

The Kentucky Press

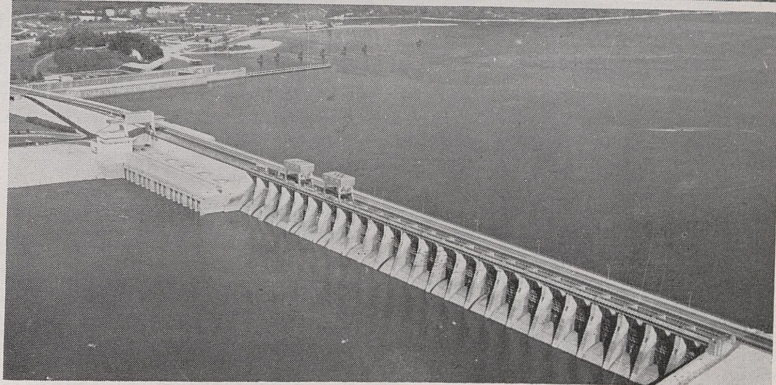
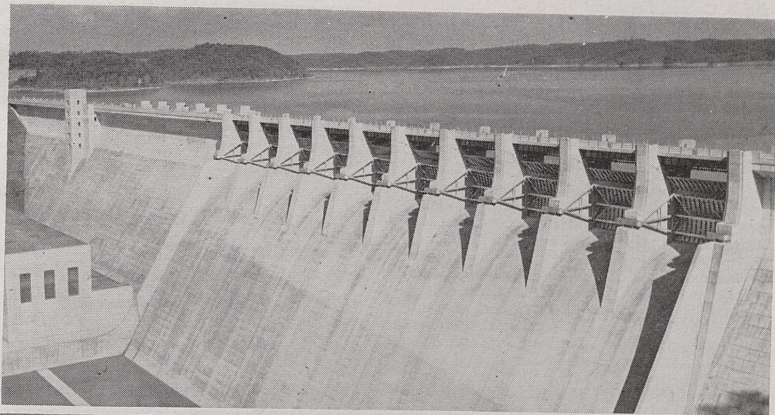
November, 1962

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



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Publication Office:
School of Journalism
University of Kentucky
Lexington

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VOLUME TWENTY-NINE
NUMBER TWO



Kentucky's Showcase: Our two great dams at Wolfe's Creek and Gilbertsville insuring vacation paradises.

The Kentucky Press + As We See It +

Volume 29, Number 2

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

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

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

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association

Printed by The Kernel Press

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

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Kentucky Leads In Both Rich And Poor Counties

Is there a solution? Figures released this week by the U. S. Department of Agriculture stated that the six of the ten poorest farm counties in the nation were in Kentucky, while 16 counties equaled or exceeded the national average in farm level of living. Kentucky dropped in national ranking from 39th in 1950 to 44th in 1959.

The six poorest farm counties were identified as Breathitt, Knox, Leslie, Magoffin, Owsley, and Perry. The top ranking counties are Bourbon, Campbell, Fayette, Fulton, Harrison, Jefferson, Kenton, Oldham, Shelby, and Union. The six that equaled or exceeded the national index are Clark, Henderson, Jessamine, Mercer, Scott, and Simpson.

The department's study covered 2,599 counties or combination of counties in all states except Hawaii. The study assessed such things as the average value of produce sold by each farm; average value of land and buildings per farm; and the percentage of farms with telephones.

The department said all counties in the state achieved better ratings in 1959 than they had in 1950 but the average rate of improvement fell behind that of the nation.

Again we ask: is there a solution? Can our newspapers help, or take a lead, in correcting this drastic economic problem in the so-called "poor" counties? Perhaps later figures may indicate improvement already under way.

* * * *

Hard Look At Expense Accounts

Business expenses will get hard look by the tax department, according to business reporters. Despite complaints that new regulations will make business people become bookkeepers, present plans are to require detailed information about all claims. This means itemizing down to the penny for parking, taxes, tips, etc., as well as notes about who the money was spent on and why. Bills over \$10 will require receipts; cancelled checks are not good enough. Immediate tightening of expense procedures seems indicated for those who want to conform to regulations.

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SDX Charges Censorship Practices Still Continue

Sigma Delta Chi's Freedom of Information Committee charges in a recent report that neither President Kennedy nor Congress appears inclined to take steps to lift the "tight paper curtain of bureaucratic cen-

sorship" which still cloaks most records and actions of the Federal Government.

"Over-all," the committee finds, "there has been no major change in the bureaucratic censorship policies in the first two years of the Kennedy Administration. Most records and most actions of Federal Government are closed today, just as in the Truman and Eisenhower Administrations, and the American people still are getting most of the news of their government in the form of handouts, a lot of them propaganda."

The committee was more encouraged, however, by the steady gains being made in the national campaign for laws requiring state, county and city governments to keep their records and meetings open to the public.

* * * *

Effective Self Promotion By Use Of Printing Plant

Newspapers can increase advertising lineage today by making use of a natural promotion tool—your own job printing department. Promotion material can be planned and produced between regular jobs to keep your production department flowing efficiently.

Several basic promotion ideas you may want to consider using are:

1. A monthly newsletter to warm-up the sale before the salesman makes his call. Here is a place to give sales tips and tell about the promotions that are coming up during the month ahead.

2. A circulation map showing saturation. Percentage of circulation coverage is impressive and probably the most effective sales tool.

3. Attractive rate cards should point out the advantages of newspaper advertising and how thorough the readership is.

4. A sales kit helps salesmen to know their product and what it can do for advertisers. Including testimonials, rate structure, mechanical information, positive selling techniques, and information on competitors, this kit can educate both salesman and customer.

5. Letter writing to congratulate advertisers or leading citizens on accomplishments always creates a warm feeling.

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We Need Your Help

During 1963, KPA is trying to build up our gallery of old-time photos of early publishers, early KPA gatherings. If you have any such photos in your plant, or know where such photos are, would you please notify the office.

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State's Publication Laws Called 'Miracles'

By A. GAYLE WALDROP
Professor of Journalism
University of Colorado

Communications between state press associations—exchange of their magazines, legislative and confidential bulletins—is excellent. Too, they have national publications such as *The American Press*, *The National Publisher*, *Publishers' Auxiliary*, *Editor and Publisher*, national meetings and correspondence to keep them informed about each other's activities and progress.

Why, then, with a knowledge of what Kentucky has done about its publication, or public notice, laws in 1958 and 1960, have not the professionals in other states realized that at least six miracles have come to pass? And worked to bring them to pass in their states? Are they waiting for youth to decide on changes, develop new attitudes, discover what the oldsters seem to be almost blind to?

Kentucky's compilation now is not a book, but is one statute, the 1960 edition of KRS Chapter 424.

From a memorandum to Douglas Cornette, one-time president of the Kentucky Press Association, assistant general manager of the Louisville *Courier-Journal* and the Louisville *Times*, relayed to me by Barry Bingham, editor-in-chief and president of these newspapers, I have the background story on what I cannot but call "miracles in Kentucky." Miracles produced by leadership, analysis, and cooperation.

