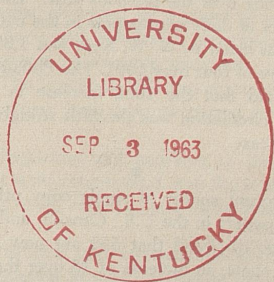


The Kentucky Press

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

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



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Kentucky's Showcase: New Lodge At Rough River

The Kentucky Press + As We See It +

Volume 29, Number 6

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Perry J. Ashley, Associate Editor

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Daily Circulations Increase But Circulation Rates Lag

Although reliable sources seem to disagree about the exact number of U.S. daily newspapers and their circulation last year, there seems to be no disagreement as to the fact that daily newspaper circulation did increase again in 1962.

Editor & Publisher in a recent report said total daily circulation increased to almost 60 million last year. It reported 1,760 daily newspapers at the end of 1962, one fewer than in 1961. Their daily circulation as of September 30, 1962, was reported as 59,848,688, almost 600,000 more than in 1961.

However, N. W. Ayer & Son Inc. of Philadelphia reported Feb. 21 that combined circulation of English language dailies rose in 1962 to 60,025,716, an increase of 1,016,557 over the previous year. The total number of daily newspapers in the nation in 1962 as listed by N. W. Ayer was 1,854, an increase of four over 1961. The Philadelphia firm said that the 1962 increase in newspaper circulation was the fifth straight year of increase.

A recent survey of single copy prices of daily papers in the U.S., Canada, and Puerto Rico disclosed that 532 are now selling at 10 cents, an increase of 18 over the 1961 figures. The number of 8-cent dailies increased by 15 over 1961—33 to 48. The number of five, six, and seven-cent dailies showed a corresponding decrease.

Reports from 1,674 dailies indicated that 342 had increased their prices during 1962; this is less than the 360 dailies reporting increases in 1961. Of the number reporting increases, 75 reported increased circulation, 79 no change, and 134 losses, while 54 gave no report. Those of the 134, who claimed lost circulation, all but 25 reported subsequent recovery ranging from 1% to 98%.

In his speech to Sigma Delta Chi on the occasion of his award of a Fellowship, David Lawrence, editor of the U.S. News & World Report, made some interesting and provocative observations on circulation rates. We quote:

"I cannot help but feel that our chief difficulty nowadays in the newspaper business is not editorially. It is primarily a question of publishing economics. We have not raised the subscription price of American dailies or the price per copy as we should have. It should be normal for newspapers to be charging not just 10 cents a copy, but at least 25 cents a copy.

"For a quarter or more you can get a ride on the bus, or buy a package of cigarettes, or an ice cream soda at the corner drug

store, or (almost) a special delivery stamp. Yet the amount of information—useful information—and interesting reading that we have in our newspapers is sold to the public in many cases for less than 10 cents a copy, and in some cases—the New York Times—for only 5 cents.

"A substantial increase in the subscription price of the daily newspaper will have to come. For the advertising potential already divided among several media. The newspaper performs a function all its own, yet it has suffered from an inferiority complex in the matter of prices, both for subscriptions and for local advertising."

This could cause some deep thinking and self-research.

* * * *

Planned Folklore Survey Will Stimulate Economy

A survey of Kentucky folklore and talent is now underway in the state with ultimate goals of stimulating cultural wealth and spurring the state's economy.

The survey was announced by Elbert Henson, president of the newly-formed Kentucky Council of Performing Arts, Inc. Henson is a producer and writer and founder of Pioneer Playhouse, the State Theatre Kentucky, at Danville.

If the survey turns out as expected it will mean that the first step has been taken in a program to: make Kentuckians more aware of their cultural wealth; give native folk talent employment within the state; and give the state's tourist business a boost through tourism resulting from local and regional folk festivals and other utilization of folk talent.

The survey, being conducted by the Kentucky Council of Performing Arts, is under the direction of Miss Sarah Gertrude Knapp, founder and director of the National Folk Festival Association, Inc.

* * * *

Charles W. Wood, general manager of Montgomery Ward, in describing the "composite" shopper of the future, avers that it will be: a better prospect for higher quality merchandise; very discretionary about what she buys and where she buys; young; better educated, with more income; more impressed with true value, less impressed with phony value; expecting better style, quality, convenience and service; wants to be sold, but an impulse buyer; has no leisure time; and expect speed and ease of credit.

