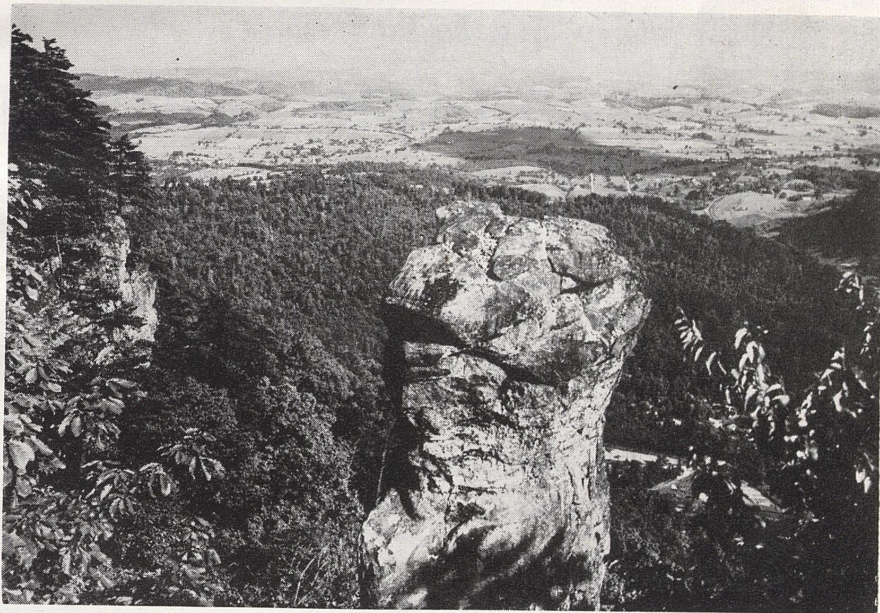
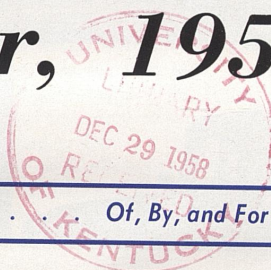


The Kentucky Press

September, 1958

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

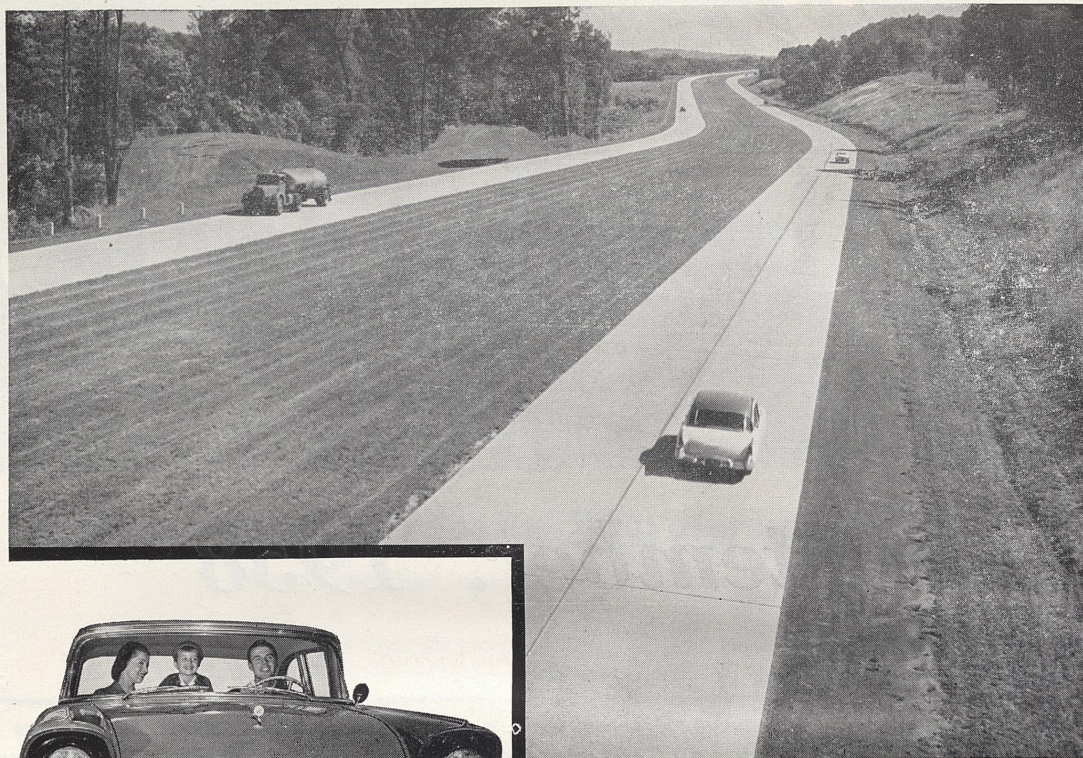


Kentucky's Showcase: Pinnacle Rock Near Middlesboro

VOLUME TWENTY-FOUR
NUMBER TWELVE

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association



The new look in highways is here . . . designed for the future with durable, sound-conditioned concrete

Not a "thump" in a thousand miles . . .

New-type, sound-conditioned concrete for the Interstate System

Developed to meet the 1975 standards for America's greatest highway building program

Everything a good driver wants—new-type concrete has! It's sound-conditioned. Laid continuously, this pavement has no joints . . . only tiny, almost invisible cushion spaces sawed into the concrete. You skim over them and don't know it!

