

The Kentucky Press

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

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

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Volume 30, Number 8

Convention Issue

95th Mid-Summer Meeting
Cumberland Falls State Park
June 4-6, 1964

Headliners-

Senator John Sherman Cooper
Pulitzer Winner Don Whitehead
Sports Columnist Tom Siler

The Kentucky Press

Volume 30, Number 8

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

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

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

National Newspaper Promotion Association

Publication Office
School of Journalism
University of Kentucky

Kentucky Press Association, Inc.

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Program, 95th Mid-Summer Meet Cumberland Falls Park, June 4-6

Thursday, June 4 (Get-together Day)

5:00 p.m.—Registration, Dupont Lodge Lobby, Miss Garrison, Perry J. Ashley
6:00 p.m.—Reception, U.S. Brewers Association host, Recreation Room
7:00 p.m.—Dinner—on your own
8:15 p.m.—An Evening of Music, Main Lounge
Miss Marian Cawood, Vocalist, Harlan Principals, "The Stephen Foster Story"
Principals, "Stars In My Crown"
Group Singers

Friday, June 5

8:00 a.m.—Registration, Dupont Lodge Lobby
9:00 a.m.—Business Session, President George Joplin III, presiding
Address of Welcome, John L. Crawford, Corbin Tribune
Response, Larry Stone, Chairman, Executive Committee
9:30 a.m.—Address, "Looking At Sports," Tom Siler, Knoxville News-Sentinel
10:15 a.m.—Address, "My Ramblings," Don Whitehead, Author, AP Prize Winner, Reporter
10:50 a.m.—Refueling break
11:00 a.m.—Panel, "Let's Go To Press With The News," James Lee Crawford, Moderator
Adjournment for an afternoon of fun and recreation—bridge, hiking, swimming, fishing, golf—or just plain loafing

Friday Evening

6:00 p.m.—Reception, Recreation Room, John Marcum, host
6:30 p.m.—Children's box lunch, playground
7:30 p.m.—Smorgasbord, Main Dining Room
8:30 p.m.—Presentation of 1964 Newspaper Contest Awards, Lieut. Governor Harry Lee Waterfield
Dance to the music of Tyler Greene Orchestra

Saturday, June 6

8:30 a.m.—Registration (for late arrivals), Dupont Lobby
9:30 a.m.—Business Session, Vice President Maurice K. Henry, presiding
Address, "Up-To-The-Minute Notes on Federal Affairs," U.S. Senator John Sherman Cooper
Questions And Answers
Slide Presentation, 1963 NEA Newspaper Winners, Larry Stone
11:00 a.m.—Standing Committee Reports, Joplin, presiding
Legislation, S. C. Van Curon and Douglas D. Cornette, Co-Chairmen
Newspaper Projects—1964, Perry J. Ashley
96th Mid-Winter Meeting, Larry Stone, Executive Committee
Special committees reports
Old business
New business
Adjournment sine die

Convention Notes

Your activities Chairmen—ask them!
Cards—Mrs. George Joplin
Fishing—Martin Dyche
Golf—C. W. Hume
Golfers are invited to play the Stearns Country Club, courtesy the McCreary County Record. Sign up at the desk.
Registration fee, \$10 for each establishment and/or organization represented
Smorgasbord ticket \$4.00, Children's lunch, \$1.00. Please purchase tickets at the registration desk. (Children will gather in the lobby at 6:30 p.m.)
Recreational director for the children, Friday afternoon. Baby sitters for the evening—make arrangements at the registration desk.
Dress informal

Fable Modernized

Now making the rounds is a modern version of one of Aesop's Fables and we will let you decide whether you like the new or old one better. Everyone knows the story about the thrifty ant and the improvident grasshopper.

The ant worked hard all summer, putting away food for the winter. The grasshopper jumped around, having a good time and giving no thought to the future. Came winter-time and the ant, snug in his haven, ate well while the playboy grasshopper shivered and went hungry. That is the old version. Now, here is the modern one:

The ant worked hard all summer, etc., etc., but the grasshopper just had fun, knowing that the government would take care of him and that it was no longer

necessary to work hard and try to save. When winter rolled around and the ant figured he had it made for the whole season, a tax collector came by and reminded him of new laws requiring him to give up a lot of what he had saved so that the playboy grasshopper could eat well too.

Old Aesop had a vivid imagination and keen understanding of human nature but even so, he probably would have been hard put to understanding the welfare state philosophy which tends to penalize initiative and thrift, and reward indolence and improvidence.—The Jackson (Miss.) Clarion-Ledger

Newspaper want ads are carefully watched by economists as a barometer of business conditions.