"From 1940 to 1958, the Kentucky Press Association tried vainly to obtain compliance with laws pertaining to legal publication," Cornette wrote. "Perhaps the reason was the great multitude of statutes dealing with the subject. A number of publishers . . . persuaded the KPA to obtain the services of a former clerk of the Court of Appeals and to try to bring into focus these many statutes . . . Judge Robert Cullen . . . did a masterful job in drafting the so-called Model Publication Law . . . The bill sailed through the legislature."

But, the first miracle in Kentucky antedated this clarification and unification. Before the 1930 Revised Statutes were printed legal notices had to be published in the newspaper with "the largest circulation" in the publication area. Before the 1943 revision it had become "the largest bona fide circulation," meaning paid circulation. Some deference had been paid in other states to circulation, in connection with rates. But Kentucky seems to be the first state to insist by law that Public Notice means notice to

the public, just that, not publication in a legal journal or a political party weekly whose circulation may be only one per cent of that of the commercial newspaper in the area.

"The biggest weakness in the inadequacy of public notice as a means of due notice," wrote Ben Blackstock, secretary-manager, Oklahoma Press Association, "is found in the larger cities and towns where the metropolitan newspapers either cannot afford to publish or do not want to be bothered with publication of such notices. This leaves the field open for daily legal newspapers with very limited circulation and is almost no notice at all."

The second miracle, therefore, was the statute that clarified, consolidated and made uniform Kentucky's 232 statutes governing county, municipal, town and other political subdivisions. Why have, as Kentucky did, 30 statutes requiring publication of proceedings of governmental bodies, such as ordinances, regulations, orders? Why have 12 statutes requiring publication of financial statements or audits? Why have 52 requiring advertisement for bids and notices of sales? Other states still have a lush jungle growth of such laws.

Kentucky publishers cooperated, obtained expert legal aid, brought order out of chaos.

The third miracle: the 1958 law had provided for eight-point solid measure, indicated rates for nine- and ten-point type and with "leading." The 1960 law provides for eight-point and gives freedom to use display advertising "whenever the nature of the matter . . . or whenever the officer responsible for causing the advertisement to be published determines in his discretion that a display form is practicable or feasible. . . ."

Some state laws specify 5½-point, others allow from five- to ten-point; six states designate six-point, and eight in addition to Kentucky name eight-point. In 16 states type size is not specified, among them Missouri, about which William A. Bray, general manager, Missouri Press Association, wrote:

"By putting into effect a rate that we think is fair, newspapers are encouraged to set legal notices in regular reading type, not six-point. Because of the poor treatment publishers give notices, the attempt to set them in small type, I am convinced that newspapers are among the worst enemies of the public notice. Certainly, they want the revenue, but they don't care whether they can even be read. Publishers

are going to have to give a little more loving care or the trend to do away with public notice will continue."

Of major importance (it's unique, it has had significant results) is the fourth miracle, cooperation between Kentucky Press Association and those who attacked the "model" law to remove "fat" from it.

"The Kentucky Municipal League, the City of Louisville, Jefferson County, and other governmental agencies began an attack on the 1958 statute," Mr. Cornette wrote. ". . . The position of the *Courier-Journal* and the *Times*, and that of the majority of the Kentucky Press Association, was (italics supplied): *if there were inequities in the law KPA and we should take the leadership in helping to remove them.* It was then that there began a series of conferences between a legislative committee of the KPA, the legislative committee of the Kentucky Municipal League, representatives of the Sheriffs' Association and other public officials. . . . Finally agreement was reached. . . ."

The 1960 law (1) reduced required publication on all matters to one time except on sale of property and notice of delinquent taxes which must be published three times; (2) reduced required publication on bids to one time instead of three and, in addition, provided for emergency purchases without publication; (3) required bids to be published only on items of \$1,000 or more cost (\$500 under 1958 law); (4) allowed summaries of city, county or district budgets to be published instead of the detailed budget; (5) does not require executors' notices on estates valued at \$1,500 or less (1958, \$500 or less); (6) allowed lumping of payments during year to one person (1958, only gross salaries could be), person understood to include firm, corporation, for goods and services); (7) provided that only general regulations affecting entire publication area need be published.

Could it be that state press associations are reluctant to undertake unification of statutes because they anticipate demands for removing "fat" from publication requirements, as the Kentucky law did? Should they leave the initiative in this to state municipal leagues and governmental agencies? Is co-operation possible in other states?

The fifth miracle grew out of the fourth: "One of the interesting things I came across in the meetings (to revise the statute) was that most progressive governmental units

(Please Turn To Page Eight)

Selection Of Photo Equipment Varies With Job, Experience

By James E. Kalshoven
Associate Professor of Journalism
University of Tennessee

Newspaper and magazine photographers, like golfers and fishermen, are dedicated men.

They are dedicated to a special and beloved bit of equipment.

Golfers have a pet club; fishermen cherish one rod above all others; and photographers swear by a certain camera, a certain lens.

The amateur, eavesdropping on a group of professional cameramen, is bewildered by the violent arguments over 4 by 5's, reflexes (twin and single), and Ekta, Zeiss, Dagor lenses. And what is more confusing, each photographer has facts, logic, and strong, loud arguments to buttress his beliefs.

Such a situation can create only uncertainty in someone, such as the publisher of a small newspaper, who does not have a thousand or two to spend for equipment, but who wants a sound outfit that will handle practically every situation except perhaps microphotography or color murals.

Fortunately, he will discover that the war is really only one of words. The arguments of the professionals is usually shop talk, and their favorites are the cameras they started with, have grown accustomed to, and in which they have acquired skill and confidence.

Any good camera is capable of taking good pictures, else it would not be on the market.

Edward Steichen, perhaps America's greatest photographer, went to Greece and, to demonstrate that it is primarily the man and not the equipment, took hundreds of photographs with just a box camera. The results of tour de force later were collected into a book and are among his most beautiful work. However, that was Steichen, and his usual camera is a teakwood 8 by 10 with all the adjustments—not a box camera.

So debate over the merits of various types of camera is academic. To recommend any one piece of equipment is perilous. Price will affect quality, of course, but not to the extent that it does in most other fields.

But the prospective user of a camera demands some sort of guide. He wants to know which to select, among the hun-

drreds on the market. And the best way for him to reach a decision is to know the strengths and weaknesses of each type, know what he plans to use it for, and know how much he is willing to spend.

Cameras for press use today fall into three popular groups, with only one of these groups not offered in a wide variety of prices. These three are the press—a comparatively expensive unit,—the twin lens reflex, and the 35-millimeter. These in turn may be broken down into various subdivisions, such as the reflex and the rangefinder 35's. Space will not permit a discussion of these, but the merits and demerits of each larger group apply equally to them.

As for the Polaroid, that is an entirely distinct field of photographic equipment.

Let us first examine the press camera, more generally known as the 4 by 5's, or the Speed Graphic. The Cadillac of this group is the Linhof Technica, which will cost around a thousand dollars, give or take a few hundreds depending upon model and lenses. None of the press cameras are inexpensive. The commonly used Eastman Graphic will be several hundred dollars, the price varying with the lens and shutter. Hence, one disadvantage of this camera group is the initial cost.

