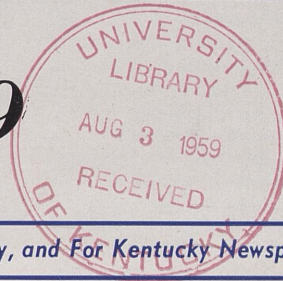
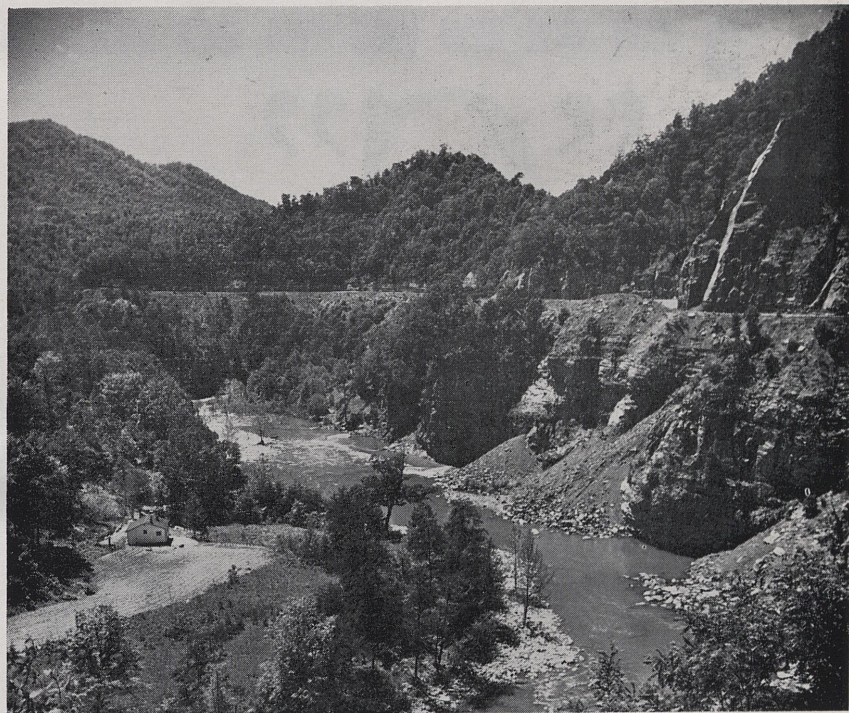


The Kentucky Press

July, 1959



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



Kentucky Showcase: Breaks Of The Sandy

VOLUME TWENTY-FIVE
NUMBER TEN

Publication Office:
School of Journalism
University of Kentucky
Lexington

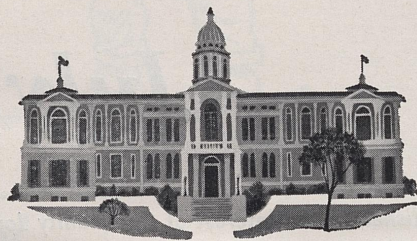
Official Publication Kentucky Press Association

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 49 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

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Newsmen Review Access Laws During Barbourville Seminar

Former governor Flem D. Sampson told the 4th session of the KPA-School of Journalism seminar that the court system of Kentucky is breaking down and newspaper people ought to work at doing something about it. The former judge of the Court of Appeals declared there is more crime in Kentucky now "than at any time since I can remember and I have been around for a long time."

In regard to access to records, Governor Sampson told the Barbourville session the remedy for closing records to the press is slow but sure. He urged those present to employ counsel and brings suits in the circuit courts in every case where public officials deny access.

In other parts of the Friday afternoon session, C. W. Hume and Fred Luigart reported that the Hickman Courier case last March has paved the way for more open records in most of the offices of state officials. However, in the Courier-Journal case, no clear indication could be drawn about the accessibility of the confession which caused the reversal of a jury decision by the circuit judge. The Courier-Journal had lost a decision by the Court of Appeals.

In discussing general rules of access to information, the group decided that the newspaper has the same privileges as any interested person in seeing the records of local officials. Dr. Niel Plummer, UK School of Journalism, commented that most records are public with the exception of divorce proceedings, marriage applications, public assistance roles, and adoption records.

In the evening, the group dined at Pine Mountain State Park where a welcome was extended by Don Welch, dean of men, Union College, after which they attended a performance of the "Book of Job" at Laurel Cove, scene of the Mountain Laurel Festival. The play is being presented by the Maskrafters of Georgetown College.

On the Saturday morning program, Monte Tussey, Somerset Journal, told the group that contempt charges could be brought against a newspaper if its actions tends to interfere with the administration of justice by the courts. This can be done both in and out of court. In court contempt usually is called for disturbing the decor of the courtroom and out of court contempt may be caused by printing materials which might cause a pending case to be unduly influenced. Also, the judge may bring such proceedings against the paper for severe criticism of the court and its officers if it can be

shown that such action caused the public to lose faith in its court system.

In discussing points to remember about libel, Jim Crawford, Corbin Tribune, stated that hardly an issue of a paper is printed without some libelous material. He said no material can be used which tends to damage the reputation of a person in the eyes of his fellow man or cause financial damage to his business.

An advertisement, it was pointed out by Vic Portmann, must have three properties before it is considered lottery. These are: consideration, or something to buy; chance, or the miscellaneous drawing of a name, and a prize. If these elements are not present, the post office department would probably not rule it lottery. Merely having to walk into a store to sign up for a chance on merchandise or prize does not constitute lottery.

Dr. Plummer concluded the program on Saturday by stating that the field of privacy will be a growing problem for the press in the future. Privacy, as it now stands, he added, involves an invasion by the newspaper into areas of a persons life which are his personal affairs. The newspaper can comment on any action which a person takes as long as it pertains to public life, especially in the case of officials, performers and other public figures. Pictures taken of public happenings cannot be declared an invasion of privacy, but, these same pictures cannot be used for commercial purposes in the future without the written consent of those persons involved. Dr. Plummer also pointed out that revealing the contents of letters or communications is actionable.

