

The Kentucky Press

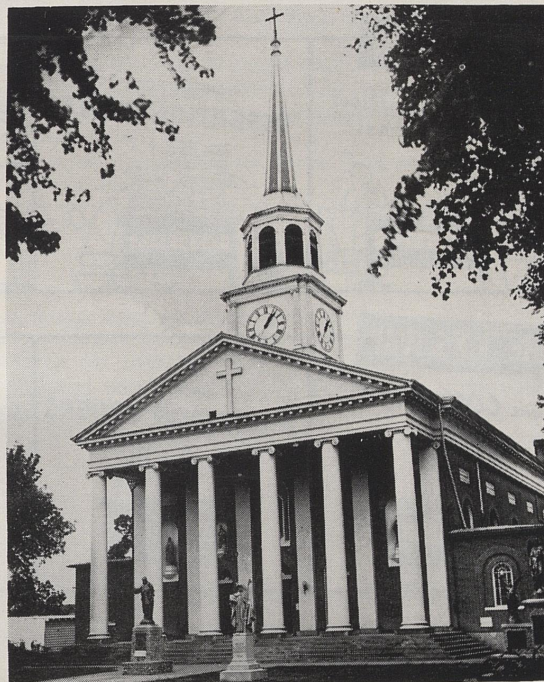
January, 1959

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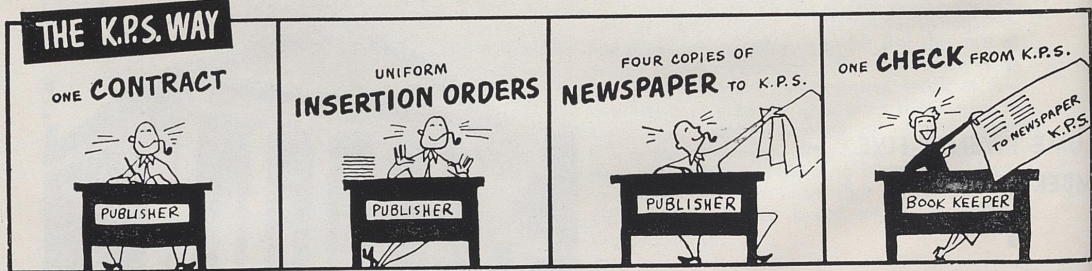
Kentucky's Showcase: St. Joseph Cathedral, Bardstovwn

Official Publication Kentucky Press Association

this is how **K.P.S.** helps the advertiser



this is how **K.P.S.** helps the publisher



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Ninetieth Mid-Winter Meeting Is Ready



William H. Townsend

An address by William H. Townsend, nationally known historian and Lincoln authority, and chairman of the Lincoln Sesqui-centennial Commission, will feature the 90th annual mid-winter meeting of the Kentucky Press Association. His address will close the meeting at the Saturday luncheon.

Other highlights at the Brown Hotel, Louisville, will be the presentation of the award to the KPA "Outstanding Citizen in 1958" at the Friday luncheon; roundtable on business, advertising, and "the public's right to know"; and an address on the state highway program by Ward Oates, Commissioner.

The daily newspapers will have a special session Friday afternoon in the Derby room followed by the annual Kentucky Associated Press meeting. An additional feature is presented this year, "The Candidates Meet the Press," which will follow the closing session on Saturday afternoon. All candidates for governor have been invited to meet the press and for a discussion session of questions and answers.

As a special inducement, the Louisville Professional Chapter of Sigma Delta Chi will hold a stag meeting at Kapfhammers' Party House on Saturday evening. Alan Levy will discuss his recent visit to Cuba during the stirring revolution days. SDX members in PA, as well as all men attending the mid-winter meeting are invited to attend.

The social side will not be neglected. The meeting will open with the traditional buffet supper with lots of music on Thursday night. The ladies will hold open house preceding the buffet. The traditional cocktail party, banquet, floor show, and dance will mark Friday's social events.

THURSDAY EVENING

- 5:01 p.m. Registration, mezzanine floor, Miss Florida Garrison and Perry J. Ashley
- 5:01 p.m. Ladies get-together. Hostesses: Mesdames Dyche, Thomas Adams, Portmann, Westpheling, Stone, Caummisar, Gaines, Bell, Trotter, Foster Adams, Joplin, Kinner, Van Curon, Burkhart, Wills, and Wathen
- 5:59 p.m. KPA Executive Committee, KPA Suite
- 7:29 p.m. Buffet supper, music, singing, South Room. Jim Sheehy, MC, Rene Hoffman, accordionist, Mark Ethridge, song leader.

FRIDAY MORNING

- 8:01 a.m. Registration, Foyer, Roof Garden
- 8:16 a.m. Breakfast, Roof Garden
- 9:15 a.m. Business Session, Roof Garden, President Martin Dyche presiding
Invocation, The Very Reverend Monsignor J. William McKune, Managing Editor, The Catholic Record
Address of Welcome, Mayor Bruce Hoblitzell, Louisville
President Martin Dyche—Annual address
Secretary-Manager Victor R. Portmann—Annual report
Appointment of convention committees
- 10:21 a.m. Business Panel: Vice-President Thomas L. Adams presiding
- 12:30 p.m. Luncheon, Roof Garden. Presentation of award to KPA's Outstanding Citizen for 1958