Among other disadvantages is its size. The earlier Graphics had wooden bodies and weighed much less than the stronger and more rigid metal Graphics of today. It is not a camera to carry around casually. It is too bulky to fit into a pocket, too clumsy to carry on a strap over one's shoulder. In brief, it is a wearisome bit of paraphernalia, and is despised for that reason by most women photographers. Still, Margaret Bourke-White bowed her shoulders and made her reputation with it.

Another disadvantage is the cost of film. At 15 to 30 cents—and a dollar and a quarter in color—every time the shutter is snapped, this cost can mount up, especially for papers with trigger-happy photographers.

So, for the press camera, the major drawbacks are size and expense. To its devotees, its advantages far outweigh the disadvantages. For the press camera does take beautiful pictures—sharp, crisp, full of detail. There is no worry over grain in enlargements. There is no real problem of temperatures in developing.

A sweetheart of a camera is the twin-lens reflex. More and more its popularity

is growing. Many newspapers use it almost exclusively.

For one thing, the price range is broad. An investment in the under 50-dollar group is not money thrown away on a hunk of glass and a piece of tin.

The twin-lens reflex is a small and light camera, easily carried over the shoulder. Its simplicity and portability, the economy of its film, the adequate size of the negative (normally 2 1/4 by 2 1/4 inches) and the brilliant pictures it takes make it a desirable choice. Care is necessary in the film, but grain is seldom a problem. High shutter speeds and fast lenses are standard on most models. The photographer has the advantage of seeing on a ground glass exactly what he is taking, with no need to worry about parallax or improper focusing. And 12 negatives on a 50-cent roll of film will damage no one's wallet.

On the whole, a superb camera. Almost the camera for today. But it does have a few disadvantages.

One is that lenses are not interchangeable. One model does offer this feature but the range of lens lengths is so limited as to be almost negligible. Some photographers object to the square format of pictures. Again, the mirror principle by which these cameras operate, so that side-wise movement is reversed, makes it quite impractical for sports photography by the inexperienced.

Still another disadvantage is the almost mandatory waist-high viewing level. The newspaper photographer, with a crowd around him, is apt to have his lens blocked by a pair of broad shoulders. The somewhat clumsy procedure of holding the camera upside down over one's head is the usual solution.

And now we come to the 35-millimeter camera—the camera which has everything except one thing, and that one weakness is a major handicap.

The 35 is often called the "candid" camera. For the spur of the moment shot, it is unbeatable. Its depth of field is tremendous, so that focusing becomes a minor matter. For a courtroom, where an antediluvian judge frowns upon flash and cherishes dignity, the 35 is inconspicuous.

Its prices range from less than the price of more than the press cameras.

The fastest lenses made fit it, and only lenses that can take a picture by the light of a match. To it may be fitted either the extreme wide-angle lens or the monumental telephoto. It may be used with a microscope or a telescope, for copying or for portraits.

Sports are its kingdom, especially the ones equipped with rapid-action shutters. Film can be bought for less than

Small Business Available In

Copies of the Small Business Administration, Louisville, Kentucky, are available in the Louisville office of the Small Business Administration, 400 North Third Street, Room 300, Louisville, Kentucky. This new book, "Small Business and How to Start It," is available in the Louisville office of the Small Business Administration.

Mr. Blankenship, Director of the new Handbook of Small Business Information, is interested in the SBA is the only one that has voted exclusively for the 12 government programs affecting the sections in the General Service Administration, Department of Defense, Department of Agriculture, Federal Trade Commission, Tennessee, and Export-Import Bank.

It seems certain that the 700 car dealers across the country will be even greater. They can't get close to customers. Although advertising practices ask for more sup-

penny a shot, and are available for cameras. Its fast human movement and light enough pocket.

But the one who has kept it from camera. That was negative. This new and one-half inch almost scientific instrument.

Temperatures carelessness in or graininess that screen dropped films and fine-grained what, but here quality speed enter. And essential. Any tiny an immovable to small negative pictures as for portraits, is

Small Business Handbook Available In Louisville

Copies of the Federal Handbook for Small Business are available on request at the Louisville office of the Small Business Administration, 1900 Commonwealth Building, Fourth and Broadway, R. B. Blankenship, Branch Manager, announced recently. This new booklet was issued jointly by the Senate and House Small Business Committees, the White House Committee on Small Business, and the Small Business Administration.

Mr. Blankenship said the purpose of the new Handbook is to provide in a single booklet information on all Federal Programs of interest to small businesses. While the SBA is the only government agency devoted exclusively to small business, the following 12 government agencies with programs affecting small businesses also have sections in the 101-page Handbook: The General Services Administration; Departments of Defense, Commerce, Labor Interior, Agriculture, Treasury, and Justice; Federal Trade Commission; Veterans Administration; Tennessee Valley Authority, and the Export-Import Bank.

It seems certain that 1962 auto sales will reach near the 7 million mark. A check of car dealers across the nation by Printers' Ink shows that they believe 1963 sales will be even greater. A frequent concern is that they can't get cars fast enough to deliver to customers. Although most dealers approve advertising practices of the factories, some ask for more support at the local level.

penny a shot, and more varieties of film are available for it than for the larger cameras. Its fast shutter can freeze any human movement. And it is small enough and light enough to slip into one coat pocket.

But the one great weakness of the 35 has kept it from becoming the universal camera. That weakness is the size of its negative. This negative is one inch by one and one-half inches, and it requires an almost scientific precision in its development.

Temperatures and time enter here, and carelessness in one or the other leads to a graininess that resembles an engraving screen dropped over the print. Fine-grain films and fine-grain developers help somewhat, but here questions of tone and of film speed enter. And darkroom cleanliness is essential. Any tiny speck of dust becomes an immovable tombstone. Nor does the small negative permit any retouching, such as for portraits, if desired.

Prepare Now For The Best Christmas Record Sales

This Christmas season should be a sales record breaker according to an executive with the National Retail Merchants Association. The prediction was based on a recent survey by the association of 197 member stores. Seven out of ten expect their Christmas sales to rise over last year's level. Sixty-seven percent of those responding to the survey's questionnaire are planning to stress better quality merchandise this year. Only one-third will emphasize popular priced goods. In the fall survey the answering store heads were evenly divided on this same question.

The study also revealed that women's sportswear is expected to be the top selling merchandise line for Christmas. Twenty percent picked it as a holiday volume gainer. Eleven percent mentioned men's sportswear, ten percent chose boys' wear and eight percent mentioned men's furnishings.

Retailers across the country are planning their Christmas promotions. It isn't too early for you to line up your own promotional plans for selling your merchants on new advertising ideas. Here are some ad ideas that will appeal to youthful shoppers:

Suggest that your merchants make a big to-do about pre-teens out of school for the holidays. They may want to plan special pre-teen fashion shows, meetings, etc. One merchant could open a "Wishing Book" for them where they can enter their names and the items they would like for gifts. This could, of course, be publicized in ads so their families and friends will come in to see what they would really like for Christmas.

Your merchants may want to establish a miniature department for children under 14. A good selection of gifts can be featured here for low prices. The counters could be made low for easy selection and gift wrapping be a free service.

Merchants can promote early shopping by setting up a special holiday breakfast on each Saturday in December until Christmas. Special ads could be sold in connection with these special breakfasts.