Statement By Health Department Needed, Attorney General Says

In an opinion issued by the Office of the Attorney General, a new guide has been set out for the reporting of financial affairs by the county, city, or county-city health department, applying to all Kentucky counties except Louisville and Jefferson county.

The Central Office had requested clarification of the question of whether a local health department must make a full report of incomes and expenditures for the fiscal year as set out in Kentucky Revised Statutes, chapter 424. The question was asked about reporting those moneys raised (1) locally through taxation, appropriations from fiscal courts and city councils, gifts and contributions; (2) moneys appropriated or allocated by the State Department of Health, and (3) funds which were originally derived from the Federal Government.

In part the opinion, as written by David Sebree, assistant attorney general, reads:

"As we understand the fiscal organization of local health departments receiving state and federal contributions, the control of all expenditures made by local health departments excepting that of Louisville-Jefferson County is basically in the State Department. The operating procedure is such that all monies whether derived locally from whatever source or contributed by the State or Federal Government are deposited in a joint banking account and cannot be withdrawn for any purpose until a warrant has been issued stating that purpose; reviewed and approved by the State. At that time if the expenditure is to be made, a check signed by the Commissioner of the State Health Department and countersigned by the responsible agent of the local health department is issued. In addition, all budgets of local health departments must be reviewed and approved by the State Health Department before the expenditure of any monies may be made in any fiscal year.

"Applying this procedure to the questions you ask, it is our opinion that funds contributed by the State Government and contributed by the Federal Government through the State Health Department would be exempt from the publication requirements as found in KRS 424.220. That statute states in essence, "Every public officer of any school district, city, county, or subdivision or district less than a county, whose duty is to collect, receive, have the custody, control or disbursement of public

funds, . . . shall at the expiration of each fiscal year prepare an itemized, sworn statement of the funds collected, received held or disbursed by him during the fiscal year just closed . . ." This section would obviously apply to all questions regarding local health department monies unless there is some limitation or exemption. Under OAG 60-486, an opinion issued from this office June 14, 1960, we decided that state agencies were not subject to the requirements of the provisions of this statute. The control and review of the expenditures made by state agencies is adequately handled by a system of annual audits and periodic inspection of the agencies' records.

"It is our opinion, therefore, that funds contributed by the State Government or funds derived from the Federal Government for which the State acts as a conduit and retains custody would be exempt from the annual publication requirements of KRS 424.220.

"That money which is raised locally and derived either from a taxing district, the fiscal court, or city government, or from various voluntary contributions, would in our opinion require the local health department to publish a financial statement. Because of the operating procedure, it is apparent that the State Government has the basic control of the expenditure of even these monies. However, the local health department does have joint custody of these funds, and acts as the collecting agency for them without any supervision from the State level. It seems to us that local health departments regarding funds raised locally fall well within the definition set forth above as found in KRS 424.220. They are responsible, therefore, for publishing a financial statement regarding these local monies.

"Perhaps in the publishing of a financial statement, the local department can separate its monies from those contributed from the State and Federal levels and publish the receipt and expenditures of the local money only. If, so we think that such a department would have complied with the requirements of the law. We see no objection, however, to the publishing of a complete financial statement including the expenditures of State and Federal money should such a separation prove burdensome. Such a procedure would no doubt provide the public with more complete knowledge as to what the local department is doing on behalf of the community."

Journalism Graduates Get Higher Salaries

Journalism graduates will go to work as newspaper reporters this summer at starting salaries up to 6% higher than last year, according to a check at 22 schools. Paul S. Swensson, executive director of The Newspaper Fund, says the average increase is almost double the 2.5% climb which the College Placement Council reports for technical graduates, including those in engineering, physics, chemistry and mathematics.

Four of the 22 journalism deans reported started salary increases of 6% or more, two had a 5-6% gain, seven were up 4-5%, one had a gain of 3-4% and five 1-2%. Three deans said salaries were about the same as last year.

The highest starting salary—\$128.50 a week—was offered to a senior at a southwestern university. Four schools reported top starting salaries of \$125 a week. Only one school had a top salary under \$100 a week. The lowest starting salaries accepted by graduates at these schools ranged from \$75 to \$105 a week. Four schools had no starting salaries under \$100. Three schools reported starting salary offers under \$70 per week. All were rejected, the deans said.

Another dean noted: "Our people have so many job offers that they hesitate to accept until they can survey the field."