FRIDAY AFTERNOON

- 2:01 p.m. Annual meeting, Kentucky Press Service, Inc., President James M. Willis presiding
Annual report of the Secretary-Manager
Film presentation, "The Fourth Phase in Selling"
- 2:46 p.m. Roundtable: Weekly Newspaper Advertising, Alfred S. Wathen presiding
- 2:46 p.m. Roundtable: Problems of the Small Daily, Derby Room, Moderators, S. C. Van Curon and Ray Gaines
- 4:01 p.m. Annual Meeting, Kentucky Associated Press, Derby Room
- 4:01 p.m. Nominating committee, past presidents and officers, KPA Suite
- 5:59 p.m. Cocktail Party, Roof Garden, Louisville Courier-Journal and Times and Lexington Herald-Leader, hosts.
- 7:16 p.m. Annual Banquet, Crystal Ballroom, Brown Hotel and Louisville Chamber of Commerce, hosts
Floor show and dance, courtesy Louisville Courier-Journal and Times, WHAS, and WHAS-TV

SATURDAY MORNING

- 8:31 a.m. Breakfast, Roof Garden
- 9:16 a.m. Business Session, President Martin Dyche presiding
Report on National Editorial Association, Guy Easterly, LaFollette, Tenn., Director, and James M. Willis, State Chairman
- 9:46 a.m. Panel discussion: The Public's Right to Know, Norman Isaacs, moderator
- 10:31 a.m. Panel: Education for Journalism
- 11:01 a.m. Address: Our State Highway Program, Ward Oates, Commissioner of Highways
- 11:16 a.m. Reports of standing committees
Old business
New business
Report of resolutions committee
Election of officers
- 12:31 p.m. Luncheon, Roof Garden
Address: "Lincoln and the Press," William H. Townsend, nationally known authority on the Great Emancipator, and chairman of the Lincoln Sesqui-centennial Commission.

SATURDAY AFTERNOON

- 2:31 p.m. Roof Garden, "The Candidates Meet the Press"
- 6:31 p.m. Louisville Professional Chapter, Sigma Delta Chi, stag steak dinner, Kapfhammer's Party House, 1506 South Shelby Street. Alan Levy will discuss his recent Cuban visit during the revolution. SDX members and all KPA members invited to attend.

KPA Files Intervening Suit In Case Attacking New Publication Statute

The Kentucky Press Association, following official action by the Executive Committee, has filed a motion seeking permission to intervene in litigation involving constitutionality of the 1958 publications act, KRS Chapter 424, in the Franklin Circuit Court.

The motion was filed by KPA's attorney, William H. Townsend, and the law firm of Stoll, Keenon and Park, in behalf of three officers of the Association, President Martin Dyche, Vice-President Thomas L. Adams, and Secretary-Manager Victor R. Portmann, acting for the Executive Committee and the Association.

Litigation was started when the Arnold Ligon Truck Line, seeking a franchise to cross the state, challenged the validity of the Publication Statute which required the petitioner to advertise in every county which the truck line sought to do business.

Immediately, as had been foreseen, permission for intervening petitions which attacked the constitutionality of parts of the statute were filed by officials of Scott county which supplemented the original petition by declaring the sections 424.110 to 424.990 were unconstitutional; and a second petition by the City of Frankfort et al, John Gerard, a taxpayer, and the Kentucky Municipal League, which alleges the whole statute is unconstitutional.

Decision to enter the KPA intervening petition was unanimously authorized by the Executive Committee and officers were directed to intervene in any attempt to nullify the model publication law should such a move be taken by any group or organization. The official resolution states:

"Whereas it is the inherent right of the citizen body politic to have access to and to know and understand through printed reports how their elected officers are receiving and distributing public tax monies entrusted to their care, and

Whereas it is the inherent right of the citizen body politic to read, know, and understand the official acts of their elected representatives which are passed to regulate, direct, or curtail the public's action, and,

Whereas a free press has always been retained constitutionally since the beginning of American nationality so that the people as a whole might use the printed medium as an instrument, or weapon, whereby they could retain control of their government, rather than be ruled without their expressed consent, and

Whereas the need of stricter compliance with legal publication law is evidenced daily when news stories report varying discrepancies and misuse of entrusted funds discovered through state audits which emphasizes the disregard of responsible officials for the public's inherent right to know which might be corrected through legal publication, and

Whereas this Association believes that it has kept the best interest of the public in mind when it entered into the task of writing the uniform publication statute which is basic to the public's right to know."

The model publication law was presented to the legislature in the 1958 session and subsequently passed with few dissenting votes. The basic purpose behind the model law, which clarified, modified, and simplified some 212 statutes which were contained in the 1956 (and previous) Kentucky Revised Statutes, was to protect and emphasize the public's right to know what its elected officials, commissions, boards, and administrative groups were doing. Especially expressed and emphasized is the public's right to know how its tax money is received and spent, even to itemized accounts. That section of the act was upheld by the Court of Appeals in a previous declaratory action.

For many years the section of the statute requiring itemized publications of receipts and disbursements of the public's tax money, by county and city, school districts, and municipal bodies, has been under fire by the Kentucky Municipal League, because, as it has often held, such publication was costly, it served no good purpose, and "the public was not interested."

The League, as its annual meeting at Kentucky Dam Village State Park on October 9, 1958, passed a resolution which stated in part: "Whereas said League member cities have found the new publication statute to be arbitrary, unreasonable and capricious in that said statute requires an undue and excessive amount of publication of city acts over previous state laws thus unnecessarily increasing greatly the publication costs to all cities, and in that said additional, unnecessary publication requires more time thus preventing cities from orderly, efficiently and quickly carrying out their activities, and Whereas the taxpayers of Kentucky cities, because of said statute will have decreased efficiency from their city governments yet must pay a higher cost."

The Kentucky Press Association does not

POD Orders Basic Rules For Required Indicia

There are minor changes from time to time but basically there are seven indicia required by postal regulations to appear on each issue of any newspaper mailed under second class permit. Check and see if your newspaper is complying. Here, generally, is the way in which the requirements are stated in the postal regulations.

ON PAGE ONE—Only name of the newspaper is now required on page one, not the date.