But there's more to new-type concrete. The surface won't roughen from the effects of freezing, thawing and de-icers. A special granular base keeps this pavement flat and solid. And new-type

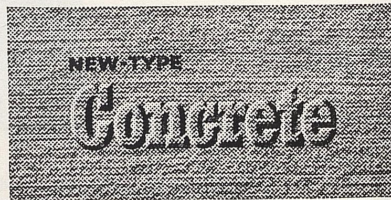
concrete has a life expectancy of 50 years *plus*.

First costs are moderate. Maintenance costs? Up to 60% less than for asphalt.

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The true cost of your new highways

It all depends on how long they last. New-type concrete has a life expectancy of 50 years and more. First cost is moderate. Maintenance costs are lower than for any other type of pavement. That's why tax dollars go farther with concrete.



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A national organization to improve and extend the uses of concrete

School Of Journalism Foundation Formally Incorporated For U.of K.

CERTIFICATE OF INCORPORATION OF THE SCHOOL OF JOURNALISM FOUNDATION OF KENTUCKY, INC.

This is to certify that we, the undersigned officers and members of the Kentucky Press Association, Inc., do hereby associate ourselves into a non-stock, non-profit corporation under the laws of the State of Kentucky, and to that end, do hereby declare and set forth:

1. The name of this corporation is The School of Journalism Foundation of Kentucky, Inc.

2. The location of the principal office of the corporation is at the University of Kentucky in the City of Lexington, Fayette County, Kentucky. The existence of the corporation shall be perpetual.

3. The objects and purposes for which this corporation is formed are to sponsor, promote, encourage, support and assist, financially and otherwise, the advancement of education in the field of journalism at or through the School of Journalism of the University of Kentucky, Lexington, Kentucky, by encouraging and assisting in making provision for the greatest possible educational opportunities and advantages for students of journalism; by promoting and making possible scholarships, fellowships, loans, and other means of financial assistance for worthy, qualified students of journalism; by promoting, creating and assisting in the creation of chairs of journalism for the teaching of any or all phases of journalism and in paying in full or in supplementing the salary or salaries of persons engaging in any phase of education in the field of journalism; by donating or otherwise providing all or any part of the buildings, equipment, materials or facilities necessary, desirable, incidental to, or useful in such education in the field of journalism; by cooperating with individuals, corporations, associations and other institutions and organizations in prompting, sponsoring, supporting, and assisting in the advancement and attainment of the objects and purposes herein set forth or any of them; by publishing and distributing literature and disseminating information in the furtherance of any or all of the purposes herein set forth.

In order to prosecute properly and to carry out the objects and purposes herein set forth, the corporation shall have the full power to receive donations, bequests and de-

vises of money or property; to purchase, lease and otherwise acquire, hold, mortgage, sell, convey, donate, dedicate, or otherwise dispose of all kinds of property, real, personal or mixed, both in this State and in all other states; to invest and re-invest any and all funds held by the corporation; to make grants for educational purposes in the field of journalism; to pay in full or in part, or to supplement the salary or salaries of persons engaging in any phase of journalism education; to make loans, with or without interest and with or without security, to students in the field of journalism; to donate funds for scholarships, fellowships, and other forms of financial assistance in the field of journalism; do donate or otherwise provide all or any part of the buildings, equipment, materials or facilities necessary, desirable, incidental to, or useful in such educational work in the field of journalism; and generally to do and perform any and all acts and things which may be deemed necessary, desirable or expedient for the development, expansion or extension of education in the fields of journalism at or through the University of Kentucky; and to do all and everything necessary, suitable or proper for the accomplishment of any of the purposes or the furtherance of any of the powers herein set forth, either alone or in connection with other corporations, firms, individuals, associations, or organizations.

The Board of Directors of the said corporation shall have full power in its discretion, by majority vote of the members present at any meeting (a quorum being present), to authorize and direct the creation of a revocable trust by which, as evidenced by a written trust agreement, The School of Journalism Foundation of Kentucky, Inc., may transfer and deliver to a trust company authorized to do a trust business in Kentucky, such assets in the form of monies and other properties belonging to the said Foundation as may be determined by the Board of Directors, to be held in trust and invested, re-invested and otherwise administered by the trustee in accordance with the terms and conditions of the written trust agreement, the income derived from said trust to be used solely by this corporation for one or more of the objects for which this corporation was created, as determined by the Board of Directors of the School of Journalism Foundation, Inc.; the trust agreement shall provide for the revocation and termination

of any such trust and shall specify the action to be taken by this corporation to exercise its right to revoke and terminate any such trust.

The foregoing enumeration of specific powers shall not be deemed to limit or restrict in any manner the general powers of the corporation, and the enjoyment and exercise thereof, as conferred by the laws of the State of Kentucky upon non-profit, non-stock, charitable, education corporations.