The dean of a West Coast school who reported a top salary of \$90 per week commented: "Two seniors, both news majors, took public relations jobs at \$138 and \$100 a week, respectively. Our graduate students have received salary offers for public relations work ranging from \$6,500 to \$9,000 a year. The highest newspaper offer to any graduate student was a \$6,000 a year."

The schools in the survey expect to award 932 journalism degrees this year. About 53% including 282 men and 211 women, are trained to work as reporters for newspapers and wire services. More than 900 job opportunities were reported. At the April 30 survey date 199 seniors had accepted positions.

Newspapers are the only medium where people "shop" the ads.

In a quick summary, this advisory says that all money which is secured locally, whether it is raised by special taxation or appropriated by a local unit of government, should be accounted for in a year-end statement. Funds which are derived from State or Federal sources need not be reported unless it is less trouble to run them than to separate them from other expenditures.

Jenny Wiley Seminar Ends Current Statewide Series

By PERRY J. ASHLEY

The fourth KPA seminar, no less enthusiastic than the preceding three, was held at beautiful Jenny Wiley State Park, Prestonsburg, on May 8-9. Many Eastern Kentucky publishers gathered on Friday morning to hear Victor Portmann and Manuel Strong, Jackson Times, discuss the cost and management aspects of the community press.

Portmann, covering cost accounting, said many newspapers would be forced out of business if the firms lost their job printing departments. This is true, he said, because job printing has been subsidizing the newspaper without the publisher knowing it. A complete record system, Portmann continued, is absolutely necessary if the publisher is to know what his costs are and is to make an equal distribution of these costs to each department of the plant.

Efficiency in the backshop can be achieved, Strong told the group, if equipment is arranged so it is convenient for the work to be performed. Stocks of papers and materials used must be handy if the printer is to perform his work in a minimum amount of time. He stressed the fact that efficiency in the back shop is a direct result of good operation and management in the front office.

Every man should be trained to perform more than one job, the Jackson publisher continued, in order to take care of sickness and resignations. He said the publisher should be prepared to step into the plant and fill in in cases of emergency. Strong also advocates the purchase of a used typesetting machine for the training of new employees. This eliminates wear and tear on better equipment and also lets the line equipments stay in full production all of the time.

The Friday afternoon session featured George Yater, Department of Public Information, Frankfort, with a discussion of news and feature handling. Yater said local stories could be found in abundance if the local writer took time to look for them. He suggested the following as sources of materials:

(1) "Where are they now" features. Someone writes the paper and other readers write back with the information, (2) local history, based on the facts as gathered by a local historian, gets almost 100 percent readership, (3) 50-40-25-10 year ago columns are universally accepted, (4) old will books, found in any court house, will reveal

interesting transactions and items which have taken place in past years, (5) picture features, especially with the new offset presses, are very popular, (6) features can be used in place of editorials to point up community improvements, (7) features on local businesses, particularly those who have been in business for many years, and (8) special features section can very often create additional advertising revenue for the paper.

In a Saturday morning report from the legislative committee and the recent General Assembly, S. C. Van Curon, Frankfort State Journal, reported the revised libel law was now ready to go into effect and that the rest of KPA's legislative program was generally successful. In looking to the future, Van Curon recommended the following legislative program for KPA: (1) The association should be working on its program at least one full year in advance of the General Assembly, (2) All local publishers should know the program which the association is offering in order to talk with their representatives, (3) keep working with local officials so as not to cause any more hard feelings than necessary, (4) encourage young newsmen to run for the legislature, and (5) KPA should hire a full time lobbyist during legislative sessions.

KPA members and guests attending the meeting were: George Wolford, Ashland Independent; Norman Allen, Prestonsburg Times; Frank Bell, Bedford Democrat; Warren Fisher, Carlisle Mercury; James Norris Jr., Ashland Independent; Manuel Strong, Jackson Times; George Joplin, Somerset Commonwealth; Victor Portmann and Perry Ashley, Central Office; Corban Goble, Berea Citizen; Margaret Freeman, Cumberland News; S. C. Van Curon, Frankfort State Journal; Pearl Nolan, Hazard Herald, and George Yater, Kentucky Department of Public Information.

Mrs. Iolene Dudley Ashton Hawkins, died May 16 at Flemingsburg at the advanced age of 99 years. For many years she contributed a popular weekly column in the Times-Democrat writing as Miss Iolene.

You might have second thoughts about taking a vacation when you read about the new travel case prepared for vacationers by a national drug firm. Cold capsules, vitamins, a laxative, headache and fever pills are among the items in the kit.