* * * *

"Newspapers are the sentinels of the liberties of our country," Benjamin Franklin said. "Three hostile newspapers are more to be feared than 1,000 bayonets."—Napoleon

Use Of Newspapers In Classroom Offered By J-School In Summer

By PERRY J. ASHLEY

Two of the major educational forces in any community—the public schools and the newspapers—will combine talents the latter part of June in a two-weeks workshop at the University of Kentucky. The purpose—to give instruction to teachers in the "Use of Newspapers in the Classroom."

A long accepted fact is that newspapers are the life-long companions of citizens in a free society. But little past interest was apparent in using newspapers as a teaching instrument—only occasionally were they used as supplementary teaching aids in the public educational system. This age of sectionalism has now passed and in its place a more cosmopolitan outlook appeared.

In an age of instant communications and supersonic transportation, educational opportunities must, by necessity, progress as rapidly as other world developments. In many cases ways of doing things, patterns of thinking and international situations change more rapidly than can be recorded in books and periodicals. This has caused the growth of the newspaper as a "living textbook" to become even more practical in the daily classroom instruction.

In an effort to better acquaint the public school teaching faculty with the operation and value of the newspapers in their teaching duties, newspapers across the nation have sponsored workshops, clinics, and short-courses. The five national, and many more regional, seminars have proven to be one of the most outstanding promotions in which these publications have participated.

Several teachers from Kentucky have attended such programs in other parts of the country and have returned to their schools with ideas which are highly beneficial to local teaching problems. These educators have been impressed with the possibilities which newspapers possess as an integral part of the total teaching program. Many have expressed desire to have such a seminar in Kentucky.

To fill this need which exists, the UK School of Journalism and the Kentucky Press Association, in cooperation with the University's College of Education, are offering such a course during the 1963 summer term. The program is a short course, to be conducted during the first two weeks of summer school, June 17-28.

Basically, the course will follow the out-

line which has been used successfully in other parts of the country. It will offer the teachers an opportunity to talk to and work with professional newspapermen, the journalism teaching faculty, educators from many other fields, and business executives. In addition, they will be able to plan, with other teachers in the same subject areas, programs which can be used in their local teaching situations. Teaching aids and materials which are presently in circulation will also be made available to them.

General topics which will be discussed and planned as part of the two weeks work are:

1. Techniques of using newspapers in the classroom, provided by a panel of teachers who have had successful experience with newspapers as teaching materials.
2. The functions, role and responsibilities of the press, both community and metropolitan.
3. Reporting and handling of the news, why it is departmentized, and the separation of fact from opinion, and news from features.
4. National and international affairs and their relation to social studies in the school.
5. Local affairs—problems of government, education, health, agriculture, etc.
6. Using the newspaper in teaching English and foreign languages.
7. Understanding the scientific age through your newspaper.
8. Use of newspapers in teaching the fine arts—music, drama speech, art, etc.
9. Graphic presentations—using graphs, charts, pictures, maps, comics, cartoons, etc.
10. Field trips to study newspapers in operation.

These discussions will occupy about one half of the teachers time. The remaining portion will be used to plan special study projects which can be used by the teacher, viewing special aids, and prepared materials.

Profession persons from each of the discussion areas will be asked to present their work in relation to education and newspaper handling of the subject. In all groups, the importance of both community and daily newspapers will be stressed.

Many Kentucky Newspaper publishers have already expressed a willingness to sponsor one local teacher for the two weeks. The total expenses which might be expect-

ed for the full time will be a maximum of \$125.00, which includes tuition, room and meals. Broken down the expenses might run—tuition, \$20; room, \$30, and meals, \$45 (\$3 daily for 15 days).

What can you gain by underwriting a teacher to this workshop? First, a closer working relationship with your local educational system. This teacher will have a better understanding of your problems and will apply this knowledge to her teaching program.

Second, you can organize a one-day county workshop around this person. This will begin to help others, who cannot attend a longer program, to realize the value of the newspaper as a teaching instrument.

Third, you can use it as a promotion feature. The School of Journalism will supply you a picture of the teacher while on campus. You can run feature stories throughout the summer as the teacher progresses with the course, and more in the fall when she begins to use the materials which came from the summer's course.

Plans should soon be made to select the person coming from your community. When summer school officially opens, the class will be made available for any student who is enrolled for the period. If your teacher is registered in the School of Journalism before the middle of May, she will be assured a place in the class. Approximately 50 students can be enrolled on a first come, first served basis.

