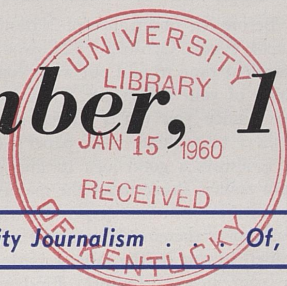


The Kentucky Press

September, 1959



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



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NUMBER TWELVE

Publication Office:
School of Journalism
University of Kentucky
Lexington



Kentucky's Showcase: Old Millsap Mill Near Monticello

Official Publication Kentucky Press Association

The Kentucky Press

Volume 25, Number 12

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

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

Kentucky Chamber of Commerce
Newspaper Managers Association

Sustaining Member
National Editorial Association

Associate Member

National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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Paul Westpheling, *Vice-President*
Fulton County News, Fulton
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

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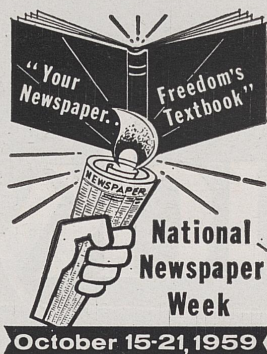
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Reader Survey Should Indicate Feature Topics

Before the observance of National Newspaper Week, October 15-21, would be an excellent time to find out what your readers think of your newspaper. How long has it been since you ran a survey asking your readers to evaluate your paper's contents? It is always a good idea to find out what your readers think about the material which appears in your newspaper, or which does not appear therein. How about asking your readers to vote on the subject matter covered in your news columns? Find out what features they like, what type of news they prefer, what they think of your makeup, feature material, sports news, etc. A coupon published in your paper will serve the purpose. You may find there are many items which you should be using. And you may be surprised at the popularity of some features that you think are negligible. After this survey is made perhaps you may want to add a new feature to begin on National Newspaper Week.

Harris-Intertype Corporation has announced the development of a new printing system which is expected to result in faster press speeds and less makeready time for "letterpress" printing, the industry's most widely used process. Key to the new system is a method for using large, one-piece plates, only one-fifth as thick as conventional letterpress plates. Because of their thinness, they can be rolled by hand around the cylinder of a newly designed Harris rotary press. The new presses are expected to operate 50% to 100% faster than present flated presses. The present thick conventional plates are stiff and must be machine-curved or cylindrically cast for use on rotary presses.

Practically every sale of every product manufactured in the U. S. will be purchased by one of the 10 million people who read a newspaper on an average day.

Henry Watterson Home To Be National Shrine

Following the formation of a non-profit foundation for a shrine to Henry Watterson, Louisville's great personal journalist, and journalism, Orba F. Traylor, state finance commissioner, has been named president of the Watterson National Shrine Committee. The committee will seek funds to purchase Mansfield, the home of Watterson, and establish it as a permanent memorial which will also include a museum and press club.

Dr. Niel Plummer, director, UK School of Journalism, and Col. George M. Chinn, Harrodsburg, secretary of the Kentucky Historical Society, were named vice-presidents. Mrs. Alexander Bush, prominent Louisville clubwoman, was elected secretary; and Joseph Pike, Louisville attorney-at-law, was named legal counsel.

Prominent newspaper editors, journalists and laymen over the nation, and Kentucky publishers and editors, have accepted assignments as trustees of the Foundation and will serve on the advisory committee.

Foreign press clubs have offered various objects of art and have proposed that the shrine make annual awards for the best stories filed from the various foreign posts. The country embracing the final winner would have the honor of selecting a student for a scholarship at the UK School of Journalism.

Traylor stated that headquarters for a \$500,000 fund-raising campaign will be established in the Watterson Hotel, Louisville. The purchase price of Watterson's old home, on Watterson Trail, near Jefferson town, and the 67 adjoining acres, is \$150,000. The rest of the money is needed to renovate and improve the property.

Present plans call for the first floor of the 28-room mansion to house works of Watterson and the treasures of art given him by the crowned heads of Europe and statesmen of the world. The remaining floors will house, among other things, a replica of the newspaper establishment of a century ago, a half ago. Plans call for the micro-filming of two selections from each newspaper each year. These stories or editorials to be set up to the editors and publishers of the various newspapers. This will also apply to newspapers from the world's capitals. If the trustees accede to the wishes of many Kentucky newspaper people, the second floor will become a press club. Also under consideration is the construction of an 18-hole championship golf course and a fishing lake on the property.

A coulometer is an instrument for measuring the amount of electricity passing through a circuit.

SEPTEMBER

KPA - U Filming

By Pr

A look inside the Journalism Hall of Kentucky will and one-half year busy ones. Since function as a co- 1955, it has filmed books, and perso- sity and subscrib-

Forty-three ne- currently on com- microfilmed. Mi- of the Center, re- all state papers and filed for futu- current files, th- recording and pr- of some of the l- of the state. At- filming the back- Gleaner & Journ- the Paducah New- ford Interior Journ-

Why all this- which have turne- become so brittle- handled? Much- Commonwealth i- of the state's nev- generation has t- past been realize- preserve the pag- illustrate this po- made for a fac-

original counties- could be found o- in that large area- published in the- existence at that- happenings of th- ably be found re- but not those im- of the doings o- recorded only in-

Microfilming- method of cons- which is often- Citizen, with a- years, can store a- space three feet- high and deep. - volumes, require- storage space.

Another conv- ing is that extra- obtained at any- Citizen, copies

KPA - UK Microfilm Center Filming Many State Papers

By PERRY J. ASHLEY

A look inside the Microfilming Center in the Journalism building at the University of Kentucky will reveal that the first three and one-half years of operation have been busy ones. Since the Center began to function as a complete unit in December, 1955, it has filmed thousands of newspapers, books, and personal papers for the University and subscribing newspapers.

Forty-three newspapers in the state are currently on contract to have their papers microfilmed. Miss Polly Warren, director of the Center, reports that current files of all state papers have been photographed and filed for future use. In addition to the current files, the Center is engaged in recording and preserving the complete files of some of the long-established newspapers of the state. At present the Center staff is filming the back files of the Henderson Gleaner & Journal, the old Paducah Sun, the Paducah News-Democrat, and the Stanford Interior Journal.

