slashing revenues? Also, should a tax cut be geared to increase purchasing power or to stimulate investment?

The tax showdown may come on a bill to extend present corporate and excise tax rates. Without passage of such a bill, the corporate tax rate will drop automatically July 1, 1958 to 47% from 52%. Some excises would drop sharply, too. Key lawmakers doubt they could sell passage of a simple rate extension bill.

Advertising Of Alcoholic Beverages: The Senate Committee on Interstate and Foreign Commerce held hearings on the Langer bill to ban the advertising of alcoholic beverages in newspapers, magazines and on radio and TV. Proponents of the measure were heard on April 22 and opponents on April 23. NEA presented testimony in opposition to the measure in line with its policy of opposing any proposal that prohibits ethical advertising or any legitimate product that may legally be sold. There seems to be an unfortunate trend toward banning various kinds of advertising and restricting advertising media.

Freedom Of Information: The House has passed the Moss bill curbing secrecy in government and sent it on to the Senate. An investigation by a special House Subcommittee on Government Information under the chairmanship of Rep. Moss (D., Calif.) revealed that federal agencies had been relying on a 1789 statute to hold back information from the public and Congress. The 1789 law authorizes department heads to regulate the "custody, use and preservation" of its documents.

Moss claimed the old law was merely a "housekeeping" statute to help get the new government started and was intended only to authorize keeping of records not secrets. The purpose of his bill, Moss said, is to tell the government it cannot rely any more on the 1789 statute to withhold information.

Moss' subcommittee counted 78 laws on the books authorizing secrecy for such information as tax returns, military secrets, trade secrets, FBI reports, etc. The Moss bill touches none of them. Nor could the bill affect whatever Constitutional power the President has to withhold information.

The Senate Constitutional Rights Subcommittee of the Judiciary Committee has been holding hearings on a similar Senate bill under the chairmanship of Sen. Hennings (D., Mo.). Attorney General Rogers and six spokesmen for various news media have already appeared.

Sen. Watkins (R., Utah) suggested that newsmen crusade against closed meetings of Congressional committees. The news always leaks out in ten minutes anyhow, usually in garbled form, he said.

Wage-Hour: The House Labor Standards Subcommittee of the Labor Committee will hold hearings in May on the administration of Federal laws governing wages and hours. Laws to be covered are the Fair Labor (Wage-Hours), Davis-Bacon and Walsh-Healy Acts. Objective of the hearings will be to uncover specific abuses attributable to the manner in which the laws have been administered. Duration of the hearings is not known but 60 days have been predicted.

An example of an abuse that has been cited is as follows: A holly wreath company in Delaware was forced out of business because the wage-hour administrator ruled that the \$1-an-hour minimum wage must be paid to the farmers and their families who made the wreaths, even though they did the work at home on a contract basis on their own time. The wage level priced the product out of the market, caused the firm to close and represented a loss of income to the farm people who had been using their slack time to make the wreaths and thereby pick up extra cash.

Stringer correspondents could, in effect, be substituted for the wreath makers. The conditions are almost identical. The Wage-Hour Division of the Labor Department has been mulling over the status of stringer correspondents for seven months.

Controlled Circulation: Of interest is a report in the "News Letter" of the Advertising Federation of America of an interview by the Federation's Washington representative with E. A. Riley, Director of the Division of Postal Services of the Post Office Department. Riley, it should be noted, participated in the drafting of the postal rate bill passed by the Senate and sat by Post Office Committee Chairman Johnston's (D., S. Car.) elbow during Senate debate on the rate bill. Riley told his interviewer that among the important facts behind the language of the postal rate bill is the one that the Post Office

Department "unquestionably gives greater weight to the maintenance of a list of subscribers in granting Second Class entry."

Billboards: Congress passed and the President has signed legislation restricting outdoor advertising on the new national super-highway system. The measure provides that states conforming to federal regulations as to size and placing of outdoor advertising signs on the new highways would be rewarded with extra federal financial aid. Meanwhile, the American Automobile Association lauded the role played by the press in helping to bring about the restriction on this advertising medium.

Educational Tax Benefits: The Internal Revenue Service has adopted a new rule liberalizing educational deductions for various vocations in computing federal personal income tax. Up until now, few persons have been allowed to claim deductions for educational outlays in figuring their taxes. The rule previously permitted such claims for training only when required under an employment contract or state law—such as the common requirement that teachers complete six hours of academic credit every two years to retain their salary status.