One plan which has been suggested for choosing the local representative is to consult your school superintendent or principal. This way a qualified person can be named who has an interest and background in the particular subject area. It might be advisable to place a supervisor at the top of the list as her contacts would be much greater upon completion of the course.

If your operators are having trouble with word division, these rules posted in an easily seen place may be useful: (1) a syllable may consist of a single vowel, or two sounded as one (diphthong), preceded or followed by one or more consonants. On the syllable a word may properly be divided although single-letter syllables such as o-mit usually are not divided. (2) divide on the consonant if the first vowel is short and accented as in lux-ury, (3) divide on the vowel when the first vowel is long as in co-herent, (4) divide between vowels or vowel sounds when each is pronounced separately, as in experi-ence.

The man who weighs his words retains his balance.

Opinions Of Political Affiliates Are Most Respected

By LEWIS DONOHEW and CHARLES STONE

Some time ago, newspaper publishers in the Kentucky Press Association received a questionnaire which asked:

"If you were to choose the five persons in your community whose judgments on national and local issues you respect the most, whom would you list?"

The publishers were asked to mention only those persons with whom they were in frequent contact, and to identify them by occupation and political affiliation rather than by name. This brief study was aimed at producing some local information on opinion leaders—a topic which has been of interest for the past several years to persons studying mass communications.

Studies have shown that opinion leaders are "influentials" who are devoted consumers of the mass media—persons to whom a great majority of the public turn for information. They have a greater interest in current happenings and they read more, listen more, watch more, and are more influenced by the media than the average person. They then interpret for others what they have learned. Because these persons are better informed, their opinions carry more weight and cause them to be an important force in each community.

One of the major studies in this field divided opinion leaders into two categories: "cosmopolitan," those who are mainly interested in national and international events, and "local." The latter group contains the heaviest readers of the local paper.

The publisher of the local newspaper is an important figure in this picture. He is one of the "gatekeepers" for this information. He formulates news policies and decides whether his paper will be a crusader, a public relations journal, or just a diary of the day's events. He usually decides the editorial stands of his paper and selects subjects on which his paper will do interpretive articles. He is therefore responsible for a substantial portion of the information which the local opinion leader will digest and pass on to others.

This leads to an obvious question. Who are the opinion leaders most highly respected by the publisher? That is, who are the persons in his community whose opinions he is most likely to seek—if, indeed, he seeks them from anyone?

In this article, a brief summary of the data obtained from the questionnaires and preliminary comparisons are presented. A more thorough analysis of the data will be completed later. It should be pointed out that the purpose of this study is not to learn

(Editor's Note: Mr. Donohew is an instructor in the University of Kentucky School of Journalism. Mr. Stone was graduated from the University in journalism in January. The data for this article was gathered in a course on Influence of the Press, taught by Mr. Donohew.)

what weights these people's opinions might have, but merely get some notion of whose opinions publishers most respect.

The response to the brief questionnaire sent out in the fall to KPA members was surprising. Although a response of around 10 per cent is generally expected from a mail questionnaire, 50.3 per cent of the publishers responded. A number of tests were made to learn if the data could be considered representative of Kentucky publishers.

One such test involved checking the geographical regions from which replies were received. The replies were postmarked from towns in 63 counties, including 22 replies from Western Kentucky, 21 from Central Kentucky, and 26 from Eastern Kentucky. Other checks involved proportions of replies according to circulation class and political affiliation of the newspaper compared to known proportions in these categories. The respondents included enough newspapers in all these categories to be considered representative of the views of Kentucky publishers. For example, of the 50 newspapers with circulation under 2100 to whom the questionnaire was sent, 24, or 48 per cent, replied. Of the 65 newspapers with over 2100 circulation, 33, or an identical 48 per cent, sent replies.

Table A gives a percentage breakdown, by occupations and regions, of persons with whom publishers are in frequent contact and whose opinions they respect the most.

The data were broken down in a number of ways to determine if certain factors affected the rankings. For example, it might be argued that too many occupations are listed under the heading "merchants." This category was tentatively subdivided by removing insurance men—one of the larger

categories under this heading with 11 persons listed—and placing them in a category of their own. Despite this, merchants came out first, and so the insurance men were returned to the "merchants" category.