Why all this interest in old newspapers which have turned yellow with age and have become so brittle that they can scarcely be handled? Much of the past history of the Commonwealth is recorded in the back files of the state's newspapers. Only in the last generation has the value of this historical past been realized and efforts undertaken to preserve the pages which contain it. To illustrate this point, a recent request was made for a factual history of one of the original counties of Kentucky. No records could be found of many of the happenings in that large area other than what had been published in the newspapers which were in existence at that time. Most of the major happenings of this early period could probably be found recorded in other documents; but not those important day-by-day reports of the doings of the citizenry which are recorded only in the early newspapers.

Microfilming also offers an excellent method of conserving office storage space which is often badly needed. The Berea Citizen, with a publication history of 60 years, can store all of its microfilm files in a space three feet wide and only four inches high and deep. The 60-year files, in bound volumes, require about 300 cubic feet of storage space.

Another convenient aspect of microfilming is that extra copies of the film can be obtained at any time. In the case of the Citizen, copies are filed with the Berea

College Library for the general use of the faculty and student body. The Louisville Courier-Journal & Times are other papers which have found this to be of unestimated value. The papers have many requests for these films to be filed in libraries across the state. Also, for Louisville history, the former Herald-Post has been microfilmed.

With the microfilming process, state colleges and libraries can purchase copies of any newspapers which have been filmed at a nominal cost. After microfilming, most papers find they only need to keep the more recent bound copies on file; the former years being preserved on film.

The cost of the microfilm service varies, dependent on the number of pages in each issue. For the average paper, with a regular weekly edition of eight pages, the cost does not exceed \$10 annually. For papers which publish an irregular number of pages each week the cost varies; charges are roughly figured one and three quarters cents per page. Under the contract a newspaper gets a positive of the film for its own use. The original negative is stored in a temperature-and-humidity-controlled vault at the Center.

It is necessary to have use of a microfilm reader if filmed files are to be utilized. The cost of readers range in price from \$165 for a portable unit to \$1,250 for a machine which will enlarge beyond the original size of the page. The cost is within the budget of all newspaper offices. Some newspapers have purchased their own readers; others have helped to place readers in their town libraries for joint use.

Any newspaper which has back files which should be preserved should contact the Center in order to make arrangements for filming. A schedule will be arranged which will take the least possible time for the process. The service is also offered to libraries, local and state historical societies, churches, and other organizations which desire to complete and maintain permanent files of past records or publications.

The Center takes all possible precautions to insure the safe handling of the files. If it is necessary to take apart the binding of the newspapers, the original bindings and pages are carefully wrapped in durable paper and marked as to year and volume before being returned to the publisher.

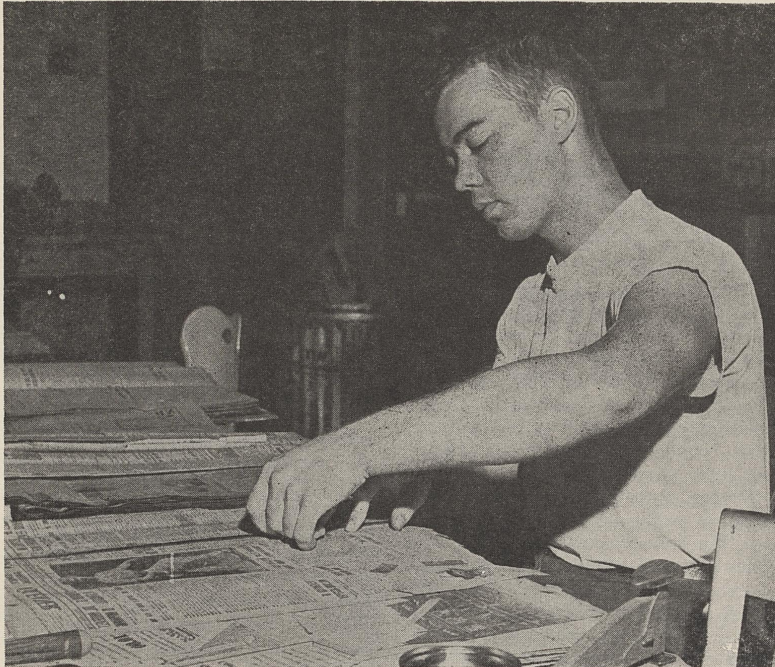
Not all files are in condition to be filmed immediately. In many cases, more time is spent getting the pages ready for filming than actual photographing. Some pages are

so brittle that they must be taped before filming; others are wrinkled, torn, or folded and must be pressed with a steam iron. Because of the damage which results from storing papers for a long period of time, it is much better to keep them filmed on a current basis.

Newspapers which are not currently on contract should check into the services which the Center offers. Miss Warren states that the Center is equipped and staffed for the handling of all state newspapers. She requests that every newspaper, on contract or not, should mail every issue to the office so that a complete file of all papers can be maintained for future reference. Inquiries about filming service should be directed to the KPA Central Office, or the Microfilming Center, Journalism Bldg., University of Kentucky.

Newspapers currently on contract are the Owingsville News-Outlook, Louisa Big Sandy News, Hardinsburg Herald-News, Carlisle Mercury, Lancaster Central Record, Clay City Times, Bowling Green College Heights Herald, Corbin Tribune, Corbin Times, Ft. Campbell Courier, Cynthia Log Cabin and Democrat, Falmouth Outlook, Flemingsburg Times Democrat, Prestonsburg Times, Franklin Favorite, Warsaw News, Williamstown News, Greenville Leader, Hawesville Clarion, Elizabethtown Enterprise, Harlan Enterprise, Harrodsburg Herald, Hazard Herald, Henderson Gleaner and Journal, Lexington Kernel, Lebanon Enterprise, Lexington Herald-Leader, West Liberty Courier, Stanford Interior Journal and Lincoln Co. News, Brandenburg Messenger, Central City Messenger, Mt. Sterling Advocate, Fulton News, Russellville News Democrat, Carlisle Star, Pikeville News, Mt. Sterling Sentinel Democrat, London Sentinel-Echo, Russell Springs Times Journal, Monticello Outlook, Williamsburg Republican, and Liberty News.