The regulation as now broadened, permits taxpayers also to subtract the cost of courses to "maintain or improve" their skills. Under the expanded rules, for example, deductions can be claimed by typists taking instructions to increase their typing speed, or by printers, linotype operators, etc., attempting to improve their skill in their current job.

Educational expenses cannot be subtracted, the Treasury warns, if the primary purpose is to qualify for a better job—such as a typist enrolling in a shorthand class to qualify as a stenographer.

Miscellaneous: Radio has reported the biggest percentage of advertising gain of any major medium last year—an increase of 14.3% over 1956 compared with gains of 8.7% for TV, 4.4% for magazines and 2.8% for newspapers. Publishers will watch with interest to see whether Bingo or TV will win court battles.

Repeal Of Canon 35 Postponed

House of Delegates, American Bar Assn., Feb. 24 meeting in Atlanta, Ga., postponed until next August consideration of repeal of Canon 35 of A.B.A. Code, prohibiting photography in courtrooms. Deferment followed public hearing at which non-members of A.B.A. policy-making group presented arguments against Canon 35.

Cotton culture is thought to have originated in India about 1500 B.C.

New Federal Law Puts Teeth In Withholding Statute

On Feb. 11, 1958, the President signed Public Law 85-321 which puts some very sharp teeth into employers' obligations to withhold, and pay over to the Government, employees' income taxes and social security taxes.

The law, which adds Secs. 7512 and 7513 to the 1954 Code, provides that where an employer has failed to collect and pay over income or social security taxes withheld from employees, the Internal Revenue Service may, by notification, direct him to collect the income and social security taxes which become collectible after the notice has been received and deposit them in a separate bank account in trust for the United States, no later than the end of the second banking day after such collection. The notice must be "delivered by hand" to the employer. In the case of corporations, partnerships and trusts, notices delivered to an officer, partner or trustee will be deemed received by both the employer and all its officers, partners, trustees and employees.

A person who thereafter fails to comply with the notice, whether willfully or not, guilty of a misdemeanor and, upon conviction, can be fined up to \$5,000, imprisoned for a period of up to one year, or both. However, a person will not be found guilty of his failure to comply is due to (a) reasonable doubt as to who the law required to collect the tax, (b) reasonable doubt as to whether the law required collection of the tax or increased circumstances beyond his control. But a lack of funds existing immediately after the payment of wages, whether or not created by the payment of such wages, is not an excuse.

The new law also applies to transportation and communication taxes, as well as to taxes on safe deposit boxes, admissions and club dues, which are required to be collected by carriers, telephone and telegraph companies, banks, theatres and certain types of clubs at the time the charges for these facilities and services are paid.

Landon Wills, editor of the McClintock County News, Calhoun, reports he had hand-fed 8 x 12 Chandler and Price press for sale. Included in the equipment which goes with it is a Kimble variable speed motor, two sets of rollers and attached counting machine.

Chief monetary unit of Denmark is the krone, worth about 26½ cents.

Copperheads are the most widely distributed and in many places the most abundant of poisonous snakes in the eastern U.S.

Statute District Meeting At Kentucky Dam

Niles Dillingham, editor and publisher of the Dawson Springs Progress, was named chairman of the newly formed organization of the First and Second Districts of the Kentucky Press Association. The main purpose of the new group is to encourage larger attendance at the district meetings and to share in problems which were mutual to those districts involved. This action was taken during the Kentucky Dam Village meeting of the First, Second and Fourth Districts of the Association.

J. Earle Bell, Morganfield, was chosen vice president and W. T. Davis, Eddyville, was named secretary-treasurer.

The Saturday morning session was taken with discussions on bookkeeping and office procedure and mechanical production with the main topic, circulation, being discussed in the afternoon by Bill Simonton, managing editor of the Leader, Covington, Tennessee.

Simonton discussed several plans for circulation which the Leader has tried during the past two or three years, most of which emphasized subscription renewals. The most effective returns were gained from what Simonton called "statement type letters" which were mailed to the subscriber the last week of the month. This letter was one of the first statements to reach the person for that month, giving it more favorable attention, and increasing the possibilities of being paid. This plan, he pointed out, was discovered by accident and at first the full effect was not realized. However, it has resulted in about 60% returns on the first mailing, which is considered good. The second notice, mailed a month later at the time the subscription actually expires, states that the paper will be cut off. This brings in approximately 30 to 35% more replies. After the

second appeal and the paper has been stopped, an additional 4 or 5% renew, giving almost 100%.

