

The Kentucky Press

July, 1960

NOV 1 1960

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



•
Publication Office:
School of Journalism
University of Kentucky
Lexington

•
VOLUME TWENTY-SIX
NUMBER TEN



Kentucky's Showcase: Old State Capitol, Frankfort

Official Publication Kentucky Press Association

The Kentucky Press

Volume 26, Number 10

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

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

Kentucky Chamber of Commerce
Newspaper Managers Association

Sustaining Member
National Editorial Association

Associate Member

National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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

District Executive Committee

Chairman, John B. Gaines, Park City News, Bowling Green (Fourth); First, William T. Davis, Lyon County Herald, Eddyville; Second, Larry Stone, Messenger-Argus, Central City; Third, Basil Caummisar, Courier-Journal, Louisville; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, George Trotter, Enterprise, Lebanon; Seventh, Warren R. Fisher, Jr., Mercury, Carlisle; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, James T. Norris, Jr., Independent, Ashland; Tenth, Maurice K. Henry, Daily News, Middlesboro; State-at-Large, Fred J. Burkhard, Casey County News, Liberty; State-at-Large, S. C. Van Curon, State Journal, Frankfort; Immediate Past President, Thomas L. Adams, Herald-Leader, Lexington. James M. Willis, President

Kentucky Press Service, Inc.

Messenger, Brandenburg
George M. Wilson, *First Vice President*
Herald-News, Hardinsburg
Bennet Roach, *Second Vice President*
Shelby News, Shelbyville
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

Board of Directors

Chairman, Enos Swain, Advocate-Messenger, Danville; Rumsey E. Garrison, Anderson News, Lawrenceburg; Maurice Henry, Daily News, Middlesboro; Niles O. Dillingham, Progress, Dawson Springs; Officers ex-officio.

+ As We See It +

How Your KPA Works For The State Press

The U.S. Chamber of Commerce reports that there are now 1,800 national trade associations in the United States as compared with 1,100 in 1940. It would be a safe bet that state and regional groups of one kind or another have increased in the same proportions.

There are so many ways in which a trade association can help its members, small as well as large, that there is little wonder at the huge increase in members. Groups, such as trade associations, can frequently do what the individual cannot do. National association work often leaves off at state lines in many matters and state associations pick up to carry on and do within their state that which the national association cannot do. Cooperative effort to achieve certain goals is usually much less expensive or money-saving to all concerned, in the long run, than the individual trying to go it alone.

From the days of the penny newspaper down to the present when the newspaper industry is selling its product at only a few cents more, the industry has always been a low-profit-margin endeavor with a steady drive of certain interests to beat down those profits through legislative or other means. The spread of so-called "Ethics" in some fields has made its force felt. Under the guise of "professionalism" which may next dip into the ditch-digging trade, the doctors, the undertakers, the dentists, the barbers, the accountants, the optometrists, the architects and others opposed paid advertising in favor of that which they can chisel gratis. Advertising restrictions, undue taxation and even licensing efforts as well as increasing encroachment upon press freedoms make a strong and unified press a greater necessity from day to day.

Up in Pennsylvania recently a newspaper was informed that a law had been violated because a local barbershop had advertised the prices for its various services in the newspaper. Sure enough, a law had been passed long ago making it illegal for barbers to display a price list visible from outside the shop. It matters not that a customer would like to know before he goes into the shop if he is going to be clipped twice. Down in Florida there's another dog fight going on with the state board for the undertakers trying to restrict advertising. Out in California its the pharmacists who are "building their ethics" at the moment. The state pharmacy board there is considering new rules in this direction but greatly watered down now in the face of strong opposition by the California Newspaper Publishing Association. These things can and

do happen in Kentucky and would be more if the press did not collectively oppose them. The individual newspaper can protest militantly by editorial but only a strong, unified press can effectively fight for the public welfare.

It pays to prohibit advertising, so says the Colorado Press Association service bulletin. It reports that the Journal of the Colorado Dental Association tells of a survey that shows fees ranging from \$10 to \$150 for the same type of service. West Virginians find the same sort of situation to be true at the state board ruled out price advertising for the undertakers. Let's start our drive NOW for our next advertising statute!

Press Should Invest More In Manpower Today

The country's strong, free press will be in danger unless the newspaper industry starts investing more in men instead of machines and unless remedies are found for the narrowing margin between revenue and cost. These were warnings from key speakers at the ANPA Mechanical Conference in Miami Beach.

"It isn't possible to pay more and make money for less and less production," said James L. Knight, Miami Herald General Manager and keynote speaker. "There must be a recognition of the need to have improved production to be able to pay more money." He decried the fact that newspapers have "given away so many basic management rights" and gotten so little in return. "We need more production," Mr. Knight said. "We need better ways of doing things. We need to understand and deal with our people on a more mutually satisfactory level. Wage rates will not come down—but the gap between production levels can be brought into better alignment."

"We have spent liberally to build plant facilities over the past 30 years. We have invested amazing sums of money on plant equipment. The theme of this conference is 'Men, Methods and Machines.' We have failed because we have failed to invest in our men."

Cranston Williams, ANPA general manager, said mergers and subsidies will be the next step if newspapers are unable to keep solvent. Subsidies, he said, would mean an end to the free press which is one of the pillars of our nation. Mr. Williams said further that progress in the newspaper field is being retarded by some labor leaders who force "featherbedding".

"More men are being required, under some contracts, than are actually needed to do the job," he told the 1500 delegates. "There is the insistence that a newspaper pay for work that is not done, the illogical featherbedding clause demanded by some many unions. These make-work demands cannot continue in a healthy business."

