

The Kentucky Press

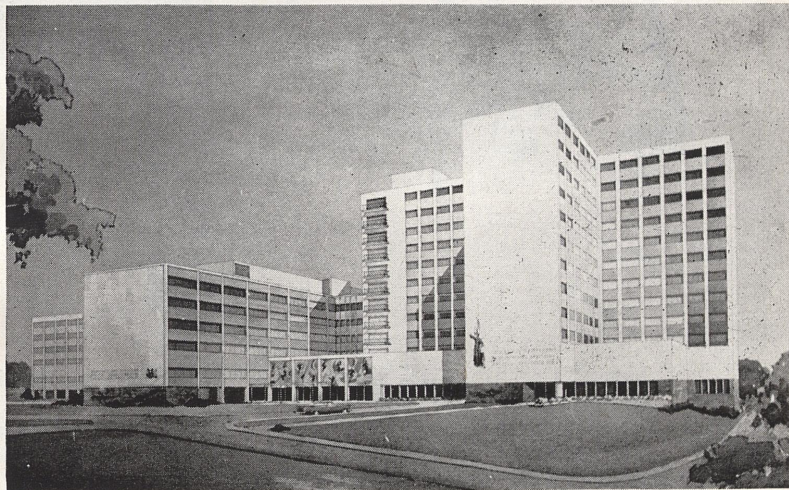
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Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



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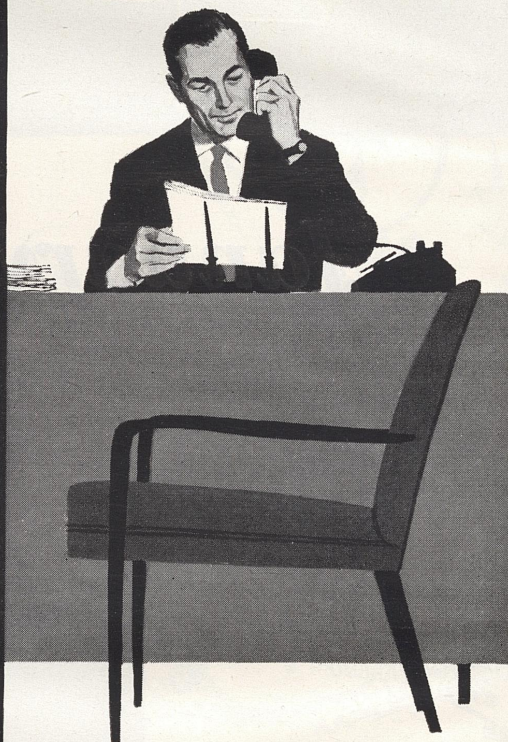
Kentucky Showcase: Medical Center, University of Kentucky, in Progress.

Official Publication Kentucky Press Association

You can "C" the difference

between a mamma's child

and Mister Child



Mamma's child has just joined the human race . . . but *Mr. Child* joined the executive world a good many years ago! The capital "C" makes the difference . . . makes a difference with "Coke" too! When you have occasion to refer to our product by its friendly abbrevia-

tion, you'll keep your meaning clear if you make it "Coke" . . . with a capital, please. And you'll help us protect a valuable trademark.

Incidentally, why not enjoy an ice-cold Coke right now. Capital idea . . . sure sign of good taste!



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89th Mid-Winter Meeting Panels Full Of Interest

Brown Hotel, Louisville, Jan. 30-31, Feb. 1

PROGRAM

THURSDAY AFTERNOON

- 5:00 p.m. Registration opens, mezzanine floor, Miss Garrison
- 5:00 p.m. Ladies' get-together (Suite to be announced) Hostesses: Mrs. Al Wathen, Mrs. Elizabeth Spalding, Mrs. Mark Ethridge, Mrs. Douglas D. Cornette, Mrs. Basil Caummisar, Mrs. Neil Dalton, and Mrs. Donald Towles. All ladies of the press to greet each other; bring a lady with you.
- 6:00 p.m. KPA Executive Committee meeting, KPA suite
- 7:30 p.m. Buffet supper, South Room
Music and singing: Jim Sheehy, MC, and Renee Hoffman, accordionist
Refreshments, courtesy Ky. Division, U. S. Brewers Foundation

FRIDAY MORNING

- 8:00 a.m. Registration, mezzanine floor, Miss Garrison
- 8:15 a.m. Breakfast, Roof Garden
Invocation, Rabbi J. J. Gittleman, Adath Jeshurum Temple
Address of welcome, Hon. Bruce Hoblitzell, Mayor of Louisville
Response, Thomas L. Adams, Chairman, Executive Committee
- 9:15 a.m. Business Session, Roof Garden, President Alfred S. Wathen, Jr., presiding
Call to order by the President
President's annual address
Annual report of Secretary-Manager Victor R. Portmann
Appointment of the resolutions and other committees
- 10:00 a.m. Report of the Legislation Committee
- 10:30 a.m. Panel: "Encouragement of Excellence in Editorial Writing, News, and Press Photography", Richard C. Ferguson, Stanford Interior-Journal, Moderator, assisted by Bennett Roach, Shelby News, Shelbyville, Editorial Writing; Clayton Roland, News-Herald, Owenton, News; George Joplin III, Commonwealth, Somerset, Press Photography.
- 11:15 a.m. Panel: "Business Management", Al J. Shansburg, Voice of St. Matthews, Moderator, assisted by Maurice Henry, Middlesboro Daily News, Management; Howard Ogles, Franklin Favorite, Bookkeeping; Edwards Templin, Lexington Herald-Leader, President of National Newspaper Promotion Association, Weekly Newspaper Promotion; Professor Victor R. Portmann, UK School of Journalism, Cost Accounting.
- 12:30 p.m. Luncheon, Roof Garden
Presentation of award to Kentucky's Outstanding Citizen of 1957.