Other ways in which the data were broken down are presented in Tables B and C. It can be noted that the 1-2-3 order of opinion leaders respected by the publishers remains essentially the same throughout.

Perhaps the most interesting breakdown of the data involves political affiliations of opinion leaders and publishers. A check of the representativeness of this category shows that of the 18 Kentucky newspapers listed as Republican (including those listed as independent Republican) in *Ayer's American Newspaper Director*, 1961 edition, eight are represented in the sample. This is 44 per cent of all Republican newspapers in Kentucky. Of the 62 newspapers listed as Democratic (including those listed as independent Democratic), 30 are represented or 48 per cent of all Democratic newspapers. And of the 64 newspapers which call themselves politically independent, exactly half are included. Therefore, the information to be presented here is based on returns very close to the true proportions of newspaper affiliations in Kentucky.

These statistics (Table D) show that, to a significant degree, publishers tend to choose opinion leaders of like political affiliation. In the Kentucky sample, Democrats chose 54 per cent more Democratic opinion leaders and Republicans named 48 per cent more Republicans. Among independents, there was only an eight per cent difference in the totals from the two parties. An interesting item which this table does not show is that only one of the eight Republican publishers listed more Democrats than Republicans and only one out of the 30 Democratic publishers listed more Republicans than Democrats.

This was, so far as we know, the first information of this kind from Kentucky publishers ever assembled. In summary, the following was learned:

(1) Occupations of persons in their

TABLE D
Number of opinion leaders named by publishers broken down according to political affiliation of the opinion leader and political affiliation of the publisher's newspaper.

Politics of paper (number of respondents in parentheses)	Politics of opinion leaders	
	Democratic	Republican
Democratic (30)	107	32
Republican (8)	12	21
Independent (32)	83	71

TABLE A
Percentage of persons in each category named by publishers according to regions

	Merchants	Lawyers	Public officials Public employees	Bankers	Educators	Other newsmen	Doctors	Farmers	Ministers	Miscellaneous	Totals
Eastern	22	10	15	15	9	8	7	2	5	7	100%
Central	32	19	14	10	4	5	3	5	3	5	100%
Western	31	13	10	11	11	7	3	7	4	3	100%

TABLE B
Percentage of persons in each category named by publishers according to newspaper size and frequency of publication

	Merchants	Lawyers	Public officials Public employees	Bankers	Educators	Other newsmen	Doctors	Farmers	Ministers	Miscellaneous	Totals
Eastern	31	17	11	10	7	7	0	3	4	10	100%
Central	34	13	8	11	9	6	6	6	4	3	100%
Western	23	15	18	14	8	6	4	4	4	4	100%

TABLE C
Percentage of persons in each category named by publishers according to political affiliation of publisher's paper

	Merchants	Lawyers	Public officials Public employees	Bankers	Educators	Other newsmen	Doctors	Farmers	Ministers	Miscellaneous	Totals
Eastern	26	15	14	11	10	9	2	6	4	3	100%
Central	20	13	20	13	11	5	7	4	2	5	100%
Western	32	13	13	13	5	4	6	3	3	8	100%

communities whose opinions Kentucky publishers reported they respect the most are, in order: merchants, lawyers, public officials and public employees, bankers, teachers, other newsmen, farmers, doctors, and ministers.

(2) Geographic area, politics, and size of newspaper had little effect on this occupational order.

(3) Publishers generally chose opinion leaders who have the same political affiliation they do, although most of the publishers also listed some persons affiliated with the opposing party.

The categories contained in Tables A, B, and C include the following occupations: merchants (95)—persons listed simply as "merchant", 13; insurance agents, 11; persons listed as "businessmen", 10; druggists, 5; hardware dealers, 5; automobile dealers, 5; lumber dealers, 4; realtors, 4; oil distributors, 4; grocers, 4; industrialists, 3; furniture dealers, 3; electric plant managers, 3; department store owners, 3; contractors, 2; undertakers, 2; manufacturers, 2; barbers, 2; and one each of the following: encyclopedia company area director; appliance dealer; feed grain dealer; dry cleaner; hotel manager; soft drink bottler; implement dealer; auto supply dealer; branch store manager, and wholesale house manager.

Lawyers (46). Public Officials and Public Employees (45)—county officials, 16; state officials, 9; post office employees, 8; city officials, 5; federal officials, 4; civil servants, 2; and tax specialist, 1.

