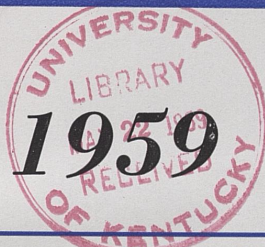
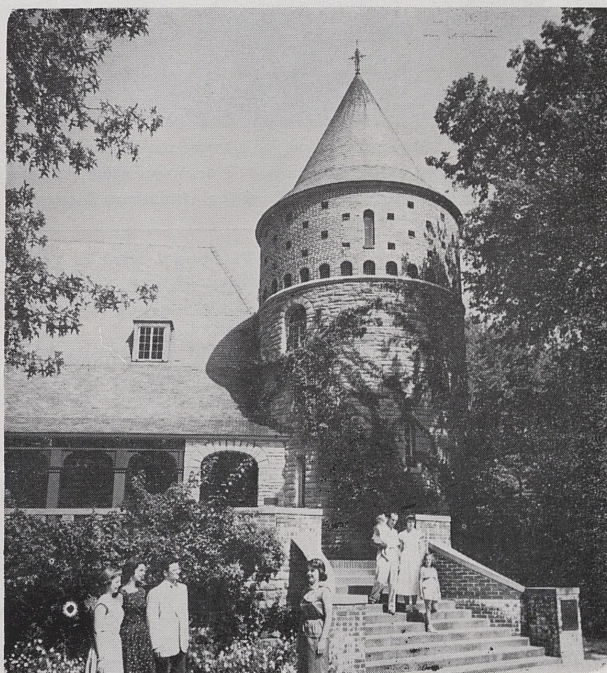


The Kentucky Press

March, 1959



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



Kentucky's Showcase: Audubon Park, Henderson

VOLUME TWENTY-FIVE
NUMBER SIX

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association

Like Father - Like Son



James Norris, Jr., Ashland Independent, new president of the Kentucky Associated Press, receives plenty of advice from his father, James T. Norris, and from past president Lawrence Hager, Jr. and Lawrence Hager, Sr., of the Owensboro Messenger-Inquirer.

Editor Lists Subjects For Monthly Topics

In a recent talk before the Oregon Newspaper Publishers Association, Robert W. Chandler, editor of Bend (Ore.) Bulletin (formerly of the Denver Post) cited a list of subjects which are "covered" on a planned basis once monthly, in addition to editorials based on current news:

1. Obituaries. Well-written obit editorials have tremendous reader interest. Can be overdone and must not be too "sirupy."
2. Participant sports (hunting, fishing, golf, tennis, etc.)
3. Spectator sports (football, basketball, baseball, etc.)
4. Local history, both places and people as well as straight events.
5. Local economics, employment and building pictures, new industries.
6. National and world economics, particularly trends.

7. Natural sciences, geology, astronomy, paleontology, etc.
8. Local government, constructive criticism preferred.
9. State government, constructive.
10. National government, constructive.
11. Local politics, not too much of this or reader interest will drop.
12. State politics, also not too much.
13. National politics, not too much.
14. Local improvements, or burning weeds off vacant lots, etc.
15. Local law enforcement, as differed from local government.
16. Anything new, from new construction on local buildings, to new products manufactured locally.
17. Medicine, health, law, education.
18. Humor—must be broad enough to be understood, must not be too harsh.
19. Foreign affairs.
20. Social problems of the day—parking, segregation, etc.

21. Animals, dogs, cats, horses, etc.
22. Transportation, means and problems.
23. De-bunking—taking the wind out of the sails of politicians and campaigns, stuffed shirts in general.
24. Religion, New books.
25. Issues, whether they fall into categories or not; many of the best will not.
26. People, personalities, etc.
27. The point of view of others, as represented by other newspapers or just by people.

Joggers—In the bindery department, gathering production is definitely being increased by the use of various types of joggers. When contemplating the purchase of a jogger, select one that can be moved into position desired within the bindery department and when not in use, can be moved back out of the way.

Buckle-Type Folding Machines—Many plants today produce pamphlets of 8, 12, 16 pages frequently and bind them by stitching, and trimming. The binding can be done in one operation by pasting, folding, and trimming on buckle-type folding machines.

Springfield Printer Dies

J. Stewart Green, 66 years old, printer and pressman with the Springfield Sun for 25 years, died unexpectedly of a heart attack March 26.

COMMUNITY PRESS SERVICE

"SERVING AMERICA'S WEEKLY NEWSPAPERS"

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- GRADUATION GREETING ADS
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MARCH

Judge In Hi

Hickman Co. won the right Court records

Fulton Circuit the weekly-mandamus ag John C. Bond open the recorder and all other

The court's issued February Quarterly Court Courier. Bond the newspaper for probating He said the o and The Cour

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Judge Stahr Grants Mandamus In Hickman Open Records Suit

Hickman Courier Publisher R. O. Gardner won the right to inspect Fulton Quarterly Court records on March 21.

Fulton Circuit Judge Elvis J. Stahr granted the weekly-newspaper publisher a writ of mandamus against Fulton County Judge John C. Bondurant ordering the judge to open the records of his court to The Courier and all other newspapers.

The court's decision nullified an order issued February 2 by Bondurant closing Quarterly Court records to The Hickman Courier. Bondurant issued the order after the newspaper editorially criticized the judge for probating the sentences of two prisoners. He said the order applied to only Gardner and The Courier.

"Everybody knows a newspaper has the right to look at court records and publish them," Judge Stahr commented near the end of a 2-hour hearing on Gardner's petition for a writ of mandamus.

