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The Kentucky Press

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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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Publication Office:
School of Journalism
University of Kentucky
Lexington, Kentucky

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**May
1966**

VOLUME 32, NUMBER 8



•
Kentucky's Showcase: Fort Harrod Park, Harrodsburg

The Kentucky Press + As We See It +

VOLUME 32, NUMBER 8

Official Publication

Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

Victor R. Portmann, Editor

Member

Newspaper Managers Association
Lexington Chamber of Commerce
Kentucky Chamber of Commerce
Better Business Bureau, Lexington

Sustaining Member

National Newspaper Association

Associate Member

National Newspaper Promotion Association

Publication Office

School of Journalism
University of Kentucky, Lexington

Kentucky Press Association, Inc.

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Messenger, Central City

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L'ENVOI

In the published minutes of the 60th annual mid-winter meeting of Kentucky Press Association, held at the Kentucky Hotel, Louisville, January 18-19, 1929, the following paragraph appeared:

"Victor R. Portmann, of the Department of Journalism, University of Kentucky, Lexington, made a proposition to publish a monthly paper, or magazine, to be known as 'The Kentucky Press,' as the official organ of the Kentucky Press Association. He said the paper would be printed in the printing shop of the University of Kentucky, Department of Journalism, and would be self-supporting, after the first issue or two.

"A motion was made and carried unanimously that the publication be endorsed and that mailing charges for the first two issues (sic) be paid for by the Press Association."

Thus was launched The Press which under the writer has served Kentucky Journalism and Kentucky newspapers ever since. Now the time has arrived, self-imposed, for the editor to lay down his pen and turn the editorial direction over to Jack Viehman, Jr., assisted by a committee of publishers, for the future. The retiring editor, in this issue in the middle of Volume 32, looks backward for some of the highlights of the passing years.

The first issue contained two sections of 8 pages—the second section, the official minutes, was printed in the office of Secretary-Treasurer, J. Curtis Alcock, Danville Messenger, and the addresses of retiring president, Ben Cozine, Shelby News, Shelbyville, and other program speakers. The Press was printed in a 9 by 12 inch format, and contained one ad, The Mergenthaler Linotype Company. Subsequent issues show steadily increasing advertising.

The editor assumed all financial responsibility for costs of publication with many ups and downs, assisted many times by postage-expense money by KPA office, until Volume 13, Number 3, proclaimed the reorganization of KPA to a business corporation, with the editor being elected to the office of secretary-manager. He then, thankfully, turned the financial obligations over to KPA and relinquished the ownership (if such

existed) to the new organization, where it remains.

During the first 18 volumes, the Press had been printed on flat book-paper with a self-front cover. With the issue of January, 1947, a new, dignified cover was adopted, printed for many years in dark blue ink, with scenic views of the state on each succeeding issue, and the paper changed to enameled stock.

In the latter part of 1951, with the August issue, two important factors beset the Press. The first, and most important, advertising became practically nonexistent; the second, with increasing duties first as instructor of journalism, necessitated by greatly increasing enrollment and new subjects being introduced under his direction, the editor was forced to discontinue publication of the Press. With augmented advertising available, and added personnel to the journalism staff, with the encouragement of KPA officials, publication was resumed with the issue of October, 1956. Volume numbers were kept in sequence; financial support assured continuance of publication.

With the start of the present volume, 32, last October, another change in format was made. Because of economies that could be effected by using standardized paper stock, and printing procedures thus made possible on a high-speed press, the format of the Press was changed from 9 x 12 inches to 8½ x 11 inches, with type columns being reduced from 15 to 14 picas width and from 60 to 56 picas in depth.

This, then, is the "autobiography" of a desire to be of interest and helpfulness to Kentucky journalism and to the newspapers that serve the Commonwealth so well. It is gratifying to know, that through exchange arrangements with the U.K. library, more than 75 copies of the Press each month are forwarded to libraries of government and educational institutions for their perpetual files.

It is with some feeling of regret—with perhaps a nostalgic sigh of relief—that the editor lays down the editorial pen to become a contributing writer in the anticipated future. My thanks to all for everything.

Victor R. Portmann

'Tis said—the stop lights in Los Vegas say "stop", "go", "5 to 8 you don't make it."

Why Legal Advertising Or 'Public Notices'?

