

# The Kentucky Press

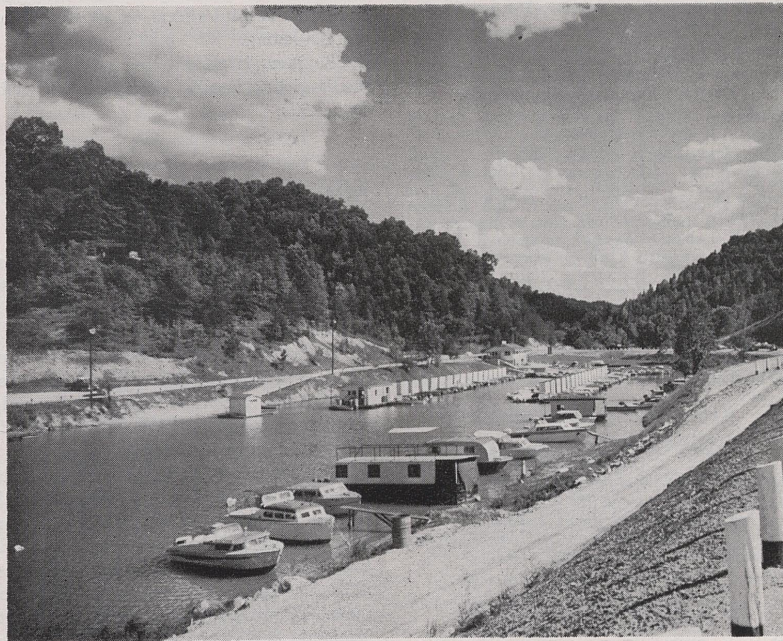
*May, 1961*

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



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Publication Office:  
School of Journalism  
University of Kentucky  
Lexington

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VOLUME TWENTY-SEVEN  
NUMBER EIGHT



**Kentucky's Showcase: Marina at Dewey Lake**

# The Kentucky Press + As We See It +

Volume 27, Number 8

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.*

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## Advertising Leaders Oppose National Consumer Proposal

Included in the lead article in Printers' Ink, issue of May 19, on the topic, "How do ad men rate JFK regime so far?", it is significant that three-fourths of marketing men are vigorously opposed to the establishment of a special counsel or Cabinet post to represent consumer interests, as had been suggested by the Administration.

It was pointed out that such a department in Federal government was unneeded and emphatically unnecessary, because, today, consumers are adequately protected by existing agencies such as the active Federal Trade Commission, the Food and Drug Administration, and the Better Business Bureau, alert and vigorous in their scanning and track-down of evil advertising. Add to this, the alert self-regulation of advertising media in day-by-day censorship of false, misleading and bait advertising, surely disclaims the proposed step in an unwarranted bureaucracy.

Adding further, that advertising works for the consumer, not against him, other pertinent objections to the proposal point out that such a move would mean increased "red tape" and proliferation of government regulations and therefore less efficiency, and, based on past experience, surely will engender harmful effects on all advertising and marketing.

The Press is certain that all advertising media gives a hearty "amen" to these valid arguments.

## After Verbal JFK Attack No Censorship Is Planned

Representatives of the American press met with President Kennedy at the White House this week for a conference motivated by the President's speech at the 1961 ANPA convention in which he called for some form of self-censorship in face of the Communist threat to the nation's security. Mr. Kennedy said the press should "heed the duty of self-restraint" in a time of peril.

Representatives of the press asked him to clarify his speech and he conferred with them at the White House for more than an hour on May 9. The representatives, including such top newspaper executives as Lee Hills, D. Tennant Bryan, Frank Bartholomew, Turner Catledge, Felix McKnight, Benjamin McKelway, Mark Ferree, and Irwin Maier, assured the President that there is no need for any censorship of the news, either governmental or voluntary, at this time.

After the conference, a spokesman for the press, Felix R. McKnight, Dallas Times Herald editor and ASNE president, said, "The President assured the group that the administration intends to continue its policy of free access to the news and that no form of restriction is contemplated or suggested."

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## Drug Advertising Under Fire

More trouble for the drug industry? Your local druggist? Legitimate drug advertising? This will be surely coming if the omnibus bill, introduced in the Senate as a result of Senate investigation, is passed. It would sharply penalize advertising, marketing, and distribution of ethical-drug products and would amend present antitrust laws to severely penalize price-fixing in licensed agreements. Perhaps we err, but passage of such a statute would surely curtail all advertising of drugs on the local level, even if aimed directly at the large drug companies in their advertising in trade magazines aimed at reaching physicians. Drugs are high in cost to the consumer, but should this be blamed on advertising? Could this be construed as an indirect attack on all advertising? We believe so.

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## Nation's Weekly Newspapers Make Circulation Gains

1961 circulation of weekly newspapers is between 353,000 and 700,000 more than it was a year ago. The difference depends upon which directory you read.

The N. W. Ayer & Son's Directory of Newspapers and Periodicals gives the 700,000 increase figure. The lower 353,000 figure is shown in the circulation totals in the directory published by Weekly Newspaper Representatives, Inc. The difference is based on the number of newspapers listed.