FIRST FIVE PAGES—Someplace on the first five pages of each issue the following information must appear:

1. Date of issue.
2. Statement of frequency of publication.
3. Issue number (volume and number).
4. Subscription price.
5. Name of known office of publication, including street and number and city and state.
6. The second class permit—which has been changed so it now reads: "Second class postage paid at (name of town such as Lexington, Ky.)."

1. Do you or your key men know the location and how to throw off or on the 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 kit?
4. Do you have a list of addresses and phone numbers of your employees available?
5. Do you have a list of all subscribers and a secure place outside your plant as well as some letterheads?
6. Have you had your insurance coverage surveyed?

agree with these contentions in that publication will result in decreased efficiency of city or county governments. We believe, long substantiated through operation of similar good statutes in other states, and through experience in Kentucky, that efficient government can be on a higher level when the electorate knows what official acts are taken by governmental bodies, how money is received and spent, and regulations and/or ordinances are passed with their guidance. An informed electorate makes a better governed city; the right to know must never be abrogated. The Municipal League seeks to do.

Thre

A serious is contained in Ruling No. Bunny Ester Committee reported to the membership. As a result adopted on The I.R. ruling which is quite a part of his manufacture tax is levied for example include the co a part of his distribution. ing a tax set as Febru However, Tax Co to the Chair Means Com legislation o ferred it to t with instruc fore the effe tain that if decides the eration, the pending the Committee. Therefore to let the m of the conce state associa tacts with m Committee agers, and i them. According adopted: WHEREA Commonly I being", long sisumer good advertising is, in jeopardy. WHEREA of this assoc cessfully par essestimulant w eburied for a tising certai turer of tha WHEREA

Threat To Coop Advertising

A serious threat to cooperative advertising is contained in Internal Revenue Service Ruling No. 6340, according to advice from Bunny Esters, Chairman of the Legislative Committee of NEA. This threat was reported to the Board of NEA and later to the membership at the meeting in Hot Springs. As a result a resolution of protest was adopted on Saturday, January 10.

The I.R.S. ruling arbitrarily reversed a ruling which has been in effect since 1924. It is quite technical and involved but the gist is this: for Federal tax purposes, a manufacturer of goods on which an excise tax is levied—automobiles and refrigerators, for example—will not be permitted to include the cost of cooperative advertising as a part of his costs of manufacture, sales and distribution. The I.R.S. claims this is plugging a tax loophole! The effective date is set as February 1, 1959.

However, we understand the Federal Excise Tax Council and others have protested to the Chairman of the House Ways and Means Committee, under whose jurisdiction legislation of this kind falls, and he has referred it to the tax experts of the Committee, with instructions to advise their reaction before the effective date. It is also almost certain that if the Ways and Means Committee decides the matter deserves further consideration, the I.R.S. will suspend the ruling pending the outcome of a hearing by the Committee.

Therefore, the best approach seems to be to let the members of the committee know of the concern of members of NEA and our state associations, preferably through contacts with members of the Ways and Means Committee itself, by press association managers, and influential publishers who know them.

Accordingly, the following resolution was adopted:

Anti Co-operative Advertising Ruling

WHEREAS, an effective tool of selling commonly known as "cooperative advertising", long used by manufacturers of consumer goods, to supplement their other advertising is, in certain of its phases, placed in jeopardy by a proposed ruling of the Internal Revenue Service; and

WHEREAS, newspapers who are members of this association have for many years successfully participated in this manner of sales stimulant whereby a local dealer is reimbursed for a small part of his cost of advertising certain merchandise by the manufacturer of that merchandise; and

WHEREAS, any curtailment in such ad-

vertising, be it caused by disallowance of such advertising costs to the manufacturer as a legitimate expense of manufacture and sale of his merchandise, or for any other reason, constitutes an abridgement of the rights of both the manufacturer and the retailer to do business together in an orderly and accepted fashion; and

WHEREAS, if this ruling is permitted to prevail, a needless restriction on advertising will result, normal commerce will be impeded and the various advertising mediums will suffer unnecessary monetary loss. Now Therefore,

BE IT RESOLVED that the National Editorial Association in convention assembled in Hot Springs, Ark., this 10th day of January, A.D. 1959, strongly objects to the ruling, reversing, as it does, a policy that has been in existence for upwards of 25 years and which has frequently been earnestly restated; and

BE IT FURTHER RESOLVED that this association representing 9000 community newspapers joins with other associations representing advertising interests in respectfully petitioning postponement of the effective date of "Treasury Decision 6340" from February 1, 1959 to permit due inquiry into the propriety of this action and to allow affected parties to present their case in opposition to it.

Other NEA resolutions passed include:

Freedom of Information

WHEREAS, in the belief that the rights of the people of this nation to know what their several governmental agencies are doing, are inherent and necessary to the freedom in a representative government and republic such as ours; and

WHEREAS, in the American tradition, it is the privilege, duty and responsibility of the press as guardian of every freedom, to inform them.

Now Therefore, BE IT RESOLVED that the National Editorial Association decries the tendency towards the suppression of information at every governmental level, and calls upon every newspaper of whatever size to continue to re-energize all efforts to inform the people and to educate them to the fact that newspapers are defenders of that right to know; and

BE IT FURTHER RESOLVED that taking cognizance of the Hennings and Moss committees and their work in behalf of the "right of the people to know" in our national congress, this association hereby expresses its sincere appreciation for such work and pledges its best efforts to sustain such

committees in the victories won; and

BE IT FURTHER RESOLVED that in recognition of the great contribution made by the University of Missouri in establishing a "Freedom of Information Center" for the communications industry of America, wherein will repose the history of the fight for the people to know, and the sources and resources of this fight and the method of carrying on this fight, this association, hereby expresses its thanks and sincere appreciation for the efforts in this cause, and hereby highly resolves to aid and uphold this most worthy undertaking.