At the same time, the circuit judge stated he would hear a counterclaim filed by Bondurant and his attorney, Milton C. Anderson, Wickliffe. Bondurant claimed Gardner published "false and libelous words" criticizing judges and courts of Fulton County and asked that the publisher be enjoined permanently from printing such words and criticisms.

Bondurant's attorney said there would be no move to appeal the mandamus-writ order pending the injunction hearing.

No definite date was set for the injunction hearing. The County judge asked that Gardner be required to bring into court copies of his newspaper from 1956 until the time the order closing the court records to the newspaper was issued.

Charles A. Williams, Paducah, Gardner's attorney, argued that Bondurant should be required to be specific as to what copies of the newspaper Gardner should be required to produce in court.

Replied Anderson, "We want him (Gardner) to bring into court all copies which contain libelous and slanderous words about the judges and courts of Fulton County."

Williams countered, "Well, we won't have to produce any newspapers then, because it is our contention that Gardner has not published anything libelous or slanderous."

Thomas S. Waller, Paducah, attorney for the Kentucky Press Association, which intervened in the case in behalf of all newspapers of the state, sought to show Judge Stahr that

Bondurant lost his case when the court granted Gardner the mandamus writ.

In the argument by plaintiff's attorney, Mr. Anderson, and by Mr. Waller, as amicus curiae, it was pointed out that there was no material issue of fact relative to the right of the plaintiff to the order in the nature of a writ of mandamus since the entry of the orders in the records of the Fulton County Court and Fulton Quarterly Court were admitted. The defendant argued that, since it had set up a counterclaim, it would be premature to enter the order of mandamus and thus end the litigation before a hearing was had upon the merits of the counterclaim.

Our attorneys filed a short memorandum (as follows) and argued that the orders of the county and quarterly courts could not stand in any event under the well-settled constitutional guarantees of freedom of the press. Judge Stahr sustained the arguments and entered his order against Judge Bondurant, declaring said court's orders against Gardner were void. The case was left open for consideration of the counterclaim in which the defendant seeks an injunction against further allegedly improper publications.

Mr. Waller argued that the clear legal mandates set out in the memorandum effectively forbid any sort of injunction and that as a matter of law the injunction should be denied. It was pointed out that if all the allegations of the counterclaim are taken as true, and irrespective of any proof which may be adduced pursuant to this counterclaim, the Court still would be required to deny the injunction. The Court, however, stated that he should hear whatever the defendant had to offer in support of the counterclaim and the matter was left open without setting same for hearing.

The memorandum of the Association as amicus curiae, as filed by Attorney Waller, stated:

The basic constitutional problem presented in this action is the validity of the previous restraint imposed by the Court order under the constitutional guaranties in the Fourteenth Amendment to the Federal Constitution. The action complained of is that of a judicial officer of the State of Kentucky. Actions by Courts are within the prohibitions of the Fourteenth Amendment to the Federal Constitution. In 16 CJS, page 1093, it is stated:

"Accordingly any judicial decree or criminal proceeding which violates the principle

of freedom of speech and press is within the restriction of the Fourteenth Amendment."

In the case of *Near vs. Minnesota* 283 U.S. 697, 75 Law Edition 1357, the Supreme Court in the majority opinion invalidated a statute of the State of Minnesota which provided a procedure for previous restraints upon publication. In this case the defendant had published matter of a most scandalous nature affecting the Jewish race, grand juries and the law enforcement officers all of which was highly scandalous and defamatory in nature. The Court stated:

"The fact that the liberty of the press may be abused by miscreant purveyors of scandal does not make any the less necessary the immunity of the press from previous restraint in dealing with official misconduct. Subsequent punishment for such abuses as may exist is the appropriate remedy, consistent with constitutional privilege. . . . If, however, the publisher has a constitutional right to publish, without previous restraint, an edition of his newspaper charging official derelictions, it cannot be denied that he may publish subsequent editions for the same purpose. He does not lose his right by exercising it. If his right exists, it may be exercised in publishing nine editions, as in this case, as well as in one edition. If previous restraint is permissible, it may be imposed at once; indeed, the wrong may be as serious in one publication as in several. . . . Charges of reprehensible conduct, and in particular of official malfeasance, unquestionably create a public scandal, but the theory of the constitutional guaranty is that even a more serious public evil would be caused by authority to prevent publication."

In the case of *New York Post Corporation vs. Leibowitz*, (New York Court of Appeals 1957), 143 N.E. 2nd, 256, a judge had forbidden the official stenographer from preparing a transcript of the judge's instructions to a jury and delivering same to a newspaper. The court, in holding that the judge would be required to have the transcript delivered to the newspaper, stated:

"Without access to the official records, the press might well be hampered in reporting opinions or decisions for fear of transgressing the limitations imposed by the law of libel, that the report be a 'fair and true' one (civ. prac. act, Section 337). To permit a judge to prohibit the stenographer from transcribing or furnishing copies of decisions rendered by him would thwart and tend to nullify the basic purpose of the constitutional safeguard."

The principle of freedom of the press is guaranteed by Kentucky Constitution, Sec-

Good Talking Points

When you encounter a potential customer who's weighing the relative merits of newspaper advertising and radio and TV advertising, you might help to tip the balance in your favor with the following pointer. However great the total television and radio audience is, it's divided among many stations and channels. That makes it impossible to reach all or even most of the homes in an area by using only one station or one channel. The advertiser reaches only a small segment of the TV or radio audience unless he has the money to use many stations and channels.

(Continued From Page One)

tion 8, which provides as follows:

"Printing presses shall be free to every person who undertakes to examine the proceedings of the general assembly or any branch of government, and no law shall ever be made to restrain the right thereof. Every person may freely and fully speak, write and print on any subject, being responsible for the abuse of that liberty."