One of the main secrets to the operation of the Leader's circulation drives is the return envelope, addressed to the newspaper, which is inclosed with the letter. It requiring only a stamp to send in the subscription. The reason this is thought to be so effective, Simonton said, is that around 90% of the renewals are returned in the envelope which the paper originally sent out.

Simonton pointed to the fact this system makes it almost impossible to ignore the notice and at the same time provides the easiest way for the subscriber to return his payment.

The return envelope also helps simplify the office work connected with the billing in that the special letter can be channeled directly to the bookkeeper.

Other circulation experiences which the Leader had been successful on were passed on to the group by the Tennessean. One of these is placing of papers in community stores on Thursday afternoon, the day of the press run. This encourages the reader to pick up one from the stands that afternoon and get another through the mail Friday morning.

Simonton has served on a panel on circulation and promotion at the recent meeting of the NEA in New Orleans. His paper, the Leader, is the largest ABC weekly in Tennessee. In the past three years it has won a first place and two second place honors in the Sweepstake of the Tennessee Press Association. This competition is open to all weeklies and small dailies.

The meeting was closed Saturday night with dinner and a meeting of the executive board.

Weekly Section Of ABC Retains Status Quo

No formal actions by the Board of the Audit Bureau of Circulation are of direct concern to weekly newspaper members. The directors reviewed progress on the Reader's Digest test audit, approved several changes in rules (language changes and none concerning newspapers), and approved several changes in the presentation and method of compiling information for magazine members.

While weeklies did not come up in any formal Board actions, the directors did spend better than four hours in committee and during the Board session discussing a problem

concerning several weeklies. The length of time spent on the problem testifies to its complexity, but it also indicates the sincerity of attention that the Bureau gives any member, be he publisher of a large circulating magazine or the publisher of a small weekly.

"The reasons are obvious, I think, why I should not go into detail on any case involving specific members. But I would like to point out a lesson that was brought out in this case," states the president. "Whenever you question the interpretation of a Bureau rule or rules, write Bureau management for an opinion—you will get an opinion in writing. The same thing goes for record-keeping advice coming from either Bureau management or from a field auditor."

Survey Finds Size Of Ads Unimportant

Does the length of an advertisement have any effect on readership? Not according to the experience of the New York Stock Exchange. The Exchange has found that good advertising will be read no matter how long it is.

Readership studies show that the Exchange's advertisements are being read by 2½ to 3 times as many people per dollar of ad cost as the average of all advertisements of ½ page or larger in the same publications—despite the fact that Exchange copy is about five times as long as the average advertisement.

Keith Funston, President of the Exchange, offered this information in summing up results of Exchange advertising in 1957. He also disclosed that the Exchange will spend \$500,000 in the first half of 1958 for its national educational advertising program.

Most of the sum, he added, will be used for newspaper advertising.

"Numerous readership surveys," Mr. Funston said, "have shown us that the advertising approach and program which we developed in 1956 have been extremely effective. Our educational campaign is one of the best read and reactions to it continue to be excellent.

"We intend to maintain our program during 1958 with the same objective of attracting the widest possible readership for our story about the opportunities for and risks of investment and the work of the Exchange and its membership.

"I have been partially impressed," Mr. Funston said, "by surveys showing that the principal ideas we want to convey are clearly registering upon readers: Our emphasis on consulting a member firm, and the cautions about investing which are so important for the new investor to consider, have especially strong impressions."

Mr. Funston pointed out that one of the by-products of the educational work of Exchange advertising is the coupon inquiries for literature received from readers. The Exchange and member firms received close to 250,000 coupons in 1957 as a direct result of this advertising, bringing the total since January 1954 to considerably over 1,000,000.

The Exchange has distributed a merchandising kit for use by member firms. The kit provides material which individual members can use to tie in their own advertising with that of the Exchange, along with reprints of new Exchange ads.

Coodies was a nickname applied to those members of the Federalist Party in New York who favored the War of 1812.

The Kentucky Press

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

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

Member
Kentucky Chamber of Commerce
Newspaper Managers Association
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.

Kentucky Press Association, Inc.

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Sentinel-Echo, London

Thomas L. Adams, Vice-President

Herald-Leader, Lexington

Victor R. Portmann, Secretary-Manager

University of Kentucky, Lexington

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Public's Right To Know Includes Advertising

The public's right to know includes advertising just as much as news, the American Newspaper Publishers Association emphasizes in a series of bulletins to its members.

The ANPA says no government agency has a right to prohibit or restrict truthful advertising of any product or service it is legal to sell. The Association cited many instances where private organizations have induced federal, state and local government agencies to adopt resolutions prohibiting dissemination or truthful information through advertising on the grounds it is either "unethical" or "unprofessional."