JULY, 1960

Corbin

A brief but interesting history of Corbin and its 1894, was presented in the Tribune, its herewith reprinted series as The Pathfinder was a four-page, patented inside and back pages.

There is not a day in the life of the Corbin Daily Tribune along the way it with other journals. Beginning with the publication of the Corbin Daily Tribune, the publisher, many turbulent years prevalent than success. Enterprise and its emerged into the Corbin Daily Tribune. Before the Tribune became fairly successful of this community were to be born a sands of publications in its formative years printed record of is known that the Pathfinder was established, with a publisher. This paper was the old A. J. John's Academy. Apparently about the time the Pathfinder was brought into the Times-Tribune community newspaper dated in volume IV, indicating its existence since 1894 also published by John's Academy. editor. This newspaper was a six-column, four June, 1902, had

Corbin's Colorful Newspaper History Began In 1894

A brief but interesting journalistic history of Corbin and its newspapers, beginning in 1894, was presented in the June 2 issue of the Tribune, its "convention" issue, and is herewith reprinted as a unit in the historical series as The Press endeavors to present similar histories of all newspapers in every city and county in the state. The Tribune stated:

The history of journalism in Corbin began in 1894 when W. T. Chestnut established The Corbin Enterprise. In that year a weekly newspaper was born which was destined to become the forerunner of The Corbin Daily Tribune and Sunday Times.

The only copy of this newspaper now on file in the Times-Tribune office was published Thursday, Jan. 17, 1895. It was Volume II, Number 14, and listed D. T. Chestnut as editor and publisher. The Enterprise was a four-page, seven column weekly with patented insides and home printed front and back pages.

There is not printed record of the length of life of the Enterprise, but somewhere along the way it succumbed or was merged with other journalistic productions.

Beginning with the advent of the Enterprise, the publishing business went through many turbulent years. Reverses were more prevalent than successes, but somehow the Enterprise and its numerous successors have emerged into what is now known as The Corbin Daily Tribune and Sunday Times.

Before the Tribune and Times were to become fairly securely anchored in the life of this community, several other journals were to be born and to go the way of thousands of publications throughout America in its formative years. There is no accurate printed record of these newspapers, but it is known that the list included approximately a dozen titles.

The Pathfinder was founded in 1899 by Dortch Campbell. In 1900 the Campus was established, with W. B. Huddeson as publisher. This paper was issued from the campus of the old Academy in the neighborhood of the St. John's Episcopal church.

Apparently about the same time the Pathfinder was established, the Corbin News was brought into being, for the files of the Times-Tribune contain several issues of that newspaper dated in 1902 and bearing Volume IV, indicating that it had been in existence since 1899. The Corbin News was also published from the campus of St. John's Academy. George E. Hancock was editor. This newspaper was originally a six-column, four page publication, but by June, 1902, had been cut down to a four-

column, four page tabloid.

In this same year, 1902, The Good News paper was started entitled, The Good News. It bore the subtitle, "God Is Love." C. L. Andrews was editor, and this newspaper had the unique system of using a boilerplate front page. Although it was an eight page, six column newspaper, it had only two pages of home print, and they were in the middle of the publication. Somewhere in the early 1900's, G. J. Humfleet published The Laborer.

The late T. L. Metcalf should be given credit for bringing a semblance of order out of the chaos of early journalism in Corbin. He took over the Corbin Times in 1905. Just how this title had come into existence is not known. It had been entered in the postoffice in 1904 and was likely a successor to the numerous other publications which had been started in the years since 1894.

Editor Metcalf kept the Times until 1912 when he sold it to W. A. and J. J. Price. Metcalf published it in a little frame building which stood near the present city municipal power plant. The Price brothers kept the newspaper until 1918 and then sold it to Fred Nevels for \$1,650.

Somewhere along the line the late Congressman J. M. Robson was a silent partner in the newspaper here. J. C. Lay was also a part owner of the paper at one time in its history; and Harold A. Browning, owner of the Whitley Republican at Williamsburg, operated it at one point in its career.

About 1920 the late Judge Richard Williams bought the Corbin Times. John Lair, who now owns the Renfro Valley enterprises, was Judge Williams' first editor. He was succeeded by Col. C. B. Clift, who in turn gave up the management to Morris C. Florer. Florer now runs a suburban weekly in Ohio. There may have been other ownerships and ramifications in those days from 1894 until 1926, but no written record has been left of them.

In 1926 the widow of Judge Williams sold the newspaper, then known as the Corbin Times-Tribune, to Herndon J. Evans (the present editor of the Lexington Herald) and Dr. Tilman Ramsey of Pineville. They hired Arthur Morris to operate the newspaper. Morris lasted a year. Dr. Ramsey sold his interest in the plant to Mrs. Marie Pfeffer in 1927, and she came to Corbin to run the paper. In September, 1928, John L. Crawford bought into the plant and succeeded Mrs. Pfeffer as editor and publisher. In April, 1929, J. Springer Robinson of Harlan acquired an interest in the company, which had been incorporated in 1926,

and became its president.

That spring the printing plant was moved from the Mike Sherman building next door to the Kentucky Theater (and now a part of the Mullins Department Store) to the Eaton building at 308 S. Main Street. A Goss Comet newspaper web perfecting press was installed, another Linotype was purchased, and the newspaper was on its way toward development into a daily.

In 1930 James O. Crawford joined the staff and also bought an interest in the corporation. Evans, who retained an interest in the business, sold the remainder of his stock to the Crawford brothers in 1937. Ownership has remained static since that time. Robinson and the Crawford brothers are the only stockholders in the corporation.