4. This corporation is a non-profit, charitable and educational corporation and shall have no capital stock, and properties, funds, and other assets of this corporation shall be used solely and exclusively for charitable and educational purposes, and no part of any funds, properties, or net earnings of this corporation shall inure to the benefit of any member of the corporation or any individual. The conditions for membership in this corporation are as follows:

A. Active Members of the corporation shall be the following persons whose membership shall be for the terms herein set forth: Class One for the term of One Year—Mrs. Martha Comer, Maysville Independent; John B. Gaines, Park City News, Bowling Green; Miss Jane Bird Hutton, Harrodsburg Herald; Amos Stone, Central City Argus-Messenger; Enos Swain, Danville Advocate-Messenger; and Cecil Wilson, Barbourville Advocate, who shall be active members until the annual meeting of members in January, 1960, and until their successor members shall have been elected and qualified;

Class Two for the term of Two Years—William E. Crutcher, Morehead News; Lawrence W. Hager Jr., Owensboro Messenger-Inquirer; Maurice K. Henry, Daily News, Middlesboro; Fred B. Wachs, Lexington Herald-Leader; Alfred S. Wathen, Jr., Kentucky Standard, Bardstown; and Paul Westpheling, Fulton County News, Fulton, who shall be active members until the annual meeting of members in January, 1960, and until their successor members shall have been elected and qualified;

Class Three for the term of Three Years—Martin Dyche, London Sentinel-Echo; Mark F. Ethridge, Louisville Courier-Journal and Times; George Joplin III, Somerset Commonwealth; Joe LaGore, Paducah Sun-Democrat; James T. Norris, Ashland Independent; and Landon Wills, McLean County News, Calhoun, who shall be active members until the annual meeting in January, 1960, and until their successor members shall have been elected and qualified;

Class Four—the duly elected officers of the Kentucky Press Association, Inc., other than

those who have been elected by ballot to serve in the three first classes.

Beginning at the annual meeting in January, 1960, the members, by the majority vote of those present, shall annually elect six persons to be active members of the corporation to succeed those whose terms are then expiring, to serve for a term of three years and until their successors shall have been elected and qualified. The persons elected as members shall be persons interested in the success of the School of Journalism at the University of Kentucky and in the objects and purposes of this corporation. Each member shall have one vote upon every question considered at any meeting of the members of the corporation.

B. Honorary Members of the corporation shall be the original incorporators and the charter members listed in paragraph six of the Certificate of Incorporation, and such other persons, firms, corporations, and associations as may be elected from time to time by the active members or by the board of directors. Honorary members shall not have any right to vote at any meeting of the corporation, unless they are also active members.

5. The management of this corporation and of its properties, funds and assets shall be vested solely in a Board of Directors consisting of eighteen members, divided in three classes of six directors each. The eighteen directors elected by previous ballot, being the active members of this corporation as set forth in paragraph four of the Certificate of Incorporation, shall continue to be the Board of Directors of this corporation until the regular annual meeting of the members in January, 1960; at that annual meeting six directors, constituting the First Class, shall be elected for terms of three years each and until their successors shall have been elected and qualified. Thereafter, at each annual meeting of the members, six directors shall be elected for terms of three years each and until their successors shall have been elected and qualified, to replace the directors of the Class whose terms are then expiring. Nothing herein shall preclude the reelection of any directors for additional terms. The Board of Directors may fill vacancies on the Board and in the active membership of the corporation. The Board of Directors shall have the power and authority, from time to time by a majority vote of the directors present at any meeting, to adopt, amend and revise by-laws for the government of the corporation, and to sell, donate or otherwise dispose of any and all property of the corporation, real, personal or mixed, in furtherance of any of the objects and purposes for which the corporation is formed. The Board of

Directors may delegate any part or all of their duties to an Executive Committee composed of members of the Board of Directors. No director of the corporation shall receive any compensation whatever for, or in connection with, his services as such director, or as an officer of the corporation.

6. The name and address of the Process Agent shall be Victor R. Portmann, School of Journalism, University of Kentucky, Lexington, Kentucky.

IN TESTIMONY WHEREOF, we have set our hands this fifth day of September, 1958.

(Seal) George Joplin III

(Seal) Martin Dyche

(Seal) Thomas L. Adams

(Seal) Victor R. Portmann

* * * *

By-laws of the School of Journalism Foundation of Kentucky, Inc.

Article I

Name and Principal Office

The name of the corporation shall be The School of Journalism Foundation of Kentucky, Inc. Its principal office shall be at the University of Kentucky, Lexington, Fayette County, Kentucky, or at such place as the Board of Directors may hereafter select as the principal office.

Article II

Membership

Membership in the Foundation shall consist of (1) Active Members—All Publishers, or their authorized staff member, who have been duly elected members of the Board of Directors, the elected officers of the Kentucky Press Associations, Inc., and other publishers who shall be nominated and elected by the Board of Directors. All active members must also be active members of the Association; and,

(2) Honorary Members—Such persons, firms, corporations, and associations as may be elected from time to time by the Board of Directors.

Only active members shall have the right to vote and each active member shall have only one vote upon every question considered at any meeting of the members of this corporation.

Article III

Annual Meeting of Membership

The annual meeting of the members of the Foundation shall be held in conjunction with the annual mid-winter meeting of the Kentucky Press Association, Inc., at such place as the Board of Directors may designate in meeting by resolution, or if not in meeting, in writing signed by a majority of the Board of Directors, provided ten (10) days' written notice of the annual meeting

shall be given in writing to each member of the time and place of said meeting, said notice to be signed by the President, or the Secretary. A quorum of the membership shall consist of the majority of the members outstanding, but a lesser amount may adjourn.

Article IV

Special Meetings of the Membership

Special meetings of the membership may be called by the President, or Secretary, at any time. At least three (3) days' notice in writing shall be given of a special meeting to each member. The notice of any special meeting shall specify the time, hour, and place of said meeting, together with a statement of the purpose thereof. No other business than that set out in the notice shall be transacted at such meeting.