FRIDAY AFTERNOON

- 2:00 p.m. Annual meeting of the Kentucky Press Service, Inc., and Advertising Panel, James M. Willis, Brandenburg Messenger, presiding.
Address, "Today's National Advertising Outlook", Alan C. McIntosh, Publisher, Rock County Star Herald, La Verne, Minnesota, President, Weekly Newspaper Representatives, Inc.
- 2:30 p.m. Annual Report of KPS, Victor R. Portmann, Secretary-Manager
- 3:00 p.m. Panel: "Weekly Newspaper Advertising", James M. Willis, Moderator, assisted by Larry Stone, Central City Messenger, Alan McIntosh, and Arthur Eyl, Manager, Retail Advertising Department, Louisville Courier-Journal & Times.
- 2:40 p.m. Panel: "Small Daily Problems", Derby Room, Maurice K. Henry, Moderator, assisted by Gilford Eden, Circulation Manager, New Castle, Ind., Courier-Times; Norman L. Thurston, General Manager, Shelbyville, Ind., News; Darwin Flanigan, Mid-South Dailies, Memphis, Tennessee; and Carl R. Borckardt, Certified Mat Corporation, New York, New York.
- 4:30 p.m. Nominating committee, past presidents and officers, KPA Suite
- 6:00 p.m. Cocktail party, Roof Garden, Louisville Courier-Journal & Times and Lexington Herald-Leader, hosts.
- 7:15 p.m. Annual banquet, Crystal Ballroom, Brown Hotel and Louisville Chamber of Commerce, hosts.
Floor show and dance, courtesy Louisville Courier-Journal & Times, WHAS and WHAS-TV.

In adjoining columns you will find the complete program for the 89th annual mid-winter meeting of the Association and Kentucky Press Service. The committee has made every effort to present a program that will be full of interest to every Kentucky newspaper publisher and staff.

Starting with the ever-popular buffet supper and musical fun fest on Thursday night, January 30, every minute of the meeting will be filled with interest and entertainment—not one dull moment in prospect. The highlights of the luncheons will be the presentation of the 1957 Kentucky Outstanding Citizen, as selected by ballot by the membership, on Friday, and an address on Saturday by Col. Charles G. Patterson, ballistic expert, from the Army missile center in Alabama. Couple these with a highly recommended floor show from Chicago following the banquet and toe-tickling dance music, Friday evening should be long remembered.

Panels on the Friday morning program will present topics of interest by publishers whom you know; they will present factors and methods of successful newspaper publishing and management. Discussion periods will follow. Every Kentucky publisher should hear the address of Alan McIntosh, nationally known publisher of Luverne, Minnesota, former president of the National Editorial Association, and president of Weekly Newspaper Representatives. He will bring first hand, up-to-date knowledge of the national advertising situation today with special emphasis on the problems of the weekly and small daily newspapers.

While the weekly publishers discuss the affairs of the Press Service, a strong, interesting panel, composed of successful publishers from small dailies in Indiana, will be held for the daily publishers.

The Saturday morning panels will present and discuss timely topics of significant interest to every Kentucky publisher. The first on Freedom of Information and Open Meetings brings together our own Jim Pope as moderator and Eugene Pulliam, from Indianapolis, and Carl Jones, from Johnson City, Tenn., Their factual views of the present day situations in the nation should prove of highest interest. Every publisher is vitally interested in tourist promotion for our state which has so much to offer. Gracean Pedley's panel will outline plans for the present and future and suggest our own active participation.

Every publisher in the state is invited to attend the meeting; non-members are especially invited to learn how the Association

can help them in their newspaper operations. For "Who's who" as top-notchers in the various sessions, study the complete program.

To help the Central Office in planning meals, rooms, and events, please make your advance registration now!

Journalism Schools Recruiting Begins At Local Level

(The following article was written by Dr. Frederic E. Merwin, director of the Rutgers School of Journalism. In this undertaking Dr. Merwin points out many of the weaknesses of recruiting and educating in the field of Journalism today.)

Newspaper leaders are showing increasing interest and concern in the problem of attracting more high school students to newspaper work as a career.

Current discussion of the problem represents belated recognition of a personnel recruitment situation that has been increasing in intensity since the end of World War II.

For a number of years the decline in interest in newspapering as a career was largely attributed to unfavorable statements included in career pamphlets, particularly one issued by the U. S. Department of Labor, for the information of high school and college guidance advisers.

The secondary career school surveys show: (1) Journalism either at or near the bottom of the list of possible career choices; (2) A marked and growing lack of interest in newspaper work among boys; (3) A feeling that journalism is a "girl's activity" in high school; and (4) A startling degree of misinformation about current newspaper working conditions among both publication advisors and guidance counsellors.

The view is often expressed that the situation represents a post-war "return to the liberal arts." That isn't true. The most popu-

lar undergraduate major in Rutgers College of Arts and Sciences is business administration. Why? It represents the doorway to the career opportunities outlined so expertly each spring by the recruiters for the major corporations.

Starting Point Is Local

Starting point toward the solution of the personnel problem lies at the community level with the community newspaper occupying a major role.