It is clear from the foregoing language of the Kentucky Constitution that previous restraints on publication are prohibited and that the only curb upon publication is responsibility for the abuse of the liberty after the publication is made.

KRS 411.060 provides for certain privileges relative to the publication of "a fair and impartial report or the whole or a synopsis of any indictment, warrant, affidavit, pleading or other document in any criminal or civil action in any court of competent jurisdiction." As pointed out in the above cited Leibowitz case, the right to inspect the original record is a necessary incident to the exercise of the privilege afforded by KRS 411.060. The inspection of this record is the best means by which the publication can be made a correct and accurate one.

The orders complained of by the plaintiff effectively exercise a previous restraint upon publication of matters occurring within the courts in which the orders were entered. This remedy has been adopted by the defendant as a cure for the alleged abuse of the freedom of the press by the plaintiff in previous publications. Although punishment for abuse of the freedom of the press is carefully limited and guarded by the courts, this punishment is available by appropriate remedies including a proceeding for contempt. *Toledo Newspaper Co. vs. United States* 247 U.S. 401 62 Law Edition 1186. See also *Pennekamp vs. Florida* 90 Law Edition 1295. Plaintiff, of course, is answerable in a libel suit under the well recognized rules governing such actions.

Washington Notes--

Postal: Congress would surrender its postal rate-making authority to the Post Office Department under a new bill introduced yesterday by Senator Neuberger (D., Ore.). Congress would retain only a veto power over mail rates, and would have to act to nullify schedules set by the Postmaster General within 90 days of their issuance. The President also would have the power to overrule the P.O.

This is not a new idea. Representative Katharine St. George (R., N.Y.) plugged this proposal for several years during her earlier service on the House Post Office Committee. Postmaster General Summerfield has said he would like to have the rate-making power and has tried in the past to convince Congressional leaders that this is the way for Congress to avoid almost annual struggles over postal rates.

Senator Neuberger, a member of the Senate Post Office committee and a strong advocate of higher rates last year, favors a further increase in rates this year. He noted in a Senate speech that the Administration will soon send a \$350 million rate hike bill to Congress and promised his support.

The Senate Post Office Committee named four subcommittees. The one on the Post Office is headed by Senator Monroney (D., Okla.) and includes Senators Jordan (D., N. C.) and Carlson (R., Kans.). How much this group will have to do with the rate question cannot be forecast now. If rate matters are to be taken up at all, they could be handled by the full committee, headed by Chairman Johnston (D., S. C.).

An Interstate Commerce Commission hearing examiner, who is considering a P.O. petition to raise Parcel Post rates again, has directed the P.O. to supply certain cost data by April 15. Figures sought are a determination of the cost of the "extraordinary and preferential services and facilities accorded First Class mail", plus an estimate of the loss incurred on Star routes and in operating third and fourth class Post Offices.

This is the first dividend to be reaped from the postal policy law passed last year along with the mail rate hikes. Mail users contend that the P.O. has been trying to circumvent that law. Now ICC has sided with the mailers and insisted that the P.O. supply the loss figures. If the total is high enough, Parcel Post might be shown to be on a break-even basis at present rates and ICC might reject the P.O. pleas for further rate boosts.

Ad Deductibility: Identical bills introduced this week by top ranking members of the House Ways and Means Committee offer a ray of hope that Internal Revenue Service

may be checked in its steady march toward narrowed interpretation of what advertising costs are tax deductible as a necessary business expense. The bills are of limited applicability but could lead to committee hearings opening up the whole question.

Full text of the bills by Representatives Forand (D., R.I. and King (D., Calif.) is as follows: "That section 162 of the Internal Revenue Code of 1954 is amended by adding at the end of subsection (a) a new paragraph reading as follows: '(4) No expenditure which otherwise qualifies as an ordinary and necessary business expense under subsection shall be disallowed as a deduction because incurred in opposing or advocating measures duly submitted to an electorate upon an issue affecting the business of the taxpayer.'"

Obviously, this language would repeal a damaging Supreme Court decision recently reported.

Self-Employed: A bill which would allow most N.E.A. members to set aside tax funds for personal pension plans is moving toward House passage but an uncertain future in the Senate. The Administration opposes the proposal because it would reduce tax receipts. The bill is being pushed by the American Bar Association and various business groups. It passed the House last year but died in the Senate.

Various versions have been proposed; the one due for House passage soon is known as the Simpson-Keogh bill. It allows the self-employed to deduct from taxable income up to \$2,500 a year, if placed in a personal retirement plan. Maximum lifetime contributions to such a personal pension fund would be \$50,000. The House Ways and Means Committee has already approved the Simpson-Keogh bill.

That a serious chance of passage exists is shown this week when Senate Minority Leader Dirksen emerged from a White House conference with President Eisenhower and expressed opposition to the bill on grounds the Treasury could not afford the estimated annual loss of \$365 million. Dirksen claims the eventual annual cost might rise to \$3 billion.

Patent Ads: A further postponement in the effective date of the ban on advertising by patent attorneys demonstrates the importance of the pending court case brought by a Washington patent firm. Originally the edict was to take effect January 1, 1959. Delaying of the suit led to a delay until March and another postponement made it July. If the case remains unsettled then, a further delay seems sure.

The issue could be settled another way. Former Secretary of Commerce Simpson Weeks signed the original order, and

(Please Turn To Page Seven)

Good Posing

The three cropping are making of a practically impossible failure of any difference between so picture.

But to simplify each element.

POSING: I many, but some ever made we photographer. Photo of the Suribachi. The shot can look so don't be afraid possible.

One big trouble your sub-ural. Everyone being photographed to look his best look his worst and takes the picture is to suggest and exhale, and take three tries.

In posing you direct them a look, how to place their hands in directions.