Article V

Notice and Service of Notice

Except as otherwise provided herein, all notices required to be given herein and specified to be given in writing shall be deemed duly served when delivered in person within the time required, or when given by mail when deposited with postage fully paid and plainly addressed to the person upon whom service is to be made at the last address of such person appearing upon the books of the corporation.

Provided, however, that notice of the time, place, and purpose of any meeting of the membership, or Directors, may be waived by telegram, or other writing, by those not present either before or after the holding thereof; and provided, also, that no notice or waiver with respect to any meeting of the membership, or of the Directors, shall be required as to any meeting at which all the membership, or all the Directors, as the case may be, are present.

Article VI

Board of Directors and Meeting Thereof

The Board of Directors shall consist of eighteen (18) members, six of whom shall be elected for a term of three years, six for a term of two years, and six for a term of one year as provided by the Certificate of Incorporation; and the elected officers of the Kentucky Press Association, Inc., other than those duly elected as members of the Board. Two directors are to be elected for each term of office from the Eastern forty counties of the state, two from the Central forty counties, and two from the Western forty counties. All directors shall serve until their successors shall have been elected and qualified.

The annual meeting of the Board of Directors shall convene without notice at the time and place of and immediately following each and every annual meeting of the membership.

The Board of Directors may hold special meetings, as set out by resolution of the board, or called by the Chairman of the board, or the President, provided notice in writing, or by telephone or telegraph, be given at least three (3) days prior to said meeting, or if said notice be waived in writing. Said notice shall state the purpose of the meeting and no other business shall be transacted. Provided further that seven (7) members of the Board may call a meeting by notice in writing.

Regular meetings of the Board of Directors shall be held at such stated times and places as the Board may, from time to time, by resolution provide.

A vacancy on the Board of Directors shall be filled by other members of the Board until the next regular meeting of the membership.

A quorum of the Board of Directors shall consist of a majority of its members, but a lesser number may adjourn.

Article VII

Officers of the Foundation

The officers of the Foundation shall consist of a Chairman of the Board, a President, Vice-President, a Secretary, a Treasurer, and a Process Agent, provided, however, that the office of Secretary, Treasurer, and Process Agent may be held by the same person.

The officers shall be elected from the Board of Directors and shall be elected at the first meeting following the annual meeting of the Board of Directors, and shall hold office until the next annual meeting or until their respective successors have been elected and qualified.

A vacancy occurring in an office of the foundation shall be filled by the Board of Directors.

The duties of the officers shall be those usual to the office, but may be defined, enlarged, or restricted by resolution of the Board of Directors.

Each officer shall be elected for the term of one year, and shall hold office until his successor has been elected and qualified. An officer may be elected to succeed himself. The Board of Directors shall have power to appoint such other officers and agents as it from time to time deems necessary and to fix the terms and conditions of their employment and compensation, if any, thereof. The Board of Directors shall also have power to designate such authority to one or more of the officers of the Foundation.

Article VIII

Executive Committee

The Board of Directors is authorized to appoint an Executive Committee of five (5) members, if it sees fit, from the officers and/or the Board to transact legal business for the foundation. The Board of Directors

shall prescribe the duties and responsibilities of the Executive Committee not in conflict with these by-laws or the charter of the Foundation.

Article IX

Scholarship Committee

The Board of Directors shall appoint a Scholarship Committee, the chairman of which shall be the Director of The School of Journalism, University of Kentucky, Lexington, Kentucky. This Committee will accept recommendations for nominees for scholarship aid, shall devise methods for selecting and screening of nominees, and shall make recommendations to the Board of Directors for specific scholarships.

Article X

Trust Funds and Procedures

The funds of this Corporation, in monies, or properties, real, personal, or mixed, shall be deposited, placed, and held as a revocable trust, evidenced by written agreement, in a trust company authorized to do a trust business in Kentucky. The Board of Directors shall select the trust. All assets in the form of monies or other properties are to be held in trust and invested, reinvested, or otherwise administered by the trustee in accordance with the conditions of the written trust agreement.

Trust funds will be dispersed under voucher and/or order under two categories: 1. Monies accruing to the fund through interest from invested properties shall be dispersed as directed by the Board of Directors; and 2. Specific funds, placed in the trust by individual newspapers, or organizations, for the benefit of an individual student, or person, so designated to be dispersed only to said student or person as ordered and directed by the Board of Directors.

All vouchers and/or orders to the trustee for payment of monies, authorized by the Board of Directors, shall be signed in the corporate name by the Secretary and countersigned by the President, or any other officer as the Board of Directors shall designate.

Article XI

Contracts

All written contracts and conveyances made by the Foundation, except as otherwise provided herein, or by law, or ordered by the Board of Directors, shall be executed by the President and Treasurer, or the Vice-President and Treasurer; except that ordinary contracts made in the regular course of the Foundation's business shall be valid if signed in the name of the corporation by the President, or Vice-President, or the Secretary-Treasurer.

Article XII

Emergency Provisions

With respect to any action or transaction

to be taken by the Foundation requiring authorization of the Board of Directors, if the Directors shall severally or collectively consent in writing to the action or transaction, the officers or the Executive Committee, may act upon such written consent without a meeting of the Board of Directors.

Article XIII

Amendments

These by-laws may be altered, amended, or repealed at any annual meeting of the membership, or at any special meeting of the membership, for that purpose by the vote of the members representing two-thirds thereof. These by-laws may likewise be altered, amended, or repealed at any annual or special meeting of the Board of Directors by the affirmative vote of all the Directors.