Persons attending the two-day session were: Bob Horine, Lexington Leader; Ellis Easterly and Jim Horner, Middlesboro Daily News; Mrs. W. P. Nolan and Fred Luigart, Hazard Herald; Jim Crawford, Corbin Tribune; W. Foster Adams, Berea Citizen; Martin Dyche, London Sentinel-Echo; Monte Tussey, Somerset Journal; George Joplin, Somerset Commonwealth; Hugh Morris, Louisville Courier-Journal; S. C. Van Cpen and Bob Hoskins, Harlan Daily Enterprise; Andrew Norfleet, Russell Springs Times; Mr. and Mrs. C. W. Hume, Stearns Record; Cecil Wilson, Barbourville Advocate; Mr. and Mrs. Manuel Strong, Jackson Times; Thomas L. Adams, KPA president; Victor R. Portmann, secretary-manager; Niel Plummer and Perry Ashley, UK School of Journalism, and Milton Townsend, Union College De-

National Newspaper Week Will Be Observed Oct. 15-21

The 1959 promotion kit for National Newspaper Week, October 15-21, is in the final stage of preparation for widespread distribution, it was announced by national chairman G. Richard Dew, general manager of Pennsylvania Newspaper Publishers' Association. The kit, being prepared by the National Newspaper Week Committee, is for newspapers' use in promoting and observing the 20th annual observance.

Included in the kit will be a variety of material for use in connection with Newspaper Week. There will be a clip sheet of stories, editorials and features; a compilation of nearly a hundred ideas for observing NNW; a detailed outline of how to organize and present an opening event for the week, and a ready-to-use speech.

There will also be mats of two cartoons and of the NNW emblem, in various sizes, illustrating the 1959 theme "Your Newspaper—Freedom's Textbook"; a history of newspaper week; a complete rundown of the 1959 NNW Promotion Contest rules, and a special list of fillers appropriate for the occasion.

The packet of material will be distributed free of charge by KPA to all members and is designed to help spark newspapers' initiative in developing an all-out NNW campaign at local levels.

"The real success of this year's observance, as in the past," Dew says, "depends on community participation throughout the nation. It is the job of every newspaper to initiate a local program for this once-a-year commemoration of the American press. The promotion kit aims to help do the job."

Newspapers are also urged to make plans for observance of National Newspaper Day, which will be held Saturday, Oct. 17.

The Clearwater (Fla.) Sun entertains the journalism students from the surrounding high schools each year with a dinner. After the dinner a booklet entitled "Your Career on a Florida Newspaper" is given to each student present.

partment of Public Relations.

Plans are now under way for the Fifth seminar to be held at Bardstown; the tentative dates are August 28-29. All Central Kentucky newspapers will have this opportunity to attend a session of "the legal side of the news" seminars which have proved so popular. So you are invited to attend this refresher course. The concluding seminars at Murray and Western State colleges, on request, are being planned for the middle of September.

Washington Notes--

By EDGAR S. BAYOL

Minimum Wage: A complicated and controversial \$1.25 minimum wage bill has been approved by the Senate Labor subcommittee and now awaits action by the full Committee on Labor and Public Welfare. The bill was amended in subcommittee to meet objections raised by NEA and in its present form would not change the status quo of newspaperboys or small newspapers.

It took affirmative action by the subcommittee to insert in the bill the language of the present law granting an exemption from wage-hour coverage for newspapers with a circulation of 4,000 or less. This change was accomplished by Senator Jennings Randolph (D., W. Va.) with the cooperation of Senator John F. Kennedy (D., Mass.) author of the bill and subcommittee chairman.

Language extending coverage to certain newspaperboys and placing them under jurisdiction of the Children's Bureau was stricken from the Kennedy bill. While this measure is likely to be amended in several respects in the future, it is not expected that the decisions already made affecting newspapers will be reversed.

Other provisions of the bill not so directly affecting the press are highly controversial. Effective 90 days after enactment, the statutory minimum wage for covered employees would jump from \$1.00 to \$1.15 per hour, and rise again two years later to \$1.25. Employees of large retailers would be covered for the first time, starting with a minimum wage of \$1 an hour and advancing in three steps to \$1.25 in the fourth year.

The bill would extend coverage to about 10 million additional workers, or about four times as many as sought by the Administration. Secretary of Labor Mitchell testified against any increase in the minimum wage at this time, which raises the prospect of a possible veto if the bill clears Congress in its present form.

Senate Republican Leader Dirksen promptly labeled the bill "inflationary", indicating the minority will fight the measure on the Senate floor. Organized labor hopes to attain Senate passage this year but there is almost no hope that the House will act until 1960. A prolonged delay in adjournment of the present session could change that outlook.

Social Security: Union labor's drive to add hospitalization insurance to Social Security got under way in earnest this week as the House Ways and Means Committee held hearings on a bill strongly opposed by the Administration and organized medicine. Employers and employees would be taxed an

additional ¼ of 1 percent to pay for the extra benefits.

Walter P. Reuther, spokesman for AFL-CIO, backed the plan as the only practical way to insure adequate health protection for Americans 65 or older. He argued that medical insurance for the aged is too expensive for most retired people and that federal legislation is the only answer to their health problem.

Secretary of Health, Education and Welfare Flemming opposed the bill as "very unwise" and far too costly. He estimated the annual cost at \$1.1 billion, and said the proposed tax rise would not be adequate to pay the bill. He also warned that enactment of the legislation would kill private insurance plans at a time when they are making encouraging progress. It is too early to hazard a guess on the outcome of the fight over this bill.

Patent Ads: U.S. Court of Appeals for the District of Columbia has affirmed a District Court decision upholding the Patent Office ban on advertising by patent attorneys. While a motion for rehearing will be filed, this looks like the end of the road and the oft-postponed prohibition will take effect.