The Times-Tribune was expanded into a semi-weekly in 1929, as a step toward a daily, and carrier delivery service was installed. In 1934, in the midst of the depression, the five-day Corbin Daily Tribune was established. The title was split, with the Corbin Times being established as a Saturday paper, and delivered as part of a six-day package to subscribers, or sold separately as a weekly. The Saturday paper did not go too well, and it was converted in a few months to the Sunday dateline and a colored comic section was added.

In the meantime, two additional newspapers and a shopper's news had been tried in Corbin. Paul Goins published the shopper's throw-away, printing it from his job shop. It eventually went out of business.

W. D. Grote started The Republican Record in the early '30's hoping to make it a political journal for the dominant party in Southeastern Kentucky. But political support was lacking, and the newspaper folded.

Ray Watkins bought the Goins-Westbrook-Clift job shop and started The Tri-County News, which he operated as a weekly for several years. He sold it to go into the wholesale hardware field. The new owners tried publishing from their plant at Mt. Vernon for a short time, and then dropped it.

The Corbin Times-Tribune, Inc., bought a half interest in The Enterprise Publishing Co., Harlan, in 1937. Robinson, president of the corporation, bought the other half of the Enterprise stock. This ownership has also remained static.

In 1947 the local newspapers went into the radio broadcasting business, establishing Radio Station WCTT. The new radio station had a power of 250 watts. Soon after it went on the air, the owners realized it was not adequately serving this area. Many

POD Regulations Do Not Apply To Some Premiums

A Western publisher, contemplating a subscriptions drive in which bicycles would be awarded to youngsters two turned in a certain number of new subscriptions, asked if such an arrangement comes under the "50 percent rule" of the post office. That is, the requirement that any premium or discount cannot exceed one-half of the regularly advertised subscription price. However, the rule does not apply to arrangements between the publisher and his solicitors, or agents. The postal department confirmed this understanding. Roy Sheridan, chief of the mail classification branch, writes: "Your understanding is correct in that while under the provision of Section 132.22 no reduction would be made to the subscriber of more than 50 percent of the regular advertised subscription price, there is no provision governing the amount a publisher must receive from agents soliciting subscriptions on commission."

people in the tri-county area were being deprived of broadcast service, especially at night. Efforts were begun which eventually resulted in increasing the station's power to 1,000 watts.

During the time the radio station was being enlarged, it was found that considerable acreage of land would be needed for the location of the antenna system. This resulted in the purchase of the old Perkins farm just east of Woodbine. A part of the farm has been used for the two antennas. On the remainder of the farm, a champion herd of Polled Herefords has been developed. These cattle have won ribbons and championships in cattle shows in Tennessee and Kentucky.

For several years the newspapers were badly crowded for space in the Eaton building. No more room was available at that location, and the publishers decided in 1950 to erect a building that would house the newspapers, the radio station, and the business offices. A lot 64x105 feet at the corner of Kentucky Avenue and Monroe Street was purchased from Dr. H. H. Triplett, and a two-story brick and steel building was erected.

The latest modernization occurred in 1958 when a 16-page Duplex tubular press and a complete stereotype department were installed at the newspaper. At the same time, the radio station offices were remodeled and the studios were moved upstairs. The new press replaced the old eight-page Goss Comet. The new press doubled the Times-Tribune's page capacity and represented an important improvement in the newspaper's service to its customers.

Eastern Court Holds That Unknowns Can Be Libeled

Reinstatement of a dismissed libel action against the Philadelphia (Pa.) Inquirer recently (159 Atl. 2d 734) gave the court an occasion to comment on a question that arises often in a newspaper office: When can you libel a man without naming him?

The July 16 issue of Editor and Publisher relates, in January, 1958, the Inquirer reported that the District Attorney had begun investigating "a report that a \$900,000 slice of the cancelled Upper Darby incinerator deal was earmarked for division among a number of township commissioners and others."

One of the commissioners, named Farrell, brought suit for libel. The newspaper relied on the defense that there was no cause of action since no particular commissioner had been indicated.

This is what the court said in that respect, reversing a lower court's ruling in favor of the publisher:

"Where a defamatory publication or utterance is directed toward a class or group whose membership is so numerous that no one individual member can reasonably be deemed an intended object of the defamatory matter, no cause of action for libel or slander arises therefrom.

"For example, if someone should speak or write defamatorily of all the members of one profession, such as law, medicine, or the ministry, no particular lawyer, doctor or minister could maintain a personal action for the defamation for no one would be sufficiently identified as an object thereof to justify a warrant a conclusion that his individual reputation had been substantially injured.

"Where, however, a defamatory publication or utterance is directed toward a comparatively small class or group, all of those constituent members may be readily identified and the recipients of the defamatory matter are likely to identify some, if not all of them as intended objects, an individual member of the group may sue for the damages done his reputation thereby."

"If a newspaper," the court continued, "should publish defamatory statements about a person by referring to him by name it would, of course, lay itself open to libel for damages to the injured person in a suit for libel. That being so it would be irrational, as well as unconscionable to permit a publication to escape responsibility under the libel law simply by confining the objects of its defamation to 'a number of,' 'some of' or even 'one of' a relatively small group of persons, all of whom are readily identifiable by recipients of the defamatory matter.

"To hold otherwise would be to make

Scholarship Awarded

Donald Eugene Lee, a Breckinridge County High School senior, has been named winner of the Breckinridge County Herald-Meade County Messenger journalism scholarship to the University of Kentucky.

Thirteen high school seniors from the two counties competed for the 4-year tuition and books award. The group was given general interest test by the University of Kentucky Testing Service in an effort to determine the persons with the best aptitude for a journalistic career.