Bankers (42). Teachers (28)—superintendents, 12; teachers, 10; college presidents, 3; college professor, 1; school principals, 2. Newsmen (23)—editors, 10; other newsmen, 7; radio station owners, 2; publishers, 2; public relations men, 2. Farmers (16). Doctors (15). Ministers (14). Miscellaneous (20)—coal operators, 3; engineers, 3; accountants, 2; dentists, 2; one each of the following: optometrist, nurse, housewife, clerk, railroad worker, YMCA director, vending machine operator.

In Memoriam...

Joe L. Edelen

The members of the Kentucky Press Association express their sympathies to the family of Joe L. Edelen, co-owner, editor and publisher of the Springfield Sun, on his sudden death on Thursday, March 21. While he had been under treatment for a heart ailment for some time, his death, while talking to friends in a restaurant, came unexpectedly. He joined the Sun, as co-owner with his father-in-law, J. S. Moran, in 1949. He was a former president of the Lions Club and was active in the Knights of Columbus. He was 46 years of age and leaves his wife, nee Eleanor Moran, three daughters, and a son. It is the second death in the family as Mrs. Moran passed away in January.

Perhaps we can do it for less! A survey avers that it costs \$2,100 to create and maintain an ordinary four-drawer file; that it costs \$2.00 to dictate, type, and mail an ordinary business letter; and that it costs 6½ cents to keep a carbon copy of such letter for one year.

Quite a bit of indigestion is caused by people having to eat their words.

Hazard Herald Only Paper To Suffer From High Water

As flood waters receded in Eastern Kentucky, most newspapers in the affected area are still in operation, even though temporary publishing headquarters were made necessary for at least one publisher. Only one paper, the Prestonsburg Times, reported no publication to the KPA Central Office. This disruption came as the personnel of the plant moved out in anticipation of high waters.

Hardest hit was the Hazard Herald, where eight feet of water stood in their office. However, publisher Pearl Nolan moved his printing operation to Whitesburg where the Printing Company completed the job for him.

Nolan said the Herald was printed on an old Meihle press which was installed when he was publisher of the Mountain Eagle. It had been used only for proofing since Tom and Pat Gish bought the Eagle and changed it to offset.

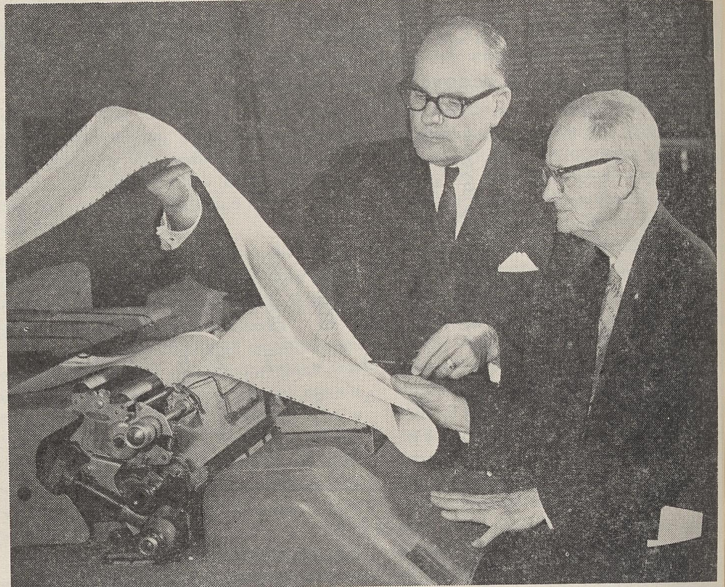
Gish also helped the Herald by printing an offset four-page supplement, carrying many pictures of the flood. Nolan announced the bi-weekly Herald would be published only once a week for the immediate future until the machinery and equipment in the Hazard plant could be "cleaned and placed back in operation."

In Harlan, Springer Hoskins said his plant and offices were not affected by flood, but were operating under emergency conditions as only a token force of workers could reach the plant. Most of the Enterprise's employes live in areas which were cut off by high water. A three-man news staff, plus a three-man back shop, were able to get out the paper.

A note from Pikeville, stated that the Pike County News had to move its publication date back to Saturday, instead of the usual Thursday deadline due to the high waters. The extend of damages if any, to the plant is unknown.

No direct reports have been recieved from other newspapers in the flooded area, but all have mailed checking copies to KPA. This leads Secretary Portmann to assume little damage has been done to these properties.