Labor Department published a report on "How American Buying Habits Change", containing the following comment on the role of advertising: "Advertising has vastly stimulated, and often directed, consumer demand, particularly in the markets most dependent upon the expanding incomes of workers' families—the major group of the Nation's consumers. To these the producers appeal for consumption of the vast output—not just the electric blanket, but the electric blanket with dual control. And, while the consumer may purchase injudiciously as a result of such advertising, he nevertheless has the protection of laws requiring accurate labeling of many products and preventing false advertising claims as to their merits."



Ben Coke, UK-KPA Microfilm Center assistant, is shown taping some brittle papers together before filming begins. Oftentimes more time is needed to prepare newspapers for filming than is actually spent in the photographing process.

The late Eugene Meyer on March 5, 1935—about a year after he purchased The Washington Post—told a meeting in Miami that “in assembling the group that is working with me now, these principles have been insisted upon:

“The first mission of a newspaper is to tell the truth as nearly as the truth may be ascertained.

“The newspaper shall tell ALL the truth so far as it can learn it, concerning the important affairs of America and the world.

“As a disseminator of news, the paper shall observe the decencies that are obligatory upon a private gentleman.

“What it prints shall be fit reading for the young as well as for the old.

“The newspaper’s duty is to its readers and to the public at large, and not to the private interests of its owner.

“In the pursuit of truth, the newspaper shall be prepared to make sacrifice of its material fortunes, if such course be necessary for the public good.

“The newspaper shall not be the ally of any special interest, but shall be fair and free and wholesome in its outlook on public affairs and public men.”

Children are a great deal more apt to follow your lead than the way you point.

Oklahoma’s new freedom of information law, sponsored by Sigma Delta Chi, was signed into law in July. The measure makes it mandatory for government bodies of all public agencies to transact their business in open meetings. Failure to comply is punishable by a jail sentence. The act applies to state, county, city and school boards and all sub-divisions spending public money. The bill allows the agencies to hold closed meetings for the purpose of discussing personnel. However, votes on employment of personnel must be taken in open meetings.—Editor and Publisher.

A Louisiana law regulating advertising by optometrists was declared constitutional in a district court ruling in Alexandria on Sept. 3. Judge W. A. Culpepper dismissed a suit filed by a Lake Charles doctor who contended that certain ads he placed in a Lake Charles newspaper did not violate any law because no specific prices, credit terms, or agreements were mentioned. His suit was against the state board of optometry. Judge Culpepper ruled the ads violated the intent of the legislative act.

The Illinois State Senate voted to eliminate its Committee on Efficiency and Economy for reasons of “efficiency and economy.”

Outdoor Ad Industry Scores By Amendment

The outdoor advertising industry achieved a notable legislative victory which Federal restrictions on billboards will be eased along the interstate highway system. The unusual coup for advertising was achieved through an almost unnoticed amendment to the bill raising the Federal gasoline tax one cent a gallon. This bill has cleared Congress and awaits White House approval. Ike is sure to approve.

Details of both the “what” and “how” are too complicated to spell out here but this is the short story: When the Congress enacted the Better Roads program, anti-advertising interests succeeded in writing in restrictions on billboards, and the Department of Commerce to frame specific rules. When promulgated by Commerce, these rules turned out to be much tougher than expected and amounted to a virtual ban on highway signs.

Stung by successive defeats on Capitol Hill and downtown, the Outdoor Advertising Association of America gathered a chest, opened a new Washington office, hired an ex-Senator as a lobbyist, and sought ways of modifying the stringent rules. An opportunity came when bankruptcy threatened the highway program and Congress was forced to accede to an Administration request for an increase in the Federal tax to finance the road-building program.

With adjournment near and a gas tax hike an absolute “must”, there was no time for the usual public hearings. The bill reluctantly passed a bill to raise the gas tax leaving the billboard rules untouched. When this bill reached the Senate Public Works Committee, Sen. Robert S. Kerr (D., Okla.) moved to amend it so as to leave it up to municipalities to decide the billboard question in metropolitan areas. Kerr said that is what Congress intended in the first place. His amendment carried in committee.

The gas tax bill was rushed to the Senate floor in record time, but anti-billboard forces (mostly garden clubs) were alerted in time. A number of protesting telegrams reached the Senate by last Saturday night, when the bill came up, urging that billboard restrictions be retained.

Sen. Richard Neuberger (D., Ore.), author of the original billboard clause, was ready with an amendment to strike out the Kerr language. The vote was close but Neuberger won, 44-39, with 17 absentees missing the Saturday night vote. So the billboard bill will come down, and the signs go up. As a matter of principle, NEA deploras the government’s punitive attempts to regulate billboard advertising. But this is a good example of legislative footwork.

Central Attenc

“You cannot report on a meeting unless you are invited,” James Pope, executive editor of the Journal, told the session of the first journalism seminar in I.

Newspapers have in the past 10 years a great amount of material which have been allowed to the public. The best materials which respect, he added, and request two added to the state present there a meetings and the closed meetings. each small case records will not laws which Pope all public meeti for inspection a

In remarking investigations which regard to access ington, Pope to Henning commi established if it of the Americ Editors, Sigma Press personnel. join in this can a better inform emment is a dis spreads very rap control it.”

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Central Kentucky Publishers Attend Bardstown 5th Seminar

"You cannot do good basic reporting if reporters cannot attend public meetings", James Pope, executive editor of the Courier-Journal, told those attending the opening session of the fifth KPA-School of Journalism seminar in Bardstown on August 28-29.

Newspapers have just begun to realize in the past 10 years, Pope continued, the great amount of material which officials have been allowed to hide away from the public. The best way to end suppression of materials which the public is entitled to inspect, he added, is to go to the legislature and request two short, simple laws to be added to the statutes of the State. At the present there are no laws requiring open meetings and there are no laws permitting closed meetings. Hunting out and fighting each small case of refusal to access to records will not cure the situation. (The laws which Pope referred to would require all public meetings and records to be open for inspection at all times.)