Here's a note from Indianola, Iowa, which might interest your ad man:

Just read the bulletin and was glad to see the Adrian (Mich.) Telegram won the "Best Idea of the Year" contest on their bridal tour idea. The Record-Herald and Indianola Tribune won the "Best Idea of the Year" contest at the recent Iowa Press Association Convention. The idea was the same as the one that won the award for the Adrian Telegram, only we used it as a Christmas promotion.

We took pictures of a young couple do-

Advertising Stimulates U. S. Market Demands

The important role advertising plays in the economy by stimulating market demand was emphasized recently by U.S. Commerce Secretary Luther Hodges. He stressed this point in a speech on economic conditions at a luncheon sponsored by This Week magazine, Oct. 29 in New York City.

Following are some of his comments:

"There are those, of course, who question the value of advertising. But I am not one of them for I feel that advertising is a major tool which must be used vigorously if we are to quicken and expand our economy.

"Consumer spending alone accounts for about two-thirds of our gross national product, and in this area the influence of advertising is direct and potent.

"Advertising is the prime mover of new products, and new products mean new demand and an expanding economy. More than half of the chemical industry's net income is derived from new products which were not available 20 years ago.

"Advertising is the inseparable twin of mass marketing. We simply couldn't have mass production and mass marketing without it. Without advertising, the modern manufacturer might as well ship his goods in boxes without labels.

"Advertising reaches millions of potential customers at a very small cost per customer. It informs them what is available. It establishes mass acceptance for new brand names almost overnight. It shows people how existing products can be put to a variety of new uses.

"By lowering the cost of selling a larger volume of goods, and by promoting the sale of a large volume of a particular item, advertising reduces the unit cost of our products to our consumers."

A lot of fellows who say what they think don't do enough thinking.

ing their Christmas shopping in Indianola. Printed it tabloid, special section, with each merchant taking a third of a page. We pictured the couple in each participating store looking at merchandise along with some copy on what that store had to offer Christmas shoppers.

It was a natural for a Christmas promotion, brought us about \$600 in additional "plus" business (\$25 per merchant) and we plan to use it again this year. Believe it is easier to sell than the wedding tour idea would be. Incidentally picked up the idea at the NEA Meeting last fall in Chicago. A good reason why publishers should attend conventions.

Journalism Graduates Payscale Revealed By National Survey

The June 1961 crop of Journalism school graduates have gone to work for salaries ranging from \$60 to \$165 a week, according to a survey by The Newspaper Fund.

(The Fund, supported by grants from The Wall Street Journal, is set up to attract more young people to journalism careers.)

The average beginning paycheck for 1,555 graduates in the 41-school study was \$89.60.

Five schools with a total of 221 graduates reported average starting pay of \$100 a week or more, Paul S. Swensson, executive director of The Fund, said. These schools were the State University of Iowa \$112; Northwestern University \$110; Columbia University \$109; Ohio State University \$105; California State Polytechnic College \$100.

"We examined the data regionally," said Mr. Swensson, "and found that starting salaries were highest in the Midwest."

Fifteen schools and departments were surveyed in this region. A tabulation of average starting salaries for these midwestern graduates shows:

Three schools with 136 graduates averaging \$100 or more; 8 schools with 486 graduates average \$90 to \$99; 4 schools with 115 graduates averaging \$80 to \$89.

Ten schools and departments were surveyed in the Rocky Mountain states and the Far West. Their salary reports showed:

One school with 8 graduates averaging \$100 or more; 5 schools with 122 graduates averaging \$90 to \$99; 4 schools with 63 graduates averaging \$80 to \$89.

Eight Eastern and New England schools were studied. The findings:

One school with 77 graduates averaging \$100 or more; 6 schools with 199 graduates averaging \$80 to \$89; 1 school with 5 graduates averaging \$79 or less.

The report from eight Southern and Southwestern schools showed:

Three schools with 93 graduates averaging \$90 to \$99; 5 schools with 175 graduates averaging \$80 to \$89.

"The ratio of jobs available per graduate, an admittedly nebulous estimate, parallels salary trends," Mr. Swensson said.

Midwest Highest

In the Midwest where starting minimum salaries were reported highest, the University of Nebraska listed 15 job opportunities for each graduate. The University of Michigan and Ohio State University said their ratio was 10 to 1 as did Northwestern Uni-

versity for its Master of Science in journalism graduates. The lowest job ratio per graduate reported by any Midwestern school was 3 to 1.

Rocky Mountain and Far Western statistics show job ratios ranging from a conservative estimate of 1½ to 1 at two schools to 10 to 1 at two others, Sanford University and the University of Colorado.

The University of Kentucky reported a 10 to 1 ratio of opportunities for its 20 graduates, the highest ratio of eight Southern and Southwestern schools. Three schools reported 3 to 1 ratios, the lowest in this group.

The highest ratio in the East and New England was 5 to 1 and was reported by four schools. The low was 2 to 1.

Male graduates outnumbered women in 12 of the 13 schools which graduated more than 50 students. The largest graduating class in the survey was at the University of Missouri, where 80 percent of the 135 graduates were men. Six schools graduated more women than men.

Included in the survey was a study of minimum starting salaries.

In the Midwest, two schools reported starting minimums of \$90; four quoted \$85; two others said \$80 and \$79 respectively. The remaining starting minimums reported were \$75 at three schools, \$70 at two others and \$65 at the final two.

Starting Pay

In the East and New England, the study shows minimums of \$75 at one school, \$70 at four others and \$65 at the last three.

Three Southern and Southwestern schools reported starting salaries at \$65, three others had minimums of \$75 and the final two surveyed started at \$80.

Rocky Mountain and Far Western schools were grouped as follows: one school at \$60; three at \$75; two at \$80; one at \$82; two at \$85; one school reported \$90 as a minimum starting wage.

The schools and departments in the survey by area were: East and New England—Boston University, Columbia University, Duquesne University, The Pennsylvania State University, University of Rhode Island, St. Bonaventure University, Syracuse University, West Virginia University.

In the South and Southwest the schools surveyed were the University of Georgia, University of Houston, University of Kentucky, University of North Carolina, University of Oklahoma, Texas A&M College,

Helen Henry Returns To Louisville Magazine

Miss Helen G. Henry will return as director of the Louisville Chamber of Commerce publications division and editor of the Louisville magazine after a two year interim in the Kentucky Department of Public Information, Frankfort. She succeeds Richard Cherry.

She will be succeeded as director of the news service division in the state department by George H. Yater, formerly assistant director. His post will be taken by Leonard E. Kelsay, well known state newspaperman.

Experts Cannot Agree On Anticipated Recessions

Following is from recent report of National Association of Purchasing Agents: "Within the last month, many economists have embraced the so-called standard forecast of a mild recession in early 1963. The statistics furnished by purchasing executives in their reports since last April certainly offer nothing to contradict these observations. At that time, 23% felt a downturn would develop before the end of the year and 56% felt it would come after the year end. A few members remark that the prediction has been passed and they now speak of recession in the present tense. The current elections, a possible quick tax cut, a stimulus wage reopener, all come in for their share of 'ifs.' But these are minor when compared to Cuba; a turn to the worse here and bets are off. Although the tension has lessened, there is still watchful waiting on the part of the men responsible for obtaining goods and services for this country's industrial might."