The scholarship is for approximately \$200 each year or an amount which will cover tuition and books for the student.

Publishers George Wilson and James Willis have also made arrangements for giving the winning student work during the summer. Their overall program is to encourage a local youth who would be interested in working for either paper upon completion of his work at the University.

liability for libel depend upon the form of the defamation rather than its content."

The court added, "Here the ordinary reader of the Philadelphia Inquirer could naturally and reasonably infer that the defamatory publication referred to the author of this action, among others.

"Certain it is that a substantial number of readers, particularly those residents in Upper Darby Township, knew that Farrell was one of the 13 commissioners of the township.

"Moreover it is not unreasonable to conclude that many Upper Darby readers of the Inquirer who prior to the defamatory article had not known the identity of all of the township's commissioners, were impelled by the significant nature of the charges to make inquiry and find out who the commissioners were—a process that would almost inevitably lead to connecting Farrell's name with the alleged corruption in office.

"The fact that the article did not state that all of the commissioners of the township were parties to the reported corrupt deal could not operate to exclude the plaintiff from being one of the relatively small and officially designated group to which the article indisputably made reference.

"The publication also declared that the District Attorney's office would question all 13 of the commissioners, one of whom was that man. The statement at least implied that in the mind of the District Attorney none of the commissioners was above suspicion of knowledge, guilt or otherwise, of the alleged 'split'."

Correspondent Celebrates 10

Our birthdays are Along by life's w They mark out t So we pause by day—

And look back on

This verse began in the column of Mrs. Id for the Shepherd more than 75 years birthday. "Miss Bullitt County's River Tiger, in continued to write

Most of the relate to the h community, but the world about wrote on July 8, cratic Convention to win, and by well as mentally and ways, regard

And again the dent's trip, "We Eisenhower's trip star at home."

Mrs. Anna F Pioneer-News, s adds bits of poet wit and wisdom cation the cente more tired at clous to have my down the way t brighter day."

Until two year Sunday school Church near he try to go to cl services each Su

Her column Pioneer-News, r gan:

"How will yo question is aske going to let you been with you you to decide h for me. We w what happens."

The Californi sation will as a law to outlay scription drugs.

A recent surve be directed to th percent of cars p the wife until af

Correspondent For 75 Years Celebrates 100th Birthday

Our birthdays are mile stones
Along by life's way
They mark out the journey passes o'er,
So we pause by the one we are passing to-day—
And look back on the ones passed before.

This verse began the regular weekly column of Mrs. Ida Holsclaw, correspondent for the Shepherdsville Pioneer-News for more than 75 years, as she neared her 100th birthday. "Miss Ida" began writing for Bullitt County's first newspaper, the Salt River Tiger, in the early 1800's and has continued to write a column ever since.

Most of the writings of Mrs. Holsclaw relate to the happenings of the Hebron community, but she has a lively interest in the world about her. About politics, she wrote on July 8, "Our prayers for the Democratic Convention. We want the best man to win, and by best we mean spiritually as well as mentally and a man of mature mind and ways, regardless of politics."

And again this comment on the President's trip, "We shall be anxious until Mr. Eisenhower's trip is over. I wish he would star at home."

Mrs. Anna Hawkins, publisher of the Pioneer-News, says Mrs. Holsclaw often adds bits of poetry, quotations, and bits of wit and wisdom of her own. On one occasion the centenarian remarked, "A little more tired at close of day, a little less anxious to have my way, and so I am faring down the way that leads to the gates of a brighter day."

Until two years ago Mrs. Holsclaw taught Sunday school at Little Flock Baptist Church near her home. Now she doesn't try to go to church but listens to radio services each Sunday.

Her column in a current issue of the Pioneer-News, relating to her birthday, began:

"How will you celebrate the 6th? The question is asked me by all. Well, we are going to let you decide for me. We have been with you 100 years, long enough for you to decide how to celebrate it with and for me. We will just stay home and see what happens."

The California State Pharmaceutical Association will ask its members to work for a law to outlaw price advertising of prescription drugs.

A recent survey shows used car ads should be directed to the man of the house. Forty percent of cars purchased are not shown to the wife until after the purchase.

Seminars Are Postponed To September Dates

Because of many conflicting interests which would curtail attendance, the two seminars, initiating the 1960 series, were postponed at Morehead and Barbourville. Dates now are tentatively set for early September.

The first seminar, which had been scheduled for July 22-23 at Morehead State College, will probably be held September 2-3. The second, scheduled to be held July 29-30 at Union College, Barbourville, will be postponed until September 9-10.

The western seminar, scheduled for the publishers of the First, Second and Fourth KPA districts, will be held in conjunction with the fall meeting of the Western Kentucky Press Association at Kentucky Dam State Park on September 16-17, according to plans now being made by the western officers.

It is hoped that Edmund Arnold, Linotype News, prominent speaker on newspaper production topics, will consent to fill his projected speaking date at this seminar. He will moderate the panel on "Local Display Advertising" if present plans mature.

The Seminar Committee, W. Foster Adams, chairman, will soon make definite assignments of key publishers in the three above areas on the eight panels. In the meantime, the committee will accept volunteers for the panels on advertising and local news. Please advise the Central Office of your desires.

Arnold's Advertising Book Fills Long Needed Field

Edmund C. Arnold, whom many publishers will remember from his talks on newspaper make-up and typography at past IPA conventions, has published his latest book, entitled "Profitable Newspaper Advertising." If your production costs on composing local advertising is higher than you think it should be, you might want to order a copy, because Arnold concentrates on this problem.

"If the newspaper can prevent a merchant from using diagonal lines, a complexity of boxes and intricate morticing in only one ad," says Ed, "the book will pay for itself."