In remarking on the congressional investigations which have been carried out in regard to accessibility of records in Washington, Pope told the group the Moss and Henning committees would never have been established if it had not been for the work of the American Society of Newspaper Editors, Sigma Delta Chi, and Associated Press personnel. He urged those present to join in this campaign in an effort to have a better informed public. "Secrecy in government is a disease", he concluded, "which spreads very rapidly if nothing is done to control it."

In reviewing general rules to access to records, George Trotter, Lebanon Enterprise, and Perry Ashley, UK School of Journalism, reported that most local and state records are required by law to be open for inspection "at reasonable times". These records are available to newspaper personnel on the same basis as to any other citizen. It was also reported that the Attorney General's office has always ruled in favor of the newspapers concerned.

Dr. Niel Plummer, director of the UK School of Journalism, said courts in the past have held that the newspapers have more of an interest that "just an interested person". According to English common law, a person must be required to have interest in records equivalent to a defense of a law suit before they were made available. Since it is the business of the newsman to gather and publish the news, this

is sufficient to give him special status, he continued.

In the last Friday afternoon session, Ernest N. Fulton, Bardstown attorney, explained that the little known writ of mandamus is the proper process to use in opening records which have been closed to the press. He suggested that editors continue to use utmost responsibility and care in presenting the news in order to maintain their recognized rights and privileges.

Bardstown Mayor W. G. A. Sympton welcomed the meeting to the city during the Friday night dinner followed by an address by Dr. Plummer in which he explained that there are approximately 400 words in the English language which should not be in the reporters vocabulary. These words, he said, cause trouble by changing the entire meaning if one letter is added, dropped or substituted. He explained the four major classes of errors as ambiguity, typography, makeup and miscellaneous which are mostly reportorial. He then gave examples of each and explained the causes of such mistakes.

Seymour Goodman, Elizabethtown Enterprise, kicked off the Saturday morning session by stating the chances for libel suits are greater for dailies than for weeklies. This, he said, can be explained with the fact that a weekly man knows the people about whom he writes thereby being able to more closely identify the persons and facts behind the news. Libel comes mostly from defamatory statements, he continued, which results in a person being held up for hatred, contempt and ridicule in the eyes of his community and fellow citizens.

If a libel suit is forthcoming, he concluded, employ the services of a good lawyer and base the defense on the truth of the statement, that it was published with good motives and without malice, that the statement was made as a fair comment, or that the paper had a qualified privilege to comment on public affairs.

During the section of the morning designated to discuss contempt of court, Al Schansberg, publisher of the Voice of St. Matthews, assured the group that judges have been very lenient with newspapers in the past. He explained that contempt means holding the courts up for ridicule to the public or the obstruction of justice by the newspaper. In most cases, he said, it takes a very severe case for the judge to take action.

Discussion then centered on the present theory of "clear and present danger" which the courts are working with at the present time. Under this theory the publication must clearly have a reasonable tendency to impede the administration of justice, or be such that there is a clear, immediate danger to judicial administration or the rights of litigants in a pending case. For instance, too much advance publicity by newspapers could make it difficult to seat a jury for a forthcoming case. However, it is generally held by the courts that a fair reporting of a case is permissible, but the reports should not carry editorial material expressing the guilt or innocence of accused persons.

The present situation on lotteries was reported on by R. E. Garrison, Lawrenceburg, and Richard Conn, Buechel. Advertisements, according to the panelists, must have three specific characteristics to be considered lotteries—these being chance, consideration and a prize. Going to several stores to register for prizes, without having to purchase merchandise, is not considered consideration by the present Postal authorities. It was also pointed out that newspapers can carry the names of lottery winners as long as there is some actual news value to the event and newspapers can publish the winners of lotteries as an incidental factor in the general routine of reporting the news.

In discussing the rising problems of privacy, Dr. Plummer related that if the instance involved legitimate news, a person cannot sue for their right of privacy. However, he said, there are several instances in which a person has special rights, such as pictures cannot be used in advertising without consent, publishing the contents of letters and telegrams is actionable, disclosing trade secrets is actionable, and using a persons name or likeness in advertising is actionable. He also predicted that privacy is a field from which more will be heard in the future, especially with tape recording and roving television cameras being used so widely.

W. Foster Adams, speaking after the Saturday luncheon, said newspapermen should reestablish in their lives and businesses the importance of the profession and by so doing will merit the respect of the community. If the newsman does a good job, he added, he will not have to broadcast his success to his community, but it will be known and appreciated.

In adjourning the meeting, KPA President Thomas L. Adams, announced two more seminars will be held at Murray and Western State Colleges during the month of

(Please Turn To Page Four)

Managers To Promote Three Newspaper Goals

Greater educational promotion of the newspaper as a public "textbook," more positive selling by newspapers of the free enterprise system, and increased emphasis by newspapers on the public's "right to know" and "right to advertise" were proposed as goals for America's newspapers during the coming year by William J. Oertel, newly elected president of Newspaper Association Managers, Inc.



William J. Oertel

Oertel, executive director of the Ohio Newspaper Association and former manager of the New York Press Association, also stated that the NAM group has endorsed a new public relations program by the International Circulation Managers Association to encourage more promotion of the values and importance of newspaperboy training. He pointed out the nation's 600,000 newspaperboys play a vital role in the distribution system of newspapers to the reading public, earn substantial profits as "little merchants," and receive many added benefits and valuable business training.

NAM's 45 state, regional and national newspaper association executives represent nearly all of the nation's 10,500 daily and weekly newspapers.

Also elected to NAM office were: Vice-president, C. B. Lafromboise, Washington Newspaper Publishers Association; secretary-treasurer, Arthur E. Strang, Illinois Press Association, and directors, Lloyd P. Burns, New Jersey Press Association; G. Richard Dew, Pennsylvania Newspaper Publishers Association, and John Paul Jones, Florida Press Association.