Texas Christian University, and the University of Texas.

Middle West: Indiana University, State University of Iowa, Marquette University, Michigan State University, University of Michigan, University of Minnesota, University of Nebraska, Northern Illinois University, Northwestern University, University of Notre Dame, Ohio State University, University of Southern Illinois, University of Wisconsin.

Rocky Mountain and Far West: California State Polytechnic College, University of California at Berkeley, University of Colorado, Fresno State College, University of Oregon, University of Southern California, Stanford University, University of Utah, University of Washington and University of Wyoming.

Newsprint Annual Review

Suggestions in newspaper by Donald C. manager of the speech report bulletin he predicted that was summer over \$1.

Production recommendations in however, that normal and in this "waste," is mi

It was said reclamation m planned. Some expensive than

Here are so tions:

1. Consider

2. Have for preparation of certain that damaged glue spots wet rolls before 3. Watch of justed reel shou one-quarter to remaining.

4. Watch n from the folder adjusted paster removal of no

5. Consider pressmen and

6. Watch yo first-in first-out will enable you cause of dried-

7. Make cert tension equipme

Insist on an ac defective newsp a sample of def identifying mill planation.

What does a terms of newsp

Marilyn Mor streamered in th morning of Aug 335,000 extra c

about 45 tons o pictures and ar granted only a f

Circulation fe averaged 103,00

previous August A News circulat

Newsprint Waste Cuts Annual Revenues

Suggestions for reducing newsprint waste in newspaper shops have been advanced by Donald C. Ceiber, assistant business manager of the Denver Post. In a recent speech reported by the SNPA newsprint bulletin he pointed out the averages indicate that waste costs a 40,000-ton consumer over \$150,000 annually.

Production experts endorsed his recommendations in general. One commented, however, that some discard of paper is normal and inherent in the printing process and in this sense the all-inclusive term, "waste," is misleading.

It was said also that conservation and reclamation measures must be carefully planned. Some have turned out to be more expensive than selling the waste for scrap.

Here are some of Ceiber's recommendations:

1. Consider installing a rewind machine.
2. Have foreman keep close watch on preparation of rolls for the press. Make certain that damage is stripped by working from damaged area; make cutouts to eliminate glue spots and broken edges; run wet rolls before they dry out.
3. Watch core waste. A properly-adjusted reel should paste with no more than one-quarter to one-half an inch of paper remaining.
4. Watch number of papers removed from the folder during paster cycle. A well-adjusted paster mechanism should require removal of no more than five papers.
5. Consider an education program for pressmen and handlers.
6. Watch your newsprint inventory. A first-in first-out inventory control system will enable you to avoid press trouble because of dried-out (overstored) paper.
7. Make certain that reels, pasters and tension equipment are properly maintained. Insist on an accounting for all breaks. If defective newsprint is blamed, insist on a sample of defect and return to mill with identifying mill tag or roll number for explanation.

What does a big news story mean in terms of newsprint consumption?

Marilyn Monroe's tragic death was streamered in the New York News on the morning of August 6. The newspaper sold 335,000 extra copies that day, entailing about 45 tons of newsprint.

Then began a series based on exclusive pictures and an interview Miss Monroe granted only a few days before her death.

Circulation for the month of August averaged 103,000 copies daily above the previous August, not including Sundays. A News circulation executive ascribed the

Wire Services Will Change Transmission Standards

Both AP and UPI have announced that they will change transmission standards for body type on all of their teletypesetting circuits. The change, affecting only body transmission, will be effective Oct. 13, 1963, with transmission for morning papers of Oct. 14. The announcement is made now to allow maximum planning time. Agate transmissions are not affected.

The new standard will produce a column of 11 or 11¼ picas with fonts having a

upsurge almost entirely to the Monroe story.

Total for the month was 2,700,000 extra copies involving a minimum of 300 tons of newsprint.

Nationally, August newsprint consumption was some 32,000 tons ahead of last year's figure.

A factor was an increase in advertising linage of 2.4 percent over August of 1961.

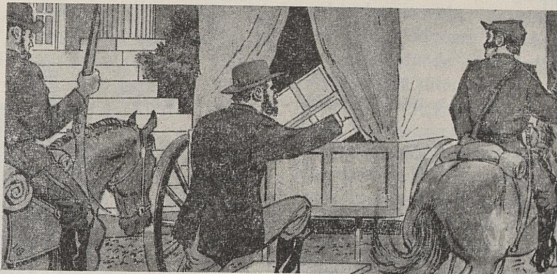
lower case alphabet length of 118.1. Type manufacturers have said the appropriate fonts will be available in column widths from 11 through 12 picas.

Both wire services followed the recommendation of the ANPA Research Institute which has prepared tapes perforated on the new standard available to newspapers for testing in their composing rooms. More information is available from the Research Institute, Mechanical and Service Division, 750 Third Avenue, New York 17, N. Y. Additional research will enable papers to use fonts of type they now have on hand.

Gas stations all over the country are adding sidelines. They sell gifts of all kinds, hats, gloves, candy, lawn chairs, dishes, etc. Many have real bargains. Better check your gas station as he ought to be a real good ad prospect in addition to his regular stock in trade—gasoline and oil.

It happened 100 YEARS ago

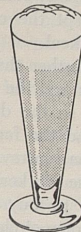
The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN KENTUCKY, Confederate troops under General Kirby Smith seized Frankfort on September 3rd and held the Kentucky capitol until October 4th. Governor Robinson escaped to Louisville with the state's valuable archives.

In those days as now, beer was Kentucky's traditional beverage of moderation. Beer still provides enjoyment for Kentucky people, and a good living for many of them—not only for the 20,000 people employed by the brewing industry, but also for farmers and other suppliers of materials brewers use.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



**KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
LOUISVILLE**

Newspapers Bring Discontentment

Many, many years ago, B. N., (before newspapers) people had little opportunity to know what was going on in the world. News of their own village was scarce and little real facts about the outside world came to them. They heard reports, by word of mouth, but since these were embroidered in the telling, with each person adding a little extra, one can hardly say they were factual.

This then, gave the town crier his job. He went about, ringing a bell and telling news of sales, whose banns had been published and who would be placed in the stocks for all to see and insult.

Times have changed just as surely as the horse and buggy have given way to the automobile and it, in turn, finds itself almost outranked by the airplane. The plane, in our day and time, has given way to rockets, which some day, they say, will take man to the moon.

How did you, the reader, learn of all these things? Wasn't it by the printed word, your newspaper? In later years, the newspaper found itself vying with radio and television, but here, there is a woeful lack of something the general public needs. You can't cut a clipping of your son's latest accomplishment from a radio or television report for the family scrapbook. Neither can you clip the story about the latest grandchild or the grandparents golden wedding anniversary. You can't learn of local sales by TV.

Newspapers are the backbone of any nation and the direct cause of a discontent that has made this nation great. Where else, but in a newspaper could grandma see advertisements about the surrey with the fringe on top and nag grandpa until he sold the old buggy and got a spanking new one. He spent his money with the local merchants and this in turn, solely through a newspaper advertisement, started the spark that kept the community economy on a stable keel.