The book costs \$4.50, and is available from Harper & Brothers, or from Mergenthaler Linotype Co., 29 Ryerson, Brooklyn 5, N. Y.

Too many people who save for a rainy day work on the assumption that it will be a light shower.

Pay Checks Designate Correspondents' Status

Every weekly publisher has country correspondents—some with a few, and some with many! But, whether YOU have only one or a dozen correspondents you should be clear on one point: DO NOT pay a fixed amount per week or month; pay only on a per-inch basis of the amount of news used. If you are operating on any other basis your correspondent or correspondents may be liable to be classified as employees.

If your country correspondents are being paid on a basis of so much per week or month, regardless of space used, you may become involved not only in withholding tax but also on compensation insurance, etc.

You might wish to check these rulings of the Internal Revenue Service. The applicable 1954 code says:

"Newspaper correspondents who are not required to furnish a minimum of material to a newspaper or to devote a specified amount of time to the newspaper's business but are compensated at a fixed monthly rate, are expected to meet daily deadlines, are required to report the news completely and promptly, and are permitted to use the newspaper's office, typewriters, and supplies in performing their services, are held to be employees of the newspaper for Federal employment tax purposes."

The IRS, in ruling on exempt correspondents, quotes a 1937 definition which says that if the publisher had no direction or control over the correspondents; if, in most cases, it was left up to the judgment of the correspondents what news items to submit; if the publisher either accepted or rejected the news items and payment was made only for those accepted and published, then they were considered "country correspondents" and not employees.

A correspondent is liable to be classified as employee under the 1954 definition if any of the following conditions prevail: If he is paid a fixed amount per week or month; if payment is made in expectation that he will cover, substantially, all the news in his area; if he has a daily deadline and space allotment; if he is allowed use of the newspaper office, desk and supplies; and if he is subject to dismissal for not devoting the time required to report news from his territory promptly and fully.

Herb A. Ward, publisher of the Allen County News, Scottsville, has leased the newspaper to Larry E. Gerards, an employee on the staff for the past 13 years. Russell Sims will continue as editor. Herb is retiring on account of his health.

Tennessee Press Suggests Workable Promotion Tips

Here are ten newspaper promotion suggestions the Tennessee Press Association has passed on to its member newspapers. No doubt Kentucky publishers will find these tips of value in promoting interest in their publication:

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

Dig For Success Stories—Try to get merchants to tell you honestly why they advertise in your newspaper. Their testimonials can become powerful selling tools with other ad prospects. Try to get subscribers to say why they read your newspaper. Remember, if you use names in ads, get signed release.

Seek Opportunities to Get the Newspaper Story Across—Do not take for granted that everyone understands and appreciates your newspaper. This is a project which must be designed, produced and delivered every day or every week. It has a value to a community in supplying information, unity and leadership. Be available for brief talks about your activities.

Avoid Press Agency—Keep control of your newspaper and keep its contents local. Do not give blatant publicity in exchange for theater passes, etc. Do not be "cut in" on deals.

Sponsor Activities—Many of these cost very little except for printing certificates to winners. Fish contests, golf, baseball, bowling, etc., offer such opportunities.

Devote Half Hour Per Issue to impress "special" people with something your newspaper has done. Send marked copies or clippings. Even if you are sure the recipient has already read them, you want him to know that you took special interest in him.

Encourage Tours In Shop—This takes little time, builds much interest. All you need to do is to extend invitation, plan to have interesting operations underway and show the people through.

Build Value Image of Your Newspaper—You can do it by refusing to give away copies or ad space. Explain that "the bank can't give away the product it deals with and neither can you."

Immunity To Libel

An Illinois judge held July 5 that a Federal Government official's immunity to a libel suit also protected newspapers and a press association, according to a press release.

There have been other cases like this one, but lawyers said that it broadened the principle, both in terms of what constitutes an official action and the number of officials whose words could be safely reported.

The decision was made by Harold G. Ward, a judge in Superior Court, which is at the level of Illinois circuit courts. He dismissed a libel suit against The Chicago Tribune and the Chicago Daily News and against the directors of the City News Bureau, an agency serving Chicago newspapers and radio and TV stations.

It was brought by Soil Testing Service, Inc., and sought damages of \$76,500 because of publication of news stories based on a false statement by H. Alan Long in March, 1957. Long was then district director of Internal Revenue. He issued the information orally, and later apologized to the company. He was originally a defendant but was dismissed.

"Most recently," said Judge Ward, "the Supreme Court of the United States has held that minor federal officials who are the authors of libelous utterances cannot be sued for their utterances whatever the damage might be to the target of their attack.

"But if Long's privilege is not likewise accorded to the newspapers whom the Government asks and encourages to report his words, Long's privilege becomes an absurdity."

Johnny Carrico, sports department of the Louisville Courier-Journal, was honored by his election as president of the American Association Chapter of the Baseball Writers Association of America. His election followed the annual all-star game of the American Association at Denver.

Dramatize Your Newspaper from time to time by comparing the number of pages in a stack to a building, the number of words in an issue to the national debt—anything to make people realize what a big important operation you have.

Do Not Stand In the Middle of Issues—Take editorial stands. The public must think of its newspaper as having a personality or character. If no stands are taken, the public "image" of its newspaper will be that it is not very important. If stands are taken, it will be considered dynamic, aggressive. A newspaper cannot be considered a factor unless it stands for certain things and against others.

Area Chamber Forms Adv. Ethics Committee

A new organization to protect both the general public and business firms from the ill effects of unethical, untruthful and misleading advertising was formed last month by Jacksonville (Fla.) Area Chamber of Commerce. The committee, called advertising ethics committee, also will work to eliminate illegal advertising practices in all media. It was formed as a part of the Retail Merchants and Better Business Division of the Chamber.