Committees named by President Oertel to conduct special studies included the

Monitor To Run Series On Papers As Textbooks

Christian Science Monitor on Sept. 26 will carry first of a series of five articles on "Today's Newspaper: A Living Textbook for Classroom Use." Writer is H. Phelps Gates, chairman of ICMA Education Committee and Monitor CM. "Newspapers are coming into their own as living textbooks in the classroom," Mr. Gates writes. "To use them as an effective tool in education, teachers are working with newspapers as a carry-over text for adult living.

"Vast changes in technical fields, new scientific vocabularies, the demand for simpler ways of explaining complex facts have stepped up the tempo of newspaper use in the classroom. Today there are hundreds of newspaper classroom projects, some of them unique. Many are the result of teachers' urgent search for facts and text material that is abreast of these fast moving times. Others are the result of long-range planning and vision by farseeing educators and school boards.

"All put together, the trend toward wider use of newspapers as living textbooks seems to indicate that student use of newspapers may have as beneficial an effect on newspapers as on teaching methods. It may give new dimension and purpose to the newspaper as a living textbook for all its readers."

A pessimist is a sentimental optimist who expected too much.

following: Bookkeeping, Don Reid, Iowa, chairman; Robert Baram, New England Weekly Press Association, and Francis P. Fisher, West Virginia Press Association. Cost Study, Carl C. Webb, Oregon Newspaper Publishers Association, chairman, Victor R. Portmann, Kentucky Press Association, and William M. Long, Colorado Press Association. Surveys, Bruce R. McCoy, Louisiana Press Association, chairman; William A. Bray, Missouri Press Association, and Homer J. Givens, South Dakota Press Association.

Other committee appointments were: Bulletin editor, G. Richard Dew, Pennsylvania Newspaper Association Service Bureau, Carl A. Zielke, Wisconsin Press Association, chairman; Vernon Sanford, Texas Press Association, and Edwin O. Meyer, Virginia Press Association. Henry Watterston Memorial Advisory Committee, Victor R. Portmann, Kentucky, chairman; Harvey Walters, Georgia Press Association; Tom Tanner, Southern Newspaper Publishers Association, and Jones Giles, Alabama Press Association. Membership, Arthur E. Strang, Illinois.

Byron Says Newspaper Radio Should Cooperate

There is no reason why newspapers and broadcasters should not join forces on matters which are of common interest, said James A. Byron of Station WBAP, Ft. Worth, recently. "When we quit bickering and sometimes even fighting among ourselves," said Byron, first radio newsman ever to head SDX national professional journalism fraternity, "all of us can get through what will most naturally evolve in a cooperative effort for our mutual benefit.

He said that radiomen and newspapermen worked together this year in bringing relief from the FCC's "equal time" rule affecting every radio and TV station in the nation. "I am quite confident—and others have assured me it is so—that the nation's newspapers never before had joined forces so completely with the broadcasting industry in any project," Byron said. "There can be no doubt that this tremendous editorial response on the part of the nation's newspapers was well noted by the House and Senate committees and by the Congress as a whole."

On Sept. 14, President Eisenhower signed the bill which exempts radio and TV news programs from the FTC equal-time rule. The new law exempts for categories: bona fide newscasts; news interviews; news documentary presentation; and on-the-spot coverage of bona fide news events.

(Continued From Page Three)

October. He said definite dates will be announced in the near future.

Those present for the two day meeting were: KPA President Thomas L. Adams; Secretary-Manager Victor Portmann; Richard Conn, Buechel Reporter; Seymour Goodman, Elizabethtown Enterprise; Carlos Embry, Leitchfield News; James Popple, Courier-Journal; R. E. Garrison, Lawrenceburg News; George Trotter and Paul Crowder, Lebanon Enterprise; W. Foster Adams, Berea Citizen; Mr. and Mrs. Frank Bell, Bedford Democrat; Mr. and Mrs. Schansberg and David Schansberg, St. Matthews Voice; Robert Chapelle, Shiloh Star-News; Mr. and Mrs. George Wilson, Hardinsburg Herald-News; Al Wathen, Elizabeth Spalding, Bardstown Standard; and Niel Plummer, J. A. McCauley, Perry Ashley, UK School of Journalism.

POD Revises For Samples

The Post Office new regulation mailed at Secretary of State copies, and additional new language updating of 30-contradictory. mane to the iss tion's title, mus the regular issu tions may not b

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POD Revises Rules For Samples, Supplements

The Post Office Department published new regulations covering "what may be mailed at Second-Class rates", including new language covering supplements, sample copies, and advertiser's proof sheets. The new language is largely a rewrite and an updating of 30-year-old rules, some of them contradictory. Supplements "must be germane to the issue", must bear the publication's title, must be folded and mailed with the regular issue, and independent publications may not be inserted as supplements.

Another change is to legalize swatches, so long as they carry printing. This liberalization is achieved by adding this sentence to the regulations: "Pages having printed illustrations pasted to them." While this will probably affect magazines more than newspapers, NEA members who operate commercial print shops may benefit.

An \$88 million annual increase in Parcel Post rates is in prospect following a recommendation by an examiner of the Interstate Commerce Commission. The finding is subject to review by I.C.C. but a reversal is unlikely. Argument before I.C.C. is scheduled in October with the rate increases expected to take effect in 1960.

While publishers have no direct interest in Fourth-Class mail rates, the issue in this case was the authenticity of the P.O. Cost Ascertainment System. All mail user groups have argued for years that Cost Ascertainment is not a valid guide for setting rates. The I.C.C. examiner rejected this argument. A future court test is possible if I.C.C. does not reverse the finding.

Unlike all other classes of mail, Parcel Post is required by law to break even. While only Congress can change other rates, the Postmaster General can petition I.C.C. for changes in Fourth-Class rates whenever P.O. figures show a deficit on Parcel Post. The result in recent years has been almost annual boosts in Fourth-Class rates.

A.P.O. examiner has ruled that a publication consisting solely of crossword puzzles is not entitled to retain Second-Class entry. If sustained, this ruling is expected to lead to the banning of all puzzle magazines. Once that goal is achieved, postal officials hope to drive comic books out of Second-Class.