One ANPA bulletin under the title "Truthful Advertising Is Not Unethical" cited efforts of optometrists and funeral directors to secure adoption of laws or regulations which "are being used to deprive a citizen of his right to enhance his business through advertising."

Adoption of Canon 27 of the American Bar Association by government agencies to forbid advertising on the grounds of "ethics" was cited by ANPA as an example of rules of a private organization adopted by government agencies and having the force of law without going through the legislative process. Such rules have been made applicable to persons other than lawyers having no voice in determining the "canons."

The public wants and needs such information and the free flow of information through advertising should never be stopped by any government except when the copy is false or misleading, ANPA said.

Radio station President Lawrence A. Reilly has urged Congress to take newspapers out of the radio-television field.

Reilly, president and general manager of WTXL, West Springfield, Mass., made known his stand in a letter to Rep. John W. Heselton (D-Mass.). He said lack of a mandate from Congress has made it "impossible" for the Federal Communications Commission to keep frequencies from going to powerful newspapers.

He called on the House Legislative Oversight Committee to put an end to what he termed "unfair competition" in the radio-TV industry by barring newspapers from owning stations.

"Only one who is faced with such competition," he said, "can testify to the effects of the concentration in a community of a newspaper, a radio station and a television station under a common ownership."

Reilly called the problem "critical" and said taking newspapers out of the radio-TV field should apply not only to future broad-

casting permits but to stations already operated by newspapers. "Procedures must be established," he said, "to bring about the prompt, orderly divestiture of all such holdings now in the hands of publishers."—ANPA Bulletin

57% Of Public Officials Want Police Records Open

Eighty-two per cent of editors believe that police and police magistrate records should be open to the public, while only 57 per cent of the elected officials agreed with this view according to a test poll made by graduates of Southern Illinois University.

Conflicting views on what should be public information and what should not highlighted the survey.

None of the 30 editors interviewed believed that city councils or school boards should be permitted to have a closed session where business was transacted—the subject of a recent state law — while 43 per cent of elected officials believed councils and school boards should be permitted closed sessions.

Only 15 per cent of the editors believe that judges should be allowed to hold private hearings, while officials favored it 10 per cent.

The survey, which was conducted by Bill Hollada, Benton, as a journalism project, included 44 questions concerning records, pictures, and closed meetings.

Despite sharp disagreements on some issues, public officials and editors were in near agreement on many of the items, with weekly editors tending to want more records available than the daily editors, and the officials wanting more closed records.

Biggest difference of opinion centered around pictures. Just over 50 per cent of the editors believed that there should be no restrictions on the taking of courtroom photographs. Many other editors answered, "It depends." Only 14 per cent of the elected officials viewed any courtroom picture-taking as acceptable. Pictures of persons leaving and entering courtrooms gained near unanimous approval.

Pictures of corpses brought out a wide difference of opinion, with more than 80 per cent of the editors favoring complete freedom. Only 43 per cent of the officials voiced approval. Surprisingly, candid photographs in school rooms were frowned on by more editors than pictures of bodies and scenes of violence.

School boards, city councils, police magistrates, and JP's drew the most fire.

All business is local . . . and so are all newspapers.



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In Memoriam...

Former Lexington Editor, SNPA President, Dies

Charles L. Stewart, 88, broker and former newspaper executive, died unexpectedly at his home in Lexington, April 19.

Mr. Stewart had been manager of the Lexington office of Berwyn T. Moore and Co., Inc., since 1925. Before he entered the investment securities business in 1923, he had a long career in newspaper work, beginning in 1888, when he and a partner bought a county paper at Dunn, N. C.

During his career as a journalist, Mr. Stewart was an editor of the Roanoke Evening World, the Louisville Dispatch, the Louisville News, the Philadelphia Ledger, Enid, Okla., Morning News, and The Lexington Herald.

Mr. Stewart was general manager and associate editor of The Herald from 1905 to 1909 and again from 1916 until 1923.

Active in the Southern Newspaper Publishers Association, Mr. Stewart served as its president, vice president and as a director. On the 50th anniversary of the association in 1953, he was presented a plaque "in recognition of distinguished and outstanding work on behalf of Southern newspapers while serving as president" in 1922-23.