By ROY O. SAMSON

Editor in Chief of "Dicta"

Official publication of the Colorado and Denver Bar Association

Just why do we have statutes requiring "legal advertising" or "public notices"? I sometimes wonder if the lawyer who drafts a public notice and the editor who publishes it have any better appreciation of the essential function of legal advertising than the unthinkable reader who can't understand why the back pages of his newspaper are cluttered with such stuff. I will endeavor to outline for you the indispensable part played by legal advertising in the operation of our government and the administration of our laws.

The statutes of the State of Colorado require newspaper publications of certain notices incident to private litigation or the administration of public offices.

Legal advertisements fall into two general classes in accordance with the purposes which they serve. One is the PUBLIC ACCOUNTING NOTICE, and the other is the WARNING NOTICE.

The public accounting notice is the published report of the fiscal transactions or legislative work of governmental bodies, or individuals who are discharging a public trust. This type of notice is the best protection which the taxpayer trust. This type of notice is the best protection which the taxpayer has against incompetent or unscrupulous public officials. It is also the best protection a public official has against any possible charge of concealment. It is his report of his stewardship.

The warning notice, or notice to persons interested, tells these persons that some action is about to be taken or proceedings instituted which will affect their interests. Such notices constitute the best guaranty which the individual citizen has of the security of his constitutional rights.

The value of the public accounting type of legal advertising is usually radically apparent to anyone whose attention is directed to it. Such notices as city council proceedings, county commissioners proceedings, school board reports, bank statements, treasurers reports, etc., are included in the public accounting

(Editor's Note: Termed by some as a classic argument as to the importance of legal advertising, the following article was first printed in the Colorado Editor in 1940 and has been reprinted many times.)

group.

No public official will spend money like a drunken sailor if a list of his expenditures is going to be published at the end of the month for all of his constituents to look over, and no dealer, "on the inside track" is going to sell the county, municipality, or school district, a bill of goods at an exorbitant price when every competitor he has will go over the list of expenditures with a fine tooth comb the minute it is published.

I do not mean to say that the published proceedings required by law, relating to public affairs, have completely stamped out incompetency and malfeasance in public office, but I do say that such legal advertising is the cheapest and most effective insurance the taxpayers can buy on the ability and integrity of their elected officials.

If there is any fault to be found with legal advertisements of this type it is that there are too few of them. Many offices of a public nature, which are not now required to publish reports of their activities, might very well be required to do so. Some of the reports now required might well be required in more detail, with additional benefit to taxpayers.

Condensed reports of public proceedings, in a form shorter than required under the statutes, satisfies neither the law nor the public. When, or if, such unnecessary condensations are made there is always the grave danger that suspicion might be aroused. The public wants itemized reports more than it does lump sum reports.

Some may think that the sole reason for legal advertising is to provide revenue for the newspaper and that no useful purpose is served. But you and I know that the legislature doesn't pass laws just for the sake of playing Santa Claus for Colorado newspaper editors.

Into the second general class, the warning notices, fall many different kinds of advertisements legally provided for

in many different kinds of proceedings. Public Trustees Sale, Sheriffs Sales, Estate Matters, Quieting Titles, Divorce Summons, and many others are included in this type of proceedings. I will not attempt to discuss each of the notices in this category here.

However, there is in general a two-fold purpose behind them. First, to safeguard the defendant in any litigation by requiring the plaintiff to give him notice of the institution of suit, personally if possible, if not, then by publishing a notice in a newspaper of general circulation in the community, provided such newspaper is a legal newspaper under the laws of Colorado. Second, to provide for the plaintiff a means of exercising his legal rights against the defendant when the latter cannot possibly be served personally.

As a safeguard to the defendant the legal advertisement is indispensable in our law. The individual citizen's inherent right to security in his person and property is universally recognized in civilized society. It is guaranteed in the fifth and fourteenth amendments to our Federal constitution and in our own state constitution in the following language: "No person shall be . . . deprived of life, liberty, or property, without due process of law." That is unquestionably the most sacred guaranty in our fundamental law. In present day complex society the statutory "legal notice" is most important in effectively preserving that guaranty.

"Due process of law" normally requires the plaintiff personally to serve the defendant with notice of his claim so that the defendant may be given his day in court.