New IR Decision Clarifies Circulation

A new ruling issued by the Bureau of Internal Revenue, April 27, 1964, clarifies procedure as follows, states Wolfe and Company, KPA Consultant:

Publishers who elect to defer prepaid subscription income, pursuant to Section 455 of the Internal Revenue Code of 1954, may report such income undiminished by circulation expenditures paid or incurred in obtaining the subscriptions. Such circulation expenditures, including sales commissions retained by selling agents, may then be deducted currently, to the extent provided in Section 173 of the Code. (Revenue Ruling 64-127).

Under prior regulations (IT 3369), a publisher using the accrual method of accounting and electing to spread subscription income over the period of the subscription, had also to allocate the subscription expense. And questions arose:

Should sales commissions retained by subscription selling agents and never actually received by the publisher, be included in subscription income deferred over the subscription period?

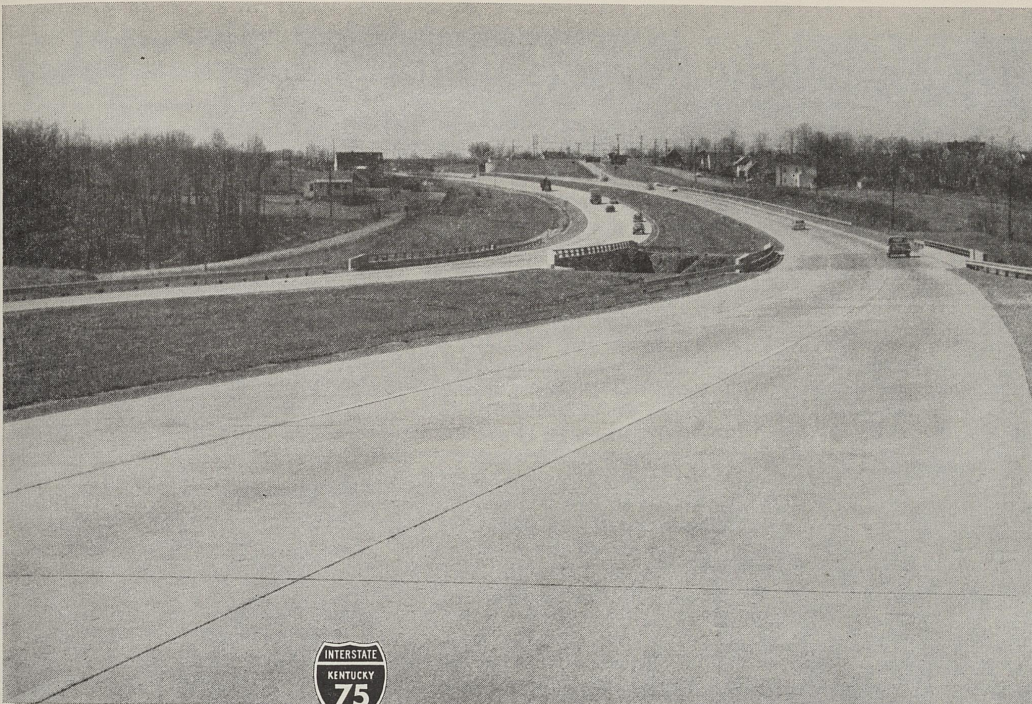
Should publishers spread the subscription income undiminished by circulation expenditures (including the amounts retained by the selling agent) and deduct such expenditures as current expenses in the year paid or accrued.

The new ruling is specific—"sales commissions retained by selling agents are to be treated in the same manner as any other subscription expense."

Small tool loss in machinery? Band them with reflector tape and hunt for them with a flashlight.

There are three kinds of people: those who make things happen, those who watch things happen, and those who have no idea what happened.

People have a more favorable attitude toward newspaper advertising than toward television, radio, magazine or billboard advertising, according to a recent survey by a leading Chicago market research firm. The survey was conducted among 5,919 respondents, of which 50% were men and 50% women. The study revealed that 81% of the respondents had "favorable associations" with newspaper ads. Magazines were second with 70%, television third with 53%, radio fourth with 39%, and billboards last with 21%. Newspaper ads also had the largest number of associations with terms such as "true, informative, sincere, beneficial, honest and important."