The Ayer Directory lists 9325 weekly, semi-weekly and tri-weekly newspapers and includes 653 that are partly free circulation and 107 shoppers' weeklies, but it does not include free circulation in its totals. The WNR directory lists only 8,183 newspapers.

Both directories show the total number of non-daily newspapers as very close to the year-ago total. Ayer shows 22 less papers than last year and WNR shows nine less than a year ago.

Circulation of the average weekly is 2606, according to the WNR figures and 2512 according to the Ayer figures.

Average line rate for the weeklies of the country, according to WNR, is 6.212 cents, or 87c per inch. Total cost for using all weeklies in the WNR directory is \$508.43 per line.—American Press.

## All R

Following 92nd annual Kentucky Press and state affairs recreation for exclaiming in Kentucky Dam never at their token point t able week-e families.

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With all and in the family, the r to please eve record atten commodatio We regret th of the nearb

While at calvacade to ect, and, pe Prison at Eo afternoon w MGM is ma The West nolds, Jimm the leading "shot" near

the river w the Park. W all arrange tentative an shooting sch The 1961 ond week ir both for atte you there!

A New M 2 per cent sa print, will g newsprint a compensatir all other t newspapers and all equ

# All Roads Lead To Kentucky Dam Park On June 8

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## A Program Of Profit And Enjoyment

### Thursday Afternoon

5:00-7:00 p.m.—Registration, Theater, Garrison and Ashley

8:30 p.m.—Reception, U.S. Brewers Association, John Henry Cox, host

### Friday Morning

8:00 a.m.—Registration, Theater

8:00 a.m.—Business session, Theater, President W. Foster Adams, presiding

Address of welcome, Frank Paxton, Paducah Sun-Democrat

Response, Ro Gardner, president, WKPA

Appointment of convention committees

9:30 a.m.—"Fallout Protection", J. A. Farra, Portland Cement Co., film presentation and commentary

"Agriculture and C.D.", June Davis, Dept. of Agriculture

10:15 a.m.—"The 1961 Seminar Series", Perry J. Ashley

10:30 a.m.—Coffee break

11:00 a.m.—"Kentucky's Economic Development Program", Lieut. Gov. Wilson Wyatt

12 noon—Luncheon, dutch

### Friday Afternoon

Recreation "as you wish"—Boating, fishing, swimming, golf, hiking, horse back riding

Calvacade to Barkley Dam

Calvacade to State Prison, Eddyville

Calvacade to MGM "on location" shooting

"How The West Was Won", Smithland

(Indicate your choice at the registration desk; members to drive own cars)

### Friday Evening

5:30 p.m.—Reception, Theater, John Marcum and John Cooper, hosts

7:00 p.m.—Buffet dinner, Theater

8:00 p.m.—Address, "Catfish And Other Other Things", Attorney Thomas Waller, Paducah

8:30 p.m.—Presentation of 1961 production awards, Secretary-Manager Portmann  
Dance to the music of Jim Youngblood

### Saturday Morning

9:00 a.m.—Business Session, Theater, Fred J. Burkhard, presiding

Film presentation on economic development

10:00 a.m.—"Highway Progress", Henry Ward, Highway Commissioner

11:00 a.m.—Old business

New business

Report of committees

Adjournment

12:00 noon—Luncheon, dutch

### Saturday Afternoon

Afternoon open for recreation

Golg Tournament

### Program Notes

Registration fee, \$2.50 per adult, children free

Banquet tickets, \$3.50 including tax and tips

Children's box lunch, Friday evening, \$1.50

Baby sitters for the children, Mrs. Lee Gardner, chairman

The AP Executive Committee and members will hold a group luncheon on Sunday noon, special tables reserved

### Program Committee

John B. Gaines, Park City News, Bowling Green, Chairman; Larry Stone, Central City Messenger; William T. Davis, Eddyville Herald; Ro Gardner, Hickman Courier; Landon Wills, McLean Co. News, Calhoun; Ben Boone III, Elkton Standard; Howard Ogles, Franklin Favorite; Paul Westpheling, Fulton News; Joe LaGore, Paducah Sun-Democrat; Niles Dillingham, Dawson Springs Progress; and J. Earle Bell, Union Co. Advocate, Morganfield.

Following the pattern of yesteryears, the 92nd annual mid-summer meeting of the Kentucky Press Association, combines business meetings of significant interest in press and state affairs with plenty of time for recreation for the entire family. As the poet exclaimed in "Knee Deep In June", Kentucky Dam Park and Kentucky Lake are never at their best as in early June, and all taken point toward an enjoyable and profitable week-end for members and their families.

The business program is devoted largely to the state's economic problems with Lieut. Gov. Wilson Wyatt and Henry Ward, Highway Commissioner, leading the discussions. Civil Defense, and fallout protection, will open the program. Our 1961 seminar program will be formulated, as well as other topics of association interest. Attorney Thomas Waller, Paducah, will be the guest speaker at the Friday banquet . . . and don't forget the presentation of awards in the 1961 newspaper production contests.