The future supply of adequate newspaper personnel depends on the willingness of the working members of the local press to take the initiative, in a positive and persistent fashion, in a crusade to arouse interest among high school students in the advantages and rewards open to those who are members of the Fourth Estate.

The situation, of course, has other ramifications.

Once interest is aroused, it must be maintained. If the high school graduate elects to go to college he must find there a program of preparation, centered in a major in journalism, which will assure both the liberal arts and professional training imperative in the work of the modern journalist.

When he completes his college training, he must again capture the attention of the working press as a prospective employe. This is a crucial stage. Unless publishers are willing to provide, in competition with other career outlets, the promotion possibilities, working conditions, economic security, and

salary potential which the new graduate feels he deserves he will turn to some other field.

Here, now, are some suggestions for stronger relations between community newspapers and high school students.

Continuing Interest a Necessity

Building enthusiasm for newspapering a career at the high school level calls for continuing interest on the part of the publisher and his staff in those scholastic affairs which bring students into contact with the Fourth Estate.

There are a number of ways in which a community newspaper can express this interest.

1. A direct relationship should be established with the young men and women who are members of the staffs of various high school publications. This is essentially a public relations program.

The relationship can take many different forms, ranging all the way from helping a youngster find data for a feature story to High School Journalism Day, featuring awards banquet, at the close of the school year.

Here are other devices that will further the relationship:

Prizes for the best news story and feature article of the month.

Essay contests, with cash prizes, based on themes from contemporary American journalism.

High school press celebrations sponsored by community service organizations with the cooperation of the newspaper.

Newspaper plant tours. These are particularly valuable when new equipment is installed.

Motion pictures which show the editorial, business, and mechanical operations in newspaper production.

Advertisements in school newspapers and yearbooks.

Talks at both guidance conferences and school press club meetings.

Journalism short course for those schools which do not offer formal instruction in newspaper techniques.

Free evaluation of school publications in cooperation with advisers.

Effective public relations calls for a two-way flow of communication. The high school journalists should feel free to communicate with the staff of their community newspaper. They should not be given the impression that they are "in the way" when they seek advice or information in connection with their journalistic endeavors.

SATURDAY MORNING

8:30 a.m. Breakfast, Roof Garden

9:15 a.m. Business session, President Wathen presiding
Report on the National Editorial Association, James M. Willis, state chairman, and Ed Schergens, NEA Regional Director, Tell City, Ind.

9:45 a.m. Panel: "Freedom of Information and Open Meetings", James S. Pope, Moderator. Assisted by Eugene Pulliam, Jr., managing editor, Indianapolis, Ind., News, and Carl A. Jones, publisher, Johnson City, Tenn., Press-Chronicle.

10:15 a.m. Kentucky Press Fund report, Neil Dalton, Chairman

10:30 a.m. Panel: "Your Tourist Promotion", Gracean M. Pedley, Moderator, assisted by William C. Smith, President, Standard Oil of Kentucky, chairman, Governor's Commission for Tourist Promotion; Laban Jackson, Commissioner of Conservation; and Lt. Gov. Harry Lee Waterfield.
Followed by presentation of the new film, "More Per Mile".

11:15 a.m. Reports of standing committees
Old business
New business
Report of the Resolutions Committee
Election of officers

12:30 p.m. Luncheon, Roof Garden, President Wathen presiding
Presentation of new officers and executive committee
Address: Col. Charles G. Patterson, Chief, Department of Army Staff, Army Ballistic Missile Agency, Huntsville, Alabama.

KENTUCKY ASSOCIATED PRESS

8:30 a.m. AP Executive Committee Breakfast

2:30 p.m. Annual meeting, Kentucky Associated Press, Derby Room

The success of a purposive relationship between press and school will depend on planning and follow through. The contact should be on a year-long basis and its details should be outlined in advance, probably in cooperation with the school publication adviser.

2. Publishers should make certain that the high school journalists are kept up-to-date on current developments in the newspaper industry that relate to personnel. News about achievements, anniversary celebrations, improved working conditions, new editorial techniques, mechanical improvements, and the like should be transmitted to publication advisers and students in an effective and forceful fashion.

Information of this type obviously is promotional and some publishers have expressed the opinion that the Fourth Estate does not need to blow its horn to attract public attention. This view seems somewhat out-of-date today in a society which hears and sees thousands of virtue words daily about the activities of government, industry, and the professions.

3. Newspapers should supply high school journalists with factual and recent information about journalism as a career.

There are a number of excellent publications available. Every high school in the state should have a copy of "Careers in Journalism," published by the Quill and Scroll Foundation, University of Iowa, Iowa City.

Other somewhat more specialized publications of the same type are "Choosing a Career in Journalism," published by the American Council on Education for Journalism, "Career Opportunities in the Daily Newspaper Business," published by the American Newspaper Publishers Association, "The Advertising Business and Its Career Opportunities," published by the American Association of Advertising Agencies, and "Our Newspaper," written by Bob Considine and published by International News Service.

The School of Journalism is in a position to assist publishers who wish to channel current information about journalism as a career to their high schools. The School utilizes the pages of the "Jersey Scholastic Editor," its service publication for secondary school journalists, for the dissemination of current news concerning major developments in the personnel situation. More specialized mailings can be arranged when pertinent material becomes available.

4. The press should provide a greater degree of financial assistance to qualified high school students who seem sincerely interested in newspaper work and who wish to go to college.