Article XIV

Fiscal Year

The fiscal year of this foundation shall end on the 31st day of December each year and shall follow the calendar year.

Article XV

Process Agent

The Corporation shall designate a process agent as required by the corporate law of Kentucky. The process agent may also be the secretary, or the treasurer, or the secretary-treasurer, as the Board of Directors shall name and designate.

Do Not Substitute String For Single Wrappings

String ties are not permissible substitutes for wrappers on single copies, a Post Office executive has advised the Missouri Press Association. Edwin A. Riley, director of the Postal Services division, wrote as follows in reply to a query:

"When copies of a newspaper are mailed singly, they must be enclosed in individual wrappers or envelopes as prescribed by section 126.12a of the Postal Manual. This has been a requirement for many years. The use of string to keep a copy folded or rolled is not authorized in lieu of a wrapper or envelope for a copy mailed singly.

"However, when there are more than five copies in a mailing for local delivery, or for delivery at the same post office, or for delivery in the same state, they are not required to be enclosed in individual wrappers or envelopes, provided such copies are securely wrapped in packages or tied in packages or tied in bundles, labeled for the particular post office or the particular state in accordance with section 126.134 of the Postal Manual. In these mailings, the individual copies may be tied by means of a bundle tier if the publisher so desires."

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.

Martin Dyche, *President*

Sentinel-Echo, London
Thomas L. Adams, *Vice-President*

Herald-Leader, Lexington
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committee

Chairman, Paul Westpheling, Fulton County News, Fulton (First); Second, Larry Stone, Messenger-Argus, Central City; Third, Basil P. Caummissar, Courier-Journal, Louisville; Fourth, John B. Gaines, Park City News, Bowling Green; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, George Trotter, Enterprise, Lebanon; Seventh, W. Foster Adams, Citizen, Berea; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, Earl W. Kinner, Licking Valley Courier, West Liberty; Tenth, S. C. Van Curon, Enterprise, Harlan; State-At-Large, Fred J. Burkhard, Casey County News, Liberty; State-At-Large, Landon Wills, McLean County News, Calhoun; Immediate Past President, Alfred S. Wathen, Jr., Kentucky Standard, Bardstown.

Kentucky Press Service, Inc.

James M. Willis, *President*

Messenger, Brandenburg
James G. Wilson, *First Vice-President*
Log Cabin, Cynthiana

George M. Wilson, *Second Vice-President*
Breckinridge County Herald-News, Hardinsburg
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

Board of Directors

Chairman, Bennett Roach, Shelby News, Shelbyville; Rumsey E. Garrison, Anderson News, Lawrenceburg; Enos Swain, Advocate-Messenger, Danville; Niles Dillingham, Progress, Dawson Springs; Officers Ex-Officio.

State Press To Join In Newspaper Week

Weekly and daily newspapers of the nation are gearing to launch a National Newspaper Week promotional campaign this year which promises to be the biggest and most effective in the 19 year observance of the event. Kentucky will be no exception.

National Newspaper Week is October 1 to 8, but newspapers seeking to do an all-out, bang-up job of promoting the week will start their campaigns early in September and sustain the effort through October 8.

And, newspapers doing the best promotion job will get all of their personnel in on the show in some way—this means ALL members of the editorial and advertising staffs, printers, operators, carrier boys and even country correspondents.

Outside special events involving the community churches, schools, service clubs, lodges and civic organizations, will also be promoted.

The National Newspaper Week theme and slogan is "Your Newspaper Guards Your Freedoms." This simple theme not only affords newspapers an opportunity to tell their readers how they serve their communities and the nation, but it commands and challenges the attention of every American citizen to the importance of our FREE press.

Louisville Man Assails Child Labor Laws

Child labor laws drew criticism from a Louisville businessman recently and juvenile court officials agreed that the laws need to be reexamined. Harold Braun, president of a printing company, told the Louisville Board of Education: "We have been legislated into producing a generation of young people who are not able to go to work until they are well past the age when they could be gainfully employed." In his own business, Braun said, he cannot employ anyone under 18, even a messenger, since the printing business is classified as "hazardous" because of certain machinery that might be dangerous. Kentucky has various laws governing employment of persons under 18.

Asked to comment on Braun's statement, Juvenile Court Judge Lewis H. Jull said: "The whole structure of legislation on school attendance and child labor ought to be reexamined. Children are virtually forced to stay in school chronologically beyond their capacity and are also denied the right to employment which will help prepare them for gainful occupations later in life. This is an important thing. This man (Braun) has hit on a serious point. It's a terribly depressing problem which should be corrected."

Bar Association Defers Action On Photo Ban

The House of Delegates of the American Bar Association meeting in Los Angeles during the Bar Association convention voted to defer changes on Canon 35 of its Code of Judicial Ethics which would allow the taking of news photographs while court is in session. The vote was a close standing vote and no formal count was announced. Because of the close vote, the case of Canon 35 was referred to a committee to be appointed by the incoming ABA president, Ross L. Malone of Roswell, New Mexico, to study additional points on the question of courtroom photos.

The study is expected to include statements from a number of judges throughout the country who allow the taking of pictures in their courts during the time that trials are in session, and representatives of the most interested parties—the newspaper editors, press photographers and broadcasters, and lawyers. One interesting sidelight of this meeting was that during the time of deliberations a photographer from the LA Herald-Express, armed with a Leica 45mm. camera and super-fast film, shot a series of excellent pictures without once disturbing the House of Delegates.