But today it is frequently a practical impossibility to find the defendant to give him a personal notice and in such cases the statute requires the plaintiff to do the next best thing, which is to publish the notice as widely as possible in the community where the defendant may hear of it. Surely this next best thing, publication, is vastly better than to permit the plaintiff to take the property without any notice whatever to anyone. If the statutes did permit such a taking they would clearly violate the "due pro-

cess" clause in our fundamental law.

The person who usually "kicks" about the necessity for the "legal advertisements" and its cost is the plaintiff.

Too infrequently does he realize that if it were not for the substituted service of notice which is made available to him by statute, the legal advertisement, his hands would be tied when he came to prosecute his right of action against a defendant unless he could find the defendant and serve him personally. In many cases this would be impossible—in others very slow and very expensive.

The plaintiff should be most thankful for the statutory provision for service by publication.

I have attempted to show, in a general way, that newspaper advertising performs a very important function in our legal system.

It safeguards the pocketbooks of our taxpayers with an effectiveness that could be accomplished in no other way; it furnishes the only means of fulfilling in a practical way the constitutional guaranty of security to every citizen.

I am sincerely of the opinion that so-called "legal news" is just as important in the effective preservation of our constitutional guarantees of security as the work of the fire department in the preservation of our homes.

I think you have a great opportunity for service to your respective communities by obtaining more adequate protection for our citizens through more widespread use of legal advertising.

There is just one more thing I wish to add—and perhaps it is the most important of all. The whole purpose of legal advertising is prostituted unless it is placed in a legitimate newspaper with a bonfide general circulation in the community where it is published. The proper use of legal advertising is peculiarly a joint responsibility of the editors who publish such advertising and the lawyers who draft and place it for publication.

Fortunately for Colorado there are some farseeing regulations and definitions relative to what constitutes a legal newspaper in which legal advertisements can be published. These regulations are a safeguard for all those who may be interested in such legal publications be-

cause they make it impossible to hide, or bury legals. The public is protected.

(Editor's Note: It is suggested that for the vital information so aptly given in this repeated article, that newspapers should republish this for mutual benefit. It would be permissible and proper to substitute "Kentucky" in several lines for "Colorado." No bylines then need be given. In the last paragraph, last line, add the words (protected by KRS Chapter 424).

Increasing use of photography in reporting news events has created a new dimension or hazard that should be given attention by newspapers if they are to avoid possible litigation from a new quarter, that of trespass.

Ordinarily, a news photographer or news reporter is fairly well schooled these days in the rules that apply to the invasion of privacy of individuals and property subject to being photographed as news. But the generally accepted rule that anything which is newsworthy is also qualified in pictorial form does not always hold true.

Despite the privilege which a newspaper has in reporting news it is not immune from general laws in the exercise of that right. The law of trespass is one that is often ignored in the effort to obtain a photo descriptive of a privileged news event. For instance, an arrest of individuals residing in a house which allegedly has been used in crime activities is news. A photo of the house is just as noteworthy and privileged as the news story. In neither is the privacy of the occupants or the property involved. But a chance is taken if the photo of the house is taken by a photographer who enters upon the premises to get the photo. This is trespass regardless of the certain guilt of the occupants. The rule that a man's home is his castle still prevails.

If property is the subject of news and a photo cannot be obtained with consent of the owner or occupant, the only sure way to avoid a possible suit for trespass damages is to take the shot from outside the premises.

Kentucky Libel Statute Under U.S. Scrutiny

The U.S. Supreme Court has dealt a severe blow to Kentucky's criminal libel statute, according to Staff Writer Jack Ayer. The high court reversed the Perry Circuit Court's conviction of Steve Ashton, a former Oberlin College student convicted under the rarely used libel statute at Hazard in 1963. The decision was unanimous.

Justice William O. Douglas, speaking for the court, said the law of criminal libel as defined in this case was too vague to be enforced. And he endorsed a statement from a minority opinion in the Kentucky Court of Appeals, saying:

"The elements of the crime are so indefinite and uncertain that it should not be enforced as a penal offense in Kentucky."

Justice Douglas found it necessary to mention some of the newer, more controversial opinions on the topic of libel and public affairs. He rested his opinion on more narrow grounds.

Ashton was fined \$3,000 and sentenced to six months in jail on charges that he wrote and distributed a pamphlet, "Notes on a Mountain Strike." The accusation was that the pamphlet libeled Police Chief Sam L. Luttrell of Hazard, Perry County Sheriff Charles E. Combs and Mrs. W. P. Nolan, co-owner of the Hazard Herald.