The Senate Post Office Committee approved a bill to allow the Post Office to fly all classes of mail at its discretion, but rebuffed an effort to tack on a rider by Sen. Joseph F. Clark (D., Pa.) to limit the amount of "subsidy" received by publishers in the form of below-cost second-class rates. Clark promised to try again when the fly-

the-mail reaches the Senate floor. Supported by the airlines but fought by the railroads, the fly-the-mail bill would not change postage rates. However, if enacted it would probably lead to a 5-cent first-class rate for all letter mail. Any such increase would carry with it a threat of higher second-class rates.

Postmaster General Arthur E. Summerfield held a press conference to announce plans for further mechanization and automation of the postal service, including a fully mechanized Post Office to be built at Oakland, California. One disclosure of particular interest to the hometown press relates to self-service postal sub-stations to be built in rapidly growing suburban areas.

These new facilities have not gone beyond the model stage yet but they will be prefabricated at low cost and thus be ready for erection where needed on short notice. They will feature customer-operated vending machines to dispense stamps and envelopes, contain lock boxes for customers, and be open 24 hours a day.

Other new developments displayed in what is called the "Postal Parade of Progress" include a new vending machine which sells stamps, stamped envelopes, postal cards, paper and stamp booklets, and makes the proper change from any coin. Another innovation is a letter facing and canceling machine which processes 30,000 letters per hour, a 100 percent improvement on an earlier model.

Postmaster General Summerfield claimed that 125 million Americans now receive next-day delivery of first-class mail in 47 Metropolitan Areas, and said that 60 areas would have the same service next year. He claimed 98 percent efficiency on the next-day delivery program and challenged the press to make its own mailing tests.

Governor Earl Long of Louisiana has announced plans to establish "people's newspapers" to compete with some papers which oppose him in New Orleans and Alexandria.

The ban on advertising by patent attorneys finally took effect when September issues of monthly magazines went to press without copy from patent attorneys. This resulted from a court ruling denying an injunction to stay the ban pending an appeal to the U.S. Supreme Court.

While further legal action is planned, it new seems highly unlikely that the ruling can be reversed. Practically all patent attorney advertising is confined to a few specialized magazines but other groups have fought the ruling even without a pocketbook interest because of the principle involved.

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

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

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Study Of Small Towns Proposed For Commission

Senator Karl E. Mundt (R., S.D.) introduced a bill (S. 2621) to establish a commission to study the problems of small towns. The bill is not intended to make headway this year, but was offered at this time to precipitate comment and discussion which the author hopes will lead to passage in 1960. The Mundt bill was referred to the Government Operations Committee which will study the proposal during the off-season and seek comments from interested departments and agencies.

The study would be made by a "Hoover-type" commission patterned after the two groups which studied the Executive Branch of the Government and made numerous recommendations which led to the passage of a considerable bulk of legislation. Senator Mundt was a member of the old Hoover commission.

The commission would be comprised of 18 members, 12 from Congress, and six to be appointed by the President. Two would come from the Federal Government, two from Governors of states afflicted with small town problems, and two from Mayors of small towns. According to the Mundt definition, a small town is any community with less than 10,000 people.

Senator Mundt pointed out that just as events have created problems for cities and farms, technical and industrial development have produced changes which have created new challenges and new problems for small towns. The proposed study is designed to determine what is responsible for one town's success while another of equal size and equal opportunity may wither on the vine and die.

A small town resident all his life, Senator Mundt said: "Only in America is there an institution such as our typical small town where one finds in a compact area many of the advantages and few of the disadvantages of life in any city in the world. Our American small town brings together the advantages of modern living and the privilege of residing in a community with people who estimate the character of a man by what he is rather than by what he has."

Miss Beatrice Cobb, publisher of the Morgantown News-Herald since 1916 and secretary of the North Carolina Press Association since 1922, died Friday, Sept. 11, at the age of 70 years. NEA members will remember Miss "Bea" at the annual meetings.

New Ruling Issued On Insurance Compensation

National Council on Compensation Insurance has informed ANPA that it has issued a ruling applicable in all states within its jurisdiction giving photocomposition employees Classification 8810 "Artists, Designers, Clerical Office Employees" carrying lower workmen's compensation insurance rate than other employees classified 4300 "Newspaper Publishing" or 4299 "Printing."

Ruling is similar to earlier decision of Massachusetts Workmen's Compensation Rating and Inspection Bureau based on presentation of Quincy (Mass.) Pattern Ledger showing that photocomposition actually eliminates risks and hazards of conventional composing rooms. Ruling carries proviso that work must be performed in physically separated department.

National Council on Compensation Insurance has jurisdiction over ratings in the following states: Alabama, Arkansas, Colorado, Connecticut, District of Columbia, Florida, Georgia, Idaho, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Mississippi, Missouri, Nebraska, New Hampshire, New Mexico, Oklahoma, South Carolina, Tennessee, Utah, and Vermont.

National Council functions in advisory capacity to companies writing compensation insurance in following states: Alaska, Hawaii, Illinois, Montana, and Rhode Island. In these states Council has recommended that same ruling be adopted.

Workmen's Compensation Insurance handled as state monopoly with private companies not permitted to write such insurance in following states: Ohio, Oregon, Nevada, Washington, West Virginia, and Wyoming. All other states function independently of National Council on Compensation Insurance.

In at least one state lack of information of National Council ruling had delayed reduction in Workmen's Compensation Insurance rate for one newspaper using photocomposition. Members desiring copy of National Council ruling can get it from ANPA General Manager Cranston Williams.

METRO NEWSPAPER SERVICE
80 MADISON AVE., N. Y., N. Y.
Mean's PLUS BUSINESS
for Your Newspaper
Lawson Spence Representative

The Texas House has passed its current call for an amendment to have levied head tax on circulation and advertising offered proposed each paper sell for 5 cents on paper for a 50 percent charge for advertising commercial rate. House killed the amendment of 103 to 38.

The Texas House of Representatives at its current called session resoundingly killed an amendment to a tax bill which would have levied heavy duties on newspaper circulation and advertising. The amendment offered proposed a one-cent per copy tax on each paper selling at 5 to 15 cents, and 2 cents on papers selling over 15 cents; also a 50 percent gross tax on the amount charged for advertising above the established commercial rate of the newspaper. The House killed this amendment by a vote of 103 to 38.