New Rulings In Force On Newspaper Wrapping

Under present Post Office regulations governing the mailing of second-class publications, sealed or unsealed envelopes used as wrappers and sealed wrappers or other sealed covers must show in the upper left corner of the address side the name and address of the publication and in the upper right corner a notice of entry. It has been proposed by the Department that these regulations be amended so as to require that the name of the publication and the mailing address to which undeliverable copies or change of address notices should be sent appear in the upper left corner. Notice of entry would appear in the upper right corner, as at present.

It has been proposed also that addresses in mastheads and date lines of second-class publications be printed so that they will clearly show where change of address notices, undeliverable copies, orders for subscriptions, and other mail items are to be sent. Anyone wishing to comment may submit written views to E. A. Riley, Director Postal Service Division, Bureau of Operations, Post Office Department, Washington 25, D. C.

The Lawsons Purchase Cumberland County News

The Cumberland County News, which has been owned and operated by Clarence Martin, publisher of the Tompkinsville News, for the past 37 months, was sold to Mrs. Alta M. Lawson and her husband, Ernest M. Lawson, of Anna, Ill. The Lawsons assumed the management of the paper as of April 12, and began the setting up of a shop in Burkesville.

The Cumberland county paper will continue to be printed in the shop of the Monroe County Press for the next few weeks, until the Lawsons can complete the installation of equipment in the Burkesville plant. The sale of the paper will in no way effect the operation of the Tompkinsville News or the Monroe County Press.

The Lawsons will be assisted in the operation of the Cumberland County News by Mrs. Lawson's sister and her husband, Mr. and Mrs. Harold Abernathy. Mr. Lawson is a newspaper man of many years and has had much experience in the field.

By the sale of the Cumberland county paper, the Tompkinsville News force will be able to give better service to job printing customers, which have continued to grow through the years, to the point where it was physically impossible to properly handle the large volume of commercial and job printing, together with the publication of the Tompkinsville News and the Cumberland County News. These services should be improved both in the job department and in the editorial duties of the News, now that the mechanical duties of the Burkesville paper will be relieved in the next few weeks.

Pineville Sun Changes To Tabloid Format

The weekly Pineville Sun, now known as The Sun since its recent change of ownership, has been modernized into a five-column tabloid.

The Bell county weekly for many years was owned and edited by Herndon Evans. Evans sold the paper to Charles E. Adams, publisher of the Gallatin County News, after Evans accepted the post of editor of the Lexington Herald. Several months ago the Sun changed hands again and is now published by H. R. Chandler.

The paper's new makeup includes many local pictures and a modern readable type face. It often runs to 16 pages per issue with two sections composed of eight pages each. The Sun contains one feature often missing in the present-day weekly newspaper—and editorial page with home-written editorials and an editor's letters column. And, in the particular issue examined, there were no ads on the editorial page!

...LOOKING BACK ON



Twenty-five years ago, on April 7, 1933, our country celebrated the return of beer, the beverage of moderation. Thirsty Americans got their first taste of real beer in 13 years, and a depression-ridden nation got a new and vigorous industry. It opened up new markets for farmers' products, provided jobs for thousands of unemployed, and poured new tax dollars into depleted Federal, state and local treasuries.

Tax Boom From Beer

In the quarter century of beer's return, the brewing industry paid in to the U.S. Treasury a total of \$13 billion in excise taxes. This staggering total, for example, is enough to pay for 130 atom powered submarines.

In Kentucky, too, beer taxes have helped make possible vast gains in public welfare, education, hospitals, and in the upkeep of our State and local governments.

Gains For Farmers

America can look back upon a quarter century of prosperity, helped in no small part by the re-legalization of beer. One of the most profound effects on the economy has come through the \$2,555,000,000 paid to farmers in the past 25 years by the brewing industry. About forty pounds of farm produce go into every barrel of beer.

Through a pioneering, industry-wide program of self-regulation over the distribution and sale of beer, the brewing industry has given impetus of a return to law and order. We in the brewing industry regard this 25th anniversary of normal beer as a time for re-dedication to the economic, social and legal obligations implicit in the vote of confidence given us 25 years ago.



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Grads' Starting Salaries Show Marked Increase

Journalism school students continue to have no problem in finding a choice of job openings, following graduation, according to the fifth annual survey on the subject made for the Journalism Quarterly by Charles T. Duncan, dean of the School of Journalism of the University of Oregon.

The survey this year showed a slight increase in starting salaries, the average being \$342 per month as against \$316 per month in 1956.

Reporting on the survey in a copyrighted article in the Journalism Quarterly, Dean Duncan wrote:

"Same Song, Fifth Verse—and practically the same words.

That's the story, in brief, of the fifth annual Journalism Quarterly survey of placement and job opportunity.