A three-step method of action for complainants received has been planned by the committee. It will first write the firm or person involved, direct attention to the statements in question and request cooperation and a reply to the complaints. If not cooperation is forthcoming and a reply is not received, the committee will then direct a second and more forceful letter to the firm or person and notify all media of the actions which have been taken. If no response is received to the second communication, the committee will turn the file over to the county solicitors office, which will take legal steps in connection with Florida laws to regulate advertising.

"Our main purpose," said Ira Capps, Sears Roebuck executive and first chairman of the committee, "is an educational program and we hope to accomplish it without bringing anyone to court or causing any personal embarrassment."

Kentucky publishers could instigate a similar movement in their trade area in which no Better Business Bureau exists, of similar nature to the mutual benefit of all concerned.

Promote Classifieds

"Despite the extensive use of classified by the professional advertiser," writes Arthur Mochel in The Publishers' Auxiliary "Classified Corner," "want-ads are still the only type of advertising whereby the people can communicate their needs and desires to others and in so doing reach the greatest number of prospects in the shortest possible time and at the least cost. This fact is still all-important in the classified picture today, and proof per se that any publisher who is not taking the fullest possible advantage of this fact by promoting the use of want-ads by his readers is missing a big opportunity for reader service, not to mention the large amount of revenue that classified can bring to him."

Dreaming is all right as long as you keep wide awake doing it.



AIR FORCE CO Westpheling (left) service in recent c ing officer of the pheling is a mem

Capt. Paul West cer in the 439th

with headquarters in presented the Air Medal. The medal his "meritorious a Chief of the San J Liaison Office, Ope

Pine' Joint Informa 9 March 1960 to 2

This was the op sands of troops we Rico and supplied h

Major Robert C. officer of the 9563r et Paducah, present ing the citation th

Western Resear Refutes Many O

A study of small of Washington by Irwin, U. of W. s

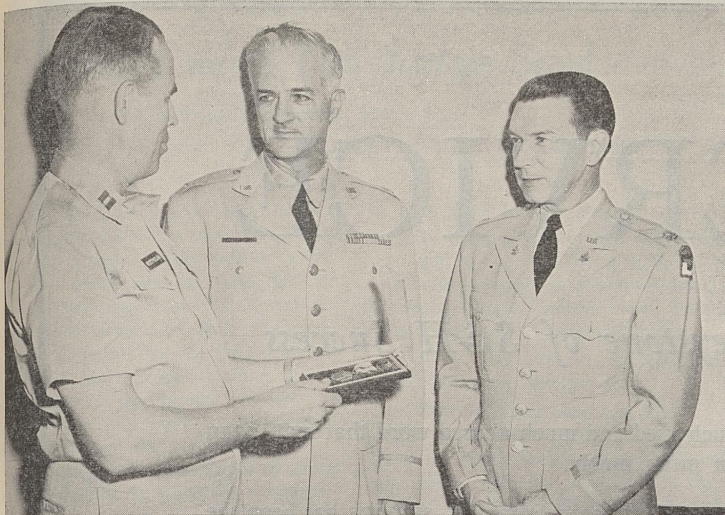
tions, uncovered s about old ideas. T

provoking to any pu analyze his business

There is no nec tween editorial exce lishers who are goo

ing printers make a There is no necessa gross profit and net

to increase in rece been decreasing. Ne gross income bracke



AIR FORCE COMMENDATION MEDAL was presented to KPA President Paul Westpheling (left) of Fulton recently by Major Robert C. Morrow (center) for his service in recent exercises in Puerto Rico. At right is Lt. Col. J. C. Dudley, commanding officer of the 439th Civil Affairs Company of Paducah, of which Captain Westpheling is a member.

Capt. Paul Westpheling, Fulton, an officer in the 439th Civil Affairs Company with headquarters in Paducah, recently was presented the Air Force Commendation Medal. The medal was awarded because of his "meritorious achievement as Deputy Chief of the San Juan, Puerto Rico Press Liaison Office; Operation 'Big Slam/Puerto Pine' Joint Information Task Force, from 9 March 1960 to 22 March 1960."

This was the operation in which thousands of troops were airlifted into Puerto Rico and supplied by air for two weeks.

Major Robert C. Morrow, commanding officer of the 9563rd Air Reserve Squadron at Paducah, presented the medal after reading the citation that accompanied it. The

citation further said:

"Captain Westpheling, an Army Reserve Officer called to active duty specifically to participate in this major airlift operation, displayed exceptional professionalism and devotion to duty in effectively processing more than 400 news personnel and distinguished visitors through the San Juan Press Liaison Office. His extensive public relations background proved to be most valuable in solving problems that arose in connection with the steady influx of newsmen. By his personal contributions to the achievement of doing public affairs objective, Captain Westpheling reflected great credit upon himself and the Armed Forces of the United States."

Western Research Study Refutes Many Old Ideas

A study of small newspapers in the state of Washington by Robert Shaw and Lee Irwin, U. of W. School of Communications, uncovered some new information about old ideas. These should be thought-provoking to any publisher who attempts to analyze his business.

There is no necessary relationship between editorial excellence and profit. Publishers who are good salesmen or hardworking printers make a better financial showing. There is no necessary relationship between gross profit and net profit. Gross has tended to increase in recent years while net has been decreasing. Newspapers in the \$50,000 gross income bracket tend to make less net

proportionately than newspapers in lower and higher brackets.