When posing committees, which all the time, in habit of standing and blasting away. picture the "fr better to seat helps. Unless they are seated them something range them a

For pictures w in them, you seated, with c and the other larger groups, ing and leaning a "tight" shot little wasted s

Have one o paper as if reading at the prop. It some lower your car top.

Good News Pictures Demand Posing, Props and Cropping

The three elements of posing, props and cropping are so closely interrelated in the making of a good news picture that it is practically impossible to separate them. The failure of any one of the three can spell the difference between a good picture and a so-so picture.

But to simplify things, it is better to consider each element separately.

POSING: It may come as a surprise to many, but some of the most famous pictures ever made were posed carefully by the photographer. Perhaps the most famous is the photo of the flag-raising on Iwo Jima's Mt. Suribachi. There are times when a posed shot can look more real than the real thing, so don't be afraid to pose news pictures when possible.

One big trouble with posed shots is getting your subjects to look relaxed and natural. Everyone wants to look his best when being photographed, and it is this straining to look his best that usually makes a subject look his worst. A trick that usually works and takes the subject's mind off of the picture is to suggest that he takes a deep breath and exhale, relaxing his shoulders. It may take three tries, but it will usually work.

In posing your subjects, don't be afraid to direct them about such things as where to look, how to tilt their heads or where to place their hands. But be specific when giving directions, and don't forget to say please.

When posing a small group, such as committees, which seem to be doing something all the time, it is very easy to fall into the habit of standing them against the wall and blasting away. This shot usually gives your picture the "firing squad" look. It isn't much better to seat them behind a table, but it helps. Unless you want them to look like they are seated before a firing squad, give them something to look at, and try to arrange them around a corner of the table.

For pictures with only three or four persons in them, you probably can have them all seated, with one behind the corner point and the others close on each side. With larger groups, it is better to have some standing and leaning over the others. Try to get a "tight" shot, one in which there is very little wasted space between the subjects.

Have one of the subjects hold a sheet of paper as if reading it and have the rest looking at the paper, unless you can find a better prop. It sometimes helps in these shots to lower your camera to the level of the table top.

Here's a tip on mug shots: Instead of facing your subject directly into the camera's lens, resulting again in the "firing squad" look, ask him to turn his feet and body until he is facing about 45 degrees away from the camera. Have him turn his head back toward the camera, tell him where to look (some prefer having the subject's eyes looking directly into the lens, and others do not) tell him to smile slightly and shoot. If you do not want him to look directly into the lens, specify something for him to look at, such as your left shoulder or the tip of your ear.

Props: Put a pitchfork in a man's hand, a straw hat on his head and you have made a farmer with the aid of two simple props. If these two aren't enough, dress him in overalls and the picture is complete. But props that improve news pictures do not need to be as elaborate as that.

Make, borrow or steal your props, but use

them in every picture possible.

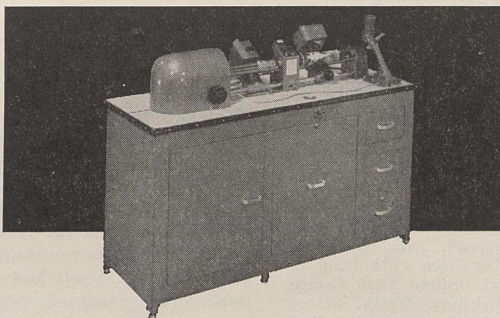
One of the most important things a prop can do for your picture is create a center of interest. The sheet of paper mentioned above in group posing is a prop that creates a center of interest. It could have been something else connected with the story you are trying to tell.

Props can help set a mood, define a character, establish a setting, or any of a dozen other things, but nine times out of ten and sometimes more often, they can improve your pictures.

Another thing about props is that they give your subject something to do and take his mind off the painful process of being photographed. Anything that will do this is bound to improve a picture, because it seems that most people are uncomfortable when being photographed, especially when they know the picture is to be published. If you can do anything to relieve this discomfort, sing a song, tell a joke, or dance a jig, your pictures will be better for it.

Croppings: Assuming that you have done everything else right—and remember, no one gets a good picture everytime he snaps a

(Please Turn To Page Five)



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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.

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Newspaper Must Exert Continuous Vigilance

The granting of the mandamus against the Judge of Hickman County which nullified his order against the publisher of the Hickman Courier and opened records to which access had been denied, is a far-reaching victory for the people of Kentucky in their inherent "right to know" and to the newspapers in their dual role of purveyors of news and the guardian of people's right against the mandates of bureaucracy, secrecy, and disregard of the citizen rights.

We regret that too often in this state, and in the other states, misguided and dictatorial officials, forgetting that they are the elected servants of the people, refuse to open public records to the people and to the newspapers, oftentimes on a purely personal basis. We exempt only matters of public security from this right, but often wonder if the label, "Public Safety", is invoked for other ends.

It is regretted that too often public apathy and indifference encourages such acts of denial to records by officials simply on the basis of "the public does not want to know." This is indeed true, not only in regard to news and news coverage, but also the same attitude is taken by officials on the publication of legal notices, reports, etc., as required by statute.

The newspapers MUST inform the citizens of their inherent rights, day after day, to know and learn what is happening in government, and emphasize that the continuous battle against bureaucracy is not primarily the newspapers' fight, but the privilege and duty of the public.

Unless the public is fully aware of their rights, interpreted by and through the medium of publication, and further, accept the full meaning of the constitutional guarantee of freedom of speech; unless concentrated public opinion demands full accountability of their public servants; unless the public joins in every movement against concealment of public governmental affairs; then the way is always open to officials to deny access to records, to refuse publication of required legal notices, and to treat the public with scorn and indifference.