He had gone to Hazard from Oberlin during the bitter coalfield labor unrest of 1963. He admitted writing the pamphlet, and that it was uncomplimentary. There was some controversy over whether it was actually distributed, and his lawyers disputed the contention that his remarks amounted to a libel.

The written Supreme Court opinion ran just five and one-half pages—brief for a full-dress opinion in the Supreme Court. The case was argued only two weeks ago. There are cases that have been awaiting decisions for months since argument.

In a 4-3 decision, the Kentucky Court of Appeals last June upheld the circuit court's 1963 conviction of Ashton. The trial judge in Hazard had instructed the

(Continued On Page 3)

Judicious Scrutiny Needed For Handouts

Newspaper editors often have expressed apprehension over the number of journalism school graduates who choose the field of public relations rather than newspaper work to start the career for which they were trained. A study made recently discloses that editors themselves may be partially responsible for this situation.

According to Frederick G. Brownell, president of Editorial Associates, a public relations organization, half of the local news content in the daily newspapers of six major cities had its source from public relations agencies and departments. City editors and department editors conceded that they depend on local public relations people for help and would find the going tough were it not for this aid, Brownell stated. One editor was quoted as saying that "Daily newspapers labor continually under two serious shortages—lack of time and lack of space. There is never enough space to print all the news; there is never enough time to gather it, edit it and publish it. So any aid they can obtain that will save space or time is welcome."

This finding will likely draw criticism from those editors who shy from the public relations handouts which they consider propaganda rather than news. Undoubtedly, some of it is news but some is pure advertising of a firm or product, and it takes a good public relations man and a keen editor to distinguish between the two. At any rate, if the study means anything, it discloses that editors who "depend" on public relations releases are contributing to the shortage of good newspaper reporters.

Why Do Customers Quit?

According to statistics which appeared in the Central States Circulation Managers Bulletin, customers lost is attributed to 1 percent die, 2 percent move, 3 percent develop other interests, 9 percent switch to a competitive priced paper, 14 percent find the paper lacks quality, and—hold on to your hat—68 percent indicate indifference by sales and service personnel as the reason for their quitting.

Patronize the Press advertisers.

Auto Tire Advertising

Starting May 10, the government has outlawed automobile tire advertising which promises bargain prices but doesn't deliver.

A new series of Federal Trade Commission (FTC) price "do's and don't's" will go into effect for the whole tire industry. The agency, which polices dubious business practices, hopes the guidelines will eliminate at least some of the most deceptive practices in tire sales.

The program is part of a three-way government move to clean up the industry on grounds it has failed to do the job itself.

The guidelines will apply only to price practices but the agency also has proposed guides to end deceptive advertising and labeling which implies "super deluxe high standard" tires are inferior to plain "standard."

These guides will not go into effect until after the industry gets a chance to argue against them.

While those two moves are under way, Congress is acting on a third front as part of the general drive for automobile safety. It is in the process of authorizing the Secretary of Commerce to fix standards for the performance of tires to guarantee that at least minimum standards of safety are met. The Senate already has unanimously passed such a bill. The House is expected to follow suit soon.

The price guides are designed to see to it that when a seller advertises tires for sale at lower, bargain, or sale prices, the ad means what it says and is not a dodge to bilk an unwary purchaser.

For example: The ad says buy one tire, get a second at half price. That ad is okay if the first tire is being sold at the regular selling price. If, however, the advertiser has merely upped the price of the first tire or used other questionable practices, the ad will be ruled deceptive.

Another example: The ad promises a special trade in value on your old tire—from \$4 to \$10. But the tire buyer finds that the 4-to-10 for the trade-in is made only when he buys a tire at a cited list price. Those ads also will be out.

Along with them will go ads which promise 50 percent or 25 percent off—off of a price which was not the actual selling price; was not used recently but perhaps in the remote price; was a price used only for a short time. If the ad

reads 25 percent off or 50 percent off it must be that much under the actual prices.

And finally, no more of the three-day-a-week reductions. The guidelines will outlaw ads which reduce prices on Thursday, Friday and Saturday, but go up on Monday, Tuesday and Wednesday. If it turns out that almost all the firm's sales were at the lower prices toward the end of the week, the ads will be ruled deceptive.

In other words, if the ad implies that the tire is being sold at a lower than usual price, the FTC warns the seller he had better be honest.