"The four major points brought out in last year's report could bear repeating, with certain modifications:

"1. Once again, journalism graduates were in short supply throughout the nation.

"2. The total output of the 85 participating institutions was up 5.4% over the previous year (as compared to a 4.6% increase for 76 responding schools last year).

"3. Starting salaries again were higher than the year before, but the average increase in salaries was less for men than a year ago and more for women.

"4. Compared to salary gains in other fields, journalistic starting-pay levels slipped a little.

"No major changes or significant shifts in trend were revealed in the 1957 study. The percentage of women graduates remained about the same (about 31%); the percentage of advanced-degree candidates held steady (about 12%), and the percentage of graduates entering military service decreased again (now about 12% as compared to nearly 25% in 1952-53).

"Compared to starting salaries in other fields, those in the journalistic fields lagged woefully, as usual. Worse, they apparently lost ground relatively although this is not entirely clear because of discrepancies in the figures used for comparison. This year, as last, the averages in other fields reported by Frank S. Endicott of Northwestern University vary internally for a given year. That is, his 1956 averages as reported in 1957 are not the same as they are higher than the 1956 figures when originally reported. In any case, they are well above journalism averages as revealed in this series of annual surveys.

Average starting salaries (per month) for men:

	1957	1956
Engineering	\$433	\$415

Publisher Maurice K. Henry State C. of C. President

Congratulations to Maurice K. Henry, publisher-editor of the Middlesboro Daily News and General Manager of Radio Station WMIK, who was named by the Kentucky Chamber of Commerce Board of Directors to head the state organization of businessmen for the coming year.

The new President of the State Chamber was born in Daleville, Virginia, was a former principal in the Covington, Virginia, School System and served as a Lt. Commander of the United States Naval Reserves during World War II. He has been a Kentucky Chamber director for five years and is Past Chairman of the Community Chest and the Red Cross Board of Middlesboro.

He is the President of the Middlesboro Kiwanis Club, Chairman of the Bell County Safety Council and Past President of the Middlesboro Chamber of Commerce. He received a B.A. degree from Bridgewater College in Virginia and an M.A. degree from George Peabody College in Nashville, Tennessee. He married the former Helen Patricia Kincaid of Middlesboro and has a daughter, Kay, seventeen years old. He is a member of the Elks Club and Delta Sigma Chi, national journalism fraternity.

There were sixteen newspapers in Ohio in 1810.

Accounting	389	372
Sales	385	370
General Business	382	363
Other fields	414	394
Average, all fields (above)	401	383
Average Journalism	342	316

"This year's questionnaires were returned by 85 schools and departments.

"Eight of these reported 'more jobs open than graduates available,' one reported the reverse situation and four said the situation with them was 'approximately in balance.'

"One school reported a 10-1 ratio of job offers over graduates, several reported 4-1, 3-1 and 2-1 ratios, and others volunteered such comments as 'many more', 'heavier than ever' and 'demand exceeds supply by tremendous ratio.'

"Unsolicited comments by respondents suggest that public relations and industrial publication jobs are taking a growing share of journalism graduates.

"The daily newspaper continued to hold its strongly dominant position as the principal source of demand for journalism school graduates, both in editorial and advertising jobs. Weeklies were again in second place, PR third and radio, TV, magazines and others far behind."

Senator Urges P.O. Dept. To End Present Confusion

Far-reaching proposals for Congressional action to "end our Post Office mess for all time" are offered by Senator Olin D. Johnston in the February Reader's Digest. The mess has reached "staggering proportions" and requires urgent attention, writes the senator, who is Chairman of the Senate Post Office and Civil Service Committee.

Postal service has become poorer, with deliveries less frequent, and deficits have risen despite a doubling of total mail volume in the past fifteen years, he adds. Even the Postmaster General admits that his department's operations are "deplorable."

In his article, titled "How to End Our Post Office Mess—Permanently," Senator Johnston asserts that Congress can reverse this postal trend by acting now to improve the system and "create the best mail service in the world."

The Senator points out that the Post Office is currently spending some two million dollars a day more than it receives. But much of the deficit thus incurred is a "phantom deficit," resulting from the many public services the Department performs, he says. The 2 1/2 per cent interest, he says. Since the Retirement Fund now earns only 2 1/2 per cent, everyone would benefit by the arrangement, he points out.

The Senator further recommends that Post Office employees be given an "adequate wage increase." This would pay big dividends in increased efficiency leading to great production, he says.