It went even further than that for when grandma's friends saw the new surrey, they wanted one too, so the dealer was forced to order more and the factory where they manufactured the surreys put on more workers and these workers, with their salaries, were able to buy more products—and the prosperous circle started by the community newspaper kept widening and widening.

Where else but in your newspaper would you read all the details of a new product? Didn't an advertisement spark the discontent that has its roots in ambition so that

you, too, ached to own whatever it was? Soon another wave of buying, job making and prosperity was started.

My grandfather didn't live to see airplanes become the common sight they are today. Neither would he understand the principles of the orbiting satellites if he were plunked down today in the middle of this modern world, but the details of the advance of aviation and science fully covered, are found in the pages of your newspapers, day after day, to keep you informed.

When America was young, men traveled for months to cross the country. That can now be accomplished in an hour. Even the whole world seems to have no limits as man can now travel by jet, eat breakfast in one country, lunch in another and return to his own home for dinner that evening.

A newspaper, its news and advertising may be the cause of a sort of a disease for which no cure has as yet been found. Its name is discontent—but it is a good discontent that has ambition as its root

Congressional Privilege

Pres. Kennedy signed Bill H.R. 11151 to abolish the Congressional franking privilege permitting members to send mail to constituents addressed only to "occupant" of an urban address instead of by name, as well as to those in rural areas or on star routes. It is Public Law 87-730. The Bill provides funds to pay House-Senate expenses for fiscal 1963. Congress had granted itself the

right to send free, unaddressed mail to rural areas for some years. The House extended this privilege to city areas in 1961 over the objections of the Senate.

and which has caused this country to grow and become the great nation it now is. Without the newspapers and their advertising to set off the spark to spread this infectious disease, men would never have become discontented enough to know what they are missing—would not have achieved the heights to which they should always aspire and this country would not have become the great nation it is. The Town Crier is gone but the newspapers have taken up where he left off, in the heart of the spark of discontent alive in the keeps of all men.—Bristow (Okla.) News.



INSTALL A PROVEN MONARCH . . .

Step Up Typesetting Output at Least 25%

Monarch machines have long since passed the experimental stage. They are paying their way . . . pouring out hundreds of thousands of lines per day in plants of every size.

What Monarch is doing for others it can do for you . . . now.



INTERTYPE COMPANY 360 Furman Street, Brooklyn 1, N.Y.
A Division of Harris-Intertype Corporation

That's What The Judge Said - - -

By L. Niel Plummer, Director

U. of K. School of Journalism

After a flash fire of considerable size in a dwelling, the reporter phoned details to the office. An interesting aspect of the fire was the discovery of a hidden closet in the attic area where illicit liquor might have been stored.

Somehow the story seemed to get out of hand between reporter and rewrite, and it appeared with words such as "hidden whiskey," "secret plant," "rum blaze," "aging needle," "rum cache," and "whiskey containers." Actually, no liquor was found by the reporter. Said he to the jury, after both residents of the house (man and wife) had sued for libel: "I think it was — is a misprint more than anything else."

To the husband went an award of \$2,050 damages for libel. To the wife went a similar amount.

The newspaper appealed.

Perhaps, said the newspaper, liquor in the hidden closet had exploded and burned. The Appellate Judge quickly refused this explanation, noting that there had been little or no fire damage in the designated storage area. Further examination of the evidence is revealed that the so-called "aging needle" was only a piece of pipe left in the attic. As a matter of fact, said the judges, "it may be fairly said that all the reporter found was a jug, a tin can, a scrap of what appears to be brass pipe, some empty bottles, a secret closet, and the rest of the story is largely imaginary.

"The intended effect of this article," they continued, "was to convey to the average reasonable reader the impression that this house was then being used for the illicit storage and manufacturing and processing of whiskey, and that in the aging of it a bit of carelessness in the use of an aging needle had caused the fire."

In short, this was a libelous report. Now whom did it libel? The husband? The wife? Or both?

"The illegal business this article was calculated to induce the average reasonable reader to believe was conducted here was one from which the presumption would be the husband was responsible and not the wife," said the Judges. "She must show she was defamed for defamatory words to be actionable must refer to some ascertained or ascertainable person and that person must be the plaintiff."

The Judges decided that the husband,

not the wife had been defamed.

Judgment for the husband was affirmed.

Judgment for the wife was reversed.

Citation: 252 Ky. 210, 66 S.W.2d. 73.

Jumping Release Dates

Jumping a release date is, to most newspapers, what breaking a promise is to most people. It simply isn't supposed to be done, but just become a candidate for public office and send out a news item "for release" on a certain date if you want to be disillusioned about some of the ideas of ethics of certain members of the fourth-estate—and the radio and television news departments as well. Of the candidate announcements we received for publication last week (including our own), all were dated "for release March 1." This is done by news sources desiring to give as much of an even break as possible to all news media. And how many of the announcements appeared on Feb. 28 in certain newspapers, and on certain radio and television stations? All of them, even the one specifically marked "for release to a.m.'s (morning papers) and weekly papers of Thursday, March 1, 1962 and THEREAFTER" (emphasis ours).

Well, it's just like people who break their promises once. Nobody ever trusts them again. —The Garden City (Idaho) Gazette.

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"One of the most accurate gauges of the stability of the economy of a nation or a city is the volume of advertising carried by newspapers," Chicago executive Orville Johler said in Atlanta recently. Mr. Johler, vice president in charge of advertising and merchandising of more than 5,000 Independent Grocers Alliance food stores, further told a seminar of IGA advertising men from Southern states: "The thing which makes newspaper advertising such a sound economic barometer points up one of the most glaring errors in all business—the cutting of advertising expenditures at the first sign of a recession. When the economy runs high the advertising columns of newspapers bulge. They are used to sell merchandise by stimulating store traffic. Why so-called sharp businessmen reduce these stimulants of store traffic at the first sign of a sag in sales always has been a mystery to me."

ANR Elects New Officers, Board Of Directors

Robert Marshall, publisher of the West Branch (Mich.) Herald has been named president of American Newspaper Representatives, Inc., succeeding William Stewart, publisher, Monroeville (Ala.) Monroe Journal at St. Louis. Succeeding Marshall as vice president is J. C. Moore, publisher, Winterset (Iowa) Madisonian. ANR, which changed its name from Weekly Newspaper Representatives early this year serves 8,000 weekly and a score of community dailies in the placing and servicing of national advertising with agencies and clients.

New additions to the Board of ANR include: George C. Wortley, III, publisher, Fayetteville (N.Y.) Eagle-Bulletin, succeeding the late Frank C. Forbes, publisher, Riverhead (L.I., N.Y.) News-Review; Sig Atkinson, publisher, Chandler (Ariz.) Arizonan, succeeding Seymour Sterling, publisher, Sanger (Calif.) Herald who has served six years on the Board; Ben Blackstock, secretary-manager of the Oklahoma Press Association, succeeding Harvey Walters, business manager, California Newspaper Publishers' Association; and replacing Charles W. Claybaugh, publisher, Brigham City (Utah) News & Journal and president of the National Editorial Association in an ex officio capacity will be Max Thomas, vice president of NEA. Thomas is publisher of the Kerrville (Texas) Daily Times.