Post Office Dept. Clarifies Second Class Qualifications

The Post Office responded to a request for an interpretation of one of the basic qualifications for second-class mail entry for newspapers. Regulations provide that publications "not circulated principally" to a list of subscribers are not eligible for second-class entry. The Post Office Department interprets the clause as follows:

"The law governing second-class mail, 39 U.S.C. 226, as referred to by you, contains the requirement that a publication to be entitled to second-class mail privileges must have a 'legitimate list of subscribers' and prohibits the entry of publications designed primarily for advertising purposes or for free circulation or for circulation at nominal rates.

"Generally speaking, in order to meet these requirements, the circulation of the publication must be mainly to subscribers, the number of copies in any way free to the recipients whether through the mails or outside the mails not forming the major portion of the entire circulation. Specific information cannot be given except in a particular case after a study has been made of the particular facts."



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Lack Of Standardization Affects National Advertising

The need to improve the current sad national advertising outlook confronting daily newspapers was the subject of a thoughtful and provocative letter recently received by the secretary-manager from a member newspaper advertising director who feels that "the lack of standardization of mechanical equipment" is chief among problems confronting the newspaper business, states the SNPA Bulletin.

"The tendency of U.S. publishers to maintain their very costly independence from one another," he declared, "is largely responsible for the ever-growing threat to their own national advertising income, and to the financial independence of every newspaper in the country." Among other things, he wrote, it is responsible for:

"1. The conception, organization and phenomenal growth of Sunday supplements, which are mushrooming and waxing fat on newspapers' tremendous circulation, their own low-cost production of advertising material, and their comparatively cheap advertising rates for such vast area coverage; and,

"2. The growing cost of art, plates, mats and other necessary material for reproduction purposes to which national advertisers and their agencies are forced when they do attempt to place advertising in multiple newspapers—a cost factor that is sending national advertisers to the supplements and TV, and influencing them to channel what national advertising dollars they do allocate to newspapers through local dealers in the form of hard-to-get cooperative advertising."

Something must be done about this, he continues, or "otherwise the time is coming when we will find ourselves entirely without national advertising dollars and dependent on local retail advertising for existence."

This is a problem which is being constantly studied and a solution sought by SNPA, ANPA and other newspaper organizations. R. E. Scofield, chairman of the SNPA Advertising Committee, and advertising director of the Lexington Herald-Leader, has been especially active in connection with this problem and others with respect to newspaper advertising volume and revenue in all classifications. He is an officer of the NAEA and one of its leaders in wrestling with all of the problems concerning national advertising.

Following are September 8, 1958, comments by Mr. Scofield concerning the need for standardization by newspapers: "This is a problem which I feel will never be completely solved. The first hurdle we must get over is the independence of publishers themselves. This is not entirely a drawback as the one thing we have over other media is

our unique characteristic in reflecting the tone and characteristics of our markets. Furthermore there is not enough difference in the measurements of most daily newspapers to make it difficult for national advertisers to do business with us. Our first problem is to sell newspapers as the basic and best advertising media. The forthcoming Bureau of Advertising—NAEA "Total Selling" big push should give us all something to use in doing a better job of selling our medium."

Schools Neglect Press

Newspapers are used as classroom teaching aids in less than half of the junior and senior high schools, and in the majority of cases where they are used, they are used for special projects rather than for continuing, semester-long courses, according to Mrs. Dorothy Moeller of Iowa City.

In schools where daily newspapers are received regularly, one copy is expected to serve an average of 247 students in senior high schools, and an average of 140 students in junior high schools.

"This falls far short of the ideal of using contemporary materials to perform double duty in the classroom—to present information and to provide training in the operational techniques associated with the use of information," Mrs. Moeller said.

Reporting to educators attending the workshop, "The Newspaper in the Classrooms of a Free Society" on the campus of the State University of Iowa, June 23 through July 3, Mrs. Moeller pointed out that a survey of newspaper use in the classroom, which she conducted for the Youth Reading Study Committee in 1957, showed that there is limited classroom use of daily newspapers in junior and senior high schools.

Twenty high school teachers and administrators attended the workshop, one of three being conducted this summer by the Youth Reading Study Committee and the participating universities. Similar workshops will be held at the University of California at Los Angeles and Syracuse University.

The workshop at the State University of Iowa is designed to acquaint secondary school personnel with the role and functions of newspapers in society, and to develop new methods of using newspapers in instructional programs. Lecturers and discussions by editors of several Iowa daily newspapers, members of the SUI School of Journalism faculty and other members of the SUI faculty were included in the program.

Mrs. Moeller surveyed newspaper use in 606 schools throughout the United States. They were divided almost equally between junior and senior high schools.


**KENTUCKY'S
BREWING
INDUSTRY...**

**... HELPS ALL OF
KENTUCKY**

**... makes jobs for
more than 19,000
Kentucky people**

**... pays out more than
\$39 million in
annual payroll**

**... buys \$20 million
annually in farm product,
other product, services . . .**

 **KENTUCKY DIVISION
U. S. BREWERS FOUNDATION**
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

**Post Office Frowns
On 'Sloppy' Mailings**

Here are half a dozen of the most common faults found by postal employees in the sorting and routing of newspapers:

1. Insufficient ink is used on addressing machines.
2. Poor quality wrapping used on single wraps splits under pressure.
3. Watered down glue or paste loses its adhesion when dry, causing wrappers to come loose and address labels to fall off.
4. Papers bundled together before glue dries stick together and addresses are obliterated when they are torn apart.
5. Addresses are improperly placed. They should be in about the middle of the wrapper and horizontal to the length of the paper.
6. Papers are improperly bundled. All copies for the same town should be wrapped together and all for the same state should be bundled or sacked together. Bundles and sacks should be plainly labeled.