(Continued From Page 2)

circuit court jury that "criminal libel is defined as any writing calculated to create disturbances of the peace, corrupt the public morals, or lead to any act, which, when done, is indictable."

The state appeals court admitted that the reference to breach of peace made the charge too broad. But the court adopted its own definition, and upheld the conviction on that basis.

Justice Douglas said that when a person is convicted under an interpretation that is too broad, an appeals court can't uphold the conviction merely by narrowing the interpretation. He compared it to other cases where the court has overturned breach-of-peace convictions in cases where the law was too vague. He commented:

"Vague laws in any area suffer a constitutional infirmity. When First Amendment rights are involved, we look even more closely lest, under the guise of regulating conduct that is reachable by the police power, freedom of speech or of the press suffer."

Justice Douglas said the court has previously overturned a conviction for inciting breach of the peace because "it involves calculations as to the boiling point of a particular person or a particular group, not an appraisal of the nature of the comments per se."

He quoted the remark of an authority on the topic, who said this kind of criminal libel "makes a man criminal simply because his neighbors have no self control and cannot refrain from violence."

Ashton is now living in New York. The American Civil Liberties Union backed his appeal.



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strength, there is no substitute for concrete.

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Because there is no substitute for
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*A national organization to improve and
extend the uses of concrete*

Obscenity Upheld
The U.S. Supreme Court in its recent decision in *Mishkin*,
the two N.Y. judges were sent to jail on contempt charges.
The lower court's decision was affirmed over the top.
The majority opinion was written by Chief Justice Warren.
The dissent was written by Justice Brandeis.
The case was argued on March 21, 1966.
The decision was announced on March 21, 1966.
The case was decided by a 5-4 vote.
The dissenters were Justices Brennan, White, and Stewart.
The majority consisted of Justices Warren, Black, Douglas, and Goldberg.
The case was a landmark decision in the history of the Supreme Court.
It established that the First Amendment protects obscene material.
The decision was a victory for the free speech advocates.
It was a blow to the censorshipists.
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Obscenity Convictions Upheld By U.S. Court

The U.S. Supreme Court denied re-hearings to Ralph Ginsburg and Edward Mishkin, dashing 11th-hour efforts by the two New York publishers to escape jail on convictions of obscenity.

The lower court judges who presided over the trials will be notified that they may commit the two to prison. Ginsburg's lawyers have 15 days within which to ask for a suspension or reduction of sentence.

He was convicted of sending three publications through the mails which the Supreme Court found, together with his promotional material, to be obscene: "Eros, The Housewife's Handbook on Selective Promiscuity, and Liaison."

In upholding Ginsburg's conviction March 21, the court held that advertising or "pandering" could make a publication obscene.

Justice William J. Brennan, author of the court's majority opinion, said, "Eros was created, represented and sold solely as a claimed instrument of the sexual stimulation it would bring."

Mishkin, whose conviction was upheld along with Ginsburg's, on March 21 was sentenced by a New York court to three years' imprisonment and a \$12,000 fine. He had published a number of pulp publications which were admittedly "sadistic and masochistic," but which he contended were not obscene because they appealed only to deviates and not to the public at large.

The publications of Ginsburg and Mishkin were the first ever found by the Supreme Court to be obscene. The two men are the first persons to be convicted and sentenced to federal prison on the strength of such a finding.

In 1957, the Supreme Court said that the test of obscenity was "whether to the average person, applying contemporary community standards, the dominant theme of the material taken as a whole appeals to prurient interests." In packing off Ginsburg and Mishkin to prison, the court amplified the 1957 ruling by stating that publications designed entirely to appeal to "prurient interests" are not protected by the constitutional guarantees of free press and speech. This is exactly the point which has been made by countless newspapers and millions of mothers and fathers in the land.

Carrierboy Safety Plans

Every paper should have a positive program for total carrier safety, both on and off the route. Stewart A. Woods, CM, Toronto (Ont.) Str, offers the following advice toward the development of a sound one.

Keep carrier leaders constantly informed on safety practices. A successful safety program demands regular review.

Supply carrier bags with reflector material. This is one piece of equipment which boys must always have with them that can be readily noticeable in all kinds of weather and after dark.

Help promote total safety for all children as a spill-over from the carrier safety program.

Develop other forms of carrier safety material which will actually stimulate safe practices on the part of the boy without frightening both him and his parents away from route work.