Continuing on the Board are William Berger, publisher, Hondo (Texas) Anvil Herald; William Bray, manager, Missouri Press Association; Eldon Lum, publisher, Wahpeton (N. Dak.) Farmer-Globe; Gordon P. Owen, Jr., manager, Utah State Press Association; Theodore A. Serrill, executive vice president, National Editorial Association; and William Stewart, publisher, Monroeville (Ala.) Monroe Journal.

William Bray will serve as secretary-treasurer for the next year.

Appointed for additional one year terms are: Warren Grieb, executive vice president and general manager, as assistant secretary; and Joseph Amodio, assistant general manager, as assistant treasurer. Both these officers are headquarters in New York City.

The Operating Committee of ANR will comprise, Bray as chairman, Marshall, Owen, Blackstock and Serrill.

ANR places nearly \$6,000,000 in national advertising in community newspapers in the United States. Offices are maintained in New York City, Detroit, Atlanta, Chicago, Los Angeles, and San Francisco.

◆

EXPERIENCE: What you get while looking for something else.

CALENDAR OF EVENTS

NOVEMBER

14-17—National Editorial Association Meeting, Hotel Sheraton—Jefferson, St. Louis, Mo.

JANUARY

24-26—94th Mid-Winter Meeting, Brown Hotel, Louisville.

Best way to carve a tombstone is to chisel in traffic.

Any man who looks up his family tree is apt to get out on a limb.

MATERIALS — LABOR — OVERHEAD—



assembled in one easy to use figure for vauling all your OFFSET orders.

Write for 60-day FREE TRIAL
PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City 6, Utah



STAMPS CONHAIM
A COMPLETE NEWSPAPER ADVERTISING SERVICE
For Daily and Weekly Newspapers
101 FIFTH AVENUE, NEW YORK 3

Representative
Chas. H. Lovetta
1919 Sundown Lane, Ft. Wayne, Ind.



ASSEMBLING ELEVATOR
as low as
\$77.30
WITH TRADE-IN

Comparable values on other Genuine Linotype Parts.

Mergenthaler LINOTYPE

Those were the days...

(Continued From Page One)

want a reasonable publication law," Mr. Cornette wrote. Other newspapermen might come to this conclusion, might have a respect for the opinions of governmental agencies on public notice—if newspaper publishers took the leadership.

The time is past when "What are they trying to hide?" editorials are enough to answer "archaic 1891 law." Name calling will not produce miracles.

The sixth miracle in Kentucky was the change in the wording of the 1960 law to provide that: "The rate shall not exceed that paid by general advertisers for comparable matter, but in no case shall it be less than . . ." Thus, a floor was set, but not a ceiling. "We will not have to keep going back to the legislature to obtain rate changes every two or four years," Mr. Cornette wrote. In 1961, the first time since 1943, rates were raised in Ohio. In 1955, West Virginia rates were raised, the first time since 1921. Why not make commercial rates the legal rates for public notice advertising, and, thereby, tend to insure publication in newspapers with "the largest bona fide circulation"?

Kentucky's miracles, the product of newspaper leadership using expert analysis and cooperating with public officials, are the spirit of a statement by John M. Harrison embodied in a statute. Harrison, Nieman Fellow, one-time editorial writer of the Toledo Blade, journalism school faculty member at the State University of Iowa, now at Pennsylvania State University, wrote:

"Public notice is tremendously important and the principle ought to be strongly defended. But this, I think, can only be done by keeping the state laws governing such notice realistic and in accord with the growth and development of the individual states. . . . My father, who was a weekly publisher in western Iowa and served three terms in the legislature, was one of the two men who did the revising of publication laws in Iowa in the early 1920's. I have contended that, after 40 years, it is time to take a good look at all these laws and revise those that no longer are in line with changed conditions." —The Quill

Office gossip travels faster over grapevines than are slightly sour.

Always do right. This will gratify some people, and will astonish the rest.

(From the back files of the Kentucky Press

25 Years Ago

Contest rules permitting contestants to submit more than one set of solutions will be forbidden hereafter by the Post Office Department. It was ruled that more than one entry takes away the skill and places the contest in the area of chance.

The Campton Herald recently moved into new and enlarged quarters.

The Shepherdsville Pioneer-News published an anniversary edition. The publication was 52 years old.

Free publicity was blamed for the decline in automotive advertising lineage.

H. A. Ward, editor of the Scottsville News, sponsored a cooking school.

C. A. Hummel, editor of the Jefferson town Jeffersonian, has moved his plant to a new location.

Harry A. Somers, editor of the Elizabethtown News, suffered a wrenched back and was confined to bed.

20 Years Ago

The Kentucky Press noted the passing of its fourteenth year of continuous publication.

Newspapers were warned about using too much of their wartime supply of newsprint on handouts.

The Printing and Publishing and Allied Graphic Arts Industry recommended a minimum wage of forty cents per hour for all of its employees who came under the Fair Labor Standards.

The Hazard Plaindealer, a weekly newspaper, was purchased by Charles Crockett.

J. S. Tompkins, McKee Sun, has moved to larger and more commodious quarters.

COMMUNITY PRESS SERVICE
SERVING AMERICA'S WEEKLY NEWSPAPERS

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

Kentucky P
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You'll be hap
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To better info
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year invested \$1
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Kentucky Publishers Attend NEA Fall Council At St. Louis

The fourteen-member Kentucky delegation, which attended the Fall Council meeting of the National Editorial Association at St. Louis, November 14-18, pronounced this year's session and program as the best, setting a high standard for the years to come. All forums were interesting and instructive, while the addresses by national men of prominence, were to the point, informative, and soul-searching.

The first day's conference, directed and conducted by the Freedom of Information Center, located at the University of Missouri, with outstanding speakers, gave the audience an insight in the present situation, but also emphasized eternal vigilance by newspapers to see that avenues of information, especially by some governmental agencies, should be kept open at all times. Our delegation resolved, after hearing the speakers, that KPA should make every effort to have statutes on open meetings and advertising enacted by our next legislature.

Mrs. Judy Magee, Wickliffe Advance-Yeoman, set the pace for the interesting panel on "Publishing For Profit" of five members. Their presentations brought a lively discussion from the floor. George M. Wilson, Breckinridge Herald-News, led off on the panel discussion by ten publishers on "Retail Advertising—Where The Revenue Is." Many interesting and revenue-producing ideas were presented. We hope that the National Publisher will carry a resume of this panel offerings.

Approximately 30 exhibitors, especially of new machinery for the print shop and off-set production, drew crowds of interested publishers for the entire three days.

The Kentucky delegation included Mr. and Mrs. James Willis, Mr. and Mrs. George Wilson, Mr. and Mrs. Maurice Henry, Mr. and Mrs. Pat Magee, Larry Stone, Bobby Anderson, Landon Wills, Ben Boone III, Vice President Fred Burkhard, and Secretary Portmann.