**Florida Paper Enjoyed
Against Georgia Advertising**

Florida Board of Optometry has informed weekly Jasper (Fla.) News of violation of Florida law by running display advertising for optometrist practicing in Georgia community across state line from Jasper.

Counsel for Florida State Board claims regulations based on Florida law prohibit all display advertisement in any media by any optometrist.

Florida Press Association contends law only regulates conduct of Florida optometrists and gives state board no control over what a newspaper can or cannot print.

Mark It 'Refused'

Under the new postal regulations it looks as if it will cost an extra 5c penalty in addition to the postage due for sending mail with insufficient postage. This new charge is to become effective October 31. Now is a good time to get in the habit of refusing all the publicity material that you are flooded with. The post office hasn't said definitely that the 5c will have to be paid by the sender if the letter is refused, but at any event with 4c postage the publicity hounds will think twice if they begin to get a flock of mailings back marked "refused."

The Press has been requested to publish this item: "Due to ill health, the weekly Adairville Enterprise, published by G. E. McKinney for fifty-six years, is for immediate sale." Contact Mr. McKinney.


**Small Business Relief
In Senate's Hands**

The fate of a bill that would give tax relief to small business is in the hands of the U. S. Senate. H. R. 13382 passed the House late in July and was sent to the Senate for final action. The bill would permit greater first-year depreciation deductions on investments in new or used equipment which have a useful life of six years or more. It would also increase to \$100,000 (from the present \$60,000) the minimum credit provided in determining the special surtax on accumulated earnings. Further, it would permit spreading over 10 years payment of estate taxes due on investments in closely-held businesses.

Used furniture is potentially the best traffic builder a furniture store can have—if management will but merchandise it. So says National Retail Furniture Association, reports Home Furnishings Daily. Furniture stores should promote used items and promote them consistently. "Such items pull in the trade and expose customers to new goods as well as the used items they came to see," says Lennon.

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METRO 80 Madison Avenue
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Texas Optometrists Can Advertise Prices

The Texas Supreme Court reversed itself recently and upheld the right of optometrists to advertise prices charged for eyeglasses. Last April it had construed a 1957 act of the legislature as banning price advertisements. In the new decision, a 7 to 1 ruling, the majority of the court upheld constitutionality of the act, but interpreted it as banning only misleading price advertising, not all ad-

vertising. Apparently the principal basis of the decision was that the caption of the act would lead members of the Legislature and the public generally to believe that the body of the act would relate only to "fraudulent, deceitful, or misleading statements," but would not make it unlawful for any person to solicit patients or patronage for a physician or optometrist.



TEXAS GAS IS GROWING, TOO!

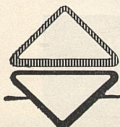
Like any healthy ten-year-old, Texas Gas Transmission Corporation has hit a new high on its growth chart . . . and is looking forward to reaching higher marks in the years ahead.

Texas Gas is growing with the great Mid-America it serves. In the past ten years . . .

- Employment rose from 371 to over 1,300.
- Gas sales rose from 50.2 billion cubic feet to 339 billion cubic feet.
- Pipeline mileage increased from 1,500 to 3,700.
- Investment in plant, property and equipment rose from \$24.3 million to \$222.9 million.

Texas Gas' progress means more jobs; more money spent locally in hundreds of communities and in the states in which we operate; more tax contributions by employees and the company to support local, state and federal governments.

Texas Gas is grateful that it is privileged to supply natural gas for homes, industries and business in an area that we are confident will make many forward strides in the next decade. And Texas Gas expects to add some new "high marks" to its own growth chart through its continuing contribution to an expanding Mid-America.



TEXAS GAS
TRANSMISSION CORPORATION
General Offices Owensboro, Kentucky

IMPROVE YOUR NEWSPAPER PLANT WITH NEW EQUIPMENT

From
JOHN L. OLIVER & SONS
952 Main Nashville

Representing the Leading Manufacturers from a Makeup Rule to Duplex in new or rebuilt Printing Equipment.

The ideas that benefit a man are seldom welcomed by him at first.

Extra Profits

FOR YOU, MR. PRINTER

Send Us Your Orders

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WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Ticket Printers Since 1898

FAST PRODUCTION FINE REPRODUCTION

If you wish . . .

Highest quality

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for

Reasonably priced

Printing plates

of

Zinc, Triplemetal

or

Copper

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Experienced Engravers

SEE

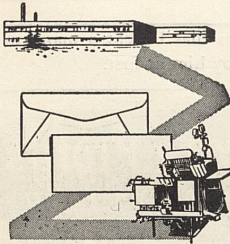
LEXINGTON PHOTO ENGRAVING

223 W. Short St. Dial 3-5015
Lexington, Kentucky

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 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
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 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES

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A full line of standard and specially envelopes from the Justrite factory direct to you, the printer... this means you can enjoy these Justrite profit-making benefits—complete set of catalogs for plain and printed envelopes... full assortment of samples... and Justrite's top quality envelope line. Write us for your complete envelope catalog.