Once true mail costs are determined, a postal rate increase may still prove necessary. But, he adds, "I would not say precisely what increases should be made; I do not believe anyone can make a businesslike forecast of that until Congress sets the fundamental postal policy."

Typical of such services is Rural Free Delivery, whose expenses in 1956 exceeded its revenues by \$205 million. This amount then became part of the postal "deficit."

He quotes Senator Frank Carlson, last Republican chairman of the Post Office Committee, who said:

"I don't see how anyone could justify RFD except as a service by government to its citizens."

Senator Johnston estimates the total measurable cost of public services performed by the Post Office as some \$300 million yearly. In addition he lists other services whose costs cannot be accurately measured.

He writes: "Congress should adopt a modern Post Office policy which defines precisely what costs are to be borne by mail users and what costs are to be borne by the government

Weekly Cost Study Shows Some Revenue Changes

Forty-five per cent of the weekly and semi-weekly newspapers in all parts of the country experienced some reduction in total income during 1957 as compared with 1956.

Of the first 115 reports received for the seventh annual National Weekly Newspaper Cost Study, 63 reported more income in 1957 than these same papers had in 1956 and 52 newspapers reported less income.

"While we are just starting the tabulating work and have not started a detailed analysis of the reports, we believe the averages for the seven circulation groups will be about the same for the total income when 1957 and 1956 are compared," Carl C. Webb, chairman of the Cost Study committee for the National Editorial Association and Newspaper Association Managers, sponsors of the National Weekly Newspaper Cost Study, believes. "In many cases the increase or decrease of total income is less than one per cent of the newspaper's total income," he said.

This year, for the first time, the sponsors of the Cost Study have asked newspapers to report the number of employees besides the publisher. Two observations made by Webb, who is also manager of the Oregon Newspaper Publishers Association and assistant professor of journalism at the University of Oregon, from the first 115 reports from newspapers, are:

1. On the average, weekly and semi-weekly newspapers have 278 subscribers for each employee besides the publisher.


2. In 1957 the average weekly and semi-weekly newspaper had a total income of \$8,883 for each employee in addition to the publisher.

"With the deadline for receiving Cost Study Reports a week away, we expect to receive quite a few more reports and possibly exceed the 141 reports in the sixth annual study last year," Webb said.

In the past 10 months, 225 newspapers in 42 states have reported increases in circulation prices, according to American Newspaper Publishers Association. In 1955 there were 230 papers selling for more than 5c a copy and on November 1, 1957, there were 449—an increase of almost 100 per cent.

because they are public services." The public should not be forced to pay for more than the mail services it buys, he says.

The Senator also calls for a long-range modernization program financed by a loan to the Post Office of two billion dollars. Such money could come from the Federal Employees' Retirement Fund and be repaid at



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Travel Editors To Visit Many State Attractions

Thirty-nine out-of-state Travel and Food Editors will visit Kentucky in early May, Maurice K. Henry, Middlesboro, KCC president, announced.

The tour, sponsored by the Kentucky Chamber of Commerce, the Kentucky Department of Public Relations and the Kentucky Division of Parks, will originate in Lexington on May 4 and terminate in Louisville on May 9. Kentucky's best and delicious cooking and major travel attractions will be presented to the representatives of national and metropolitan publications.

The itinerary of the tour will include: Lexington, Frankfort, Harrodsburg, Danville, Berea, London, Middlesboro, Pineville, Corbin, Burnside, Somerset, Glasgow, Hodgenville, Bardstown, and Louisville.

Newspapers frequently receive requests for credit lines from photographers or other individuals, especially in reference to engagement and wedding pictures. Members of the Association may use the following material, checked by ANPA General Counsel, as a guide in making their decisions on these requests, states the ANPA Bulletin.

A true credit line merely credits ownership, e.g., "Photo by Jones Studio" or just "Jones Studio." However, a request for a "credit line" may involve a copyrighted photograph. A credit line for a copyrighted photograph must utilize one of the following statutory notice forms to indicate the copyright proprietorship: "© Jones Studio"; "Copyright, Jones Studio"; or, "Copr. Jones Studio." It is permissible to add the year in which copyright was obtained by publication, but the copyright law does not require it in the case of a photograph. The foregoing forms would, of course, be the same where an individual is the copyright proprietor.

If the photograph has been copyrighted that fact will appear upon the photograph itself. Even though a monogram appears on the front of the photograph, you should examine elsewhere on the front or reverse side for the name of the copyright owner for use in the notice form set out above. A copyrighted photograph may not be published except by permission and then it must be accompanied by the copyright notice required by law.