Miss Michael Ann Knotts, daughter of Editor and Mrs. Dan Knotts, Russellville News-Democrat, is one of the five Kentucky students recently appointed as advisors to the young historians committee of the Kentucky Historical Society. A high school senior, she will enroll this fall at the University of Miami, Florida.



PLAN MORE LOCAL SAFETY NEWS—State Safety Commissioner Glenn Lovern and Kentucky Press Association Secretary-Manager Victor Portmann (right) view statistical safety data at Department of Public Safety headquarters. Working with the Press Association, the Department plans more localizing of information going to news media to give citizens a closer view of public safety problems.

News Gives Full Coverage To Story On Tornado

The Press would like to congratulate the Clinton County News, Albany, and its editor, A. B. Gibson, on the complete coverage which that paper gave the tornado which hit the town and count just before press time. Gibson tells the story as follows:

"Tornadoes hit the county and town just four regular working hours before press time. On top of this, the electric current was off for more than four hours. After seeing some of the wreckage, we knew that somehow we just had to have some pictures for this week's paper. Unable to get sharp pictures because of darkness, we snapped five photos with a Poloroid camera. While waiting for the current to come back on, a survey of the damages was made and our story written, along with captions for the pictures.

"The pressman took the pictures, drove to another town 120 miles (to get engravings made).

"Burning a little midnight oil, we had the paper ready for press, with pictures, not at regular press time, but almost two hours ahead of the regular schedule."

Gibson said there are side benefits which have come with the coverage. Many citizens have been stopping by to compliment the

staff for the fine coverage—and the extra single copy sales have more than paid for the engraving costs.

CALENDAR OF EVENTS

APRIL

- 20—KPA Executive Committee Meeting—Rough River State Park.
- 20—West Kentucky Press Association Meeting, Rough River State Park

JUNE

- 6-8 — KPA Summer Meeting, Kentucky Dam State Park, Gilbertsville.
- 17-28 — Newspaper In Classroom Short-Course, School of Journalism, University of Kentucky.

JULY

- 17-21—National Editorial Association Annual Convention, Olympic Hotel, Seattle, Washington.

OCTOBER

- 24-26—National Editorial Association Fall Meeting and Trade Show, Claridge Hotel, Memphis, Tennessee.

Those were the days...

(From the back files of the Kentucky Press)

25 Years Ago

Editor Wallace Brown of the Bardstown Standard has recently discovered another use of the weekly newspaper. His discovery was made when a land deed of December 1785, was brought to his office. Pasted on the back was the Western American, printed by F. Peniston in Bardstown. The paper was dated November 25, 1803.

The Georgetown News office displayed an egg which was supposedly 140 years old. The egg was found beneath a house in Georgetown which had been constructed in 1798. It was found in the foundation, to which no access would have been gained after the house was constructed.

The Barbourville Advocate was involved in a 100,000 dollar fire which hit that city. Charles H. Mitchell, publisher, reported in its loss a new linotype installed only a few months ago and several other pieces of machinery. The publication was temporarily suspended.

With an outstanding souvenir edition of the Ashland Independent, Col. B. F. Forgey and James T. Norris initiated a new printing press. The edition consisted of 72 pages.

The Jessamine Journal, Nicholasville, has moved into its new home in the back of the Farmers Bank.

Edwin J. Paxton, Paducah Sun-Democrat, was elected president of the Inland Daily Press Association.

Editor W. L. Dawson proudly celebrated the starting of the sixty-third volume of the Oldham Era, LaGrange, this month.

The Leitchfield Gazette began its fifty-eighth year of publication with a recent issue. It was founded in 1881, has been continuously published since and is the oldest institution in that town.

20 Years Ago

Mark Ethridge, speaking on the wartime shortage of newsprint, predicted the newspapers would be asked to use even less paper in the near future.

Col. W. Vernon Richardson, former publisher of the Danville Advocate, was made

a life member of the association.

Vance Armentrout, associate editor of the Courier-Journal, was named president of the association for the coming year. Other officers were Joe Richardson, Glasgow Times, vice president; Tyler Mumford, Morganfield Advocate, chairman of the executive committee and Victor R. Portmann, secretary-manager.

KPA went on record as deploring "the attitude of some certain Kentuckians who stated that they considered advertising an economic waste."