Obtain free for carriers' bicycles reflectorized safety tape strings, through the V.F.W. "Lite-a-Bike" program. (Contact the local V.F.W. Post or Mr. Jack Mathieson, National Youth Activities Director, Veterans of Foreign Wars, National Headquarters, Kansas City 64111.)

Issue safety kits and Scotch-lite reflective markings for bikes, as well as pamphlets on safety, care of bikes, etc., to all new carriers.

Make safety belts and caps available at nominal cost, or use them as awards for service or sales.

Get posters and general information on conducting bicycle safety programs and riding contests from the National Safety Council, 425 North Michigan Avenue, Chicago 60611.

Insist on full reports of any and all accidents. Then check them out.

Beat the legislators to it. Have your safety program publicized well enough so that no one can criticize your efforts.

Don't bury your head in the sand in the mistaken belief that accidents can't happen in your carrier organization.

This guideline—"designed entirely to appeal to prurient interests"—provides an interesting and effective weapon for authorities to use in cleaning out obscene literature not only locally but at the source, for the Supreme Court now says such material may be banned from the mails.

Veteran Publisher Gives Good Circulation Advice

Put your subscription list on a paid-in-advance basis is the advice of John Shinnars ("Mr. ABC,") publisher of the Hartford (Wis.) *Times-Press*. Then maintain adequate records of your subscription lists at all times. This is simply good business, besides making possible an effective renewal and circulation building program.

Mr. Shinnars continues with four ideas to get new subscribers:

Regular promotion through your newspaper, aimed at the single copy purchasers or subscribers on the gift angle. This is especially valuable before schools open in the Fall, and before Christmas.

Sample mailings as allowed by postal laws. Some papers put on a couple of large, general sample mailings each year, while others cover smaller areas more frequently. Some simply throw a few extra copies in each route load regularly, and carriers cooperate by distributing them to non-subscriber box holders. Always follow up on sample mailings.

Newsstands. Any method that enables non-subscribers to get your newspaper in their hands is a subscription booster—if you are putting out a paper that interests them. We place ours in every little country store or market or garage, plus of course, all of the outlets in the city or town in which the paper is published. Our chain store operators tell us that our paper is the only item in their store on which they make a 40 percent profit. Our paper sells for a dime, and we sell it to the distributors for 6 cents, and many of our stores sell more than 200 papers a week. Our ABC list exceeds 4,200 papers, and about 1,200 of these are sold on newsstands.

Civic subscription campaigns. Some publishers use regular direct mail pieces to non-subscribers, while some use premiums and special introductory rates. Keep your campaigns geared to the times. Don't use the old gimmicks over and over again. The bicycle campaign launched about the time that school lets out in June has been a very successful one for us. We have expanded it to include baseball gloves, balls and transistor radios.

Advertising Always Pays!

All Should Enter Travel-Writing Contest

A travel-writing contest for weekly editors who put the spotlight on little-known or forgotten corners of Americana in their home communities, should attract newspaper attention.

An editor has an opportunity to do something economically for his area in stimulating travel. Since the winning articles will be circulated nationally, an editor who can write interestingly and appealingly can, if he wins, help attract people to his area.

The contest, which will support the President's new "Discover America" program, the close-to-home tours' campaign of the American Petroleum Institute, and the "As You Travel, Ask Us" service at service stations, is open to approximately 9,000 weekly newspaper editors in the continental United States.

First prize will be \$1,000 and a trophy. In addition, there will be a \$100 prize and a certificate for the winning editor in each of 48 states.

The contest will be sponsored by the Department of Journalism at Southern Illinois University and the American Oil Company. Judges will be selected by the Department of Journalism. Southern Illinois University is headquarters of the International Conference of Weekly Newspaper Editors, which conducts an annual editorial-writing contest for weekly editors and publishes "Grassroots Editor."

The announcement of the contest was made by Dr. Howard R. Long, chairman of the Department of Journalism at SIU, who will be contest director, and James M. Patterson, director of public relations for American Oil Company who stated:

"Many motorists do not know all the historic, educational, and recreational attractions of their home communities," Patterson declared. "Our travel-writing contest," he said, "is to encourage weekly newspapers to throw light on such little-known or forgotten sites that are readily available by car locally or nearby, especially on weekend driving, and to recognize those editors who do outstanding writing about them."