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

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

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

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

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

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

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

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

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

PORTLAND CEMENT ASSOCIATION

805 Commonwealth Bldg., Louisville 2, Kentucky

An organization to improve and extend the uses of concrete

1964 Cost Study Reveals Total Net Return Parallels 1963

Net income for the "composite" weekly newspaper in 1963 was just the same as for its 1962 counterpart—6.8 per cent of total income after a uniform deduction is made for publisher's salary. These are the findings of the 13th National Weekly Newspaper Cost Study.

Total income per subscriber was higher for the "composite" newspaper in 1963 than in 1962—\$36.00 per subscriber, compared with \$34.18 the year previous.

A total of 293 newspapers submitted reports for the 1963 study while only 140 participated in the 1962 study. Cosponsoring the Cost Study are the National Editorial Association, Newspaper Association Managers and cooperating state newspaper associations including Kentucky.

Carl C. Webb, manager of the Oregon Newspaper Publishers Association and an associate professor of the University of Oregon's school of journalism, is directing this 13th annual study. He has compiled all of the studies in the current series.

The "composite" weekly newspaper is compiled from the 103 newspapers which submitted "perfect" reports by furnishing figures for each income and expenditure breakdown, along with the linage figures for advertising, as listed on the reporting form. The form was revised and shortened this year and the sponsors believe this encouraged more newspapers to participate this year.

Advertising accounted for 58.5 per cent of the total income for the "composite" newspaper, 74.0 per cent of which came

from local advertising; 9.8 per cent from national; 10.4 per cent from classified and 5.8 per cent from legal.

The "composite" newspaper's advertising linage in 1963 was divided as follows: Local 78.7 per cent; National 8.9 per cent; Classified 8.4 per cent; and Legal 4.0 per cent. Average income per inch for local advertising was 80 cents; national 94 cents; classified \$1.06 and legal \$1.20.

Total circulation of the 103 newspapers from which the "composite" was made is 331,562 or an average of 3,219. The circulation of the 1962 "composite" paper was larger—3,842. Circulation income represented 8.4 per cent of total income, while commercial printing accounted for 27.4 per cent and miscellaneous 5.7 per cent of total income.

Office salaries, excepting publisher's salary, were 15.9 per cent and shop wages were 24.4 per cent of total income. These percentages were less than for the 1962 "composite" which were 18.3 per cent for office salaries and 25.4 per cent for shop wages.

Materials were 16.3 per cent this year, compared with 17.0 per cent last year.

When \$7,500 publisher's salary is subtracted from the "net income including publisher's salary or draw" the net income of 13.2 per cent of total income drops to 6.8 per cent, the same as in 1962.

Distribution of the complete analysis of the 13th annual Cost Study is being limited to those newspapers which participated in the study by submitting data.

New Records Must Be Kept For Workers

New recordkeeping rules were adopted May 2 by the Wage-Hour Division of the Department of Labor to provide for the new equal pay for women provisions under the Fair Labor Standards Act. The rules, which were proposed Feb. 26, become effective June 11, 1964.

Rules require employers to record the sex as well as the occupation of employees who are subject to equal pay provisions of the Act. The equal pay provisions, which prohibit wage differentials based on sex, apply to every employer who has employees subject to the minimum wage under the FLSA.

Employers will also be required to pre-

serve for at least two years those records made in the regular course of business operations which relate to the "payment of wages, wage rates, job evaluations, job descriptions, merit systems, seniority systems, collective bargaining agreements, description of pay practices or other matters which describe or explain the basis for payment of any wage differential to employees of the opposite sex in the same establishment, and which may be pertinent to a determination whether such differential is based on a factor other than sex."

Six out of ten students who complete the 8th grade go on to graduate from high school and half of all high school graduates complete at least one year of college.

NLRB's Jurisdiction Under Close Scrutiny

A trial examiner of the National Labor Relations Board has ruled against a Florida tri-weekly in a case involving the discharge of a printer, allegedly for union activity. The most interesting aspect of the decision is whether NLRB should exercise jurisdiction in the first place, states NEA.

According to the "findings of fact," the Titusville Star Advocate is a paper issued three times weekly and "is devoted almost exclusively to local news and local advertising." It does not subscribe to a wire service but does carry one syndicated column and various comic strips, at an annual cost of \$1,160.

Other direct interstate purchases of supplies such as ad mats cost about 2,100 a year. Its newsprint, bought from Florida dealers but shipped in from out-of-state, cost \$21,000 per year. Local advertisers obtain their merchandise from outside Florida. The paper's annual receipts exceed \$200,000.

On these facts, the examiner ruled the paper engaged in commerce within the law, holding that "annual purchases directly in interstate commerce in excess of \$3,000 are sufficient to subject it to the Act, to say nothing of its indirect purchase of out-of-state paper."