Federal Bureaus Usurping Legislative Functions

WHEREAS, the people of this great nation are becoming generally alarmed at the increasing tendency of national boards and commissions to usurp the constitutional powers of the Congress to write the laws under which the country operates,

NOW, THEREFORE, BE IT RESOLVED by the National Editorial Association in convention assembled at Hot Springs, Ark., this 10th day of January, 1959, that it demand that the Congress of the United States oppose and expose all efforts of executive departments to assume and take unto themselves the rights, duties and obligations which under the constitution are delegates as the exclusive responsibility of the legislative department.

FBI and Rackets Committees

WHEREAS, the people of this nation, cognizant of the continuing threat to the peace and sovereignty of the nation recognizes the need for an accurate source of information about the work of the enemies of this nation,

NOW, THEREFORE, BE IT RESOLVED by the National Editorial Association in convention assembled at Hot Springs, Ark., this 10th day of January, 1959, that it commend the work of and pledge continued support of the Federal Bureau of Investigation, the Senate Rackets Committee and the House Un-American Activities Committee.

The Kentucky Kernel, student newspaper of the University of Kentucky, won first place award in the Sigma Delta Chi editorial writing contest. The judging was done on a group of five editorials which were submitted.

Frank Strunk and Jim Bland, editors during the 1957-58 school year, wrote the winning material.

This is the second such award which the Kernel has received recently. The other occasion was a second place award for straight news writing in 1956 during the investigation of a dope ring on the UK campus.

The Kentucky Press

Official Publication
 Kentucky Press Association, Inc.
 Kentucky Press Service, Inc.
Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor
 Member
 Kentucky Chamber of Commerce
 Newspaper Managers Association
 Sustaining Member
 National Editorial Association
 Associate Member
 National Newspaper Promotion Association
 Printed by The Kernel Press

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

Kentucky Press Association, Inc.

Martin Dyche, *President*
Sentinel-Echo, London
 Thomas L. Adams, *Vice-President*
Herald-Leader, Lexington
 Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committee

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

Kentucky Press Service, Inc.

James M. Willis, *President*
Messenger, Brandenburg
 James G. Wilson, *First Vice-President*
Log Cabin, Cynthiana
 George M. Wilson, *Second Vice-President*
Breckinridge County Herald-News, Hardinsburg
 Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

Board of Directors

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

What's Ahead For 1959 Business Opportunities

The Press presents three viewpoints for business climate for 1959. These opinions are expressed from predictions procured by reliable sources and should be considered to have a high degree of authenticity as well as a reasonable chance of reality and success.

\$475 Billion Economy

With consumer spending taking the lead, all major segments of the nation's economy "will be moving upward" during 1959, according to the annual economic forecast of the Prudential Insurance Co., of America, second largest in the country. The forecast estimates that the general business upturn will carry our gross national product—the value of all goods and services produced in this country—to nearly \$475 billion in 1959. That would be about \$34 billion more than in 1958. Highlights of the Prudential forecast:

Consumer buying in 1959 will climb \$16 billion above 1958, to \$307 billion. This buying will be chiefly felt in increased purchases of automobiles, household appliances and food.

Government spending will rise some \$7.5 billion—\$3.5 billion Federal, \$4 billion state and local—to \$100 billion.

Optimism At 3-Year High

Businessmen—retailers, wholesalers and manufacturers—are looking forward with confidence to the first quarter of 1959, according to the latest Dun & Bradstreet survey of businessmen's expectations.

Of the 1,548 executives participating in the survey, 72% expect sales in the first quarter of 1959 to exceed those of the same period in 1958.

Twenty-four percent predict their sales will remain unchanged and only 4% foresee a decline below 1958's first quarter. D&B notes that these views are the most optimistic expressed in the survey since those for the fourth quarter of 1955.

The following tabulation, based on the Dun & Bradstreet interviews, shows in detail how businessmen view the sales and profit outlook for 1959's first quarter compared with 1958's first three months:

	Sales		
	Increase	Same	Decrease
Retailers	74%	21%	5%
Durable goods mfrs. ..	73	21	6
Non-durable goods			
mfrs.	71	26	3
Wholesalers	70	27	3
All concerns	72	24	4

	Profits		
	Increase	Same	Decrease
Retailers	43%	53%	4%
Durable goods mfrs. ..	58	34	8
Non-durable goods			
mfrs.	47	47	6
Wholesalers	47	48	5
All concerns	49	45	6

Record Spring Sales

The nation's retailers are looking forward to their biggest spring selling season in history next year, according to a nationwide survey conducted by Kirby, Block & Co., one of the nation's leading resident buying organizations. Reports Harvey Runner in New York Herald Tribune: "They forecast sales in January, February, March and April rising to an all-time peak, topping the record dollar volume of the corresponding 1958 period by 8%."

Moreover, they are firmly of the belief that the spring upturn will have a favorable impact on virtually all merchandising lines . . ." The Kirby-Block survey covered 649 retailers located throughout the country operating stores with an aggregate annual sales volume of \$4.5 billion. Highlights of the survey:

Seventy-eight percent of the retailers look for January-April volume to exceed the 1958 period. Anticipated increases range mostly from 5 to 10% with the average gain for the four-month period placed at 8%.

The remaining 22% look for sales during the first four months to match comparable year-ago figures.

It is interesting to note that not one retailer polled expects sales in 1959's first four months to fall below comparable 1958 levels.

For Newspapers Themselves

Increases in newspaper advertising linage, circulation, revenues and profits in 1959 are predicted by U.S. Department of Commerce in year-end outlook report prepared by Printing and Publishing Division, Business and Defense Services Administration.