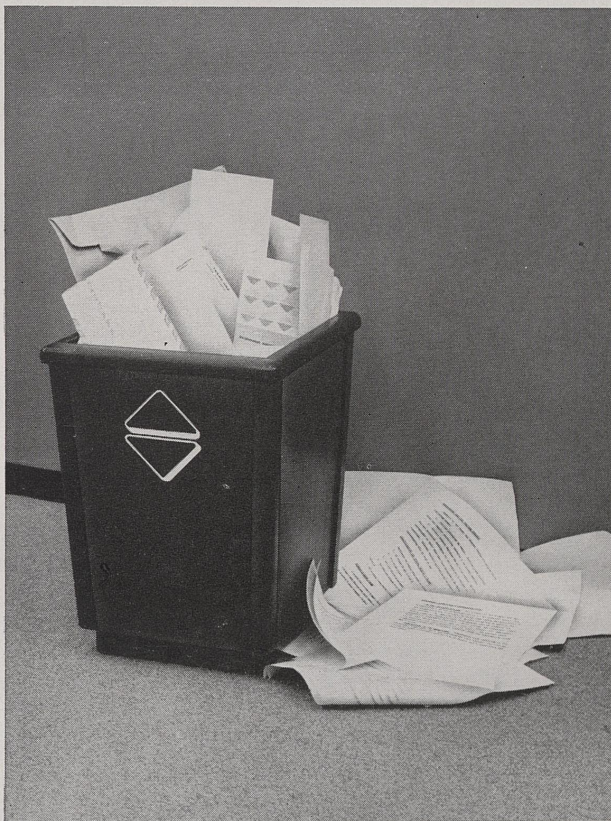
The 1963 Fall Council meeting will be in the Claridge Hotel, Memphis, on October 24-26. The 1963 annual convention is scheduled for the Olympic Hotel, Seattle, Wash., July 17-21, with post-convention tour in British Columbia.

You'll be happier if you are necessary to somebody.

To better inform the public of the many benefits to be derived from owning insurance of all sorts, insurance companies last year invested \$12,925,000 in national newspaper advertising.

Brush Felt Blanket. Often when the felt blanket on a newspaper press has been in use for a long time it becomes glazed and hard. When in this condition, it makes very poor packing for newsprint. To remedy this condition, brush it thoroughly with a wire brush until the fibres raise up. Then wet a sponge in water and lightly dampen the felt. It will swell slightly and regain its softness.

Swollen Rollers. For swollen rollers—fix a box in which rollers can be laid lengthwise, with a copper-screen bottom, wooden lid; put it over another box or metal pan, and spread calcium chloride flakes over the screen; put swollen rollers in the box, not touching the calcium chloride, close the lid, and in a few hours the rollers should be back to normal.



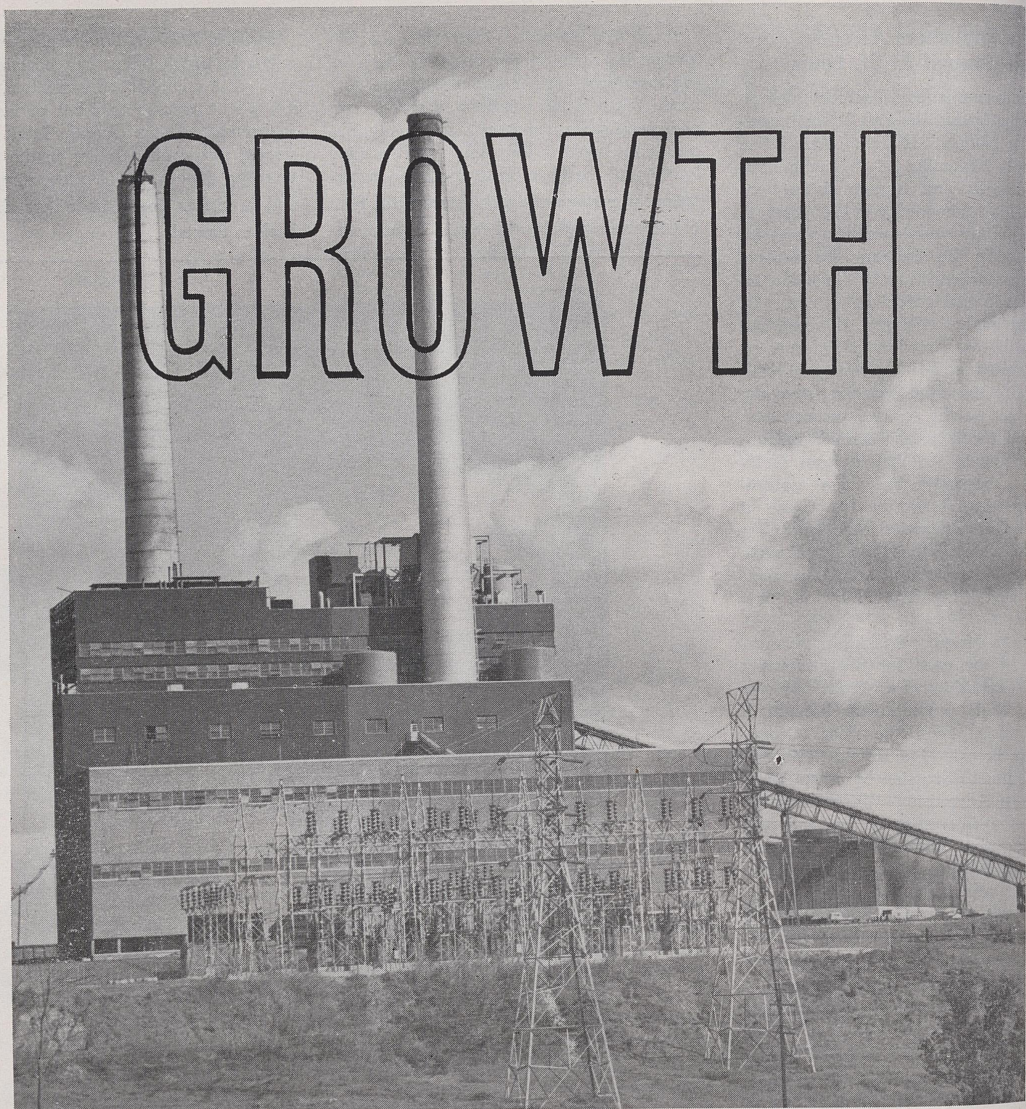
This is your wastebasket at Texas Gas

Because we don't want to bother you with stories you might not want, we may be throwing away good stories that you can use... *Stories about Texas Gas' vigorous program to encourage industry to migrate to the Big River Region... Or about the special research group we've set up to answer questions on transportation, energy, labor, resources, and possible plant locations in this area... Or about the more than 100 new industries a year that have been moving into the eight states we serve.*

Some of these stories may belong on your desk, rather than in the wastebasket. Let us know about the kinds of area growth information you would like most to have. Just write to us, or better still, telephone us at the number listed on the right.

TEXAS GAS
 TRANSMISSION CORPORATION
 P. O. Box 1160 • Owensboro, Kentucky
 Tel. MU 3-2431

SERVING THE BIG RIVER REGION



The electricity that powers the industrial expansion of an area doesn't just happen. It must be planned, financed, and built *ahead of time*. In fact, the finest barometer of the industrial growth of any area is the visible expansion of power

plants and transmission lines. What's even more important, new and expanding generating plants are, in themselves, growing, multi-million dollar industries that enrich the prosperity of the area they serve.

- Electric Power
- Industrial Development
- Community Development

KENTUCKY UTILITIES COMPANY

An Investor Owned Electric Company

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