Where a photograph has not been copyrighted, the question is simply whether a credit line should be carried to indicate ownership. The usual contract between a customer and a photographer is one of employment and the resulting photograph is the property of the customer who may im-

pose conditions under which it may be published. However, the contract between the customer and the photographer may provide that the photograph will not be published without a credit line. In still other cases, where the photograph is not made for hire or is otherwise made at the sole expense of the photographer, the photographer is the owner and he may impose conditions to its publication.

In light of the foregoing the best rule to follow in the ordinary case is to carry the credit line if requested to do so by the photographer, by the individual supplying the photograph, or by printed instructions on the reverse side of the photograph. Otherwise, liability for damages may be incurred.

In unusual cases where the expense appears warranted it may be well to investigate the copyright proprietorship or the ownership of the uncopied photograph.

The remaining category relates to photographs supplied for publication by syndicates. These photographs are governed by the contract with the syndicate which may require a credit line as a condition of publication. Where the photograph is copyrighted the statutory form of notice must be used.

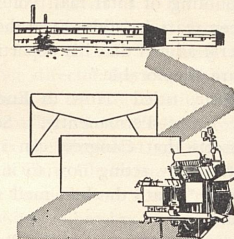
Old Newspaper To Be Revived By Cincinnati Publishers

The Western Spy, Cincinnati's first newspaper, which went out of existence in 1840, will be the title of a new monthly publication, perhaps of political impact. David Chatfield, executive secretary to Frank J. Lausche, when governor of Ohio, will be publisher; Councilman John Gilligan will be editor and Attorney Bernard Fox, circulation manager. All are prominent in Democratic circles.

Corsica, an island 100 miles off the French coast, is famed as the birthplace of Napoleon.

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No. 1. Get a crew haircut. This eliminates any time at all combing your hair in the

morning and will get you to the office one minute earlier.

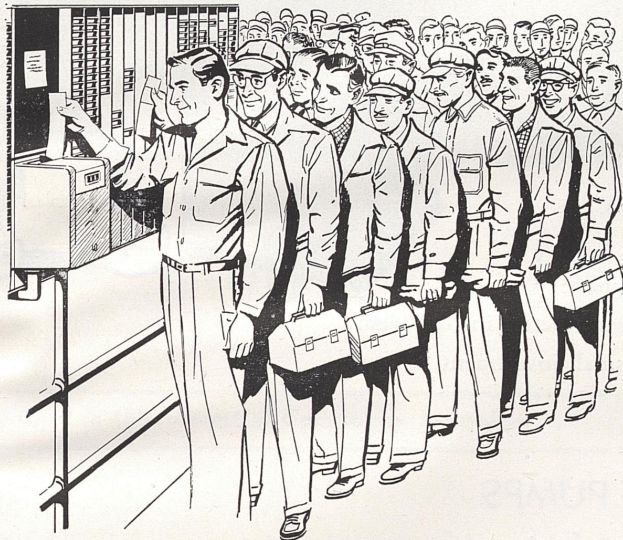
No. 2. Purchase an electric razor and take it to the office. You can shave while you open and sort the morning's mail. Again, time saved doing two things at once.

No. 3. Have your teeth out. This way you can put your dentures in a glass of salt water overnight, gum your way through breakfast, pop them into your mouth on the way out the door and have nice, clean,

pearly teeth all morning. Time saved in the bathroom again will enable you to get more production."

The editor sounds like a printer with several teen-age daughters, doesn't he?

Joseph Pulitzer's will established a \$500 gold medal to be awarded annually for "the most distinguished and meritorious public service rendered by an American newspaper during the year."

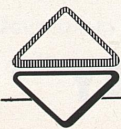


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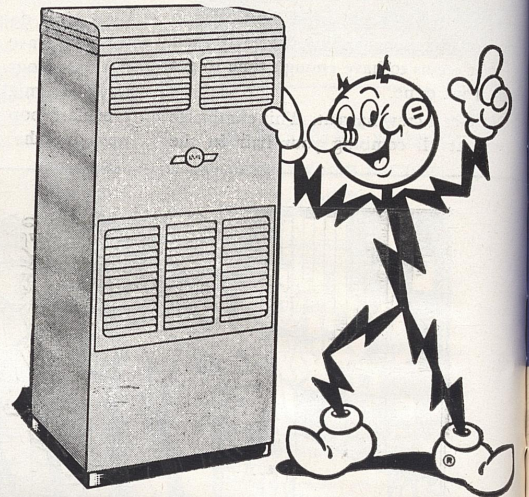
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