There is still a critical need for scholarships and other types of financial aid in higher education despite the increased willingness in recent years on the part of both

public and private organizations to underwrite grants which pay some portion of a student's college expenses.

The list of scholarships available at Rutgers shows only two which designate that the recipients must be journalism majors. This means that there is a golden opportunity for the newspapers of the state to establish scholarships deliberately designed to both encourage and assist competent young men and women who wish to complete the educational training needed for careers in newspaper work.

5. Coverage of school news obviously is a major factor in school-press relations. The great majority of New Jersey dailies and weeklies accept this idea through the publication of special sections and columns devoted to school affairs.

Coverage can always be improved in any news area. In the case of school news, the community newspaper staff should make doubly certain that what gets printed is accurate, interesting, fair and complete.

Adequate coverage not only builds prestige for the newspaper among future subscribers but also exerts an attractive influence on those students who are considering newspaper work as a career.

Two Strategic Sources of Help

There are two groups of school officials which hold strategic positions in the newspaper personnel recruitment situation. One is composed of the teachers who serve as advisers to the staffs of newspapers, magazines, and yearbooks. The other consists of those administrative officials responsible for guidance counselling.

What the publication adviser says to the student journalists about a newspaper career undoubtedly makes a deep impression. If such a prospect is described in rewarding terms future recruit benefits. If, on the other hand, the young journalists are told that their publication duties are a worth-while activity while in school but something to be forgotten after graduation a negative situation emerges.

The evidence is clear that the average publication adviser is not a source of much recruitment help for the press. He or she performs the staff advising (usually in competent fashion) expected by the board of education but nothing more.

Unless encouraged to show initiative by outside sources, the adviser feels no responsibility to picture high school journalistic work as a possible first step toward achieving the satisfactions of a newspaper career. Indeed, if there is lack of understanding of the contemporary press pattern, there may be a lack of interest that borders on hostility.

Career advising is just one of many responsibilities shouldered by the high school guidance counsellor. In fact, information

Sigma Delta Chi Nominations

Deadline on nominations for 1957 Sigma Delta Chi Distinguished Service Awards in Journalism is Feb. 1. Open to all newspapers, radio-TV stations and magazines in following categories: general reporting, editorial writing, editorial cartooning, radio or TV newswriting, radio reporting, TV reporting, Washington correspondence, foreign correspondence, news picture, public service in television journalism, public service in magazine journalism, magazine reporting, and research about journalism.

Information and entry forms available from Director, Sigma Delta Chi Distinguished Service Awards in Journalism, 35 East Wacker Dr., Chicago 1, Ill.

William T. Rafferty, Louisville, has become editor-manager of the News-Journal, Campbellsville.

about vocations quite often is handled either by one of his assistants or some other member of the school's administrative staff.

Whatever the form of organization may be, it is obvious that the person in charge of vocational information must rely to a large extent on outside help in answering student questions about possible careers. This is best illustrated in the career or guidance conference, held usually late in the spring, which features a parade of outside speakers deemed qualified to advise students on all types of professional and vocational activity.

During the school year, the career counsellor should receive from the press the latest information concerning personnel needs, opportunities for advancement, current salary ranges, likely future developments, and other relevant topics.

Without such information, he is forced to rely on material that is so out-of-date as to be dangerous. Or he may be forced to tell an inquiring student that he simply doesn't know.

The community newspaper should seek out the publication advisers and guidance counsellors and make certain that: (1) They have valid current information about newspapering as a career; and (2) They have assurance that they will be kept informed of new developments.

If the newspapers will show initiative of this type (other industries have been showing it for years) the personnel picture should brighten considerably.

The most decisive error of all occurs when recruitment is placed on an episodic basis. It is not something to worry about only at those times when additional personnel is needed. It is rather a responsibility that weighs upon the newspapers 365 days a year.—The Jersey Publisher.

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.

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Martin Dyche, *Vice-President*
Sentinel-Echo, London
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

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New York Times Praises Community Journalism

They used to be called "country weeklies." Nowadays many weekly newspapers are less rural than suburban. The weekly—in an electronic, video age—it went simply surviving; it is, on the whole, doing very well.

This we learn from an item about the current state of weekly newspapers in a recent Advertising & Marketing column. It said that although the number of weeklies in the United States has been declining in the past seven years (last year 115 went out of business) the circulation of the existing 9,831 has been rising steadily.

Most people have an idea that daily newspapers outnumber weeklies. One of our office theorists suggests this is because folks rarely see or hear about a weekly other than the one they read themselves, whereas the names of a number of daily newspapers are familiar to people all over America.

The fact is—according to Ayer Directory of Newspapers and Periodicals, from which our news item about weeklies was compiled—there were last year 1,984 daily newspapers in the United States.

The suburbanite's daily newspaper, he said, continues to give him the foreign and metropolitan news he requires to understand—in part anyway—what is going on in world, nation, state and city. But living in the suburbs, this reader, while working in the city, is not really part of it.

Home is where the heart is and his heart is in the suburbs; his weekly is his "home" newspaper. His daily newspaper will tell him what President Eisenhower said yesterday and what his plans are for tomorrow, what Messrs. Stevenson and Kefauver are going to do next, or what is happening in Cyprus.

But it does not—cannot—always tell him what his country, township or borough officials propose to do about the schools or taxes, or both.

The metropolitan daily may omit (inadvertently) news that felling of the old elm on Surburban's South Street is being vigorously opposed, but the weekly may record it, properly on page one.