Now, as always in the past, but emphasized day after day, the newspaper MUST make every effort in its command to combat this pernicious public apathy and indifference and arouse in their readers a fuller responsibility in the meaning of their citizenship. This is the newspapers' responsibility, its duty.

People prefer advertising in newspapers—consider it news. Ads are one of the "most read" features in the daily newspaper, profiting both reader and advertiser.

Can Libelous Statements Be Culled From Speeches?

The United States Supreme Court has heard the arguments and has taken under advisement a suit on a libel issue affecting radio-television, but which can easily apply to the printed media as well at this time to political campaigns. It boils down to this: can the media compel deletion of questionable libelous statements?

The Press believes that laws offer some, not complete, protection against libel suits in political broadcasts or publication in states, like Kentucky, which have special statutes in effect. As in this specific case, might result in new interpretations, modifications, or even nullification of the protection accorded the spoken or printed media.

The questions to be determined by the Supreme Court are "can a radio or TV station screen a candidate's speech for libelous statements" and "if not, is the station subject to libel suits under State laws."

To answer the questions, the court must construe a section of the Federal Communications Act of 1934. The act provides that legally qualified candidates for any public office must be given "equal opportunities" to use a broadcasting station.

But the law also prohibits broadcast from exercising any "power of censorship over the material broadcast." Does this include defamatory statements?

The high court is examining a test case from North Dakota: Radio-TV Station WDAY in Fargo was sued on the basis of statements made by A. C. Townley, an independent candidate for the U. S. Senate in 1956.

WDAY had told Townley his script might be libelous, and had refused to let him on the air unless he specifically demanded "equal time" under the Communications Act.

After the telecast, the farmers Education and Co-operative Union, referred to as Townley, as "Communist-controlled," sued the station for \$100,000 damages. The Union lost in State courts.

In its appeal to the Supreme Court, the Union said the North Dakota decision "may shape the character of American political campaigns for years to come" if allowed to stand. Stations would then "be free from liability for making their facilities available for the vilification not only of opposing candidates but even, as here, of innocent third parties."

The Justice Department, entering the case as a "friend of the court," argued that stations do not have any authority whatever to eliminate parts of a candidate's speech.

Other "friends of the court"—the National Association of Broadcasters and the American Civil Liberties Union—took the same



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**Executor's Notice Must Be
Published For Three Weeks**

An executor's notice to creditors must be published once a week in a newspaper for three consecutive weeks, according to an opinion March 26 by Assistant Attorney General Seth Boaz, Jr.

Ro Gardner, publisher of The Hickman Courier, asked how many times an executor's notice should be run in a weekly newspaper. He said there was a difference of opinion locally in the matter.

Boaz's reply was addressed to Fulton County Clerk Kathryn R. Lannon. It said, under Kentucky law, when an advertisement is to inform the public that on or before a certain day they must present or file a claim, the advertisement must be published once a week for three successive weeks.

stand. Otherwise, the Civil Liberties Union said, a station manager would be the final judge of the truthfulness and motives of a candidate for public office.

The Justice Department pointed out that the censorship question is very important to the Federal Communications Commission, which is charged with regulating radio-TV matters.

If stations have any blue-pencil authority, the department said, the F.C.C. would necessarily "be under a duty to keep a constant watch over the manner in which this power is exercised—to determine whether the licensee is acting in good faith and in the public interest in making deletions from political broadcasts."

In other words, said the department, the F.C.C. "could not escape the responsibility of policing the censor."

The department suggested that the court decide the censorship issue, but withhold a ruling at least temporarily, on whether a non-censoring station would be immune from libel suits.

It noted that a majority of the states have laws protecting broadcasters who lack censorship power. WDAY might benefit from such protection under North Dakota law in further proceedings there, it said.

The District Court of Cass County found the North Dakota law violates the State Constitution, but that the federal law gave WDAY full protection. The State Supreme Court agreed as to federal law, but did not rule on the State law.

The U. S. Supreme Court will hand down an opinion in the case some time before the end of the term in June.

During 1957, newspapers in the United States invested \$129,991,529 to improve their plants and equipment—the better to serve both readers and advertisers.

An Ad In The Paper

Under the foregoing heading, an Oregon economist says: "One of the most valuable tools that has been used for combatting the current recession is the advertising power of hometown and neighborhood newspapers. At the end of every production line stands the consumer, and national prosperity is but the sum total of local prosperity. In thousands of communities all across the country, because of editorial comment encouraging people to buy in their neighborhood or in their own home town, and as a result of newspaper advertising programs undertaken by local merchants, local retail sales, the pulse-beat of national prosperity, have been much encouraged. An ad in the local paper has always been the mark of a successful business and the experience of recent months has only served to prove that point.

On the heels of an increase in first class mail rates, air mail and a sharp boost in the rates of other classes of mail, and in spite of the fact that more mail is being handled than ever, the Post Office Department announces its deficit for the current fiscal year will likely reach \$725 million. It explains this is due in large measure to the increase in pay given to postal workers at the last session of Congress. The department sheds responsibility for the deficit on the grounds that the rate increases were less and the wage increase more than it had recommended.

(Continued From Page Three)

shutter—you can improve your picture still further by giving a little thought to how much to leave out. Actually, this should begin way back where you are posing the picture, or, if not a posed shot, it should begin when you select the angle from which to shoot.

Before making the shot, try to select the angle that will provide the least distracting background for your picture. You are no doubt familiar with pictures of people with trees or poles growing out of their heads. If it is a posed shot, try to make it compact so there is little waste space in the picture. Eliminate as much as possible the blank walls that stand between people shaking hands, or the blank walls when you take a picture of seated subjects together with standing subjects. Keep the shot "tight".