Report says increase of 10% in newspaper advertising revenue for 1959 "is not inconvertible" and U.S. daily newspaper circulation "will probably top 60 million some time during the year." Prospects for upturn in the economy are cited as basis for increased advertising, particularly in department stores and automotive categories.

Reduced profits of newspapers in 1958 were caused by increases in employment and wage rates, while advertising revenues decreased, according to Department of Commerce, which cites reports of Bureau of Labor Statistics showing increase of 0.6% in total number of newspaper employees and increase of 0.8% in number of newspaper production employees.

Increases in R.O.P. color advertising linage are cited as most important change in service by newspapers to produce more effective advertising and increased revenues. Color advertising linage increased in 1958 while total linage declined.

Report also predicts increase in newspaper consumption in 1959 that will more than offset loss recorded in 1958.

(Please Turn To Page Five)



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ALL MAKES
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and GENERAL
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**Solutions To Pictorial
Journalism Problems**

Following is a review of memos by four members of photographic committee of NEA who discussed photo problems and their solutions:

1. Most common causes of poor reproduction when photos are of high quality include poor press work, bad makeup, or "lousy" cuts.
2. Photo composition for newspapers was discussed and those present were of the opinion that more people in a picture mean more readers. Make the picture tell the story. Some photos could be misleading without cutlines.
3. In regard to film developer and enlarging papers, it was recommended that publishers secure the best equipment and supplies and work out individual problems with photo suppliers.
4. Copy camera problems were left open to all suggestions.
5. Regarding use of pictures, committee members say "think of pictures as a story you want to write."
6. Can photographs be taken successfully with available light? Committee members say "yes" . . . with new fast film and fast lenses.
7. Should cheesecake, featuring local models, be used in newspapers? Debatable.
8. Should auto accident pictures be made as bloody as possible? Yes, for future safety measures.
9. The committee agreed a competitive cost study should be made, comparing cost of engraving (Fairchild or zinc) with linotype composition on a column-inch basis; also a survey of NEA members on what type of equipment is being used.

Friday, March 13, has been set as the date of the High School Press clinic at the University of Kentucky. During this time advisers and students representing the high school newspapers and yearbooks of the state will be invited to share in the program and discussions of problems involved in these publications.

Why don't you encourage your students and advisers to attend the session?

(Continued From Page Four)

Department of Commerce says, "Costs and wages should continue to rise. Increased transportation and wage costs in the newsprint industry may bring about higher newsprint prices during 1959. As capital requirements and the need for increased efficiency rise, the long-term trend toward fewer and larger units will continue."

Advance registrations, foretell one of the largest mid-winter meetings in history. The Press joins the officers in inviting every newspaperman in Kentucky to attend because of the stimulating and informative program prepared.

**New York Press Seeks
Confidence Protection Law**

Assemblyman Mason (Delaware Co., N. Y.) filed bill Dec. 30 to protect newspapermen refusing to reveal confidential sources of information. Bill will go before New York State Legislature when it convenes Jan. 7. Bill would add to New York State Judiciary Law dealing with contempt proceedings against witnesses, the following: ". . . provided, however, that person engaged or employed in the work of gathering, compiling, editing, publishing, disseminating, broadcasting or televising news shall not be punished for criminal contempt for refusal to disclose the source of information procured by him for such publication, broadcasting, or televising."

Twelve states—Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Maryland, Michigan, Montana, New Jersey, Ohio, and Pennsylvania now have laws to protect confidential sources of newspapermen.

The introduction of the bill was prompted by the recent Marie Torre case in which, for lack of statutory protection in New York, she was sentenced to 10 days in jail for contempt in refusing to give her news source.

**Fast Teleprinter Prints
3,000 Words Per Minute**

A teleprinter that can run at the rate of 3,000 words a minute, with tape-fed transmission, was shown to a group at the Overseas Press Club. Interested observers included several newspaper and press association executives.

The first model receiver was developed jointly by the U.S. Army Signal Corps and Burroughs Corporation. It printed four full (75 character) lines of text a second. The Army plans to operate the machines at 750 words a minute in its teletypewriter network.

The principal attraction of the high-speed printer for wire service men was the possibility of transmitting such copy as stock market quotations.

Casting Tip: To prevent mats from sticking to metal in casting cuts, when metal is too hot and scorches the mats, dust the mat with powder. The powder is inexpensive and saves many mats from being torn when removed from casts.

Highlights On Newspaper Costs

At the Inland Daily Press Assn. Management clinic, a panel of three publishers presented a lively discussion on newspaper costs. Highlights of the Clinic are presented in an Inland bulletin from which the following 32 points are reprinted:

Editorial Dept. Operation

1. Keep a close eye on overset; setting type and then throwing it away is waste.

2. Check your expenditures for syndicated material. Is it being used? Are you spending money week after week for a feature that is seldom used or never?

3. Have meetings of your organization to challenge the editorial operation. Is there a good reason for all of the things you are doing, or are they being done simply because of tradition?

4. This is supposed to be an exciting field. Excite your people about various projects. Cynicism is a stifling disease of the newspaper business.

5. Do a thorough checking job on use of photographic materials. They cost a great deal of money. Improper use of them can be a leak.

6. Study what your editorial people are doing with their time. Are you getting the same value received from editorial people that you get in other departments?

7. Does your editorial department meet edition deadlines? Missed deadlines cost money all the way down the line.

8. What about editorial expenses other than wages? Are they in line? Are all of them justified?

High Production Costs

1. Poor copy flow to composing room. Slack time is waste and so is rushed time. Make a time study of copy flow and make a co-ordinated effort to smooth it out.

2. Inefficient physical arrangement. For example: excessive backtracking. Make a chart of work flow and see where it can be improved. A drawing will point this up quickly.