The weekly newspaper will keep its readers informed concerning proposed zoning changes—a warm subject, as suburban apartment projects increase and as "old residents of perhaps 10 years standing strive to retain at least a semblance of rustic life amid expanding commercial developments." The average suburbanite is not likely to find his name in the metropolitan daily—but here is where the weekly excels; it is filled with names.

No Paper—Town Dying

Vidian Roe, publisher of the Fremont (Mich.) Times Indicator, recently wrote his column:

"This past week we received a letter from a small city which has been without a newspaper for the past eight months. The letter was signed by two service club president, the president of the retailers' group and the chairman of the city's council churches, and asked what they could do to bring back the newspaper which had served the town for so many years, but had ceased publication due to lack of support.

"Now their plaint is that without the newspaper the community is quickly losing its identity. Promotions are only half successful, retail business has fallen off and clubs and organizations are keenly feeling the lack of the 'town's house organ' as they phrased it. What they had failed to realize when they had a paper is that the publisher first needed to make money—just as they businessmen expected to make a fair profit on the merchandise they sold."—Michigan Press Association.

The American Bar Association is planning an award for "outstanding contributions" to public understanding of the nation's legal and judicial system this coming year. This citation will be gained by some member of the press on a national basis.

Ralph G. Mauer has resigned as editor of the Northern Kentucky News, Florence, to join the public relations department of the State Department of Welfare, Frankfort. He has been succeeded by Paul Knapp, a member of the staff.

As predicted, the charge against reporter Hank Messick of the Louisville Courier-Journal of "knowingly receiving stolen property" was dismissed by Criminal Court Judge L. R. Curtis when brought to trial. Messick was accused in an indictment by the September grand jury of receiving a allegedly stolen from the desk of former County Police Chief Layman.

When a headline says: "Twenty Citizens Talk on Various Aspects on Community Life," the weekly reader may be sure that all twenty speakers' names will be listed. Here are children's names, teenagers' names, parents' names. Even the names of pets.

The weekly's print shop and presses may not always turn out pages with metropolitan polish, but as long as people have names there will be—we hope—the weekly newspaper. (Condensed from a nationally circulated feature story in the New York Times.)



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In Memoriam...

Clarence Mathews

Death has removed two prominent Kentucky newspaper publishers, long active members in the Kentucky Press Association. The Press joins their host of friends in extending sympathy to the surviving relatives and in mourning their loss to the profession of journalism which they so richly endowed.

Clarence Mathews, publisher of the Maysville Public Ledger for nearly forty-three years, died January 7 from arteriosclerosis at the ripe age of 90 years. He was widely known in northern Kentucky having served as postmaster of his home city under six different presidents and was head of the Republican party in Mason county for over half a century.

Mr. Mathews made daily calls to his office until a few weeks before his death. He suffered an illness in 1954, but this did not keep him from his editorial duties. He almost always walked the mile from his home.

On April 1, 1915, Mr. Mathews with the late William D. Cochran purchased the daily Public Ledger from Arthur F. Curran; the Public Ledger was the successor to the Republican.

In March of 1935 Mr. Mathews had delegated the editorship and business management of his newspaper to his younger son, William B. Mathews, who had grown up with the paper. Late last May, when the son became acting postmaster and relinquished his duties at the Ledger, his wife, trained by him, succeeded him as editor. As the younger Mr. Mathews took over the postmastership on May 29, it marked the first time in the more than 150-year history of the Maysville post office—established in 1805—that both a father and his son had served in this capacity.

Mr. Mathews is survived by his widow, two sons, William B. and John Watson, and a number of nieces and nephews.

* * * * *

Mrs. Tina Landrum

Mrs. Lina Landrum, president of the Hartford Printing Co., publisher of the Ohio County News, and a former school teacher, died January 10 at the advanced age of 81 years. She had been in declining health for the past six months, suffering from acute hepatitis.

Mrs. Landrum and her husband, the late Frank Nash Landrum, farmer and stockman, purchased the printing firm in 1939, and served as president and director. Her son, Percy H. Landrum, U. of K. graduate, is editor and publisher of the News.

Besides her son, she leaves a brother, Olla

Parking Meter Advertising Outlawed By Superior Court

The recent decision of the Superior Court outlawing sale of advertising space on parking meters was one that may have wider implications than first realized.

The case, in which NJPA joined court review of the proposal by the municipality to sell meter space, was decided by Superior Court Justice Alexander Waugh in a decision dated Nov. 19.

Judge Waugh's decision granted a summary judgment to the plaintiffs after denying that the issue had become moot because the contract for space sale had expired prior to the time of judgment.

Judge Waugh, in citing precedents for his ruling, grouped the disputed use of the meters in the same category with improper use of public streets and ways, as held in an Illinois decision.

His ruling also pointed out the fact that meters under New Jersey law are established as part of the municipality's police power to control and expedite traffic.

The decision said "Thus when we consider that municipal streets are public ways and that meters are affixed on these public ways only by reason of the police power to expedite the free flow of traffic, the conclusion is inescapable that municipal action which leases parking meters to private concerns for private advertising is ultra vires and void."

Fairchild Graphic Buys Teletypesetter Plant

Purchase of the assets of the Teletypesetter Corporation was announced by Fairchild Graphic Equipment, Inc., of Plainview, Long Island, New York. The purchase includes the inventory and tools of Teletypesetter Corporation and provides for temporary use of its Chicago plant and personnel until operations can be integrated with the Graphic operation, J.A.V. Hyatt, vice president and general manager of Graphic said. He added that Fairchild is taking all steps necessary to insure continued service to Teletypesetter customers.