15 Years Ago

Incomplete statistics show that 24 weekly papers do not have linotype machines, but the majority of them do.

The Augusta Chronicle celebrated its 80th birthday. The newspaper has been in the Thompson family since 1893, a period of 55 years.

An opinion from the Post Office Department states that the same type on news matter may be used in two newspapers printed and published in the same plant without jeopardizing the postal permit of either or both.

Brown Lee Yates Jr., was named editor of the Cynthiana Democrat. He followed Ben Farmer to the job.

5 Years Ago

Martin Dyche, editor of the London Sentinel-Echo, was named president of KPA for the coming year. Martin was the third "son" to follow his father to the presidency. Other officers elected were Thomas L. Adams, vice president; Paul Westpheling, Fulton News, chairman of the executive committee, and Victor R. Portmann, secretary-manager.

Col. Charles C. Patterson, Huntsville Ballistic Missile Agency, reported that only 12 hours before, the Army had successfully placed the first US satellite in orbit, the Explorer I.

A panel of newsmen urged the uniform

Publisher Sure Practices What He Always Advocates

A million trees on a thousand acres of land is the dream of Andrew J. Norfleet, publisher of the Russell Springs Times Journal. The land on which this reforestation is being carried out lies on a peninsula jutting into Cumberland Lake, in Russell County.

Several years ago the Russell County Soil Conservation personnel asked Andy he would support such a program through his newspaper. He agreed to help publicize the program—and as a result became personally interested in the reforestation of his own land. Since that time, he has been one of the first names on the list to place orders with the Kentucky Division of Forestry for tree planting stock. He also requested help from the county committee of the ASCS to cost-share the practice through the Agriculture Conservation program.

Since 1955, when Andy began his program, he has planted from 25 to 50 thousand seedlings each year. At present, the total is more than 350,000, mostly short leaf, loblolly and white pine. He wants to continue at the present rate until the one million mark has been reached.

In the meantime, his interest has not changed in reforesting the idle, steep and eroded lands of his county. Each year when the planting season rolls around, the Times Journal will carry pictures and stories of the work which is being done to reclaim useless lands.

code be adopted by Kentucky covering the reporting of news. It was feared that government would close down all channels of communications.

Lawrence Hager, Jr., was named chairman of the Kentucky Associated Press.

The Courier-Journal filed a mandamus suit with the Taylor County Circuit Court asking an injunction against the county clerk, for refusal to let a reporter inspect certain records.

Edgar Diddle, Western Kentucky College basketball coach, was named Kentuckian of the Year.

The National Press Photographers Association recently promulgated 10 "golden rules" for courtroom photography including detailed outlines of behavior to preserve court dignity and decorum.

How W On Ne

In the afternoon nationally televised McLean County Wills, wonders look like when show was originated on March 26 but later, probably in comment wrote:

"Yes, it is possible. And if I can tell you look bad:

"The dirty, of our town. P and soft drink (Although Hen lantime and I p of trash in Cal others helped c bushels of it was being filme

"The ugly, cant lots in our limbs, made ma deserted.

"The many painted, leaning ings in all the much in either some of these certainly don't g ture.

"The neglected our streets and s lost a camerama sands of dollars Calhoun's Main

"The lack o scattered, mixed inspired building the lack of new l

"The appare counties to rela in which they li dence of backw some of us talk correct English, billies.

"Perhaps mo and factionalism McLean county, but show throug

"And you—wh past 10 years to more services, to

How Will We Look On Network—Wills

In the aftermath of the filming for a nationally televised program on ABC-TV, McLean County News Publisher, Landon Wills, wonders what his community will look like when presented to the nation. The show was originally scheduled to be shown on March 26 but has been rescheduled for later, probably the last of April.

In commenting, editorially, Landon wrote:

"Yes, it is possible that McLean County may look bad on the program. Quite possible. And if it does, do you know why? I can tell you some of the things that will look bad:

"The dirty, neglected, ugly appearance of our town. Paper, paper cups, beer cans, and soft drink bottles scattered everywhere. (Although Henry Bryant, John Henry Ballantine and I picked up three truck loads of trash in Calhoun a few days before, and others helped clean up, there appeared to be bushels of it around while the program was being filmed.)

"The ugly, trashy, look of the many vacant lots in our town. Weeds, cans, boxes, limbs, made many of them look junky and deserted.