3. Too many corrections. Save corrections to ascertain source. Excessive corrections from the same source should indicate trouble.

4. Poor ad copy (or editorial make-up). Hold a conference with your advertising department or editing department to insure that complicated layout or make-up is really necessary and that copy to the composing room is as clean as possible. It is important for staffs to know effect of fancy layouts.

5. Too many situations. From Cost Study compare with other papers in your group with comparable production.

6. Poor liaison between stereo and com-

posing room. How many times are ad proofs (or pages) held up for flat casts?

7. Inadequate deadlines. Have deadlines at earliest time consistent with the sale of ads. Nothing helps smooth out copy flow more than early deadlines. This should apply to return of proofs as well as initial copy.

8. Age, and condition, of equipment. There comes a time where it is cheaper to replace them to keep fixing, especially when fully depreciated for taxes.

Business Office Economy

1. Too much detail. Examine procedures. Is this really necessary? Many are laboring eternally to no real purpose, seemingly busy all the time but accomplishing nothing.

2. Machine bookkeeping. Investigate the possibility of using machines. Advantages are numerous.

3. Forms and reports. Are they being used by those for whom they are being made out? Are they being completed out of habit for a purpose now obsolete?

4. Central purchasing. Does everyone buy what he wants? It is not necessary to have requisition but for practical purposes and avoidance of misunderstanding, a form could be useful. Take bids from two or more sources.

5. Newsprint waste. Daily run from circulation should not just be a haphazard press run. Excess white waste—check pressroom practices, number of pages per lb. printed against used.

6. Stenographic pool. Versatility against specialist—you may have to pay more, but fewer will do the same jobs. Use dictating equipment.

7. Six-day operations. Using one-day clerical help rather than pay overtime saves in many instances. It is not as difficult as one might think to get part-time help who don't want to work more than part time.

8. Credit cut off. Some credit policy should be established and adhered to strictly. Establishment of a policy should be result of careful study. Compromise should be made between encouragement of new business and elimination of habitual procrastinators.

Circulation Operation

1. Distribution costs. Expense of delivery may be higher than revenue. There may be reason to continue such copies, but it at least bears examination.

2. Unpaid copies. Prune your free list. When was it last checked? Carefully screen free advertiser copies. Use waste for checking copies whenever possible, when only proof of publication is wanted.

3. Turnover. Naturally the most expensive sales are those which have to be sold over

President Says Advertising Good For United States

John P. (Jack) Cunningham, president Cunningham & Walsh, believes advertising is good for America. In an article for M Call's, The Magazine of Togetherness, and reprinted in Time magazine, Cunningham has listed 10 reasons why. One of the most competent and best liked men in the advertising business, Cunningham's comments are good ammunition for advertising critics. Here are his reasons for believing advertising is good:

1. Advertising is the news channel of commerce, keeping the nation in touch with new, available goods. It also explains the purpose and vigor of American business.

2. Advertising helps to keep America financially sound. It creates a continuous market for products and services, insuring continuing employment for workers, continuing rewards for investors.

3. Advertising supports America's free press. As the financial backer of communications, it provides editorial freedom.

4. Advertising brings entertainment to multitudes. Without advertising, the wealth of showmanship now available would not exist.

5. Advertising increases health and welfare through education, improves family standards in such areas as cleanliness, nutrition.

6. Advertising has upgraded the national tastes—in every area of better living.

7. Advertising works for the public community both through the Advertising Council and through individual advertisers.

8. Advertising makes life more fun. People complain about it, but they love to read and listen to it.

9. Advertising is a spur to progress. It keeps all companies competitively seeking better ways to serve consumers.

10. Advertising helps to keep America strong and free. As part of the great competitive free enterprise system, it makes the nation better able to compete in the ideological marketplace of the world.

and over again. Find out why. Possible reasons are (a) habit, (b) poor service, (c) poor collection (remember a poor pay may be a poor carrier as well as poor customer). Remember, it's easier to stop than to start.

4. Rates. Are you charging what your paper is worth? You can't sell it if you give away.

5. Distribution methods. Make sure the route is being delivered in the most expensive way. Mail to carrier to give switches may be justified. Check routes

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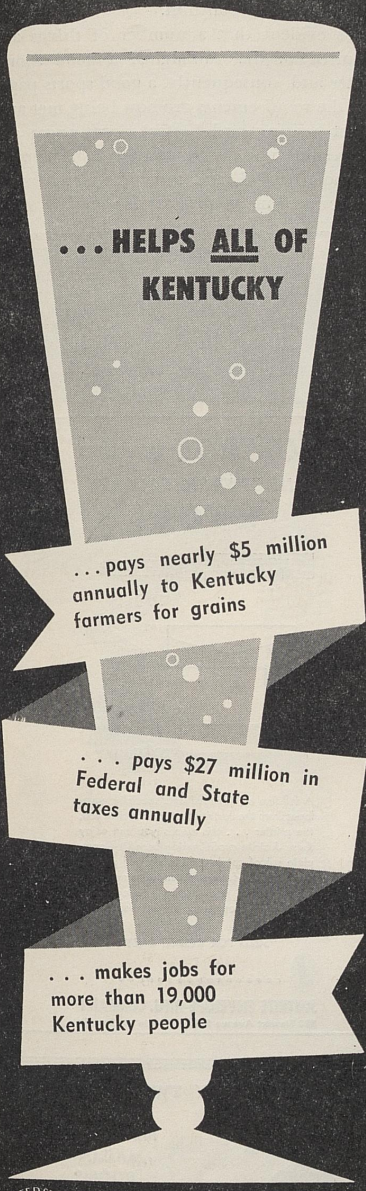
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KENTUCKY'S BREWING INDUSTRY...



... 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.