Western Electric, and its parent, American Telephone and Telegraph Company, had been ordered to divest themselves of the business being carried on by Teletypesetter Corporation by an anti-trust consent decree of January 24, 1956. Court approval by Fairchild, as purchaser of Teletypesetter's assets, was given last month on consent of the Justice Department.

Young, two sisters, Mrs. Kate McDaniel, Leitchfield, and Mrs. Sabra Layman, Alva, Okla., and several grandchildren.

IT HAPPENED IN KENTUCKY

1807—"The Kentucky Reporter"

Established In Lexington

For more than a half century, this pioneer newspaper held a prominent place in Kentucky affairs. It was established in 1807 under the name of "The Kentucky Reporter". The founders were William W. Worsley and Samuel W. Overton. Worsley, a Virginian, had been editor of papers at Norfolk and Richmond.

In 1816, Overton retired and Worsley took into partnership his brother-in-law, Thomas Smith. Then, after changing ownership several times, the paper united with the "Lexington Observer" in 1832.

The "Observer and Reporter" had many able editors—prominent among them being Judge Edward Bryant, R. N. and D. C. Wickliffe. After a publishing history of 66 years, the newspaper was discontinued in 1873.

In Kentucky's historic past, just as today, many of our citizens have always enjoyed a glass of beer. The brewing industry makes jobs for thousands of our residents. The sale of this light, bright beverage of moderation under orderly conditions is an important objective of the United States Brewers Foundation. Our continuing educational program helps beer retailers maintain their high standards.



**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION
1523 Heyburn Building
Louisville 2, Kentucky**

Study Made On People Who Write The Editor

A study regarding the behavior of people who write letters-to-the-editor was recently completed at the University of Oregon by a master's candidate, Wm. D. Tarrant.

The study, designed to answer two primary questions ("Who writes letters to the editor of the Eugene Register-Guard?" and "Why do they write them?") considered (1) letter-writers' census type data, (2) motivations determining letter-writing behavior, (3) letter-writers' habits and attitudes, and (4) letter-writers' own analyses of the purpose of letter sections in newspapers.

The author proposes that answers to these questions should give journalists insight into the letter-writers' composition. Such a revelation should also determine whether or not letter-writers are "crackpots" (as they are sometimes labeled), or whether these people truly reflect the traits which an idealistic democracy would believe them to possess.

Another aspect of the study (derived from an open-end questionnaire sent to letter-writers who had submitted letters to the Eugene Register-Guard during a six-month period during 1956) involved dividing the sample universe into three strata, using the variable of "frequency of letter-submission" as the factor. Thus it was possible not only to compare letter-writers with the general public, but also (to a certain degree) compare them with each other.

This secondary phase of the study disclosed that as the frequency of letter submission per letter-writer increased during the period studied, so did the probability that the letter-writer would be (1) one who was older than average, (2) one who had more children than average, (3) one who had sought public office, (4) one who owned his own home and business, (5) one who had written letters to his congressman (66% had done so) and other publications, (6) one who did not listen to radio or view television, (7) one who was a regular book reader, (8) one who belonged to the Republican party, and (9) one who was more likely to write to educate the public or to promote a philosophy.

Considering all letter-writers, in comparison to the general public, it was found that letter-writers were better educated, less mobile, more religious (attended church more often, etc.), more mature, more self-expressive, better read, more individualistic and much older than the average citizen. Letter-writers maintained, so the study revealed, many interests and frequently exposed themselves to public-opinion-forming media. They usually wrote their letters to "get something off my chest." The topics about which they

wrote were usually those in which they were greatly interested, or those which dealt with events which they had experienced first-hand. They felt their letters "helped" the newspaper's readership and they emphasized that the "Mail Bag" was a democratic institution because it permitted freedom of expression.

In the last analysis, the author concludes that labeling of letter-writers as "crackpots" is not consistent with the facts. To the contrary, letter-writers were found to be above average in such significant areas as education, social stability, economic status, religious interest and many other "peculiarly important" respects. The "Mail Bag" emerged in this study, not as a "nut column," but as a public forum where the mentally acute and socially active citizens of the community aired their views in the interests of their fellowman.—Journalism Quarterly.

Norman Isaacs, managing editor of the Louisville Times, and Roy Matson, editor of the Wisconsin State Journal, will go to India in February on a State Department project. They will conduct a series of seminars of the American press during a 10-week period in New Delhi, Bombay, Calcutta, Madras and several other university cities and smaller villages in the interior of India.

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ABC To Include Report On Unpaid Distribution

At its December 5-6 meeting in New York, the board of directors of the Audit Bureau of Circulation unanimously approved a proposal that member business publication reports should provide additional information on the publications' unpaid distribution. Such further information, in addition to that already shown for the paid circulation, will be reported effective with the Publisher's Statements for the six-month period ending June 30, 1958.

The categories under which member business publication's unpaid distribution will be audited and reported are: checking copies to advertisers and agencies; free lists; and all other unpaid.

Sub-headings under free lists are: fixed free (every issue for six months or more), and rotated or occasional. Sub-headings in the breakdown under all other unpaid are: staff copies, promotion copies to advertisers and agencies, allocated for shows and conventions, and miscellaneous.

All unpaid distribution broken down and reported in these categories will be audited by the Bureau.

The approved breakdown of unpaid is not an analysis of one issue only, as required for the paid subscription circulations, but is a breakdown, under three main categories and by months in the case of monthly publications or by monthly averages in the case of publications with more frequent issuance, of the unpaid distribution presently reported as a total in Paragraph 1 of A.B.C. reports.

To provide the information needed for filing Publisher's Statements and for auditing requirements, it is essential that business publication members maintain the necessary records beginning with January, 1958 issues.

Proofs of mailing lists of unpaid distribution should be retained for each issue. To facilitate auditing, it is advisable that stencils be specifically identified according to the classifications shown in the breakdown.

Instructions mailed with blanks for filing Publisher's Statements for the six-month period ending June 30, 1958, will include a form for reporting unpaid distribution.

It was pointed out that the board's action will in no way affect the Bureau's membership eligibility rule, requiring an applicant to have at least 70 per cent of its total distribution qualify as paid under the Bureau's rules for paid.

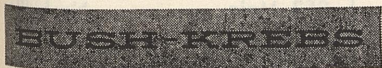
Lovejoy Nominations

Nominations for the Lovejoy award to be made to a weekly newspaper editor in the nation will be received until March 31 by the Department of Journalism, Southern Illinois University, Carbondale. The award will be made to the editor selected for "outstanding editorial service during 1957 involving courageous performance of duty in the face of economic, political, or social pressures brought against him by members of his own community . . . the purpose is to encourage outspoken, but responsible participation in local issues and controversies." Nominations must be made "by one personally familiar with the circumstances of his outstanding service."

The oldest newspaper in America today is the Newport, Rhode Island Mercury, which was founded in 1758 by young James Franklin with the aid of his Uncle Benjamin.

Frank R. Paxton, vice president and director of the Paducah Newspapers, Inc., was honored by the J.C.C. for the annual Distinguished Service Award for 1957.

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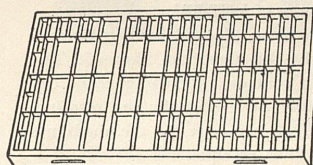
PERFECT FOR WEEKLIES BECAUSE . . .

. . . it sets, from the keyboard, a continuous flow of BIG TYPE for headlines and ads. You'll set more ads and get more ads!

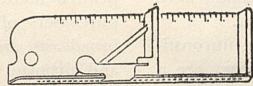
It doubles in brass on straight matter, too,

while it eliminates

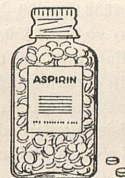
this:



and this:



and this:



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Write for booklet to Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

• LINOTYPE •

Press Association Joins In Baltimore Tax Fight

The New Jersey Press Association has added its voice to the storm of protest which arose over Baltimore's proposed taxation of advertising.

As the Publisher went to press, decision (scheduled for Dec. 17) had not yet been handed down on the injunction by which Baltimore media seek to have the proposal set aside.

NJPA's advertising committee, headed by M. Harold Kelly of the Red Bank Register, dispatched a strong letter of support to the media involved and is closely watching the Baltimore case as well as a somewhat similar one developing in St. Louis.

Four suits challenging Baltimore's taxes on advertising were filed in Circuit Court by the city's two daily newspapers and three television stations.

The plaintiffs contend that the taxes are unconstitutional, arbitrary and discriminatory and in restraint of trade. They ask that the taxes be declared invalid and that an injunction be issued to prevent them from going into effect Jan. 1.

Judge Edward Harlan gave the defendants, Mayor Thomas D'Alesandro and the City Council until Dec. 17 to show cause why an injunction should not be granted.

The plaintiffs are The Baltimore News-Pop and Sunday American, of the Hearst chain, radio and television station WBAL, another Hearst property; the A. S. Abell Company, publishers of The Sun and The Evening Sun and owners of station WMAR-TV, and the Westinghouse Broadcasting Corporation, owner of WJZ-TV.

The taxes were adopted by the Council and signed by the Mayor on Nov. 15. The levy is 4 per cent on advertising, to be collected from the advertisers by the medium, and a tax of 2 per cent on the medium's gross advertising receipts.

The imposts were part of a miscellany of new taxes and tax increases to help balance the city's \$232,000,000 budget. They were expected to yield \$2,650,000 a year.

Contending that the taxes were unconstitutional, the suits maintain that they are a violation of free speech and free press, as guaranteed in the United States Constitution and the Maryland Declaration of Rights.

The suits say further that newspapers are exempt from taxation by the state and that taxing them is beyond the power of the Mayor and the city council.

Highlights of ordinances approved by Baltimore City Council Nov. 15 imposing taxes on advertising as furnished by the ANPA, follow:

Ordinance No. 1097 levies 4% tax on

Easy Tricks To Use In Your Back Shop

1. In these days when everybody is trying to cut costs by storing forms, here's a way to save tying up metal furniture in a form which has a lot of open space. Get a piece of firm lumber and cut as needed to fill out blank spaces. Cut to type measure, of course. Don't use any of the softer woods—they are too spongy for lock-up.

2. Every shop meets the situation when there are a lot of extra pages made up for special editions, Christmas issues, etc., and a place to put them is hard to find. Buy sheets of plyboard (5 ply) and cut them down to hold two newspaper pages. They can be stored two pages at a time one on top of the other and moved around for throwing in later. When not in use, boards can be stored out of the way until they are needed the next time.

3. Are you always upsetting your glycerine bottle around the press room? Then get an ordinary squeeze-type catsup bottle with a dispenser top. It can always be seen by its color, and is harder to upset than an ordinary bottle.