However the examiner conceded that it is "a more doubtful matter" whether NLRB "will choose to assert its jurisdiction over a newspaper of this type." The examiner cited the Belleville Employing Printers case as a precedent and ruled NLRB should assert jurisdiction.

The Belleville case established the precedent that the Board would take jurisdiction "over newspaper companies whose gross business totaled \$200,000 or more per annum if the company held membership in or subscribed to interstate news services, or published nationally syndicated features, or advertised nationally sold products. A strict application of that test would lead the Board to assert jurisdiction here," the examiner concluded.

Other features of the case are not unusual. A combination linotype operator and floor man was discharged after 15 months' service for refusing to work overtime, according to testimony by his foreman. The examiner ruled otherwise, holding that the real reason was the employee's union activity in seeking to organize an ITU unit. The Titusville Star Advocate was ordered to reinstate the employee with back pay and to cease threatening, interrogating, spying upon, or discriminating, etc.



Times (and typesetting) have changed.

An operator's-eye view of Elektron is a case in point. The keyboard reflects the changes in design and engineering that make Elektron the linecaster for today and tomorrow. Other text machines look outmoded by comparison. They are. Your Linotype Production Engineer will show you how Elektron can meet your production needs. Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn, New York.

Mergenthaler 

New Decision Permits Consumer Picketing

In a decision just issued by the Supreme Court, a stunning blow has been dealt to the blackmail picketing provisions of the Landrum-Griffin Act. The majority opinion in the Safeway Stores case now opens wide a loophole in the 1959 law which will plague neutral employers in the future.

The High Court reversed the usually liberal National Labor Relations Board in deciding that the Landrum-Griffin Act does not prohibit all consumer picketing at the premises of a neutral secondary employer.

The Teamsters Union picketed 46 Safeway Stores in Seattle, Oregon, urging all consumers not to buy apples being sold there. The apples had been purchased from packing houses which had a dispute with the Union. The pickets walked in front of the stores wearing placards and handing out handbills appealing to Safeway's customers not to buy Washington State apples. Each Safeway manager was notified by mail from the Union that the picketing was merely to encourage customers not to buy apples. The pickets were told to refrain from urging customers not to patronize the stores.

The dissent written by Justice Harlan accused the majority of "blinding itself" to the statutory language and legislative history. Yet the Court majority insisted that the intent of Congress was to permit consumer picketing if it is directed solely against the primary employer's products and to prohibit it only if consumers are asked to stop trading with the neutral employer.

Central Office continues to receive reports of efforts by siding and building material firms to purchase advertising at local rates. Don't let them (or anyone else) succeed in breaking down your national rate structure. To charge a "foreign firm" less would be discriminating against your local accounts. And, as we have said before, get cash in advance or make certain the order is fully secured.

Medical associations are warning about refrigerator suffocation as many children are meeting an untimely, but preventive, loss of life. Here's an idea for your ad man: How many dealers, service men, and other civic-minded persons could be induced to run advertising offering \$5.00 or even \$10.00 in cash or trade for each DOOR brought in from a discarded refrigerator; without doors the cabinets must be harmless. Somebody might build business or good will or both with this idea.

How To Handle Persons Trying To Use Editor

Perhaps with his tongue in his cheek, a Washington State attorney proposed an indemnification agreement to be signed by irate citizens when they request a publisher to "wash their dirty linen," especially articles and advertisements against governmental officials which contain much personal libel. His proposed agreement reads:

"The customer shall indemnify and hold harmless the publisher from any decree or judgment finally sustained against it, based upon and all manner of claim, demand, action and proceeding that may be asserted or instituted against the publisher on the grounds that the publication which customer has ordered to be published, a copy of which is attached hereto, violates any copyright or proprietary right of any person, or contains any defamatory matter, or invades a right to privacy or other personal rights. The customer agrees, at the customer's expense, to defend and continue the defense of any such claim, demand, action or proceeding that may be brought against the publisher. The respect to any such claim, demand, action or proceeding, and shall give to the customer such reasonable time as the exigencies of the situation may permit in which to undertake and continue the defense thereof."

To be signed by said citizens and the publisher.

Advertising is the sparkplug of our economy. It helps make mass distribution possible; that in turn calls for mass production. Mass production and mass distribution give most of us jobs and generate the prosperity upon which all of us depend.