"The many old weatherbeaten, unpainted, leaning-over, falling-down buildings in all the towns. You couldn't film much in either of the three towns without some of these old buildings showing. They certainly don't give a very progressive picture.

"The neglected condition of many of our streets and sidewalks. The crew almost lost a cameraman and camera worth thousands of dollars because of a hole in one of Calhoun's Main street sidewalks.

"The lack of planning evident in the scattered, mixed-up, uneconomical and uninspired buildings in our towns—as well as the lack of new buildings and homes.

"The apparent failure of many McLean countians to relate themselves to the world in which they live. This is a deadlier evidence of backwardness than the fact that some of us talk too loud, don't always use correct English, and may sound like hillbillies.

"Perhaps most important, the divisions and factionalism which hamper progress in McLean county, and which couldn't help but show through in some of the interviews.

"And you—what have you done in the past 10 years to create new jobs, to provide more services, to encourage new buildings

and public facilities, that would make our towns progressive and growing instead of "one-horse towns?"

"It could be that the show—if and when it appears—might give a true picture of us and McLean county."

Tommy Preston, in the editorial columns of the Cynthiana Democrat, "picked up" the statements of the conditions as above, and asked that they be applied to Cynthiana.

And finally, wondering along with Editor Wills, what would your community look like is shown to the world?

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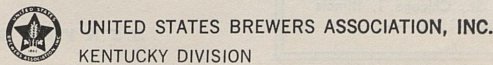
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That's What The Judge Said - - -

By L. Niel Plummer, Director
U. of K. School of Journalism

When the brother of a candidate for the office of mayor gained a place on the Board of Equalization of City Taxes, the editor was so unhappy that he published the following item: "Any taxpayer, who wants his tax assessment reduced next year, can do so by applying to Will Reed, of the Equalization Board, with the proviso, of course, that he promises to vote for Booker Reed for mayor."

Sued for libel, the editor suggested that the publication was not libelous per se, and anyhow, it was all a little political joke. The Appellate Judges, who eventually considered the matter, did not agree at all with him.

"Everything printed or written, which reflects on the character of another, and is published without lawful justification or excuse, is a libel, whatever the intention may have been," said the Judges. "Words which impute a want of integrity to anyone holding an office of confidence or trust, whether an office of profit or not, are clearly actionable per se. The words published (here) unmistakably imputed official corruption and tended to injure the appellee's (Reed's) reputation."

What about the claim that it was only a joke? "Smacks smartly of sham," said the Judges. "It is impossible that all the readers of the paper did or could have understood it as merely a political joke."

If you are a member of the Elks Lodge, you receive its magazine; but if not, may we suggest that you hunt up a member and borrow his February issue of the magazine to read in that nationally circulated monthly publication the article entitled "Get the MOST from Your Trade Association." It points out that "The dollars that a businessman spends for membership in a trade association should be returned many times over in greater profits. If this is not the case, it's time to find out why. You may not be taking advantage of what the association has to offer.

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Judgment for the plaintiff affirmed, with damages. (13 Ky. Law Rep. 323)

Miss Dolores A. Landrum, daughter of Editor and Mrs. Percy L. Landrum, Ohio County News, Hartford, is serving as executive secretary to the Vice President of Hoer, Dieterich and Brown, San Francisco, one of the nation's largest advertising agencies with affiliates in Europe as well as throughout the United States. She joined this agency after serving with two other agencies on the West coast.



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Why Montana Supreme Court Ruled Anti-Stamp Law Unconstitutional

*Court upholds trading stamps as
legitimate business method*

The Montana Supreme Court has held unconstitutional a law enacted in 1961 which would have taxed trading stamps out of existence in this state.

The decision was unanimous. It sustained a ruling last November by a district court and adopted the finding of the lower court, stating: "The use of trading stamps is a legitimate method of advertising in promoting the sale of merchandise and services and is common to the conduct of legitimate business enterprise."

The Supreme Court also adopted the finding that there was no evidence that there was "any effect upon the retail price

of merchandise, services or commodities."

The law violates the 14th Amendment to the U.S. Constitution, the decision said, because it "deprives the plaintiff and others of liberty and property without due process of law and denies them the equal protection of the law."

The state Supreme Court called the legislation and appeal "a broadside problem of constitutionality." It commented that "the trend in our decisions shows that attempts to restrict freedom of enterprise have been stricken down. We seem to be aligned with most courts in the nation."

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