This is not a matter of pocketbook interest to newspapers since virtually all advertising by patent attorneys is placed in certain magazines read by inventors. However, the order has been fought by numerous media groups on principle. The American Bar Association instigated the ban and succeeded in getting its own ethical position against advertising by lawyers extended to cover non-lawyers who are authorized to practice before the Patent Office.

Vacation Shutdown: The Post Office Department has informed the House Post Office Committee that it has no objection to a bill (H.R. 7032) "to permit weekly newspapers to suspend publication for not more than two issues in any one calendar year without loss of second-class mail privileges." This bill is a hardy perennial which dates back many years. The current sponsor is Rep. Leonard G. Wolf (D., Iowa).

This bill has the support of certain small publishers but has never been endorsed by NEA. It would conflict with many state laws regulating legal notices, upset national advertising schedules, and create a loophole in the second-class mail requirements which might set a precedent for letting down the bars in other directions. Most NEA members have expressed opposition to this proposal in past years.

In the absence of opposition, this bill might slide through Congress. Those who have pro or con opinions should communicate their views to Chairman Tom Murray (D., Tenn.) of the House Post Office Com-

mittee. NEA would appreciate a copy of any such correspondence.

The Press agrees with NEA as to the merits of this legislation. Today the POD regulations provide that any newspaper can establish its vacation period, or periods, by simply amending their second class permit to a 51-issue year, or a 50-issue year; hence the need of a congressional act.

Mail by Air: Postmaster General Summerfield has asked Congress to pass a law allowing the P.O. to use air transportation for all classes of mail, at the discretion of the P.O. A ranking member of the Senate Post Office Committee, Sen. Monroney (D., Okla.) promptly introduced Summerfield's proposal as S.2402 and asked for early hearings.

The bill was greeted with applause by the Air Transport Association but is sure to be opposed by the Association of American Railroads. Since 1953, the P.O. has been experimenting with air delivery of first-class mail on a few selected routes. Over 90 percent of letter mail between Washington and Chicago, for example, is flown whether it bears a 4 or 7-cent stamp.

Nothing has been said by either Summerfield or Monroney as to the fate of air-mail postage rates. In the past, the P.O. has toyed with the notion of abandoning a separate rate of postage for air-mail in favor of an "expedited mail" system such as in Canada. Under such a system, first-class mail is transported by the fastest available means.

Kansas Newspaper Enjoined From Combination Rate

Department of Justice filed a civil antitrust suit against the Wichita (Kans.) Eagle charging violation of the Sherman and Clayton Acts. The issue was combination advertising and subscription rates, by which advertisers and readers were forced to buy both morning and evening editions. The suit ended as soon as it began, with the Eagle accepting a consent judgment.

The settlement prohibits the Eagle from refusing to sell advertising separately for morning, evening and Sunday papers. An advertiser using morning and evening editions for display ads may receive a discount of no more than 20 percent. The order forces the publisher to accept subscriptions for the morning paper only, evening only or Sunday only. Other practices enjoined include "coercing advertisers to purchase more advertising than they desire."

Acting Assistant Attorney General Robert A. Bicks commented: "The action today is another step in the Department's drive to eliminate the forced combination rate system, which newspapers generally have stopped using."

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Paducah's Paxton In 60th Year

Edwin J. Paxton Sr., who gave up a promising banking career to take over the reins of a sagging daily newspaper, began his 60th year in the newspaper business on June 10, everyone of those sixty years in Paducah.

June 10 was another important milestone in his life—he celebrated his 82nd birthday on that date.

Mr. Paxton, whose long career also has embraced radio and television, became a full-time newspaperman when a group of Paducahans who founded the old Paducah Evening Sun asked him to become its editor and manager.

The paper was founded September 7, 1896, by Frank M. Fisher, Capt. James R. Smith, Capt. Edwin Farley and John J. Dorian. They called on Mr. Paxton, then assistant cashier of Citizens Bank of Paducah, four years later.

Actually, Mr. Paxton's newspaper experience goes back 63 years. While working at the bank he served as society editor of the Evening Sun. He supervised coverage of weddings, parties and other social events and, every Friday night, he wrote a roundup society story for the Saturday edition.

Mr. Paxton quit school to go to work when he was 13 years old. His first full-time job, in 1890, was as clerk in the downtown office of the Illinois Central Railroad for \$2.50 a week.

He worked for the IC two years, then joined the bank, which was founded by his father. After eight years he received the call to the Evening Sun and has not been out of the newspaper business since.

The Evening Sun had a circulation of 1,200 and Paducah had six other dailies in 1900. They were the News, Democrat, Leader, Register, Labor Journal and a good-government paper known as the Voice Of The People.

The News and the Democrat merged and Mr. Paxton bought out the other papers.

In 1922 George H. Goodman, widely known Paducahan who once headed the old WPA in Kentucky, bought the News-Democrat and operated the morning paper until 1929.

Then Mr. Paxton bought the News-Democrat and merged it with his Sun into The Sun-Democrat.

Illness forced Mr. Paxton to temporarily leave the active newspaper field in the 1930's. During this time, however, he retained the controlling interest in The Sun-Democrat and served as a director and an advisor to the operators of the paper.

Mr. Paxton is the oldest active newspaper editor and publisher in Kentucky. In spite

of a heart ailment and poor eyesight he continues to take a prominent hand in management of the newspaper and Television Station WPSD, a project of Paducah Newspapers, Inc., which he founded in the early days of his newspaper career.

Mr. Paxton operated one of the country's few radio stations here in 1922. Radio, in those days, was a losing proposition, so he quit the business after nine months.

He reentered radio in the 1940's and operated Radio Station WKYB until soon after WPSD started operations.

Accent Is On "Change" At Personnel Meeting

"If management does not take the initiative in planning and engineering change, it will be at the mercy of those who can and will resist change," said Donald D. Dissly, Research Director, Courier-Journal and Louisville Times, at recent New York City meeting of Newspaper Personnel Relations Association.

"Every person who is a part of newspaper management should recognize that the introduction of new processes is basically a problem of overcoming human resistance to change," he declared. "Newspapers need to know that their real problem today, in the face of new processes and rising costs, is traceable to a lack of preparedness to meet the challenge of technological and human changes. It is in the production or mechanical areas that this lack is most evident."

"In an industry filled with change," said Cleve Rumble, director of employee relations of the Louisville papers, "we personnel people have an opportunity to become more valuable to our companies and the people in them. The professional attitude is to regard this as an opportunity to serve, not to cheat dependence of others on us. If we are professional, rather than relaxingly routine or chicken, we will see our responsibilities growing as we assist, guide, counsel, question, challenge and advise with respect to production, advertising, promotion and circulation, and especially in our relations with general management."

James B. Stickley, assistant publisher, Providence Journal-Bulletin, and retiring NPRA president, said he wanted to emphasize two things: (1) that an increased use of sensible testing methods and personnel screening is important in the business; (2) "we cannot substitute a robot for a man when only the God-given human is capable of formulating the opinion."

Pirating Of Ad Copy Can Be Prevented

More publishers are reporting that weekly offset shoppers are picking up their ads and reproducing them, thus avoiding composition cost. Following discussion on this subject, picked up from bulletin of a state association, is by a manager who happens to be a very competent attorney:

"This is a problem which is becoming more and more serious for legitimate newspapers. It definitely involves unfair competition through the exercise of plagiarism by a competitor. Legal recourse is possible that will put a stop to appropriation of news or advertising published in the newspaper, even though such matter is not protected by copyright.

"Our No. 1 suggestion to all newspapers is that the copyright insignia be shown on all cuts cast from mat services. If that is done and the illustration is reproduced, the mat company has an immediate cause of action for infringement of copyright and could collect a heavy judgment. Obviously, the reproducer has no knowledge that the mat is copyrighted unless the insignia appears in the advertisement.

"The newspaper also has a cause of action against the shopper when it reproduces advertising even though none of the content of the advertising is copyrighted. This is based on the theory of unfair competition. There is no state law or court decision in this state covering this problem. But there are numerous Federal decisions and in the absence of a state statute an action may be pursued under common law. In I.N.S. vs. A.P. the U.S. Supreme Court stated: 'One should not be allowed to reap where he has not sown, 248 U.S. 215.' Again the court held that 'No one will be permitted to live off the sweat of another's brow.' The courts have held that a newspaper has a property right in the news and advertising it publishes. It pays for the mat service it uses, it pays for the advertising personnel it employs, all of which represents a property right that may not be plagiarized.

"In addition to using the copyright insignia, we advise that the newspaper's attorney notify the owner of any shopper or giveaway to immediately discontinue reproduction of any and all advertising published in the paper under penalty of a suit for damages. If that fails, suit should be filed for an injunction and damages. We trust no publisher will be squeamish about bringing such a suit if that becomes necessary."

If you think women never do anything on time, you've never gone shopping with them.

The Kentucky Press

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

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

Member
Kentucky Chamber of Commerce
Newspaper Managers Association
Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

Thomas L. Adams, *President*
Herald-Leader, Lexington
Paul Westpheling, *Vice-President*
Fulton County News, Fulton
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

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POD Issues News Lottery Definitions

Last item in Postal 325 (5-16-59), citing Postal Bulletin of 5-7-59, gives advice to postmasters from General Counsel, P.O. Dept., concerning advertisement of merchants lottery schemes. It is there stated that "many postmasters are treating as mailable under the lottery law (Postal Manual 124.41) announcements of prize drawings conducted by various merchants who distribute chance tickets with purchases;" that "these schemes are lotteries even though tickets may also be obtained without making a purchase;" that particular cases of doubt should be referred to General Counsel "for instructions." In connection with foregoing, following is from Postal Bulletin, June 18, 1959:

Instructions contained in the Postal Bulletin of May 7, 1959 (Postal 325), "Advertisements of Merchants Lottery Schemes," is applicable only to schemes in which there appears the combination of (1) the distribution of chance tickets with purchases, and (2) a means of obtaining "free" chances to participate without purchases. The fact that there is "free" participation would make the scheme nonetheless a lottery if, in addition, chances to participate for some are coupled or given with purchases or other consideration. Such schemes are lotteries as long as some pay, even though others play free. Thus, the mere fact that there is provision for a "free chance" to participate does not remove the element of consideration from a scheme which otherwise constitutes a lottery. The advertised plan should be considered in its entirety, and if it contains the necessary elements to constitute a lottery (viz. prize, consideration, and chance), the same is in violation of postal laws.

With regard to the element of consideration, reference is made to the following statement contained in "Elements of a Lottery", published in a previous Postal Bulletin:

"The General Counsel's office must continue to hold that the element of consideration is present in a prize scheme when a substantial expenditure of time and effort is involved. However, . . . this office takes the position that consideration is not present in the following and similar situations: where the sole requirement for participation is registration at a store to learn if one's name was drawn; visiting a number of stores, or a number of different locations in a store, to ascertain whether one's name or number has been posted; witnessing a demonstration of an appliance or taking a demonstration ride in an automobile, etc."

An executive is a man who knows how to get things done, and who to get to do it.

Bernice Cornette Killed, Doug Injured In Collision

Newspaperdom was saddened by the death of Mrs. Douglas (Bernice) Cornette, and serious injury of Douglas in an auto collision at the Middletown-U.S. 60 intersection, late Monday afternoon, July 21. Bernice died at the General Hospital, Louisville, two hours after the accident when their auto, which she was driving, collided with a trailer truck. The Cornettes were on their way to attend a Louisville Chamber of Commerce picnic.

Doug Cornette, KPA president in 1951, recovering nicely from his injuries which included a broken hip, shoulder dislocation and face and head lacerations. His many friends wish him a speedy recovery.

The funeral for Bernice was held Thursday from the Heady Funeral Home and interment made in the Evergreen Cemetery. Many state newspaper folk attended.

Right Of The Newspaper To Reject Advertising

"Within the past several years, an exception has been made to the general rule that a newspaper publisher has a right to refuse to accept advertisements from whomsoever pleases," writes William C. Lassiter, general counsel of North Carolina Press Association in June issue of *The North Carolina Press*. "The exception referred to was established in a decision of the United States Supreme Court in *Lorain Journal Co. vs. U. C.* (1950) 342 U.S. 143, 72 S. Ct. 181. In that case it was held that a publisher's right as a private business concern to select its customers and to refuse to accept advertisements from whomsoever it pleased could not be exercised to monopolize interstate commerce in violation of the Sherman Anti-Trust Act."

After discussing the *Lorain Journal* case Mr. Lassiter declares: "In the light of the Supreme Court decision referred to above, statement of the rule should be revised so that it should read substantially as follows: A publisher of a newspaper has a right to reject any advertisement tendered for publication, without regard to the publisher's reason for not accepting the advertisement, except when such rejection of advertising is a part of a plan to monopolize commerce in violation of a statute such as the Sherman Anti-Trust Act."

John H. Sutterfield, publisher of the *Georgetown News and Times*, has taken special assignment with the state Bureau of Conservation to prepare a report of the two year progress of that department, according to Commissioner Laban P. Jackson.

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- AMERICAN STEEL CHASES
- NUMBERING MACHINES
ALL MAKES
- STITCHING WIRE
- BRASS RULE
and GENERAL
COMPOSING ROOM NEEDS

May we serve you?

THE CINCINNATI
TYPE SALES, INC.

424 COMMERCIAL SQUARE
CINCINNATI 2, OHIO
Telephone: CHerry 1-8284

**AP'er William J. Waugh
Transferred To Atlanta**

William J. Waugh, since 1956 chief of bureau for the Kentucky Associated Press, Louisville, leaves July 27 to become chief of bureau for Georgia and Alabama with headquarters at Atlanta. He will be succeeded by Charles A. Welsh, Jr., AP correspondent at Pittsburgh. Bill has made many friends in Kentucky who join in wishing him every success in his new position as well as pledging their support to Mr. Welsh in his new assignment.

**National Adv. Council
Is Formally Organized**

Organization meeting of the Department of Commerce's new Advertising Committee featured a talk by Undersecretary Frederick H. Mueller in which he urged advertising leaders to "help educate the public on the value of good merchandise and sound money." Mueller, formerly a Grand Rapids furniture maker, is being prominently mentioned as a possible replacement for Lewis L. Strauss as Secretary of Commerce.

Mueller noted advertising's important role in fostering prosperity and said the Commerce Department expects to receive valuable counsel from the 15-man group, which has authority to make recommendations to the Secretary. No recommendations were made at the initial meeting, but a long list of subjects of concern to the ad field were discussed.

The group, headed by Frederic R. Gamble of American Association of Advertising Agencies, will meet monthly. Every third meeting will be in Washington, with the others in New York. July and August meetings will be scheduled only if an emergency requires immediate action. In the absence of Executive Vice-President Edgar S. Bayol, NEA was represented by Ted Serrill of the Washington Publishers Association.

**Restrictive Advertising
Ban On The Increase**

Recent convention of West Virginia Funeral Directors Association heard H. Eugene Merrill, association executive secretary, declare "unrestricted advertising can lead to unrestricted abuses." Merrill said that the association was studying a proposal to increase size of permitted newspaper ads from 2" x 2" block to postcard size. . . . Academy of Medicine in Cincinnati, Ohio, now prohibits classified advertising notices by physicians to announce return from vacations. For many years in Cincinnati each doctor was permitted to place two such classified notices in daily newspapers per year.

**"Equal Time" Ruling
Called "Most Asinine"**

"The spectre of what sort of press we'd have in America if the newspapers were under the domination of the organization which besets radio and TV—The Federal Communications Commission—can readily be pictured from FCC's latest decree," wrote Bob Considine, from New York, June 17, to SNPA.

"In one of the more asinine verdicts of our time, FCC has upheld the right of any political crackpot or dangerous demagogue to receive equal time on network and local station newscasts which present news or pictures of another politician. . . .

"The FCC decision is a complete perversion of a reasonable, well-intended clause written into the communications act in 1927. It provided, in effect, that a radio station (there was no TV) which sold time on the air to one candidate in a political race could not tell his opponent that equal time was not available for sale.

"Even that was a ruling most newspapermen found hard to take, though it made them thankful the free press was under no compulsion to suffer the humiliation of going hat in hand to a panel of political hacks in Washington annually to ask permission to survive. Still, it was moderate compared to the interpretation now given to it by the FCC. The FCC has expanded it to news reporting on the air and warped it out of context. . . . President Eisenhower has twice called the FCC stand 'ridiculous.' That must be a new record for understatement."

Ninety percent of women read food pages in newspapers, says Seymour Smith, Associates, New York market researchers.

Kenneth Smith, manager of the Rochelle (Ill.) Leader, does not believe in using ad borders if he can help it. He says: "On about 99% of our ads we are now using only column and cutoff rules. It gives an open and fresh appearance and, in effect, we are able to give the advertiser more white space." Pretty good advice from a paper that has knocked off some 15 state and national awards.

Post Office Department, once widely used in daily newspaper distribution, now delivers less than 7% of total daily newspaper volume. Daily newspaper second class volume has declined steadily for the past 20 years. Since 1953, an ANPA survey shows, use of mails by daily newspapers has dropped from 9.8% to 6.98% of total volume. Since 1955, number of pieces handled by the Post Office Department has declined from 1,850,000 to 1,764,000.

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**Publicity May Replace
Advertising In Revenue**

The following article, which proposes that newspapers should establish their own public relation office, is reprinted from the July ASNE Bulletin and written by Stan Johnson, Miami Herald:

Newspapers may be overlooking a promising source of revenue by remaining aloof while public relations men establish themselves as a necessary liaison between the press and the business community. In the 15 years since World War II, the news columns of newspapers have risen in dollar value at a more rapid rate than advertising rates. In appraising their work for clients, some PR men now value publicity at two and a half times the advertising rate of the media in which it appears.

There are some businesses in Miami that allocate money for publicity, but not for advertising. Vice president in charge of sales for the Stauffer System said recently that his company spends three dollars on public relations for each dollar it spends on advertising. Public relations billings will probably exceed five million dollars this year. In most instances, the rationale for this expenditure will be clippings of news items from The Herald and The News.

It would seem that newspapers, even at this late date, could enter the public relations field and develop it as a profitable third source of revenue without compromising the ethical policies of their news and advertising departments.

In Miami, as elsewhere, a large number of public relations people are able to prosper because of the general inability of the businessman to recognize the newsworthy aspects of his business (or lack thereof) and to present them to the press. In many cases, businessmen seek out public relations men in an effort to establish themselves and their firms in the community through the news columns of a newspaper.

Although the PR man can be a source of help and economy to a newspaper, a good many of them are nuisances who present little useful material to editors and waste a lot of expensive time.

A newspaper public relations department, functioning independently of advertising and editorial staffs, would have a stronger appeal to the businessman than an independent PR consultant because it would represent:

1. A closer tie to the press.
2. A professional background.
3. A logical place to go for publicity counseling.

While bringing in substantial revenues to the paper (fees in Miami for small and medium-sized firms average \$75 a month), the PR department would also provide in-

**Alabama Bill Would
Tax Advertising 25%**

New school tax measures including a proposed 25% levy on liquor and beer advertising made their appearance in the Alabama legislature on June 30. They came in the House at the outset of the second week of the legislature's special session for education and shortly before the ways and means committee was scheduled to start hearing on school needs. Representative Emmett O'Connell, who introduced the liquor advertising bill, said it would raise a "wad of money" but didn't estimate the amount. Former representative John Lewis Cates and some of his colleagues came a measure which would tax cigarettes 2c a package and cigars by the box. Revenue from both the tobacco and liquor advertising taxes would be earmarked for the schools. A previous measure would put a 3% tax on all advertising.

Newspaper advertising doesn't have to rely on the memory, as does radio and television. The potential buyer of the product is presented in print. It can be read and clipped if necessary.

direct economy and profits by:

1. Giving editors a more authoritative better written news item, thereby cutting down on editing and rewriting.

2. Providing reportorial services for the editor where a specific story or information is required from a client.

3. Encouraging use of the newspaper's advertising columns for communicating information unsuited for the news columns.

A newspaper PR representative would offer no more guarantee of placement to a client than does the independent, nor would he be treated any more favorably by editors. However, he would have an undeniable advantage over the independent because of his connection with the newspaper would give him a more accurate understanding of the paper's news policies and changing requirements.

There is no reason to believe that a newspaper written and appealing handout sent out by one newspaper to another newspaper would be shown any discrimination. Thus, a newspaper PR staff would not be limited to its own editorial department, but could provide as broad a coverage as any other service.

Public relations men are strengthening their acceptance by, and professional standing in, the business world. They are expected to exist as parasites of the press, regardless of how little encouragement or assistance they receive. Is there any valid reason why they cannot be turned into profitable enterprises?

**Early Harrod
Had A Short**

The Lewis Harrodsburg's year session what is a copy of a Harrodsburg in the newspaper and is a journal nightmare, all it was to have day, and carrying Medium in little journal writers and Scott was "Fighting Elisher's statement. In the first 1884, (and this we think) it came on the editorial tation."

"We are not everybody. It was some, and not ers. Knowing t cluded in the m what are you go

The quality of estimated by the der the editorial going to do ab of Rodney Jones of the Duke of would break. ' lick the fighting yet? pursued ge have,' explained fresh outbreak

the rest any mi It carried fro the local citizen the local citizen dedicated to anonymous ph

"I've had eno of love; Oh give my comfortable that fits so tight There's a balm the happy

And as far a carried this ad Added to the daughter, Clot grains of sand, the groceryman Little acts of m All these pass are made."

Little wonde lished but onc "fighting editor sensation, how

Early Harrodsburg Paper Had A Short, Short Life

The Lewis Woods—Senior, Junior and III—who run a sort of family museum of Harrodsburg's yesterday, have in their possession what is believed to be the only existing copy of a newspaper published in Harrodsburg in the late 19th Century.

The newspaper itself is a little unusual, and is a journalist's dream and a reader's nightmare, all at once. Entitled "The Dude," it was to have been published every court day, and carried the slogan, "Best Advertising Medium in the World." This modest little journal was edited by James G. Saunders and Scott G. Pulliam. Horace Foster was "Fighting Editor." It said so on the publisher's statement.

In the first edition, published April 7, 1884, (and this was the last edition as well, we think) it carried this statement of policy on the editorial page under the head, "Salutation."

"We are not publishing The Dude to suit everybody. It will not be radical enough for some, and not conservative enough for others. Knowing this to be true, we have concluded in the main to please ourselves. Now what are you going to do about it?"

The quality of the column content can be estimated by the paragraph immediately under the editorial salutation. "What are you going to do about it?" asked Charley Lewis of Rodney Jones, who was standing in front of the Dude office, weeping as if his heart would break. 'Oh, Sam's gone upstairs to lick the fighting editor.' 'Has he come down yet?' pursued gentle Charley. 'Pieces of him have,' explained Rodney, indulging in a fresh outbreak of tears, 'and I'm expecting the rest any minute.'

It carried free verse, as well, written by the local citizenry, and dedicated to other of the local citizenry. Such as the following, dedicated to Columbus Demaree by an anonymous philosopher:

"I've had enough of kisses, I've got enough of love; Oh give me back my old slouch hat, my comfortable glove; Take off this coat that fits so tight; Oh, let me muss my hair! There's a balm in Gilead yet, I hope, 'God bless the happy pair.'"

And as far as advertising is concerned, it carried this advice: "Little drops of water, Added to the milk, Make the milkman's daughter, Clothe herself in silk. Little grains of sand, In the sugar mixed, Make the groceryman, Soon become well fixed. Little acts of meanness, Little trick of trade, All these pass for keenness, Fortunes thus are made."

Little wonder it is that the Dude published but once before someone licked the "fighting editor." It must have made a rare sensation, however.—Lexington Leader.

The Association of National Advertisers has just released a study showing that the circulation of 225 daily newspapers with 50,000 circulation or more has increased 11.4% from 1946 to 1958.

Dates of the NNPA annual observation of National Newspaper Week have been changed from Oct. 1-8 to Oct. 15-21 because of the conflict with the World Series.

Current issue of American Law Reports contains a 75-page annotation entitled, "What constitutes false, misleading or deceptive advertising or promotional practices subject to action by Federal Trade Commission?" It includes a descriptive word index listing approximately 575 subjects. The citation is 65 ALR 225.

"Circulation promotion must interpret the benefits of reading a newspaper, the self benefits of being completely informed, the entertainment value of features; the helpfulness of articles; in short, why thirty minutes a day with a newspaper will give the reader more than thirty minutes in other activity."—NNPA Bulletin.

Non-daily newspapers in this country increased their circulation in 1958 according to N. W. Ayers & Sons. The total paid circulation was 22,708,982 copies, an increase of almost 700,000 copies for each issue over the 1957 figure. There were 9,396 non-dailies published in 1958, a rise of 71 over the 1957 level.

The New Jersey Press Association has urged the state newspapers to support an all out campaign to win legislative approval of two right of access measures introduced in the State Senate. The two "right to know" bills would affirm the right of citizens to attend public meetings and the other defines public records and assures the right of citizens to inspect such records.

The Adair County News, Columbia, is installing a Babcock press and will change from a 6-column, 13 pica page, to 7-column, 12 picas. A new Polaroid camera has enabled the News to increase its pictorial coverage of local news. Louis DeRosett is now managing editor of the news, succeeding Edward Hamlett who has retired from active duty.

In order to help local retail establishments, the Biloxi-Gulfport (Miss.) Herald published a 6 by 17 inch ad in a recent month urging readers to pay their bills promptly in order to "give this economy of ours a real shot in the arm and start a lot of business rolling." The newspaper says it had numerous calls from merchants congratulating the paper and telling them how much they appreciated the idea.

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New Scan-A-Graver Model Placed On The Market

A new model of the Fairchild Scan-A-Graver electronic engraving machine, offering two ratios of enlargement in addition to the one-to-one reproducing feature, was recently unveiled in New York.

Known as the "Scan-A-Graver Illustrator," the new machine was introduced to fill a market requirement between the Standard Scan-A-Graver and the Fairchild Scan-A-Sizer.

The Illustrator makes enlargements directly, automatically, in ratios of 1:1.7 and 1:2.2, in addition to same size engravings. With a minimum of cropping, a standard 2 $\frac{7}{8}$ " x 3 $\frac{3}{4}$ " Polaroid print can be produced as a 3 or 4 column halftone engraving. The different ratios are achieved by changing the copy cylinder only, an operation that requires about three seconds.

The Illustrator has been re-designed to include a hood which assures quiet operation and office equipment appearance, allowing the machine to be operated in any department of a newspaper or printing establishment.

Another feature is a "flop switch" which causes the engraving head to move in an opposite direction to the scanning head, reversing the direction in which a picture faces for better page make-up, ad layout and special effects.

The "Illustrator" also features controlled distortion, allowing the operator to extend copy in either of two directions for unusual exaggerating effects. This has a varied num-

ber of uses including copy fitting in difficult layouts, improvements in perspective and appearance of products, interiors and buildings.

A reverse switch is also included in the machine, producing a white on black engraving from black on white copy. The reverse can also be engraved "half and half" by flipping the switch at the mid-point of the engraving.


For same-size engraving, the machine will accept any copy up to 8 x 10 inches. The 1.7 enlarging cylinder accepts copy up to 4 $\frac{3}{4}$ inches wide, while the maximum copy size for the 2.2 enlarging cylinder is 3 $\frac{1}{2}$ inches wide.

The "Illustrator" will produce engravings up to 8 x 10 inches on Scan-A-Plate engraving material. Copy can be engraved singly or ganged.

The new machine is available in either 65 or 85 screen.

This is the fourth model of electronic engraving machines to be introduced by Fairchild. Others include the Standard which produces 8 x 10 engravings, same size as copy; the Cadet table model, which produces same-size 6 x 8 engravings and the Scan-A-Sizer, which will enlarge or reduce four times from original copy, has flat bed scanning and will produce a maximum size printing plate 12 $\frac{3}{4}$ by 16 inches.

U.S. daily newspapers are gradually edging the price of a copy to a dime according to the American Newspaper Publishers Association. Some 170 dailies now have a newsstand price of 10 cents, an increase of eight papers in the last four months.




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Referred to by Advertisers and Agencies as the "MIRROR OF THE MEDIUM"

LISTED . . . ARE A TOTAL OF 8,287 WEEKLY NEWSPAPERS
with a total circulation of 20,186,414 and an estimated readership in excess of 80,000,000. Average circulation per newspaper is 2,436.



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Only through this directory can a weekly publisher evaluate his medium and compare his circulation and line rate with papers published in similar towns both near and far away.

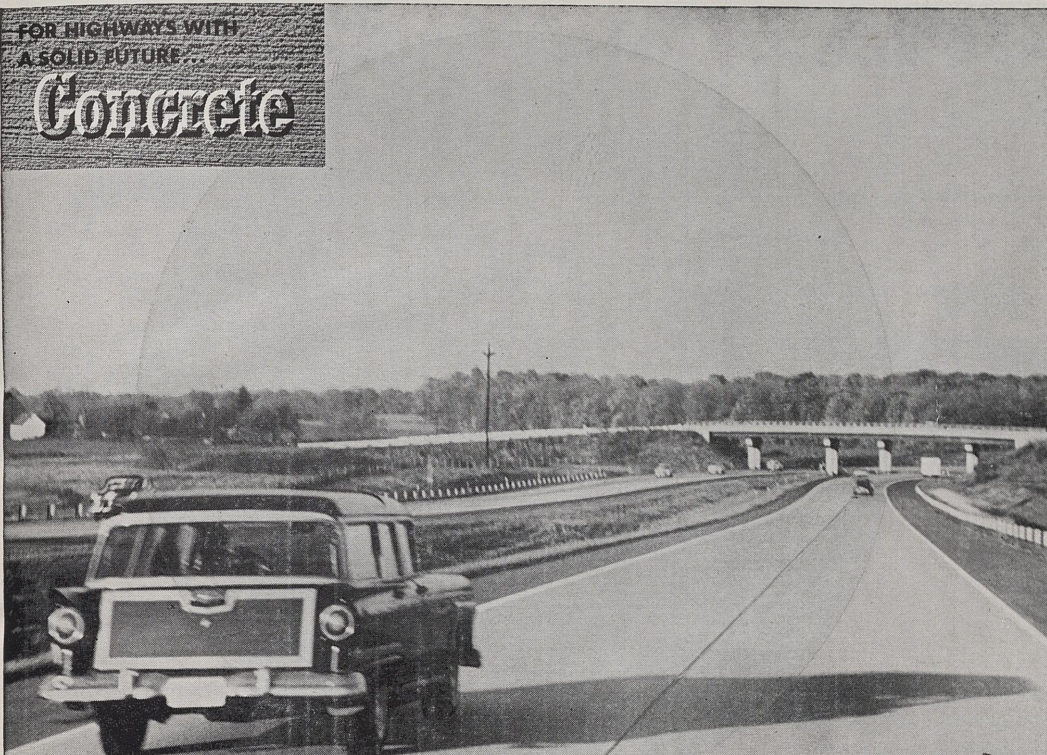
★ **Among other features of the 39th Annual Edition are:**

- New Publications
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- Up-to-date circulation figures
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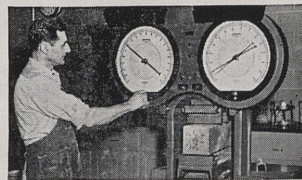
Actual cost figures for the two types of pavement tell the story!

Indiana Toll Road engineers drew up designs for both types of pavement . . . each to carry the same axle loads, each to be the best of its type. Realistic comparison of all paving costs, from grading and sub-base preparation to finished surface, gave the answer: *Concrete would save \$62,436 per mile!*

Indiana's experience demonstrates once more that concrete can give lower initial cost. And you get a pavement of mathematically accurate load-bearing strength—with a safety factor for overloads.

Add to this, concrete's life expectancy of 50 years and more, with far lower maintenance costs. Add "thump-free" smoothness that

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Concrete gains strength year by year—up to 20% in the first 5 years. Tests of flexural strength prove that only concrete gives this load-bearing "bonus."

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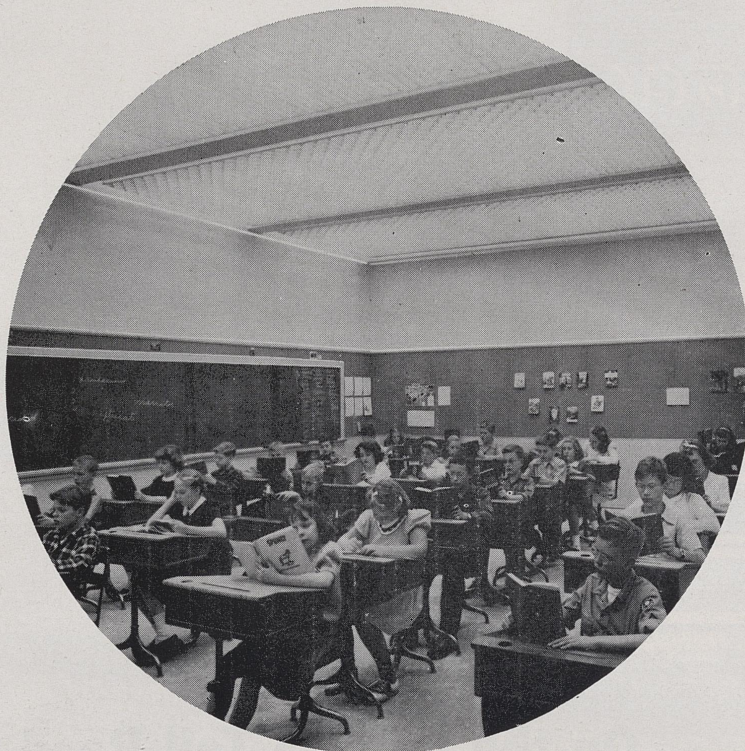
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Most people don't think so.

In progressive communities a new school is the culmination of months, even years of planning. It represents the thoughts and work of hundreds of citizens who believed the school was needed, who worked together to arrange its financing, to see that it fit their needs, to get it built.

It requires the same kind of planning-together, working-together *togetherness* that invites, obtains, and welcomes new industry to the community . . . your community. Wherever you find new industry you usually find a community that's together on its community life, its community needs.

And wherever we serve, you'll find our personnel ready and willing to do their part . . . and more.

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