At convention of Inland Daily Press Assn., following suggestions were offered by Dale Stafford, publisher, Greenville (Mich.) News, for more efficient operation of editorial department:

1. Keep a close eye on overset; setting type and then throwing it away is waste.
2. Check your expenditures for syndicated material. Is it being used? Are you spending money week after week for a feature that is used seldom or never?
3. Have meetings of your organization to challenge the editorial operation. Is there a good reason for all of the things you are doing, or are they being done simply because of tradition?
4. This is supposed to be an exciting field. Excite your people about various projects. Cynicism is a stifling disease of the newspaper business.
5. Do a thorough checking job on use of photographic materials. They cost a great deal of money. Improper use of them can be a leak.
6. Study what your editorial people are doing with their time. Are you getting the same value received from editorial people that you get in other departments?

7. Does your editorial department meet edition deadlines? Missed deadlines cost money all the way down the line.

8. What about editorial expenses other than wages? Are they in line? Are all of them justified?

Mr. Stafford said: "There's no reason why an editorial department can't be run on an orderly, business-like basis, but I do think you have to take the editor into the act and let him know how he is doing on the money side."

The publishers of Printers' Ink Magazine give an excellent definition of advertising in a booklet entitled "What Advertising Is, What It Has Done, and What It Can Do."

"Advertising is the most economical means of bridging the gap between the person with something to sell and the person who can benefit from buying it."

Successful selling of space to the advertiser depends fundamentally upon making him aware of the medium's low-cost effectiveness in bringing together seller and buyer. Successful ad copy basically depends upon showing the prospective buyer the benefits to him of what the advertiser is offering.

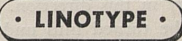


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29 Ryerson St., Brooklyn 5, N. Y.



(NOTE: The following two articles is a continuation of a series written by a class in "Reporting Public Affairs" at the University of Kentucky's School of Journalism.)

Reporting the Science Story

By FRED BURCH

Since the first alchemist poured together two vile concoctions in the hopes of achieving a residue of gold, or a witch-doctor merely soaked a human head in a solution of brine for the purpose of shrinking it to a size suitable to hang around his lady-love's neck, man has been interested in—even fascinated by the workings of science.

Today, with the emphasis on science in modern day living, science as a news source has taken on a special interest. With innovations being developed each day, from perhaps a better cure for hang-nails to an H-bomb capable of snuffing out life in general, to report science accurately, intelligently, and with a sense of its immediacy is all the more important.

All too often scientific reporting tends to go in one of two directions. Either it is too flippant, too sensational, with the emphasis on some fantastic element often dreamed up by only the reporter himself, or else it is too technical, wrapped up in uninteresting and confusing terminology. An example of the over-sensational science story might be the too-eager reporting of the recent research being done by some of the universities on mixing rubber additives with asphalt. To read some accounts of the final product which was to come, cars would be literally bouncing down the highways.

This was far from the truth as there would be no bouncing effect from the new compound but only a conditioning or prolonging of the use of the highway itself. This type of reporting not only misinformed the public and violated whatever trust they might have in the press, but also caused many of the people engaged in the research to turn a suspicious eye towards the press and reporters. And any reporter knows how fatal it is to have a news source lose faith in him.

The over-technical science story, the one filled with confusing graphs, terminology, and in the main part abstractions or pure science is also wrong for newspaper use. As the sensational story misinforms the reader by its concern with trying to be unique, the technical story, because of its preoccupation with terms and exactness, just doesn't inform. A good science writer should write for his audience. This audience being composed of layment to the field of science, he should slant his story in this direction. Graphs, if any, should be turned into understandable terms. If terminology peculiar to the sub-

ject matter must be used, then define these terms. If the research being done is of the nature of pure science, try to relate the results to what it means to the reader—what he can expect from science in the future.

The science writer himself needs to develop a broad viewpoint when looking at his subject. He should be well versed in matters of science and have some basic knowledge of its mechanics. In an article in the "Publisher's Weekly," Dec. 8, 1951, Charles Kellogg gives only two rules for the good science writer to follow: "To keep clearly in mind what he wants to say and say it as simply as he can."

* * * *

Sports Writing And The Sports Page

By ED FORD

Once considered the lowest form of newspaper art, the sports page and sports writing is now making a comeback.

Trite writing, bulky leads, and murderous English are being seen less and less on the sports page as improvements are being made. At one time criticism of the sport page was justified as practically anyone who could write his name could qualify as a sports writer. In between two world wars, however, a number of outstanding newspapermen entered the field.

Equipped with a good knowledge of news and makeup, these men began building the sports page into an interesting and readable section. As a result, the sports page has made a rise in popularity and is now rivaling the editorial page and the news columns for readership.

Like other departments, the sports page is now carefully edited—the men who create and develop it are trained specialists. Many of them have received their backgrounds as city staff reporters, while others have worked on the state desk or have been editorial writers.

But the important thing is that today's would-be sports writers realize they need a good general newspaper background before specializing in any one field. They are now getting that background and are using it to full advantage on the sports page.

Sports writing is not a job which is all fun with very little work. It, too, has its requirements that must be met. Such things as mental conditioning are required. Everything else must be eliminated from the sports writer's mind when he covers an event. He must be quick and alert, able to foresee developments and judge their significance. He must be able to interpret what he has seen into an understandable story without losing the spirit of the occasion.

In addition, the sports writer also needs to have a good knowledge of all sports. He

must know the rules of each sport as well as its stars and their records. He must then be able to weave this information into his story as the reader expects the significance and background to be included. In doing this he must not only report, but must also interpret. The sports writer's interpretation must be sound, too, or the wrath of the critic reader will be upon him.