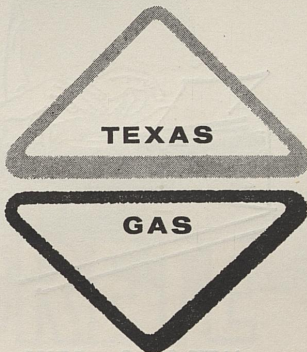
Coming events of interest to KPA members include the 56th anniversary convention of the Southern Newspaper Publishers Association at Arlington Hotel, Hot Springs, Arkansas, Sept. 28-30; and the Fall Council meeting of the National Editorial Association, Congress Hotel, Chicago, October 15-17. Many Kentucky members of each organization are planning to attend.

The annual fall meeting of the Executive Committee of KPA will be held at the Lafayette Hotel, Lexington, on Saturday, October 17.



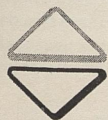
To a newspaper man
this always means paragraph

To homes and industries in
the Big River Region, this
always means an abundance
of efficient natural gas



It takes substantial investment capital to build a natural gas pipeline, and, after it is built, to continue to meet the growing needs of the area it serves. Since early 1948 Texas Gas' investment in plant, property and equipment has risen from \$23 million to over \$230 million. In 1959 alone, many additional millions are being spent to meet the projected needs of present and new customers during the 1959-1960 winter.

A milestone in the corporate growth of Texas Gas was established this year with the listing of Texas Gas' securities on the New York Stock Exchange, the Midwest Stock Exchange and the Pacific Coast Stock Exchange. Thus investors across the nation are becoming ever more familiar with Texas Gas, which is dedicated to growing with its expanding service area.



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TRANSMISSION CORPORATION

General Offices: Owensboro, Kentucky

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COMMUNITY PRESS SERVICE

"SERVING AMERICA'S WEEKLY NEWSPAPERS"

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- HOLIDAY GREETING ADS
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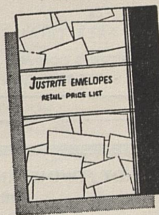
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At last, an illustrated retail price list offering competitive prices on the complete line of envelopes is available to you. Write for your complimentary copy and learn how Justrite Envelopes can help you increase your profits.

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Publicize "Coming Attractions": Movies do it; so do radio disc jockeys, magazines, TV stations, too. Each issue could carry a little box urging readers to watch for a feature next week. A second advantage; the publisher has to think ahead to plan for the outstanding feature. Such items as pictures of the senior class, an editorial on an important public issue, historical feature story, an interview, special ad promotions—all these and many more topics can be built up in previous issues to promote interest in your newspaper.

Internal Revenue Service reports that 757,000 fewer taxpayers needed IRS help during 1959 as compared with 1958, the second largest decrease in the last four years. Because of this, manpower devoted to taxpayer assistance has dropped in a four-year period approximately 38% and this manpower, according to IRS has been used for other activities producing direct revenue. One of the most important factors in this reduction, according to IRS, is the increasingly greater cooperation of press, radio and TV in publicizing helpful tax information.

Sears Roebuck Reports 14.4% Sales Increase: June sales for this big newspaper advertiser reached a new high last month. Reasons given for the record was good shopping weather, improvement in economy and purchases of appliances and farm equipment as a hedge against price increases.

The president of a Montana department store says: "If I were suddenly restricted to one and only one advertising medium, I would board up the display windows, discontinue all interior and departmental selling displays, eliminate all informative show cards, discontinue all sales meetings and sales incentives, stop all telephone selling . . . and continue an aggressive business building advertising investment in the newspapers."

Fortune Magazine, in its December issue really peels the hide of newspapers' biggest competitor—TV—in a nine-page blast entitled, "TV, The Light That Failed." Printers' Ink ran a condensation of the piece in its Dec. 5 issue.

In 1879, the first electric light company was formed in New York. In 1958, public utilities invested over \$19,000,000 in the newspapers to tell their service stories to their communities.



"This is Miller—Rewrite."

When a reporter tells the switchboard, "Give me Rewrite!," he often means *fast*. And fast it is—relaying news by telephone. Every day, phone lines meet deadlines for stories and ads. Be sure you *use your phone for all it's worth*.

As you well know, phones can make, as well as relay, news: of new discoveries, new equipment, new services, new exchanges. We appreciate the big part your paper plays in informing the home, business, and government of these important developments.

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FOR
NEWSPAPER
MAILING
ROOMS**



**This Handy Knife
Is Worn Like a
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ALL SIZES \$2.40 PER DOZ.

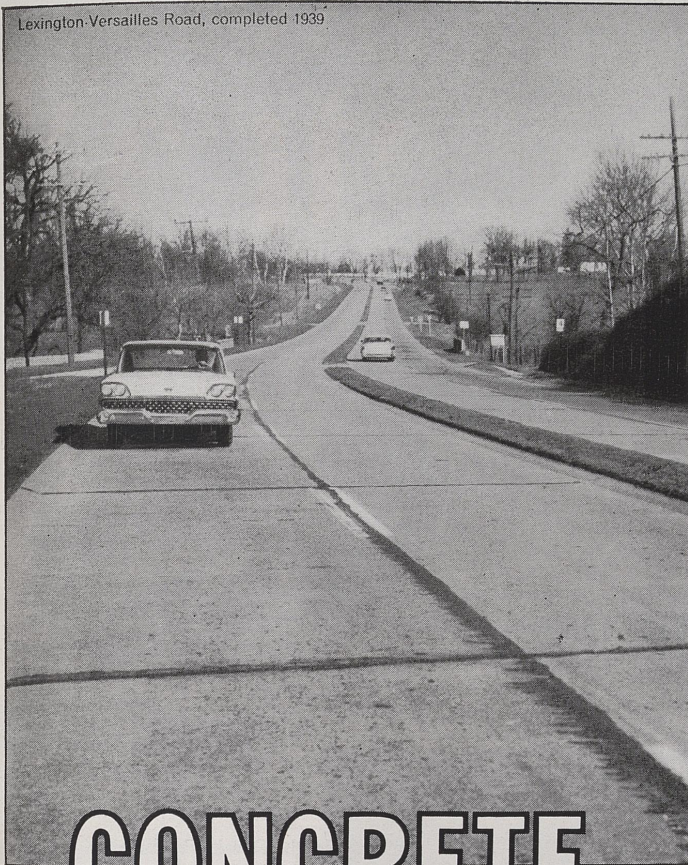
Handy Twine Knife Co.
Upper Sandusky, Ohio