Dr. Long said a weekly editor may enter travel writing published any time in 1966 through September 30, which is the deadline for entries. There is no

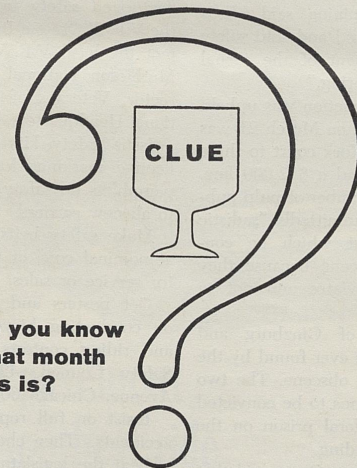
Check This ZIP Regulation

A portion of a form letter sent to publishers by local postmasters regarding compliance with ZIP Code regulations has caused confusion. The letter stated that mail will have to "be ZIP Coded and must be bundled and sacked in ZIP Code numerical sequence." The Department advises that the words "numerical sequence" do not mean what they infer and that it is NOT necessary to maintain a list in numerical order from the lowest to the highest ZIP Code number. Publishers are advised to disregard

limit on the number of entries an editor may submit. Entries are to be mailed to the Department of Journalism, Southern Illinois University, Carbondale, Ill. 62903.

this segment and proceed with the other requirements. Postal officials are preparing new explanatory material on ZIP Code and it will be distributed soon.

The eighty-first annual meeting of the National Newspaper Association is set for the Statler-Hilton Hotel, Boston, with a fine program mix of business-history-entertainment on tap for those attending, July 13-17. July 18-22 will be devoted to special one and three-day tours into interesting and historic parts of New England. Advance registration is \$17.50 for adults and \$12.50 for children under 16. The three one-day and one three-day tours vary in cost with all four at \$118.25. This is a fine chance to see New England in mid-season.



**Do you know
what month
this is?**

MAY IS NATIONAL TAVERN MONTH

This is National Tavern Month—the time when America's brewers pay special tribute to the friendly folk who serve the friendly brew. So why not stop by your favorite tavern, enjoy the great refreshing flavor of a nice cool beer, and mention casually to the tavern-keeper that you're glad he's there. We are.

UNITED STATES BREWERS ASSOCIATION, INC.
P. O. Box 22187, Louisville, Kentucky 40222



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you printed this
this morning



is it fair to ask what your press is doing this afternoon?

It is if you own a Mergenthaler Pacer 36 web offset press. You could be running a shoppers' guide, a magazine, a pocket-size book or a short-run advertising piece. With the Pacer's Mogul Folder, convert to half, quarter, eighth and double parallel folding

with complete ease. And you can change a plate in less than a minute without disturbing the web. Simplicity, flexibility, and economy have been designed into the Pacer 36. Let us tell you more about the web press that makes short runs practical and profitable.



Mergenthaler
PACER 36

Mergenthaler Press Division
300 East 42 Street
New York, N. Y. 10017

Please send me more information on the Pacer 36.

Name _____

Company _____

Address _____

City _____ State _____

Advertising Will Lessen Spoilage Cost Problems

An interesting thought on the value of advertising, especially from the consumer's point of view, is presented in the following editorial from the Leader-Call, a daily, published in Laurel, Mississippi:

Nearly everything sold in a modern retail store loses value when it is not sold within a short period. A dress which is not fashionable, cars of outmoded design, and home appliances which do not have the latest improvements are subject to "spoilage" as the fresh produce in a grocery store.

The consumer often thinks that he gains bargains from the possibility of spoilage. It is the general belief of bargain seekers that the retailer absorbs the loss when goods are not sold during periods of greatest demand. However, the concept is false. No retailer can stay in business by selling "spoiled" goods at a loss. The cost of spoilage, and the accompanying increased storage costs are passed on to the consumer. The cost has to be added to the price of other goods which the consumer demands. Spoilage loss is ultimately passed on to the consumer even when old goods are completely discarded.

One of the major economic benefits of advertising to consumer and retailer alike is the reduction of spoilage loss. Ideally, advertising eliminates loss altogether. This is often accomplished by retailers who have learned what to expect of advertising. A grocer simplified the examination this way: "It is cheaper to advertise and sell beans at 22 cents a pound than to sell at 35 cents and allow for spoilage and increased storage costs, which is necessary without timely advertising."