4. Many weeklies, using attached or separate folders, have trouble with trimmings piling up and fouling the trimmer. Place an electric fan under the folder behind the trimmer. The fan will blow trimmings away from the trimmer, making them easier to gather up and place in the wastebasket.

When the linotype operator, R. F. Kemper, of the Owenton News-Herald was incapacitated with a back injury, three nearby newspapers helped Editors Bourne and Roland by setting type. The good neighbors were the Burlington Recorder, the Carrollton News-Democrat, and the Williamstown News.

buyers of space in newspapers, magazines, periodicals, programs, directories, and other printed matter published in Baltimore; on purchasers of time on intrastate radio-TV broadcasts, and space on billboards, vehicles and airborne devices. Those who sell advertising must collect tax, effective Jan. 1, 1958. Penalty for non-payment is \$500 fine and/or six months in prison.

Ordinance No. 1098 imposes 2% tax on gross advertising receipts of all media, including newspapers, radio-TV stations, billboards, vehicles or airborne devices, magazines, periodicals, directories, etc., effective Jan. 1, 1958. Penalty for non-payment is \$500 fine and/or six months in prison.

Text of both ordinances available on request to ANPA.

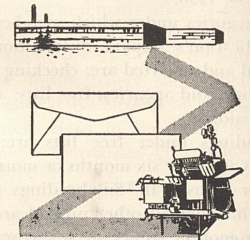
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Who Is The Reader?

Reported by Dr. James W. Markham, head of the journalism department at Penn State University at a meeting of Pennsylvania newspaper publishers, here are a few facts about the weekly newspaper reader:

1. Readers of weekly newspapers typically spend an average of about four minutes per page on the paper.
 2. The reader of a weekly newspaper typically reads about 36 per cent of all the items in the paper, about 41 per cent of all news items.
 3. The percentage of items read in a week (though not the total number of items) tends to vary inversely with the number of pages or total columns in the paper.
 4. An item on page one is about twice as likely, on the average, to be read as an item on any other page of a weekly newspaper.
 5. Excluding page one, right-hand pages in a weekly are slightly more likely to be read than are left-hand pages.
 6. Women read a weekly newspaper more intensively than do men.
 7. Men's readership of local editorials, legal, farm news, classified advertisements and sports in a weekly newspaper seems to be significantly higher than women's. Women's readership of general news, correspondence, personals, human interest, pictures and display advertising seems to be significantly higher than men's.
 8. Local pictures are more likely to be observed than any other category of weekly newspaper content.
 9. Classified advertisements are as likely to be read in a weekly as any category of news.
 10. These six categories of content in a weekly are likely to be read by more than half of the paper's readers; local pictures, classified advertising, local columns, personals, syndicated pictures and human interest.
 11. Local editorials are better read, on the average, than half the other content categories in a weekly.
 12. More than any other variable yet isolated, local news and especially local names make for high readership in a weekly newspaper.
- A married couple, circa 1913, without dependents and making \$5000 a year, paid income taxes thereon in the amount of \$6.25. That was the year the tax was born, and accounted in that bracket to one-tenth of one per cent. The same couple in the same circumstances in 1923 would have paid \$7.50. In 1933 the tax take on their \$5,000 income would have been \$90. In 20 years it grew from that to \$732.60. Times have changed.

Jerry Hurter, editor and general manager of the Kentucky Times-Star, Covington, has resigned to become the director of advertising and media services of the Cincinnati Gas & Electric Co., and Union-Power Co., of Covington.

James S. Pope, executive editor of the Courier-Journal and Times, was the Elijah P. Lovejoy lecturer in journalism at Southern Illinois University. The dates of his visit to that campus were January 15-17.

Bob Adair, former Lexington newspaperman, has just moved to the Courier-Journal as a new addition to their Sports Department.

Paul Daniel has just started his duties with makeup at the Corbin Times-Tribune. He was previously with the Lexington Herald.

Latest ANPA bulletin states that in the past six months 72 newspapers have upped their single copy price to seven cents and nine more have gone to ten cents.

New Heidelberg job presses have recently been installed at the Harrodsburg Herald and the Messenger and Times-Argus in Central City.

The Montana State Press Association has established three annual \$100 scholarships for incoming freshmen showing promise in Journalism.

W. O. "Bill" Skinner has resigned from the news staff of the Park City Daily News, Bowling Green, to join the Warren R. E. Co-op. He has been on the news staff for ten years, serving the last five as city editor.

We regret to record the recent deaths of H. K. Owen, Louisville, father of James Owen, editor-manager of the Henry County Local, New Castle, and McKinley Preston, formerly with the advertising department of the Paintsville Herald.

The legion of friends of Alfred S. Wathen, Jr., publisher of the Kentucky Standard, Bardstown, will be happy to learn of his improvement from a broken hip in the Bardstown hospital. He will be confined to a wheel chair for the next seven weeks. Let's flood him with postcards.

"For goodness sake, Jack, get me my paper back" with an inclosed two dollars was the note received by the Edmonson News when a subscriber found his paper missing in the mail.

Editor H. R. Chandler, Pineville Sun, has appointed Mrs. Ralph Marcum, Fonde, and Mrs. Toy L. Pardin, Chenoa, to the news and circulation departments.

Southern motor carriers have approved Class 42½ rate on newspaper supplements, minimum weight 24,000 pounds, between points in southeast. When published, rates on supplements will be lower than at present.

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