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 • Tension-Tie • Formvelopes

You Are Invited
 to visit our factory. We know you'll enjoy a guided tour of our plant.

TODAY!
 Write or call for full information

TENSION ENVELOPE CORP.

KPA was advised that the government will soon be offering for sale a number of presses currently used to print currency and revenue stamps. Anyone interested in these presses can get detailed information by writing General Services Administration, Region 3, Surplus Sales Center, 4511 Rhode Island Ave., Brentwood, Maryland.

A Midwest newspaper uses following procedure when an order is received direct from an unknown advertiser or an unknown advertising agency. It is returned to the sender with a sticker attached on which is the following: "We have adopted a policy of running no advertising from out of county advertisers or from agencies with whom we have not previously dealt, unless the order is accompanied by payment in full; postal money orders insure earliest insertion. Checks must have cleared the advertiser's bank be-

fore the ad will run. This is no reflection on you or your credit but it has become necessary because of the few who have not paid for advertising ordered."

Your Linotype will
 be
 sound
 as a

**with Mergenthaler
 Linotype Parts**

South Magazine reports:

"S&H GREEN STAMPS
 are helping
Dixie grow"

"During the past few years a major addition to business in the South has been the fast-growing trading stamp industry.

"Proof of the growing importance stamps play in bolstering the area's economy is found in the Southern operations of The Sperry and Hutchinson Company, distributors of the widely-known S&H Green Stamps.

"In 1957 alone, S&H purchased more than \$12 million worth of merchandise from Southern manufacturers, providing many of the area's industries with increased outlets for their products and boosting Southern payrolls.

"Added to those figures is the \$2,250,000 annual payroll written by S&H for its present and growing 866-person Southern personnel. The Company has invested hundreds of thousands of dollars in real estate to locate its modern redemption centers, indicating that the industry has become a permanent part of the area's business life."

South
 March, 1958

ESTABLISHED 1886

GREEN STAMPS

For more information, write for our free booklet, "The Story of S&H Cash Discount Stamps."










KENTUCKY DIVISION
 The Sperry and Hutchinson Company
 849 S. Third • Louisville, Ky.

BACK R
 McNeill,
 Canfield,
 West Vi
 Webb, O
 Bray, Mi
 State As
 Associati
 Thirteen
 ANPA, N

Secretary-Managers Meet In Colorado



BACK ROW (l. to r.): Long, Colorado; Oertel, Ohio; Porte, Honorary; Bayol, N.E.A.; Owen, Utah; McNeill, Tennessee; Burns, New Jersey; Serrill, Washington, D. C. THIRD ROW: Givens, South Dakota; Canfield, Inland; Miller, California; Miller, Kansas; McCoy, Louisiana; Portmann, Kentucky; Fisher, West Virginia; Giles, Alabama. SECOND ROW: Strang, Illinois; Zielke, Wisconsin; Sanford, Texas; Webb, Oregon; Dew, Pennsylvania; Jones, Florida; Street, New York. FRONT ROW: White, Michigan; Bray, Missouri; Smith, Arizona; Scofield, Nebraska; Walters, Georgia; Blackstock, Oklahoma. State Association field managers who met in the 35th annual convention of Newspaper Managers Association, Inc., an international organization, at the Stanley Hotel, Estes Park, Colorado, August 11-16. Thirteen members, who were not present, represent Canada, and state-wise, New England group, SNPA, ANPA, New York, Virginia, Arkansas, Indiana, Iowa, Minnesota, Wyoming, Montana, and North Dakota.

KENTUCKY'S  **BIG**  **CENTER FOR PRINTING** 
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PLUS ENGRAV- 
 **INGS**  **PLUS**
ELECTROS **PLUS**
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He who brings the bacon home...

should have a handy
Bedside phone



Every good provider deserves a phone of his very own! It will put family and friends, business associates, the doctor, right at his elbow . . . a friend indeed in an emergency. A bedroom phone gets things done fast! And wouldn't Mom like a phone for the kitchen? Couldn't the children use one in their room?

The cost is small — just a few cents a day. Call our business office about your extension phone today!

Southern Bell 



This is a dollar

This is a penny



100 of these make a dollar

This is a mill



10 of these make a penny

And 1/2 of 1 mill



represents the cost

of electric power in each dollar of

manufacturing cost for

The Standard Products Co.

of Lexington

according to Harold P. Wade, Division Manager*

People may talk about electric power running up manufacturing costs. But you sure don't hear it inside *industry*. At Standard Products, manufacturers of car window channels and stripping, for example, electric power barely nips at the manufacturing cost dollar.

No surprise to anyone who goes all over the country contacting industry, as we do in our efforts to bring new industry into the KU service area. Of all the questions asked about the area and about KU power, the query on electric rates usually comes last.

Industries can't afford to be wrong

Industries must be absolutely right in their estimates of the community's attitude and history of cooperation with existing industry, in their estimates of markets, materials, labor, transportation, housing, services, and taxes. Certainly they want to know about power, but their concern is with dependability and abundance—not with an almost indistinguishable cost.

They know that payrolls, materials, taxes, etc., have the real bearing on cost.

As a member of your industrial development team, we think it's important to let everyone know that prospective new industries can get from KU everything they look for in power . . . things they value far beyond the rate.

* Copy of the letter from which this information is taken is on file at Kentucky Utilities Company

KU has helped bring many industries to Kentucky

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY