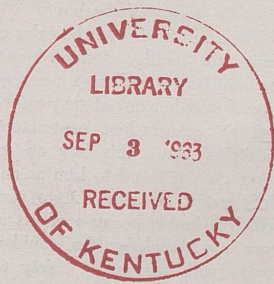


The Kentucky Press

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

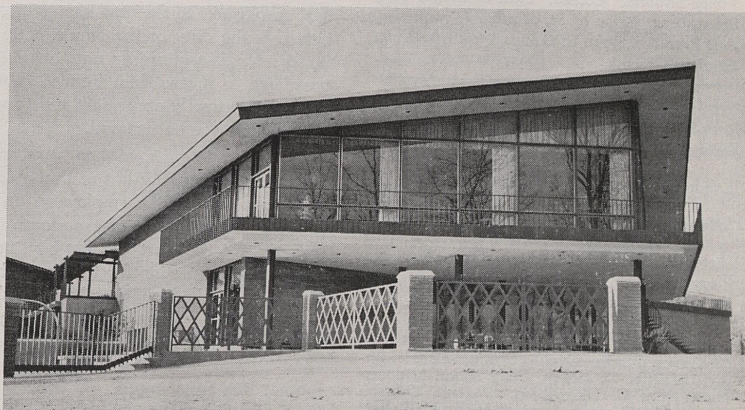
The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical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



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School of Journalism
University of Kentucky
Lexington, Kentucky

May
1963

Volume 29, Number 8



Kentucky's Showcase: The New Village Inn,
Kentucky Dam State Park

The Kentucky Press + As We See It +

Volume 29, Number 8

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

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

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

National Editorial Association
Associate Member
National Newspaper Promotion Association

Publication Office
School of Journalism
University of Kentucky

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How Far Does Publisher Responsibility Extend?

In a recent legal decision that warrants close attention by circulation managers and publishers, a federal judge refused to dismiss an action against Lancaster Newspapers, Inc., for failure to provide a safe place for a 13-year old carrier to work.

The carrier was fatally injured when hit by an auto while walking along a busy highway. It was alleged that the publisher had failed to provide a safe place for the boy to work and had permitted and caused him to travel a dangerous route. The publisher answered that the boy was an independent contractor, that he had no control of the means by which the boy was to perform his work, and that the place the boy chose to stand or the road he elected to travel was solely up to the boy. However, the court held it was the duty of the publisher to consider the safety of the boy.

The court reviewed the rules of law governing the liability assumed by an employer for injuries to underage workers, irrespective of whether or not they might be qualified as independent contractors. "If the publisher made this boy an independent contractor, it owed to him as an infant the duty not to require him to perform work which it knew, because of his age, experience and knowledge, he would not be able to do with reasonable safety to himself," said the court. "Certainly one who contracts with an infant for the performance of work as an independent contractor owes to him no less than to an outsider the duty not to be negligent.

... Within the limits of what this publisher had reason to know its so-called contract required the infant independent contractor to do, its duty is no different in substance from that of an employer of an infant employee. In the case of a young person, it is the duty of the employer to take notice of age and ability and to use ordinary care to protect him from risks which he cannot properly appreciate and to which they should not be exposed.

"The duty in such cases to warn and instruct grows naturally out of the ignorance or inexperience of the employees. In view of the youth and want of experience in the business on the part of the boy, it was necessarily a question for the jury whether his employer had sufficiently warned and instructed him about the dangers of the employment and how to avoid them or had done all that was reasonably necessary to protect him from injury.

"If the circumstances are such that the employer must perceive that the boy has

not the capacity to realize the dangers to which he is exposed, he ought not to be put in that employment," the court declared. "The status of the victim as an infant, therefore, makes the labeling of him as an independent contractor the beginning rather than the end of the question whether the publisher owed him a special duty of care and protection. For the extent of such duty depends on the publisher's knowledge of his need for such protection and care."

Out in Colorado, a case against the Denver Post brought about by the father of a newspaperboy who suffered a head injury at a newspaper pickup station in 1958 was dismissed. The Colorado Supreme Court denied workman's compensation coverage on the grounds that the accident did not arise out of, or in, the course of the boy's "employment".

Last year, a Nevada Supreme Court upheld a lower court ruling that a former newspaperboy for the Reno State Journal injured in an automobile accident in 1957 was an employee of the newspaper and, therefore, entitled to workmen's compensation.

* * * *

Equal Pay For Women Certain For Approval

It is quite likely that Congress this session will enact an equal-pay-for-women law applicable to employers subject to the Fair Labor Standards Act. The House Labor Committee has approved the bill and will formally report it to the House this week. The plan is to vote on it May 31 under a suspension of the rules—a procedure invoking a gag rule forbidding all amendments and requiring a two-thirds vote for passage.

Similar measures have consistently failed to pass in Congress. Under this bill, publishers exempt would be those excluded from FLSA by Section 12(a) (8), which applies to papers with a circulation of less than 4,000.

Senate passage of the equal-pay-for-women bill is momentarily expected, and House passage may come next week. The original plan for taking up this bill in the House under suspension of the rules on May 20 has been dropped and instead the legislation will be brought to a vote in regular fashion after action by the Rules Committee. Both Senate and House versions of amendments to the Fair Labor Standards Act, and coverage would be just the same as for minimum wages. The only publishers exempt from paying women the same wages as men for equal work would be those excluded by Section 13(a) (8) of FLSA relating to newspapers of 4,000 or less circulation.

Newspapers In The Classroom Around The Country

Twenty teachers are officially enrolled for the first Newspaper In The Classroom session to be held at the School of Journalism during the coming summer term. The two weeks short course will be presented June 17-23.

Of those teachers scheduled to attend, a wide variety of teaching assignments are noted. The range is from elementary schools through the various ranks to high school, clustered mostly in the junior and senior levels. Subject areas also range from English and social studies to art and music. One administrator, a school superintendent, is among those on the register.

We have emphasized in the past on the program which will be conducted in Kentucky during the coming year and the values which might be expected from such training. Instead of more of the same, let's see what people in other states are saying about the results of their programs.

MISSOURI: Much has been printed lately about encouraging the use of the newspaper in the classroom as an instructional tool. It has been pointed out that newspapers must attempt to attract young readers — lest the youngsters grow up to depend mainly on radio and television for news. Most of the articles have been concerned with the use of daily newspapers in the schools.

The program of encouraging the use of the newspaper in the classroom is even more suitable promotion for a weekly newspaper.

Because of the close relationship between the newspaper and the schools in smaller communities, such a promotion is a natural for weeklies. Youngsters sometimes "look down" on the home town newspaper (as they are inclined to do about anything local), so perhaps the program also is needed in the weekly field.

In smaller cities, the publisher likely attends civic club meetings with the superintendent of schools. The editor likely covers PTA meetings. It is likely, too, that the newspaper employs one or two high school students to help out in the late afternoons. Traditionally most weekly newspapers are strong supporters of the local schools.

The editor should give examples of how the local newspaper can be used in the classroom. Current event reports are fine, but this is only one classroom use of the newspaper. Perhaps the mathematics teacher can use the prices and discounts in the ads to give his class current "living" examples. The history teacher might use a

story of a golden wedding anniversary as a springboard to a discussion of the America of 50 years ago.

Like any promotion, the use of newspapers in the classroom requires constant cultivation. New ideas should be sent regularly to teachers. The number of newspaper copies needed should be supplied at a convenient location. The entire program needs strong and consistent support in the news columns.

The benefits to the newspaper can be considerable for future readers are being trained. However, editors will think that the greatest benefits is likely to be in having students who are informed about their community — and who care about their community.

TENNESSEE: The Johnson City (Tenn.) Press-Chronicle is being used by students of a local high school to improve their reading ability.

The newspaper was selected for use in an experimental reading class because the teacher found that all available textbooks for slow readers were on a juvenile level and did not interest the students. In the class, newspaper articles are read aloud so that attention may be given to pronunciation and the meaning of words.

Commenting on use of the newspaper as a classroom text, the teacher said: "Perhaps this may be a way to shrink drop-outs from school. Often boys and girls get so far behind on a reading level that their interest lags and they leave school."

The Press-Chronicle distributes 1,100 papers per week to supplement classroom texts in 31 local schools.

CALIFORNIA: Why are educators forever searching for better textbooks when one of the very best can be found right under their noses?

The modern newspaper provides the materials demanded of a good textbook, particularly at the high school level. A textbook is a compilation of materials by means of which students gain information and develop skills. Through the use of the textbook, teachers guide students in their education.

One of the skills students must acquire is that of precise writing of reports and examinations. They can learn this skill from their newspaper. Newspapers present material in a form often desired by high school and college teachers but seldom produced by students.

The gist of a newspaper story is in the first two sentences — names and details fol-

low as the story unfolds. (Too often the teacher finds "lead sentences" burried in the middle of a paragraph on the second page of a student's work). Nowhere else can so many examples of good clear writing be found so readily as in a newspaper.

Unfortunately, writers of textbooks are not trained as newspaper writers are. The student often has to "rewrite" the story for his own understanding. The technique of screening key ideas and presenting them briefly, yet completely, are the very techniques that a student needs in studying textbooks to class discussions.

OHIO: The Dayton (Ohio) Journal began its third annual "Newspaper in the Classroom" project this year in which 10,000 seniors from 70 schools participated. For two weeks these seniors used the daily edition of the Journal Herald as their only textbook in social problems and civics.

The Journal Herald supplied the students with an excellent manual, "Your Newspaper: A Living Textbook," giving a graphic picture of newspaper procedures and materials and suggestions for the use of a newspaper as a means of learning.

PENNSYLVANIA: Newspapers are destined to be the lifelong companion of the student, have a definite place in the classroom. Thanks to the acceptance of this principle by hundreds of newspapers and cooperative teachers, newspapers have been made a part of the curriculum in schools across the country.

At the very least newspapers find their way into schools as supplementary study aids. But much more can be done in demonstrating the value of the newspaper as a living textbook — in developing a better understanding of the newspaper as an important social force.

NEBRASKA: Four hundred Omaha youngsters received a new "textbook" one Monday morning in January. In ways it was like any text the youngsters opened during the day. Content — global in nature and on a variety of topics — was as timely as the morning newspaper.

The text was the Sunrise edition of the Omaha World-Herald. Each day, copies of the newspaper went to all classrooms in 8 Omaha schools as an aid in English languages, geography and social studies.

Why newspapers in the classroom?

The answers came from an executive of the World-Herald and an officer of the Omaha schools. Said Dr. Craig Fullerton, assistant superintendent in charge of curriculum for the schools: "If tomorrow's

Program**94th Annual Mid-Summer Meeting**

Kentucky Press Association
Kentucky Dam Village State Park, Gilbertsville
June 6-8, 1963

Thursday Afternoon

- 5:00 p.m. Registration, Theater, Garrison and Ashley
7:30 p.m. Slide presentation, Theater, NEA African Tour, Ed and Lucille Schergens
8:30 p.m. Reception, U.S. Brewers Association, John O'Connor, host

Friday Morning

- 8:00 a.m. Registration, Theater, Garrison and Ashley
9:00 a.m. Business Session, Theater, President Fred Burkhard, presiding
Address of Welcome, Landon Wills, President, West Kentucky Press Association
Response, George Joplin III, Vice-President, KPA
9:30 a.m. Symposium—"Circulation And Financial Printing"
John J. Shinnors, Weekly Representative of Audit Bureau of Circulation, Hartford, Wisconsin
Attorney Thomas Waller, Paducah
10:45 a.m. Coffee break
11:00 a.m. Standing Committee Reports:
Newspaper In The Classroom—Perry J. Ashley
Legislation—S. C. Van Curon
Mid-Winter Meeting—Maurice K. Henry
Discussions
12:30 p.m. Dutch luncheon

Friday Afternoon

- Recreation "As You Like It"—boating, fishing, swimming, hiking, golf, horse back riding
Cavalcade to Barkley Dam, W. T. Davis, leader (time to be announced)

Friday Evening

- 5:30 p.m. Reception, Theater, John Marcum, host
7:30 p.m. Buffet Dinner, Theater
8:15 p.m. Presentation of Contest Awards, J. Ray Gaines
Dancing—Music by the Resorters

Saturday Morning

- 8:00 a.m. Kentucky Associated Press Executive Committee breakfast (dutch), Village Inn, Ed Paxton, state chairman, presiding
9:30 a.m. Business Session, Vice-President George Joplin, presiding
Address, "National Advertising and You," Michael H. Reingold, Director of Marketing, "Old Mr. Boston", Boston, Mass.
10:25 a.m. Panel, "My Best Money Making Idea", George M. Wilson, Moderator
Martin Dyche, London Sentinel-Echo
Howard Ogles, Franklin Favorite
J. Earle Bell, Morganfield Advocate
Audience participation (bring your ideas)
11:30 a.m. Committee Reports
Old Business
New Business

Adjournment

Saturday Afternoon

Entirely on your own—have fun!

South Dakota Court Reverses Privacy Case

The South Dakota Supreme Court has reversed a jury decision which imposed a \$3,500 judgment against the former owner of the Sioux Falls Argus-Leader in an invasion of privacy case.

The suit was brought by a Sioux Falls postal worker who claimed that a newspaper photograph, used in a feature story on elderly citizens, violated his right of privacy, subjecting him to "ridicule, mental distress and injury to his feelings."

The story's headlines read "Aging: A University or Fortune," and "State's Elderly Citizens Plagued by Financial Hardship." The postal worker was not mentioned in the story itself, but his picture was used to illustrate that the compulsory retirement age for federal employees (70) allows the more years of productivity than most private industries.

In reserving the jury decision, the court commented: "Publication of a person's picture in connection with news or information of legitimate public interest does not constitute actionable invasion of privacy, unless the publisher should have realized that it would be offensive to persons of ordinary sensibilities. . . ."

"Considering the publication by the defendant it would have upon the mind of the ordinary reader, we do not think it had the meaning imputed to it by the plaintiff."

Time is that expanse of space between paydays.

Nevada law now entitles newspapermen to workmen's compensation insurance from the state. The bill was signed by Governor Sawyer in April. The measure, for the first time, classifies carriers as newspaper employees. Their coverage is based on minimum weekly earnings of \$50 a month.

adults are to function effectively under a form of government, they must know how to find and evaluate information and act on it. No youngster is so bright that he can be challenged by learning to interpret the content of the newspaper."

"We have found a number of uses for the newspaper," said Mrs. Georgia Ely, a 22-year veteran of teaching with the Omaha schools. "During the November election we pinned clippings about issues and candidates to our Election Bulletin Board. We use the weather map for day-to-day comparisons and the business class on the financial page as lessons in numbers."

Summ

An intensive heart of Kentucky be a hand-and-tucky Department Kentucky Press tee during the r Developed by man Ed. Tem Safety Commission staff, the program themes highlight Getting under as announced by em are June - Passing; August - Vehicle - Re-examin November and holiday h driving. The Co ing these major can more effect "public."

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Last year the Safety held a seri throughout the C opening session i error Bert Comb

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The news studi

tenant Judson E

Commissioner; ed

Summer Safety Program Explained

An intensive program to cut right to the heart of Kentucky's public safety needs will be a hand-and-hand project of the Kentucky Department of Public Safety and the Kentucky Press Association safety committee during the remainder of 1963.

Developed by Safety Committee Chairman Ed Templin in cooperation with Safety Commissioner Glenn Lovern and his staff, the program will hinge on monthly themes highlighting salient safety needs.

Getting underway in June, the themes as announced by Safety Commissioner Lovern are June — Speeding; July — Improper Passing; August — Reckless Driving; September — Vehicle Safety Inspection; October — Re-examination of Licensed Drivers; November and December — Winter driving and holiday hazards including drunken driving. The Commissioner said "by stressing these major problems one at a time we can more effectively portray them to the public."

The program will consist of news releases, editorial cartoons and suggested newspaper editorials.

The Kentucky Press Association has always co-operated one hundred per cent with the Kentucky Department of Public Safety, but recently it has, through Templin, asked that a co-operatively developed series of monthly safety themes be devised with news stories, editorials, editorial cartoons and photographs tying into the basic themes. The materials are to be distributed from Safety Commissioner Glenn Lovern's office in Frankfort to the Press Association so that they may help through their news letters and magazines to promote the many safety needs.

Last year the Department of Public Safety held a series of seven safety seminars throughout the Commonwealth, and at the opening session in Louisville in June, Governor Bert Combs said that the needs of safety must be dramatized in order to be effective. This is the Department's objective: To dramatize the seriousness of the traffic safety problem particularly, but not at the expense of de-emphasizing boating and water safety and fire prevention.

Traffic safety, of course, is where our biggest problem is, with an average of more than 750 lives needlessly lost annually in Kentucky. Although there will be times when primary responsibility probably overlaps, they will, for the most part, be assigned to the following persons.

The news studies will be written by Lieutenant Judson Edwards, Assistant to the Commissioner; editorials will be written by

Raymond Wragg, Special Assistant to the Commissioner; Editorial Cartoons and Photos will be developed by Bill Hays, Public Information Officer, working closely with Lt. Spercel Fayne, State Police Photographer, and Jack Reilly, free lance artist.

Reilly has done much work for the Division of Driver Licensing and other divisions in the Department of Public Safety and contributes many ideas of value to safety promotion. He has an excellent background, having served as an advertising executive in New York City for more than seventeen years.

In all, it will be a maximum effort on the part of KPA, civic organizations, churches and schools to save lives in Kentucky.

"We sincerely hope that it will bear fruit. We feel it will if we can stress the seriousness and the very real possibility of a traffic accident happening to the average motorist, Templin said.

Regular news releases will be mailed to the individual newspapers during the coming months. Templin expressed the hope that all members of KPA would use the material in an effort to promote safety in the local community, as well as on a statewide basis.

Cost Spiral Must Bring Many Labor Adjustments

"Beyond doubt we have arrived at the point in our newspaper economy in which these basic issues can no longer be mutually exclusive. We cannot continue the wage and fringe cost spiral without gaining productive efficiency at the same time," said Irwin Maier, ANPA president and publisher of the Milwaukee Journal and Sentinel, at the recent ANPA convention.

He added that employees are entitled to "humane consideration" on the question of automation, "but when such employees die, resign or retire, no logical defense can be made for the hiring of unnecessary replacements." He said that in the long run, not only the public but the unions themselves "will suffer if they insist on a newspaper hiring new people for unnecessary or non-existent jobs."

The convention heard William A. Dyer Jr., general manager of the Indianapolis Star and News, talk in a similar manner. He said that unless the daily newspapers counteract yearly wage increases with greater production, efficiencies — such as automation — they will have to raise their advertising and circulation rates "until we price ourselves out of business.

Mr. Dyer, outgoing president of ANPA Research Institute, warned: "Our competition has changed, too. Many of use remember the good old days when we competed with each other. This is so today in just a few cities. Now our major competitors for the consumer's time and the advertiser's dollar are electronic media, which have no circulation expense at all, and which employ only a fraction of the people that we do.

"The obvious answer," he continued, "is that we must change, too — change our manufacturing processes so that newspapers can be produced at really reduced cost. To fail to change — to continue to rely on the processes of the past — is to stand still, and to stand still could prove disastrous."

Report of ANPA Special Standing Committee to recent ANPA convention stated in part: "The introduction of new processes and equipment has been accelerated greatly, bringing with it increasing problems in newspaper labor relations. These problems concern conflicting craft jurisdictional claims and increasingly militant union demands for job protection for their members. In many cases, this takes the form of attempting to impose restrictions on the use of new equipment which, while it may alleviate the blow of a decreased need for manpower, nevertheless inhibits full realization of the benefits to be derived from expensive investments in new equipment.

"It is an era that has brought forth a significant move among unions toward unified action in negotiations and in strikes against publishers. The ability of some newspapers to publish during strikes has undoubtedly encouraged certain newspaper unions to promote such an alliance vigorously. Its proponents preach that unified action results in greater strength and it is presented as a panacea for conflicting problems in jurisdiction and organization faced by individual unions."

In Memoriam...

John Stacey Tompkins

James Stacey Tompkins, editor and publisher of the Jackson County Sun, died this month at a Richmond hospital. He had been in ill health for four years but had remained active in publishing the weekly newspaper at McKee until he entered the hospital only a week before his death. He was a member of the McKee Reform Church.

There sure are a lot of fellows who can't play the guitar — who do.

How trading stamps help communities to fill many needs

A school bus, water system, fire engine, church project— here are just a few of the many community projects organized through Group Savings Programs.



PORTLAND, ORE.

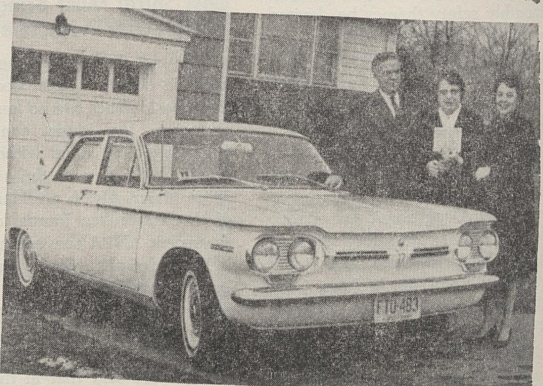
NORTH CATHOLIC High School students Friday assembled in and beside a bus which Knights of Columbus hope to buy for them with trading stamps. Knights said they filled out...

Trading Stamps Will Pay For Water System

MINOT — A project to pay for a \$9,000 irrigation system with trading stamps was announced here by William A. ... executive director of Da ... Boys Ranch, which main- facilities here and at ... N. D. ... two years ago the North Da- District Lutheran Lay- League sponsored a pro- which encouraged the dona- Beef cattle or calves to Boys Ranch. The success program provided a good a foundation herd. But ... er, according to Renz, ... so severely affected situation that part of ... had to be sold.

12,000 Trading Stamp Books Needed to Buy Fire Engine

The Norwich Junior Chamber of Commerce announced Saturday it wants to dedicate the fire truck they hope to buy Norwich with trading stamps to the mem- ory of the four firemen who lost their lives in the Van Tassel explosion and fire. Richard Bastian, chairman of the drive to obtain collected S & H green stamps, said the apparatus would, in effect, be a lasting memorial to Bastian. According to Bastian, the Jaycees will organize their campaign this week. The city council will be asked Monday to back ... and Bastian said he ... Chief



SAVING HABIT PAYS OFF: The Rev. and Mrs. George C. Howard admire her new car presented by members of the Central Unitarian Church in Paramus. At right is Mrs. Alfred De Rist, a chairman of the committee, holding a book of trading stamps. The 700 books of stamps saved represented purchases worth \$84,000. The car is believed to be the first purchased in the State with trading stamps. The other chairman of the campaign is Mrs. James Besardisty. Both chairmen are from Bergenfield. (The Record photograph.)

WHAT DOES YOUR COMMUNITY NEED?

The Sperry and Hutchinson Company has developed a special department to help any recognized non-profit group to run a successful drive to get things it needs. Anyone who might be interested in further informa-

tion about what can be done for his community should write to: Group Savings Department, The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York.

An American Way Of Thrift Since 1896



William C. Caywood UK Journalist

W. C. Caywood instructor in the School of Journalism at the University of Kentucky. He had been editor for the past 27 years to the Winchester man.

Caywood is who will continue during his senior year of philosophy at the University of Kentucky.

A graduate of the University of Kentucky, Caywood was a student during his senior year in the circulation department of the Louisville Herald-Courier. He is a past president of the Winchester, Ky. Chamber of Commerce. He is a past president of the Chamber of Commerce Club. He is a past president of the Chamber of Commerce Club. He is a past president of the Chamber of Commerce Club.

Blakeman is a past president of the University of Kentucky. He is a past president of the University of Kentucky. He is a past president of the University of Kentucky.

Women like to when pulling aw



William C. Caywood Joins UK Journalism Faculty

W. C. Caywood Jr., has been named instructor in the University of Kentucky School of Journalism and supervisor of the Kentucky Kernel, UK student newspaper. He had been editor of the Winchester Sun for the past 27 years. He will be followed to the Winchester post by William S. Blakeman.

Caywood is replacing Lewis Donohew, who will continue studies toward a doctor of philosophy degree at Iowa State University.

A graduate of Centre Collgee, Caywood was a student instructor in journalism during his senior year. He was employed in the circulation department of the old Louisville Herald Post before returning to Winchester. He has been president of several civic groups in Winchester, including the Chamber of Commerce and the Rotary Club. He is a member of the governor's advisory committee to the Tourist and Travel Commission and the lieutenant-governor's Kentucky Development Council. He is a past president of KPA.

Blakeman is a 1960 Journalism graduate of the University of Kentucky and has been employed by the Sun for three years. Prior to being named editor, he served as city editor, wire editor, and reporter. While at the University he was a daily editor of the Kernel, student newspaper and a member of Sigma Delta Chi, professional journalism fraternity.

Women like to look into a mirror, except when pulling away from a parking place.

Promotion Dept. Needed Equal Pay Bill Sighted

By BOB RYANS

School of Journalism Student

"The promotion department should be used as the good right arm of the management, it is often given a role of secondary importance," Ed Templin, promotion manager of the Lexington Herald, told a UK Journalism class. Some newspapers, however, include the promotion director in top level management decisions.

Templin suggested the promotion department should be on the same level as other departments because it often has more information on a broader scale than the individual departments.

Using circulation complaints as an example, Templin said the promotion department can deal more effectively with the public in making them understand the overall workings of a newspaper.


The number one promotion factor is the newspaper itself. Through campaigns in the public benefit the newspaper instills in its readers the idea that the newspaper is for them.

Templin used some campaigns of the

Lexington Herald as examples. Among them were: that all milk entering the Lexington area be pasteurized, an adequate airport for Lexington be built, and relief of flood-stricken Eastern Kentucky in 1957.

You seldom get the support of every reader, Templin added, but work for the common good is needed. He concluded his talk by stressing the importance of knowing as much as possible about the market situation in the newspapers area so that all advertisers, particularly national advertisers, will have the necessary information to carry out an adequate program.

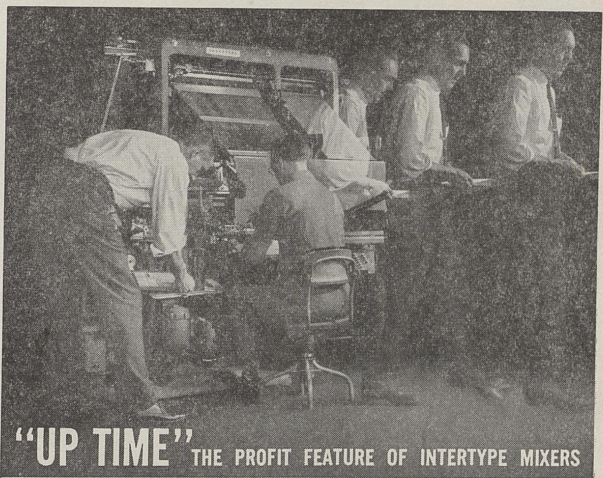
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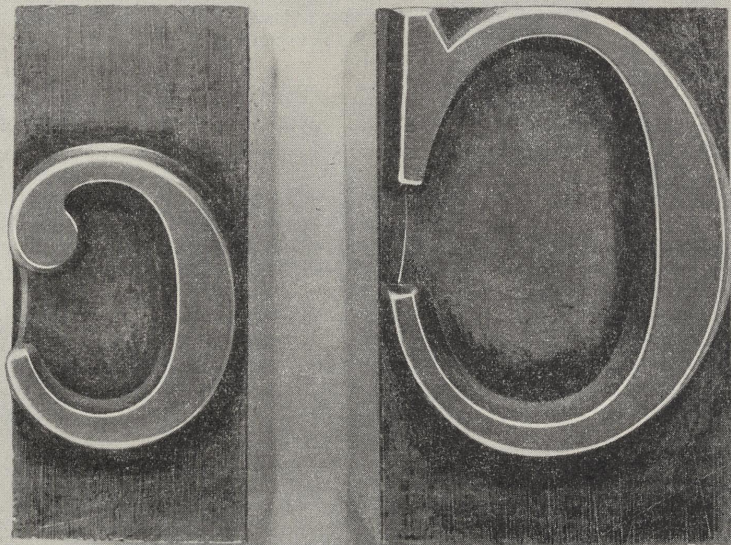


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"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS OF THE COCA-COLA COMPANY.



the case for UPPER CASE

The Trade-Marks "Coca-Cola" and "Coke" are Brand Names. And like Your Name, they should be Capitalized. So when you write about our product, please use Upper Case "C". It will help protect our Trade-Marks.



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

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Double Billing Cited Fraudulent By Attorney

Many newspapers know, others seem to be in doubt, that double billing for advertising is fraudulent and therefore illegal. While each publisher is in charge of his own business ethics, yet he should know the illegal side of this practice. Morton J. Simon, an attorney, discussing "Robinson-Patman Headaches In Display Advertising," was quoted by Editor & Publisher (3/30/63) in averring:

"How does double billing hurt the honest newspaper. There are several ways. First of all, it means that a given number of manufacturer's co-op dollars will buy fewer inches of newspaper space. Results of this are obvious. Next the retailer's frequently phony 'production charges' — for work your newspapers usually perform — also siphon off more co-op dollars.

"More than this, however, is the overall effect on the planning and thinking of the manufacturer who pays the bills. He becomes upset and unhappy by a situation which he knows is bad but which he feels he cannot control without incurring the enmity of his customers — if only a few of such customers. He then couples this with another concern — his inability to control the content of the advertising — notwithstanding a supply of mats and an effort to police his co-op in accordance with the terms of the offer.

"The net result — and I know this for a fact in certain instances — is that he cuts off co-op. He switches his advertising budget to other forms. He may spend the same number of dollars but they will not buy the same. He lacks the contribution of the retailer. Furthermore, the money is frequently handled by the manufacturer's advertising agency as a national fund. The space is not bought at the local level by retailers or local agencies who know your paper and its local effectiveness.

"Now double billing cannot long continue without the connivance of the media. Also remember: The FTC has recently indicated its interest in double billing. There is a definite school of thought which posits double billing as still another violation of the Robinson-Patman Act and the FTC Act as well. Yet I cannot escape the conviction that if the media did not contribute their assistance to the unscrupulous retailer, double billing would soon die a most rapid and unnatural death."

"If a nation expects to be both ignorant and free it expects what never was and never will be." Thomas Jefferson.

College News Wins Honors

The College News, student newspaper of Murray State College, has placed second in a national safety contest sponsored by Lumbermans Mutual Casualty Company. Second place prize in the non-daily division was \$250.

Contest materials submitted by student editors of the News were two editorials by Kay Brewer, editor and Sara Farthing, news editor; feature stories by Shirley Henson, special writer, and Betty Bartee Anderson feature editor; photographs by Barkley Theileman; Cartoon by Larry Barton, and safe-driving advertisements and news stories by various members of the staff. The College News tied with Wartburg College two years ago in the same contest.

L. H. Edmondson is director of journalism and adviser to the student paper at Murray.

You're never safe enough to afford one careless moment.—*Drive Safely.*

Most Women Pre-Shop In Local Newspapers

Recent studies have confirmed the fact that most women, of all ages and income groups, pre-shop in their local newspapers before going to stores to buy.

Approximately half of the homemakers questioned in a Richmond, Va., study said that before going shopping they had acquired specific ideas on what to buy, and where to buy, from reading newspaper advertising.

Such influence is not confined to any one group of women. Women of all types definitely "buy" from newspaper advertising.

One department store, which spends some three million dollars annually on advertising, has made a science of anticipating influence of newspaper advertising on the woman shopper.

It said "our sales curves tell us within five percent of what to expect from a particular newspaper advertisement. It's not a matter of guessing. . . ."



IN KENTUCKY

BEER IS A NATURAL

Brewed slowly, by a centuries-old natural process, beer is Kentucky's traditional beverage of moderation — light, sparkling, delicious.

And naturally, the Brewing Industry is proud of the millions of dollars it contributes to this state's economy through wages, advertising, rentals, insurance, transportation and utilities. Money made in Kentucky, spent in Kentucky. In Kentucky, beer belongs — enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC.
KENTUCKY DIVISION

Tennessee Statute Seeks Publication By Radio-TV

A bill was introduced in the closing hours of Tennessee's recent General Assembly which sought to legalize publication of legal notices by radio and television. This follows up the plans of the State Broadcasters' Association presidents (as reported casters' Association presidents to push for such state laws. It provided:

"Public notices. Whenever publication is required by this Code to be made in a newspaper of county-wide circulation, said publication may be done by television or radio located in the county where such notice is required or if there be no television or radio station in such county, the notice may be given from a station which includes such county in its viewing or listening area."

The bill passed first and second reading in the House before the session closed. You will note that this bill would replace newspaper publication, whereas the two states that currently have legislation on the books regarding radio and TV legals—Washington and Montana—provide that they may only be utilized as supplemental to required newspaper publication.

Secretary Wirtz Outlines Journalism Careers

In an "Open Letter to the College Graduates of 1963," issued April 21, Secretary of Labor Willard Wirtz outlined the job opportunities available in the newspaper business to college graduates. Following are his remarks in reference to journalism:

Graduates majoring in journalism as well as liberal arts graduates with writing ability will find numerous openings with newspapers and in advertising, public relations, trade and technical publishing, and other fields. Students with writing talent who are interested in technical writing jobs will find many opportunities. Demand is strong for writers with a background in electronics and communications, to work in the aerospace and related industries.

Newspaper editors are actively seeking young reporters with exceptional talent. Graduates with only average ability, however, will face keen competition for jobs, especially on large city dailies. The largest number of openings for beginning reporters are with weekly and daily newspapers located in small towns and suburban areas. Large city dailies also have openings for inexperienced people with a good educational background and a flair for writing, to enter as reporter trainees. Opportunities are also available for young people to enter as copy boys and advance to reporting jobs.

CALENDAR OF EVENTS

JUNE

6-8 — KPA Summer Meeting, Kentucky Dam State Park, Gilbertsville.

17-28 — Newspaper In Classroom Short-Course, School of Journalism, University of Kentucky.

JULY

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

SEPTEMBER

28—Fall Executive Committee meeting, Phoenix Hotel, Lexington.

OCTOBER

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

JANUARY

14-16—Mid-Winter Convention, Phoenix Hotel, Lexington.

The time to get primed for the future is when you're still in your prime.

Crayfish, like lobsters, can grow a new leg or antenna to replace one that is amputated.

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



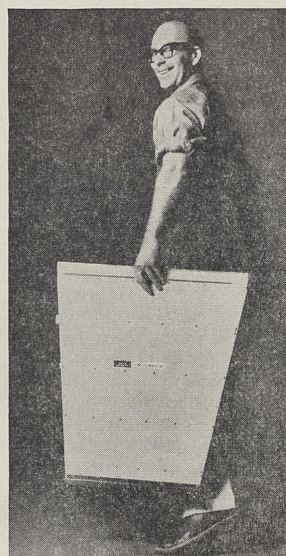
Representative
Chas. H. Lovette
 1919 Sundown Lane, Ft. Wayne, Ind.

COMMUNITY PRESS SERVICE
 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

CIRCULATION NEED A BOOST?
 Over 3,500 Newspapers Recommend the "LINER PLAN"

Liner Circulation Service
Time-proven Integrity and Reliability
 221 N. LaSalle St., Chicago 1, Illinois
 — Since 1906 —



New Alumilite Magazine
 (weight only 19 pounds)

Mergenthaler's Alumilite Magazine makes life easier for Linotype operators. Made of a new aluminum alloy, it weighs 14 to 24 lbs. less than previous magazines, yet it's strong and dependable. The new locking mechanism is much simpler to operate. The Alumilite Magazine is a genuine Mergenthaler part and will be standard on new Linotypes. Available now for outstanding machines.

Mergenthaler 



A REFERENCE STUDY BY



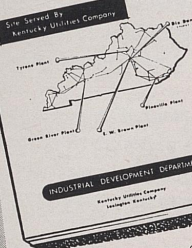
THE INTERNATIONAL GUIDE TO INDUSTRIAL PLANNING AND EXPANSION
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...of General Electric...
...all within easy reach of the Wat-
...son Expressway, which is becoming
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LET'S MATCH

Your **NEEDS**
with Kentucky
SITES and
FACILITIES

INDUSTRIAL SITE BROCHURE



Complete, confidential information on available industrial sites, community facilities, available buildings, labor supply, taxes, etc., in 74 Kentucky communities.

Phone — Write — Wire

D. E. Buchanan
Industrial Development Department

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

DATA PROCESSING

We process data, too.

But for people, not for computers. We compiled data for 74 UK-served communities, and gathered it into 74 individual brochures. Each brochure contains information on available industrial sites, community facilities, buildings, labor supply, taxes, etc., etc., etc.

Now we're busy telling the right people we have this data. The right people are the men who recommend and select sites for new branch plants for industry.

Industrial Development and Manufacturers Record is read by these people, so we advertise in it.

We expect to receive requests for the booklet. Sometimes we just send the booklet. Sometimes we hand the booklet to one of our Industrial Department men and send him. He has even more data.

We follow up inquiries like a bloodhound. Frankly, we expect to get some of our brochures back. With new industries attached to them.

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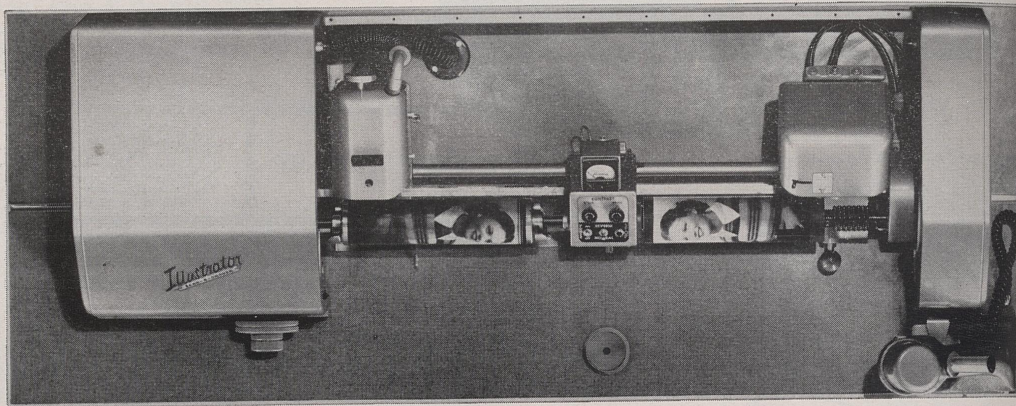
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Industrial Development
Community Development

An Investor Owned Electric Company

KENTUCKY UTILITIES COMPANY

FEATURE-FOR-FEATURE...

SCAN-A-GRAVER IS THE "BEST BUY" ON THE MARKET TODAY



ECONOMICAL . . . Scan-A-Graver® delivers any size cut up to full 8" x 10". There's no out-size cylinder area—no need to waste time waiting to gang copy—no compromise on quality because of need to gang. Less waste of engraving material.

FASTER . . . Scan-A-Graver produces cuts ready for press, in minutes. Lets you vary contrast in seconds, make individual cuts as you need them—without wasting engraving material. Produces reverse cuts at the flick of a switch.

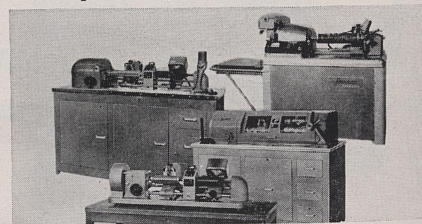
EASIER . . . Anyone can operate a Scan-A-Graver. Simplified controls are mounted for easy access. No clumsy metal plates to handle. And free training, on your premises, turns your operators into experts.

STURDIER . . . No worry about downtime. Each rugged model is custom designed for heavy-duty around-the-clock use. 14 years of experience mean operating problems have been "built-out."

VERSATILE . . . Whatever your engraving requirements, Fairchild offers a full line of Scan-A-Gravers of varying capabilities to meet the needs of both daily and weekly newspapers.

SERVICE . . . Service (and all engraving machines require service!) is performed by factory-trained Fairchild specialists who are recognized experts in electronic-engraving, photography, printing techniques.

For performance, reliability and economy nothing on the market matches Scan-A-Graver. Get the complete story. Mail this coupon today.



FAIRCHILD

GRAPHIC EQUIPMENT

A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION
 DISTRICT OFFICES: EASTCHESTER, N.Y. • LOS ANGELES • ATLANTA • CHICAGO • IN CANADA: FAIRCHILD CAMERA & INSTRUMENT OF CANADA LTD., TORONTO, ONT. OVERSEAS: FAIRCHILD CAMERA EN INSTRUMENTEN MIJ., N.V. AMSTERDAM

FAIRCHILD GRAPHIC EQUIPMENT, Dept. SAG 6
 221 Fairchild Avenue, Plainview, L. I., N. Y.
 Please send me information on Fairchild electronic engravers and the Fairchild lease-purchase plan.
 I am interested in leasing I am interested in purchasing I am interested in lease with option to buy

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