Federal Communications Commission has ruled that a broadcasting station which pays an agency commission on commercial advertising placed by an ad agency must also pay a commission on political advertising ordered by an agency. FCC held that "inequality in treatment vis-a-vis commercial advertisers is clearly prohibited."—Bert Mills

After the new business is opened in your community, have a series of follow-up ads introducing and featuring the key personnel. The ads could contain a photo and a write-up to help the employees of the company to get better acquainted with the members of the community. From the advertisers' standpoint this is loaded with good will implications.

Industry Fights Washington Plant

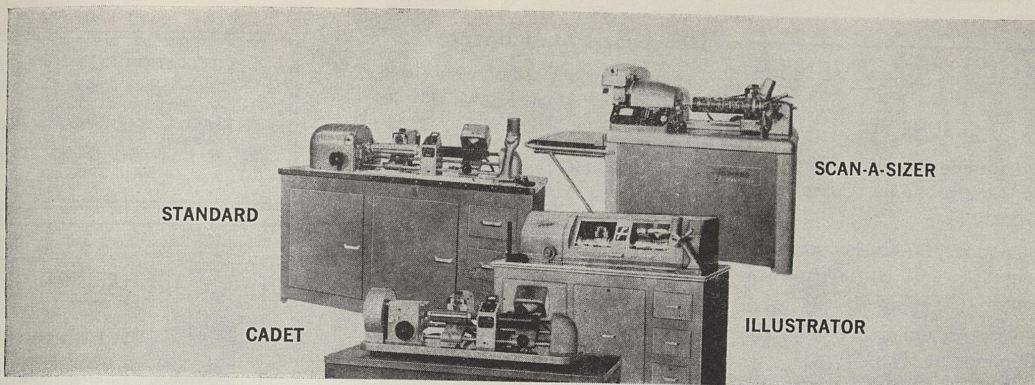
Printing Industries of America is fighting a proposed new \$47 million plant for the Government Printing Office in Washington. If built, the expanded GPO will do more of its own work and farm out fewer jobs to commercial printers. Of \$130 million of government printing last year, \$47 million was contracted out to private enterprise. The House and Senate Public Works Committees have already approved the new building, which would replace the four-building complex which now comprises GPO. PIA told a Senate Appropriations subcommittee that a new building is unnecessary since private industry "has available adequate facilities to meet government needs." In addition to the main plant in Washington, various departments and agencies operate about 300 other printing plants scattered about the country.

Judge Backwaters

Circuit Judge "suppresses news," but rescinds order. The Port Huron Times Herald stood firm last week when faced with one of the most arbitrary challenges to the people's right to know which has taken place in years. About 15 minutes before press time a court order was served at the office. It was properly signed by Judge Edward T. Kane; ordered that a story about the city of Port Huron suing Michigan Millers Mutual Insurance Company be suppressed and that all news of the suppression be suppressed. Editor F. Granger Weil decided the story must be printed even if the newspaper faced contempt charges, but that all efforts should be made to win the issue without defying the court. A mixup in the judge's office delayed Mr. Weil contacting him. When he did and the issue was clarified, the judge promptly rescinded his order. The newspaper was printed nearly three hours late. Central Office is looking into the issue, which at present is not clear, regarding how much right a Circuit Judge legally has in suppressing news. Subsequent MPA publications will deal with this topic.—Michigan Bulletin.

By advertising a product, a manufacturer sells more and by selling more he can cut unit cost in production, thereby making the product cost less.

Advertising in newspapers is news. It is information about merchandise, services or ideas and inventions of people who pay to have such news published so that the consumer "may know."



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From Among These Four Models... at Terms to Suit Your Needs

All Scan-A-Graver® models are available for sale; for lease; or lease now—purchase later. Only Fairchild offers you a program to meet your individual requirements—a choice of models and a number of purchase or lease plans—all designed to save you money.

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CALENDAR OF EVENTS

JUNE

- 4-6—Mid-Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.
- 8-19—Newspaper in Classroom Short Course, School of Journalism, Lexington.
- 24-27—NEA Annual Convention, Hotel Commodore, New York
- 28-July 2—Newspaper Managers Annual meeting, Ocean Park, New Jersey

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Newspapers Must Update

Newspapers must deal with changes of today or face serious losses. This was the main theme developed from key speakers of the recent Michigan Press convention.

Lee A. Iacocca, general manager of the Ford Division, reminded that "today's youth holds the key to the future of every commodity on the market—from bobby pins to newspapers and motor cars." After quoting figures to show that by 1970, some 40% of our population will be in the 15-24 age group, he stated that the potential of this group for making or breaking businesses is incalculable.