When it is time to make the print, try several different ways of cropping the picture until you get one that looks "just right." If you have been careful in making the shot this isn't a difficult thing to do. Decide what is essential to the picture, and what can be cut out. Crop everything that doesn't add to the meaning of the picture and you will have a good news shot.—The Oklahoma Publisher

Louisiana Press Outlines Subscription Values

So you go out making reader contacts and sell a subscription for a year. You take in \$3 in cash. That \$3 really is only a small fraction of the real worth of your sales effort. Have a look at some of the other values of that single sale!

1. The life of a small newspaper subscription may be only one year. But it also may be 40 or more years. Check your own subscription cards. If your records go back far enough, you'll find lots and lots of subscribers who have been with the paper for 20, 25 or 30 years. Let's assume the average is only 15 years, a conservative figure. And now we find that your single \$3 sale actually was a 15-year sale, for a sound future income of \$45.

2. Of your total newspaper income dollar, about 80 cents comes from advertising. The net profit on ad income depends on how high you can set your ad rate. Every time you add a new subscriber, you increase the advertising pull of your newspaper; every time you add a block of a couple hundred new subscribers you can jump your ad rate. Thus, every new subscription has a definite and real value over and above its immediate cash value.

3. The closer you get to circulation saturation in your field, the more profitable becomes your operation. When you approach this saturation, dozens of present problems just disappear. The threat of competing "shoppers" is gone. You go ABC without buying circulars, happily using newspaper ads exclusively. Your local merchants increase their incharge. And the way you get to near-saturation—the only tried and proved way—is to get out and sell the newspaper face to face, on its merits.

Viewed in its proper light, the LPA Reader Contact Campaign makes real sense. Please don't say: "I haven't got time to go out and sell subscriptions." It makes better economic newspaper sense to say: "I can't take your 10,000 circular job. I haven't got time. I have to sell subscriptions this weekend. There's much greater profit in that."

—Louisiana Press Association

C-J Pressman Retires After 49 Years Service

George Mitchell, employee of the Louisville Courier-Journal and Times, superintendent of the press room, retired March 28 after continuous service with that newspaper organization since 1910—49 years in the press room. He was made superintendent in 1937. Executives of the newspaper extended a testimonial dinner to Mr. Mitchell at the Pendennis Club.

Make Ads Sell NOW

Newspaper advertisers today are using many devices—some old, some new—to produce immediate sales, reports Advertising Agency magazine. A check list of ideas suggested by recent newspaper ads:

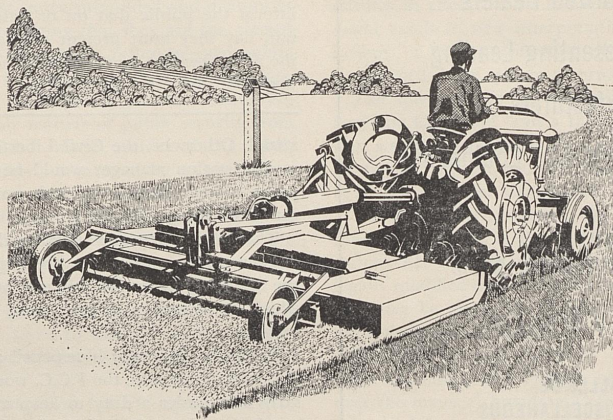
1. Include an order blank. Department stores, of course, have been doing this for years.

2. Get prospects to visit store. If a merchant cannot make immediate sales from his ad, he may be able to induce readers to take steps that will lead to sales. Example: dance

studies and reducing salons attract customers through offers of free dance and figure analyses.

3. Dramatize easy payments. "Travel now pay later" is a sales appeal which airlines and steamship companies have used most effectively in recent years.

4. Make ads timely. All retailers know the advantage of tying in with such events as Christmas and Mother's Day. But they too frequently ignore lesser events which, properly promoted, could substantially boost store volume.



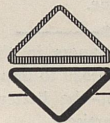
HOW'D YOU LIKE TO CARE FOR A "LAWN" NINE STATES LONG?

Most of us grumble a little at having to keep up the family greensward... but think of maintaining a "lawn" nine states long!

That's exactly what Texas Gas does in grading, seeding and mowing the unfarmed portions of its pipeline rights-of-way, keeping them neat green ribbons as they thread from Texas and Louisiana on to Ohio.

But keeping our rights-of-way trim and shipshape is just one example of the "good gas-keeping" you'll find throughout the Texas Gas system—at all our compressor and dispatching stations, offices, and maintenance facilities.

Not only does keeping everything in apple-pie order contribute to greater safety, but it reflects the pride our 1,300 employees take in their company, and in the communities in which they live, vote, and work.



TEXAS GAS
TRANSMISSION CORPORATION

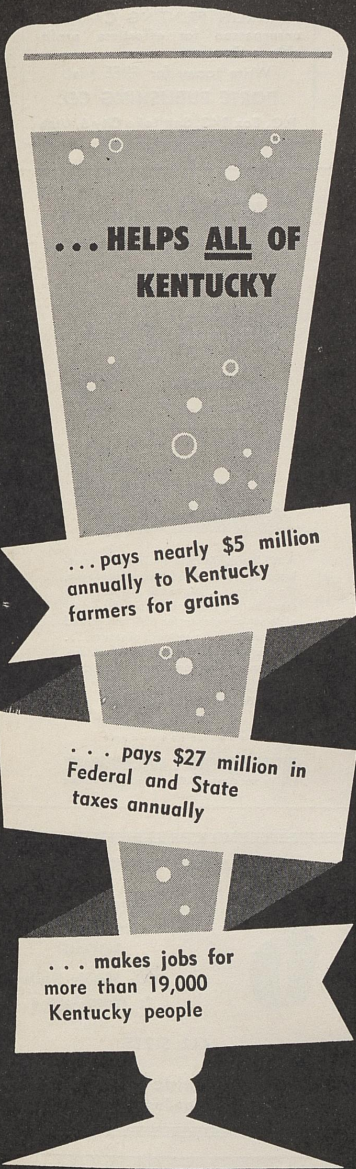
General Offices Owensboro, Kentucky



U. S.

1523 HEYBUR

KENTUCKY'S BREWING INDUSTRY...