Hard-hitting editorials are not necessarily the type which get best results. They often alienate as many readers as they persuade. There is evidence that the most influential (in terms of sponsoring projects successfully) publishers are those who work closely with influential people in their town, writing editorials after problems had been thrashed out.

A San Francisco chiropractor has won an award of \$17,500 from the Chronicle in a right-of-privacy suit. A columnist for the newspaper published a two line item to the effect that the chiropractor drives a cab at night.

ALL KENTUCKY BENEFITS...

from our state's brewing industry

... pays more than
\$7,000,000 TAXES
annually to Kentucky state and local governments.

... annual payroll of
OVER \$53,000,000
provides a good living for 20,000 Kentucky people, and helps all other Kentucky business.

**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION**
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

SERVICE

The Keystone of S&H Success

SERVICE is a much used and much abused word that may mean little, but can mean much.

In The Sperry and Hutchinson Company, SERVICE has been the keystone on which the company has built in 64 years the nation's largest and only nationwide stamp plan.

SERVICE at S&H Encompasses:

Good Service to Stamp Savers that makes possible easy and prompt redemption of S&H Green Stamps wherever they live in the U.S.A. Through 625 redemption centers, conveniently located in every state, and nine large and strategically placed warehouses, S&H Green stamp savers redeem their filled books of stamps for quality merchandise, in person or by mail.

Good Service to Merchants and Service Stations which use S&H Green Stamps to boost volume and profits. Through national and local advertising, sales aids and ever-active interest, S&H helps the business of its licensees to grow and prosper.

Good Service to the Economy of Each Community and Area S&H Serves. Purchases of quality home-state products . . . active participation in civic affairs . . . state and local taxes . . . payrolls of employees at S&H redemption centers . . . all contribute to community progress.

*Truly, SERVICE TO ALL has been
and will continue to be the keystone of S&H success*

This message is presented for your information by

The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York
S & H pioneered 64 years ago in the movement to give trading stamps to consumers as a discount for paying cash.
S & H Green Stamps are currently being saved by millions of consumers.

Tha

There is no dis-
Kentucky wife took
slaying her husband
street some thirty
turned on them with
to flight. But who
published an account
her heroism, and i
and her husband, sl
considered that he
been violated, and
The language in
she took exception
"I would have ki
was said to have
tall man, but they
hasn't got a chance
could have killed th
so. I will revenge h
day."

In her petition t
the time of the pu
as the wife and hou
that she did not at
public office of hon
that the publicatio
peculiarly offensive
ments made in th
to her were false
never made any suc
or place, or at any
that such publicat
tended to bring pl
the world, and esp
acquaintances; tha
and is a trespass
privacy.

Mrs. Henry Is N
President Of D

Mrs. Maurice K.
president of the C
publishers of the M
Mrs. Henry succee
L. Kincaid, who v
Daily News for 37
time her duties a
newspaper.

Other re-elected
Barton, vice-presic
Henry as secretary
ing company also a
be no changes in t
the newspaper.

That's what The Judge Said - - -

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

There is no disputing the fact that the Kentucky wife took a dim view of two men slaying her husband at her side on a city street some thirty years ago, and that she turned on them with violence and put them to flight. But when the daily newspaper published an account of the slaying and of her heroism, and included pictures of her and her husband, she objected. In fact, she considered that her right to privacy had been violated, and she sued.

The language in the newspaper to which she took exception included these excerpts: "I would have killed them. I tried," she was said to have declared. "I struck the tall man, but they got away. A woman hasn't got a chance against brutes. But if I could have killed them I would have done so. I will revenge him (the husband) some day."

In her petition the wife alleged that at the time of the publication she was living as the wife and housekeeper of her husband; that she did not at the said time hold any public office of honor, trust, or profit . . . that the publication of the pictures was peculiarly offensive to her; that the statements made in the publication attributed to her were false and malicious; that she never made any such statements at said time or place, or at any other time or place; and that such publication was malicious, and tended to bring plaintiff in ridicule before the world, and especially her friends and acquaintances; that such publication was and is a trespass upon plaintiff's right of privacy.

Mrs. Henry Is Named President Of Daily News

Mrs. Maurice K. Henry has been elected president of the Citizens News Company, publishers of the Middlesboro Daily News. Mrs. Henry succeeds her father, Dr. Robert L. Kincaid, who was associated with the Daily News for 37 years. She will also continue her duties as society editor of the newspaper.

Other re-elected officers are Dr. A. C. Barton, vice-president, and Maurice K. Henry as secretary-treasurer. The publishing company also announced that there will be no changes in the policy or operation of the newspaper.

How about it, your honor?

"The right of privacy may be defined as the right to live one's life in seclusion without being subjected to unwarranted and undesired publicity," said the court. "In short, it is the right to be let alone."

Did the rule apply in the present situation? The court thought not.

"There are times when one, whether willing or not, becomes an actor in an occurrence of public or general interest. When this takes place, he emerges from his seclusion, and it is not an invasion of his right of privacy to publish his photograph with an account of such occurrence," the court continued.

As to the unhappy wife, it added: "She was an innocent actor in a great tragedy in which the public has great concern . . . the language attributed to her was such as might have been used by any wife whose husband had been killed before her eyes. It would be going far afield to say that it was calculated to hold her up to contempt, hatred, scorn, or ridicule." . . . It was not an invasion of her right of privacy. 230 Ky. 227.

Next month: Did publication of Evelyn Nesbit Thaw's testimony constitute a violation of "obscenity" statutes?

* * * *

(Editor's Note: This is the first of a series of monthly articles on famous Kentucky newspaper cases as discussed by Professor Plummer in his course on "Law of the Press." Others will follow.)