Whit Hobbs, Benton and Bowles, said that advertisers are missing their market by not aiming ads more to the younger people and that newspapers must do more to print news which will interest younger people.

Enthusiasm is the steam which makes the engine go.

CIRCULATION NEED A BOOST?
 Over 3,500 Newspapers Recommend the "LINER PLAN"
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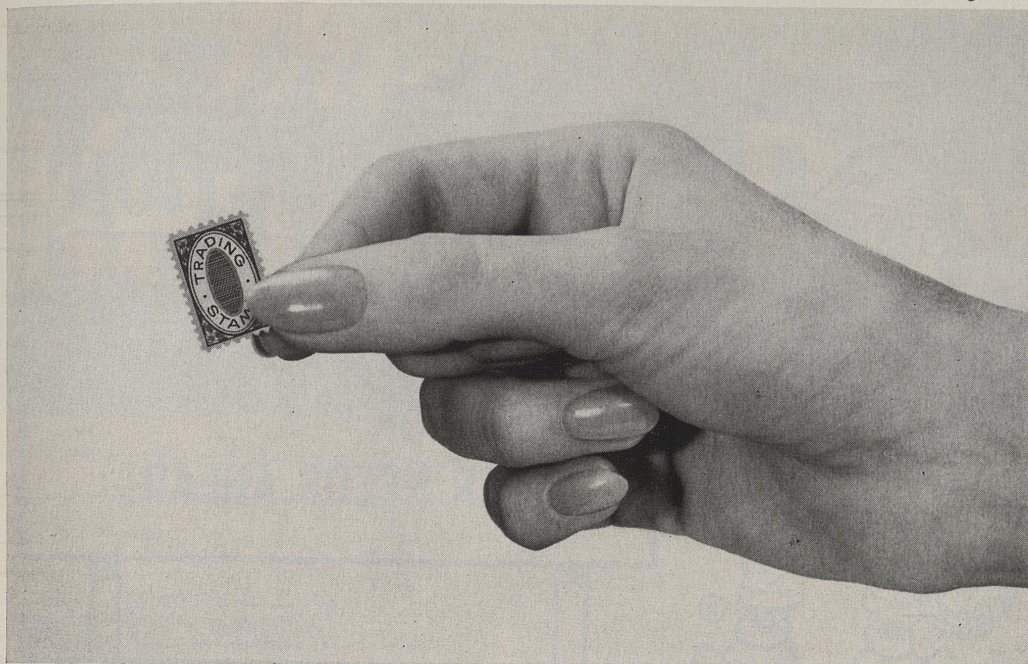
In Kentucky...
 after a swim, beer is a natural

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

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

In Kentucky... beer goes with fun, with relaxation
UNITED STATES BREWERS ASSOCIATION, INC.
 P. O. Box 22187, Louisville, Kentucky 40222





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

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

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

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

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

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

The full-time employment of more than 125,000

workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

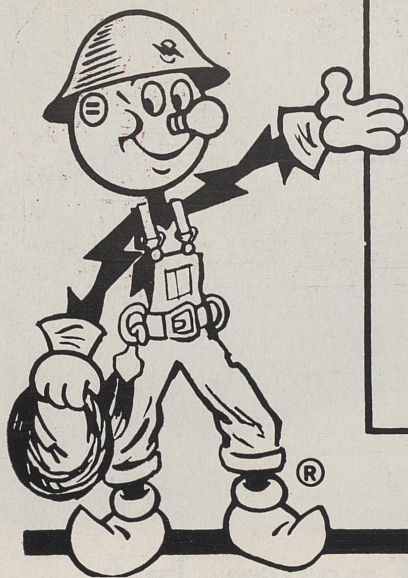
So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

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

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

AN AMERICAN WAY OF THRIFT SINCE 1896





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A growing Kentucky needs ever increasing amounts of dependable, low cost electric power.

Here at KU, our engineers plan ahead and build ahead to meet future demands for electricity by new and expanding industries, by growing communities and by thousands of new homes being built in our service area.

This year, KU will spend \$13,000,000 to build more transmission lines and to improve existing facilities.

Construction will not be limited to larger cities. Every community in KU's 77-county service area has the potential for growth and prosperity and KU builds ahead to provide the best service possible for all its customers.

So, if your community's plans include a new factory, expansion of an existing plant, extension of the city limits or the development of a new housing area, don't worry about availability of plentiful, dependable electrical power. Go right ahead—and "More power to you."

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