It's evident that a number of things are required in the making of a good sports writer and, consequently, a good sports page. But the requirements are now being met and better writing and better sports pages are the result. The dark ages of the sports page are now behind, and a continually improving form of newspaper art is ahead.

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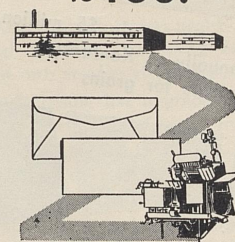
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312 Newspapers Raised Prices During Past Year

At least 312 daily newspapers in 45 states and the District of Columbia increased their prices during 1958, the American Newspaper Publishers Association said Thursday.

An A.N.P.A. survey, not yet completed, indicated that other newspapers might have increased the price of single copies, home deliveries, mail subscriptions, and wholesale rates during the year.

In April, 1955, there were 230 of the 1,743 daily newspapers in the United States selling for more than 5 cents a copy. By February 14, 1958, the date of the last A.N.P.A. survey, the number had increased to 569.

A.N.P.A. general manager Cranston Williams said steadily increasing wages and material costs forced higher circulation rates.

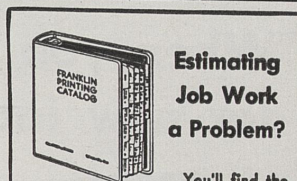
Merlin M. Evans, a patent attorney, has filed a suit to stop the U.S. Patent Office from enforcing a rule, effective in January, subjecting patent office practitioners to suspension or disbarment if they advertise for business.

Mr. Evans contends the anti-advertising order exceeds the Patent Office rule-making power, contravenes the constitutional policy of encouraging inventions, and violates the free speech provision of the First Amendment.

Treasury decision No. 6340 makes final the regulations proposed by Internal Revenue Service March 21 levying excise tax on full selling price of manufactured goods instead of on selling price less manufacturer's cooperative advertising allowance. In spite of many protests to I.R.S. against reversing long standing practice of allowing deduction of cooperative advertising allowance, only one change was made in regulations as finally issued. Effective date has been changed from April 1, 1958 to Feb. 1, 1959.

Colored pencils are used by proofreaders to show whether errors in ads are typographical, layout, copy, or a store change. Norman L. Thurston, general manager, Shelbyville (Ind.) News, told Inlanders at an annual meeting round-table. Proofreading is done in the advertising department and the colors serve to put the various departments on their metal. Advertising deadlines are two days ahead of issue.

Everything is "drive-in" nowadays. We have drive-in banks, drive-in theaters—everything, that is—but streets.



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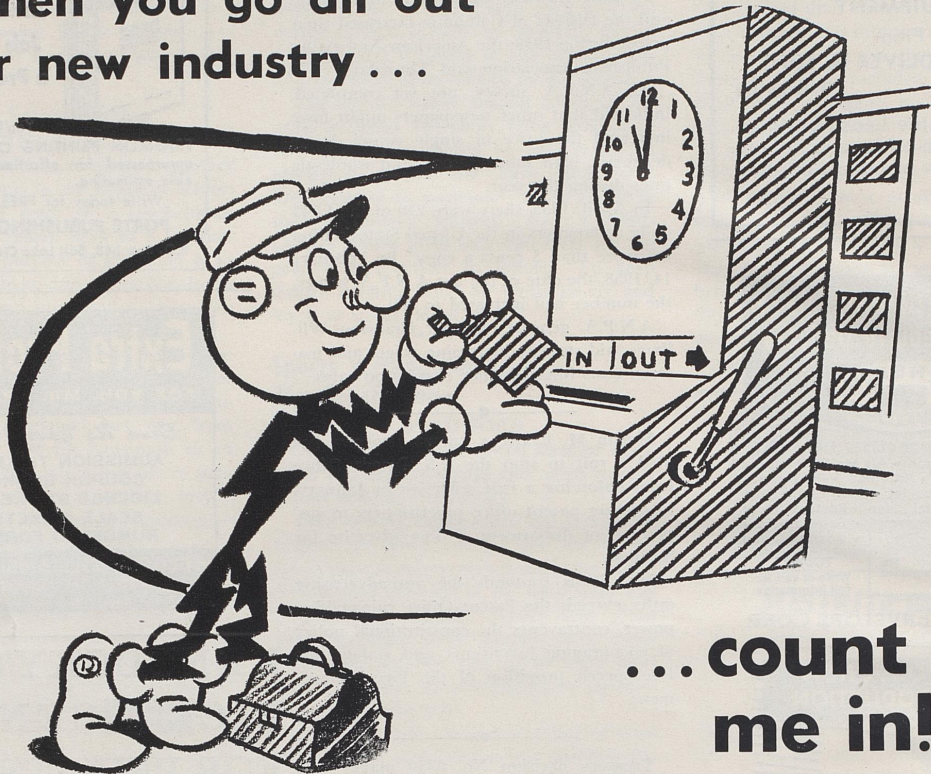
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LOUISVILLE, KY. • JUNIPER 5-4176 **BK**

**"When you go all out
for new industry ...**



**... count
me in!"**

"Some 600 new industries have moved into Kentucky in the last decade, and a lot of communities are feeling the welcome effects: more jobs, bigger payrolls, more construction and home building, thriving business.

"New prosperity anywhere in Kentucky helps your community, too, but chances are you'd like to see industrial growth right in your own home town. And you can lay the groundwork for it.

"First, by creating a place new industry wants to settle down in for work and living:

a modern business section, fine school and recreational facilities, areas for good factory sites *and* homes. Then by advertising your blessings for new industry to hear and think about.

"Takes organization, effort, and confidence in your ability to help new industry grow along with the community. And you can count on KU to help you, for technical service and advice, for plenty of industrial electric power, for help with modernization of street and store lighting, for developing programs to determine what new industries you want, and to help bring them in."

Reddy Kilowatt[®]

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