25c EACH

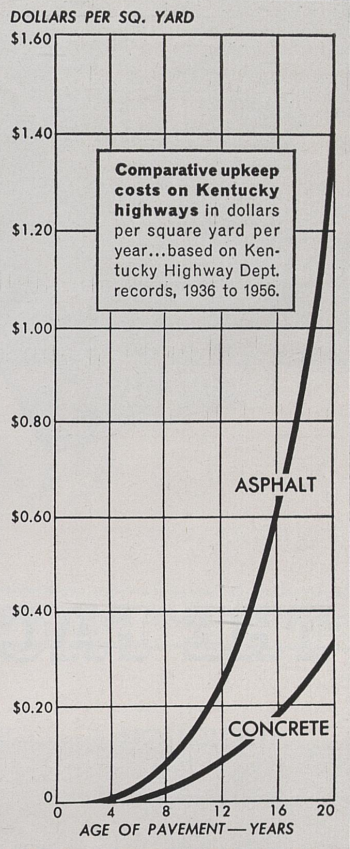
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Lexington-Versailles Road, completed 1939.



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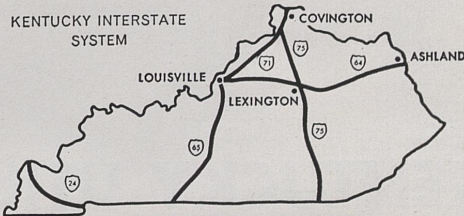
can save Kentucky \$20,200,000
on its new Interstate Highways in 20 years!

A study of Highway Department records for the heaviest traveled roads built in Kentucky since 1936 proves concrete costs 75% less for upkeep than asphalt.

The same rate of savings can be applied to our state's new Interstate Highways. In 20 years concrete can save \$31,600 per four-lane mile, or a grand total of \$20,200,000 on the System's entire 640 miles.

Remember, too, while the Federal Government pays 90% of the original construction cost, it does not pay one single penny for upkeep. You pay it—along with all the other Kentucky drivers. The money comes from the state road fund that is financed by the tax on every gallon of gasoline you buy.

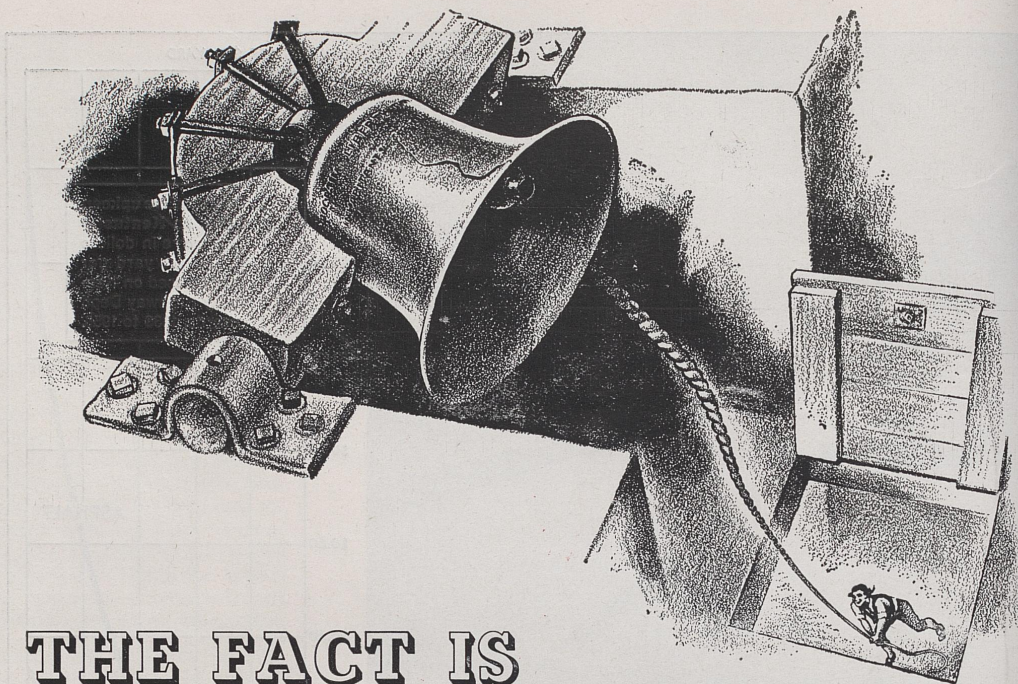
That's why concrete's true economy and quality are so important—why *every mile* of Kentucky's Interstate System should be paved with modern concrete.



PORTLAND CEMENT ASSOCIATION

805 Commonwealth Building, Louisville, Kentucky

A national organization to improve and extend the uses of concrete



THE FACT IS

ALTHOUGH some folks believe the Liberty Bell was cracked when rung on July 4, 1776,

THE FACT IS it was cracked when tolled for the death of Justice Marshall, July 6, 1835.

ALTHOUGH some folks think that the cost of electricity is a big item in manufacturing costs,

THE FACT IS electricity averages about 1c out of every dollar of manufacturing cost, the Census of Manufactures shows.

For example, the Cowden Manufacturing Company, which operates four plants in KU territory, states, "We find the power cost per garment is less than the cost of making one buttonhole or attaching one plastic button. The power cost is not as important to us as is the dependability of this power."

You'll agree the cost of electric power is a small fraction of total production costs. Industries' first concern with electric power is dependability and continuity of service. Ample power for expansion is the *second* consideration. Ample power for expansion, dependable service, and approved, regulated, uniform low cost electric rates for all industries is our way—the proved best way—of helping Kentucky attract new industries.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

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