... HELPS ALL OF KENTUCKY

... pays nearly \$5 million annually to Kentucky farmers for grains

... pays \$27 million in Federal and State taxes annually

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



KENTUCKY DIVISION U. S. BREWERS FOUNDATION

1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

(Continued From Page Two)

signed shortly thereafter. His successor, Admiral Lewis L. Strauss, had some ringing words to say about advertising in a New York speech recently, suggesting he might be persuaded to rescind the controversial order of his predecessor.

Addressing a trade journal group, Strauss called advertising "the blood stream of healthy growing business." He added: "Advertising stimulates competition, which in turn, keeps free enterprise vigorous. It points to where needs can be supplied and adds star dust to humdrum living."

Consumer Optimism: Consumers are more optimistic this year than last and plan to make more major purchases, the Federal Reserve

Board reported today in releasing preliminary findings in its "1959 Survey of Consumer Finances." Conclusions are based on field interviews conducted during January and February. FRB has been making these studies for 14 years and marketing men have applauded their accurate estimates of public attitudes.

Four out of every ten people expect to earn more this year than last, and only 10 percent expect to make less. Consumers generally expect higher prices this year, a shift in sentiment from 1958. Last year's decline in auto sales was foreshadowed by the FRB study. The current findings indicate a better auto year in 1959 but not up to boom levels of the 1955-56-57 period.

Which Industry Now Better The Living of 1 Out Of 2 Kentucky Families?

... Here Are Some Surprising Facts About The Trading Stamp Industry

So far, whenever our nation's economy has needed expansion, a new industry has sprung up to help the country go ahead.

The automobile industry, employing millions, was followed closely by the development of radio and radio broadcasting to make more millions of jobs. Then came the airplane industry, air conditioning, plastics, television, frozen foods, to change our lives some more.

The trading stamp industry, while not new, belongs to this expansion group and has been one of the fastest growing of all. Today it directly benefits the living of the more than 1 out of 2 Kentucky families who save trading stamps.

Obviously, an industry affecting such a large proportion of Kentucky's population must bring far-reaching benefits for Kentucky's economy. And it does. In 1957

the trading stamp industry bought \$1,064,000 worth of products from Kentucky's manufacturers. In one way or another, it provided employment for 263 Kentucky people in many different industries.

The people in the trading stamp industry, its merchandise and redemption stores, its warehouses and transportation and all the activity that goes on within it are helping to develop Kentucky.

Thus it seems plain that the trading stamp industry along with the 415,300 Kentucky women it serves has become, like other expansion industries, a living, vital part of our State's economy.

* * *

This message is published as public information by THE SPERRY AND HUTCHINSON COMPANY, originator 63 years ago of S&H Green Stamps.

Check For Three Phony Reducing Ads

"It was an amusing comment," said a recent New York Times editorial, "when someone pointed out that the two biggest problems in our 'depressed' economy were how to reduce and where to park the car." But, says the paper, it isn't amusing when a Congressional committee states that Americans are being bilked out of \$100,000,000 a year by phony reducing preparations.

Medical advice to the contrary, millions of Americans (mainly, we must say, the ladies) fall for these "spurious wonder-workers." Some ads for the preparations are founded on what the above quoted paper calls "the pleasant and false idea that the victim can eat what he wants and as much of it as he wants and still lose weight."

As has often been noted, the overweight person who has some pathological condition as a factor, thus denies himself medical help he really needs. And the just gullible person with no such medical problem is likewise, though with less serious implications, being "taken" by misrepresentations.

Emergencies May Come

Is your plant prepared for emergencies?

1. Do you or your key men know the location of and how to throw off or on the main power circuit?
2. Do you or your key men know the location of the main water and gas valves and how to operate them properly?
3. Do you and your entire force know how to operate fire extinguishers and do you actually know the location of the first aid kits?
4. Do you have a list of addresses and phone numbers of your employees readily available?
5. Do you have a list of all subscribers in a secure place outside your plant as well as some letterheads?
6. Have you had your insurance coverage surveyed?

In 1903, the first auto crossed the United States under its own power. The trip took 52 days. Today, more people travel by auto than by any other means of transportation. And the automobile manufacturers of America invest more ad dollars in newspapers than in any other media.

Ruling Family OF NEWSPAPER TEXT FACES



• Ask your Intertype representative for complete showings of these modern text faces. They are designed for maximum legibility, clean stereotyping and set well by both tape operating and manual typesetting methods. Step ahead with a new type dress from Intertype's Ruling Family of text faces.

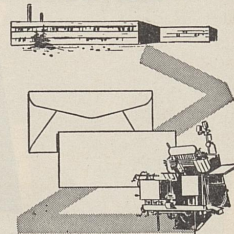
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Write today for **FREE trial.**
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 P.O. Box 143, Salt Lake City 6, Utah

JUSTRITE ENVELOPES DIRECT FROM FACTORY TO YOU!



A full line of standard and specialty 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.

"SOLD FOR RESALE ONLY"

JUSTRITE ENVELOPE MFG. COMPANY
 523 Stewart Avenue S.W. • Atlanta 10, Georgia

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS

6

This Handy Knife Is Worn Like a Ring

ALL SIZES
 25c EACH \$2.40 PER DOZ.