Parcel Post Bill Passed

House Post Office Committee May 12 approved Bill H. R. 14904 which would increase parcel-post rates by 8.2 percent and increase the size and weight of packages that can be mailed between first class post offices.

The rate increase is expected to provide \$60 million more in parcel post revenues. The change in size and weight is expected to bring enough additional business to increase net revenue by \$40

million more. The parcel post service is now running at an alleged \$107 million a year deficit.

Increase in size and weight limits would fix uniform standards of 40 lbs. and 100 inches in length and girth. Present limits are 40 lbs. and 72 inches for post offices within 150 miles of each other and 20 lbs. and 72 inches for those further apart.

"It Saves Me \$102 per year," wrote a small daily publisher who learned that ANR's one-order, one-bill service for advertisers also means that the newspaper needn't supply tearsheets through Advertising Checking Bureau. The ACB operation charges both advertiser and out cost to either.

Advertising Always Pays!

KNOW 2 BIG REASONS WHY TRADING STAMPS WORK?

Trading stamps are more effective than any other promotion because they have two rare distinctions:

- 1 They put right back in the customer's pocket the money the retailer paid for the stamp promotion in the first place.
- 2 They reward the customers fairly—in proportion to how much each one spends.

S&H is able to pass on more total value than the cost of the promotion—more than the retailer paid for the stamp service—because it buys merchandise in great quantities for more than 70 million S&H Green Stamp savers.

Buying wholesale, and using modern methods to keep distribution costs low, S&H is able to provide brand-name merchandise that represents a 2½ per cent discount on every purchase!

The S&H retailer gives each customer one stamp on every 10 cent purchase. The more the customer buys, the more stamps he or she gets. This is quite unlike other forms of promotion where only one person—the lucky winner—takes something home. For instance, an average food retailer doing a \$1.2 million business per year, could give away six autos a year for the same cost as stamps. That way six, out of thousands of customers, are rewarded.

But *everyone* takes home extra value every single time they shop where S&H Green Stamps are given.

An American way of thrift since 1896
Celebrating our 70th Year



LET'S BUILD A BETTER LIFE FOR ALL KENTUCKIANS

KENTUCKY'S RURAL ELECTRICS WILL HELP



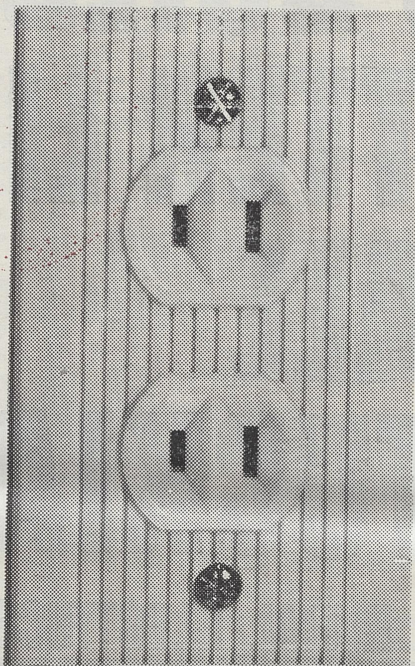
In our schools and on our farms the Rural Electrics encourage the development of skills which will help Kentuckians live better and build a more prosperous economy.

◀ The school appliance program is one way the Rural Electrics help. Every year the Rural Electrics provide approximately 1200 new appliances to 182 Kentucky high schools and five Kentucky colleges for use in home economics and modern living classes. This program makes it possible for these schools to teach with the latest equipment at no cost to themselves.

Kentucky's Rural Electrics invite all Kentuckians to join in support of all programs which will help our citizens enjoy the benefits of modern science and technology.



LET'S SPEAK UP FOR KENTUCKY!



We call it a

CONVENIENCE OUTLET

You call it a "plug." As in "plug it in."

You're installing more and more of them, in offices, stores, homes, and industries throughout our operating area.

You're plugging in new appliances, the farmer a new labor-saving machine, the businessman new bookkeeping equipment, and new Kentucky industries are plugging in the machines that make new jobs.

One of these new jobs is ours: building, working, expanding to supply the electricity these new outlets demand.

So go ahead and take your electricity for granted. New industry, new home, new commercial building—don't worry about the availability of dependable, low cost power. The electricity you'll need is *here*.

KU KENTUCKY
UTILITIES
COMPANY
120 S. Limestone St., Lexington, Ky. 40507

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