New Magnet Lock

A New Magent Lock for holding hand type or machine set type forms securely in galley is being introduced by the Foster Manufacturing Co. The magnets are being manufactured in this country and are available for prompt shipment.

The strength of the magnet is strong enough to hold a full page newspaper form for over 100 reproduction proofs. They are easily removed from the galley by placing a second magnet on top of the one in use.

Free sample will be sent on request by the Foster Manufacturing Co., 140 N. 13th St., Philadelphia 7, Pa.

A Chicago Tribune survey reveals 87.9 percent of used car buyers got their leads from newspapers.


Chester Crowdus, Union County farmer, father of Vincent Crowdus, assistant city editor of the Louisville Courier-Journal, died July 16 at the age of 77 years.

An attractive window display of a product is always a sure way to intrigue customers. An advertisement in a newspaper works much the same way.

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

COMMUNITY PRESS SERVICE
SERVING AMERICA'S WEEKLY NEWSPAPERS
• EDITORIAL FEATURES
• HOLIDAY GREETING ADS
• GRADUATION GREETING ADS
• HOLIDAY FEATURES
100 East Main St. Frankfort, Ky.

STOP Costly Estimating Mistakes!
Pre-figured values safeguard profits, save time and create customer satisfaction.
Write for 60-DAY FREE TRIAL
PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City 6 Utah



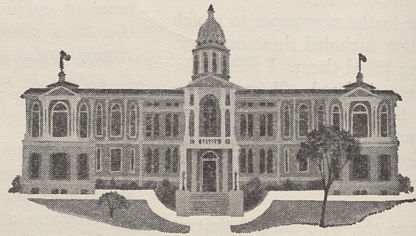
\$20 TRADE-IN ALLOWANCE on Genuine LINOTYPE ASSEMBLING ELEVATORS
MERGENTHALER LINOTYPE CO.

How well do you know your

Capitals?

Cheyenne

This Capital is important
to the State of Wyoming



“C”

This Capital is important
to our trade-mark

When you have occasion to refer to our product by its friendly abbreviation, you'll keep your meaning clear if you make it "Coke"... with a capital "C" please. And you'll help us protect a valuable trade-mark.

Next time thirst creeps up on you, be really refreshed... pause for Coca-Cola. The cold crisp taste of Coke is the all-time, anytime favorite in 50 states and more than 100 countries the world over.



Ask for it either way... both trade-marks mean the same thing

SIGN OF GOOD TASTE

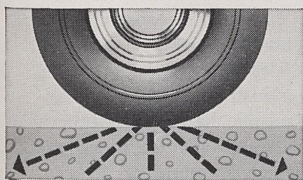
Copyright 1959 THE COCA-COLA COMPANY

C
Concrete wheel subgra Strength carries mum-t
Flexible ing eff almost cessive can bo up pav

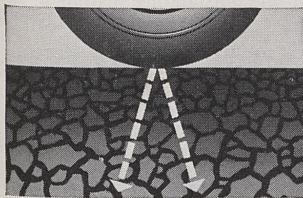


Modern concrete for Kentucky's Interstate 65 south of Elizabethtown

CONCRETE is the pavement that is not flexible ... gives maximum strength with minimum thickness!



Concrete's beam effect distributes wheel weight over large area of subgrade, reduces spot pressures. Strength of material—not mass—carries the load, permitting minimum-thickness pavement.



Flexible pavement, by its very flexing effect, transmits load forces in almost direct line to subgrade. Excessive concentration of load force can be overcome only by building up pavement thickness.

Interstate System highways like Kentucky's Route 65 pictured here call for a pavement that is **solid and unyielding.**

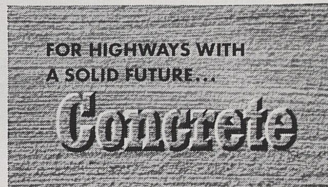
Kentucky's highway department chose concrete for this important stretch of Interstate System highway. Necessity for multiple strata construction of 2 to 3 times greater total depth was avoided.

Strength with minimum bulk is possible, of course, because concrete isn't flexible. It supports and spreads the load like a beam. Pressures on the subgrade stay permanently within safe limits.

And concrete's design efficiency assures low maintenance costs in

years ahead. In Kentucky, maintenance costs run as much as 75% lower than for asphalt. Only concrete enables engineers to design highways to last 50 years and more.

You can see why engineers and taxpayers agree that concrete is the preferred pavement for heavy-duty highways—especially on the new Interstate System.



PORTLAND CEMENT ASSOCIATION
805 Commonwealth Bldg., Louisville 2, Ky.

A national organization to improve and extend the uses of concrete

FACT OR LEGEND?



Some Folks Think

a rain drop is always tear shaped.

THE FACT IS

it can change its shape 50 times a second.

Some Folks Think

that the cost of electricity is a big item in manufacturing costs.

THE FACT IS

according to the Census of Manufacturers, electricity averaged about one cent out of every dollar of manufacturing cost.

KU industrial personnel have worked with hundreds of companies seeking sites for new plants, or with their engineering consultants or plant location consultants. Invariably the prospective new industry seeks a community that fits specific needs. One industry needs large quantities of water of a specific hardness; another's labor requirements make an accurate labor survey necessary; a third needs natural gas for processing; to a fourth transportation is all important.

The cost of electricity is of limited importance to most industries for one outstanding reason: it averages less than one cent for each dollar of production cost. This means that *even if electricity were free*, the savings could hardly be reflected in the manufacturer's sales price. Competitively, he would be no better off.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

K

Publish



Publication of
School of Journalism
University of
Lexington

VOLUME T
NUMBER E

Office