Handy Twine Knife Co.
 Upper Sandusky, Ohio

METRO NEWSPAPER SERVICE

80 MADISON AVE., N.Y., N.Y.
 Mean's **PLUS BUSINESS** for Your Newspaper

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Editorial Responsibility

By A. O. GOLDSMITH

A newspaper publisher has no constitutional privileges which are not held by his lowliest subscriber, and the unscrupulous publisher or editor who seeks to hide behind the First Amendment may learn to his regret that "freedom of the press" is for the people.

Although freedom of the press means literally the right to publish without restraint, that freedom was included in the Bill of Rights so that the people in our democracy could be accurately informed about the actions of their government. The newspaper, magazine, radio or television station is simply the means by which this information is spread to the people.

Certainly the publisher and the reporter are protected by the U. S. Constitution, but only so long as they are serving the best interests of their readers. The publisher is guaranteed the right to say what he wishes in print, just as every individual has the right to speak whatever he wishes. In each instance, however, the publisher or the speaker must be responsible and can be held accountable for what he prints or says. The publisher can be sued for libel; the speaker can be sued for slander.

The publisher has a far greater responsibility for what he prints than does the individual for what he says. The publisher is acting not for himself alone but also for all the people who read his newspaper. He is the spokesman—in type—of the people in his community.

This does not mean that he must always mirror the opinions of the majority of his readers, although the wise published will keep himself informed as to those opinions. As a father reserves the right to decide what is best for his children, the publisher quite often feels that he knows even better than his public what is best for them. He is in a better position to get at the facts in a given controversy than are the majority of his readers. He has access to sources of information which are either not available or not used by most of his readers. His job is to weigh the available facts, select the ones he believes are pertinent, and pass them on in understandable form to his readers.

The publisher, if he is to justify his protection under the First Amendment, must conscientiously gather facts, write them in easily readable style, print the news emerging from those facts, and distribute the news to the readers. His job is to provide to his readers objective accounts of actions and developments which may directly or indirectly affect any of his readers. This includes news of the city and parish, state, the nation, and the world. It also includes all the nongovernmental happenings involving the neighbors

Impositions for Press and Folders—You should plan impositions that have press impressions and bindery operations. Many jobs can be run work-and-turn, or two or more up. Planning the best impositions for each job is extremely important and great economies can be made with clever impositions.

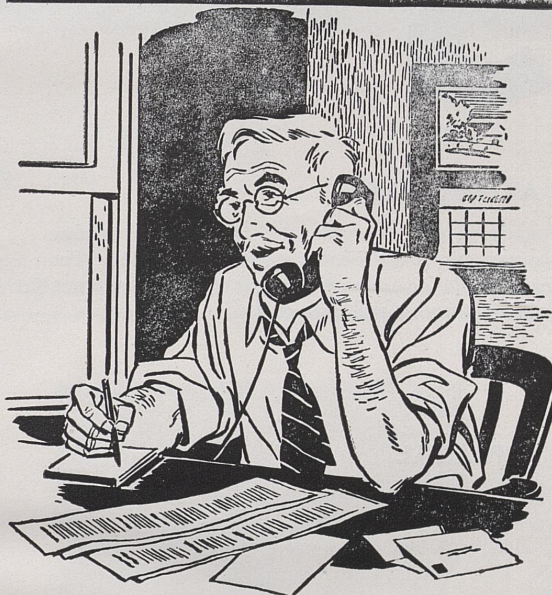
Miscellaneous Production Aids—Other and friends of the newspaper reader.

In short, "freedom of the press" extends to every citizen the "right to know."

production aids that have proven useful in the composing room are automatic pig-metal feeders on line casting machines, and black, white, and other colored mats for quick identification of fonts on Linotypes and Intertypes.

Excessive Makeready—Some reasons for excessive makeready are: Old presses, bed is not even, and cylinders are worn and not riding true to the bearers. At regular intervals, presses should be gone over to correct these faults.

Report to the Editor



Telephones Active in all Lines of Defense

It would take many more words than we have space for here to describe the important role that telephones are playing in our national defense. In one day alone, hundreds of phone calls for as many different reasons relay valuable defense information where it is needed. There is even a special network of Bell Telephone lines which link the country's entire system of defense. But that isn't all. Bell Telephone Laboratories, Western Electric (Bell System's manufacturing and supply unit) and Sandia Corporation, a subsidiary of Western Electric are all busily engaged in developing and producing equipment for use in such fields as radar, ballistic missiles and atomic defense. Whenever we are called upon, we are proud that our experience in communications serves the nation's defenses.

Southern Bell



MARCH, 1959

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Worn Like a
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knife Co.
Ohio

WSPAPER
SERVICE

N AVE, N.Y., N.Y.
BUSINESS
Newspaper
ntative

For greater sales and profits . . .

LIGHT UP YOUR STORE

3 ways



FOR ATTRACTION

Brightly lighted windows, store fronts, merchandise and displays gain shoppers' interest and invite sales. The brighter the light . . . the more attention any store front, display or merchandise will command.

FOR APPRAISAL

Fruit, fabric, or fine paper—good lighting at point of sale speeds buying decisions. Merchandise can be examined closely, quality judged. Customers see clearly and comfortably. Cuts merchandise returns.

FOR ATMOSPHERE

A variety of beautiful lighting effects can set the tone of your store . . . create distinctiveness and lasting impressions . . . bring customers back. Make sure you have a carefully planned pattern of lighting to help build a store image.

Modern lighting is the key to greater sales and profits. See us for help on planning your store lighting.



KENTUCKY UTILITIES



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