With all opportunities for enjoyment on and in the lake, especially for the entire family, the recreation program is diversified to please every registrant at the meeting. A record attendance is indicated as all accommodations were filled early last month. We regret that many will have to make use of the nearby motels for the meeting.

While at first the committee scheduled a calvacade to inspect the Barkley Dam project, and, perhaps a side trip to the State Prison at Eddyville, the highlight of Friday afternoon will be a visit to "location" where MGM is making a Cinerama movie of "How The West Was Won" with Debbie Reynolds, Jimmy Stewart, and Andy Devine in the leading roles. The scenes are being "shot" near Smithland and Dycusburg on the river within easy driving distance for the Park. We will drive our own cars; make all arrangements on registration. This is tentative and depends entirely if the MGM shooting schedule permits.

The 1961 mid-summer meeting, this second week in June, promises to set a record, both for attendance and interest. We'll meet you there!

A New Mexico law, extending the state's 2 per cent sales or compensating tax to newsprint, will go into effect July 1. Heretofore, newsprint and ink were exempt from the compensating tax which applied, however, to all other tangible property purchased by newspapers including machinery and parts, and all equipment.

### How Naive Can You Get?

A resolution has been introduced in the California legislature that "earnestly and respectfully" requests the "large daily newspapers" in that state to furnish free advertising space to the Department of Employment. The author of the resolution explained this would be a "meritorious public service," since the Department of Employment has many new job openings and it would reduce the state's alarming unemployment rolls "if the jobless had knowledge of such employment opportunity."

### Middlesboro Daily News Will Get High NEA Award

The Middlesboro Daily News was notified that the newspaper has been selected for one of the top three awards in the Best News Story Division of the NEA's 1961 National Better Newspaper Awards.

There were approximately 2,000 newspapers judged for these high national awards. The awards will be made June 22 at the NEA'S 76th annual convention in Salt Lake City.

## Short Takes On The W-H Law

Publishers should have background information regarding the provisions of the recently enacted, and signed, New Federal Wage Law, as pertains to the newspaper and printing industry, and, also, to have information to pass on to their local businessmen. This compilation is brief, but we have tried to make it complete as our sources permit.

For presently covered employees, the minimum wage is increased to \$1.15 an hour for the first two years after the effective date (120 days after President Kennedy signed the bill), and \$1.25 an hour beginning two years after said effective date.

For newly covered retail employees, with exceptions as later noted, the minimum wage and overtime will continue with no change for the first two years, \$1.00 and overtime starting after 44 hours for the third year, fourth year \$1.15 and 42 hours, and fifth year \$1.25 and a forty-hour week.

This schedule includes all newspapers with a circulation of 4,000 or more and covers ALL employees of such papers, regardless of the type of job. The exemption of ALL employees on newspapers under 4,000 circulation remains unchanged in the amendment of the law.

The chief effect on newspapers which have been covered by the W-H law will be the boost to \$1.15 an hour in wages of those employees who have been paid the minimum wage of \$1 an hour in the past. The maximum work week of 40 hours is continued along with the requirement for payment of time and one-half the basic rate of pay for all time worked beyond 40 hours in any one week. This does not mean 1½ times the \$1.15 an hour minimum; it does mean 1½ times the hourly rate an employee is receiving.

Employees of newly covered employing units, chiefly retail stores and service establishments (unless exempted) estimated at 3.6 million, must be paid a minimum of \$1 an hour after September 5, 1961, a minimum of \$1.15 three years later, and \$1.25 an hour a year later. However, those employees of retail stores and service establishments, which gross \$1 million dollars a year in sales and receive at least \$250,000 of their stock of merchandise from outside the state, are covered by the minimum wage and maximum hour requirements of the law.

Any store which has less than \$250,000 in annual sales is exempt, even if it is a part of a group enterprise that has more than \$1 million in annual sales. The law makes the

following special provisions for particular problems in the retail and service trades:

Covered for minimum wage, but not for overtime, are gasoline stations which have \$250,000 or more in annual sales (exclusive of excise taxes at the retail level).

The law exempts the following from coverage: Auto dealers and farm implement dealers; hotels; motels; restaurants, including employees working in retail store lunch counters, caterers, and similar retail food services; motion picture theaters, hospitals, nursing homes, school for handicapped or gifted children, and amusement or recreational establishments operating on a seasonable basis.

Commission employees in retail stores will be exempt from overtime if more than one-half their pay is from commissions and if they earn at least time and one-half the minimum wage; otherwise exempt Executive and Administrative employees of retail stores will not lose their exemption, even if they perform up to 40% non-executive and non-administrative work; and student workers may be employed in retail stores at sub-minimum rates under certificates issued by the Secretary in occupations not ordinarily given to full-time employees.

Laundries remain in the same position as they were prior to passage of the 1961 amendments.

Suburban and interurban transit companies which have \$1 million or more in annual sales (exclusive of excise taxes at the retail level) are covered for minimum wage but not for overtime.

Construction enterprises which have at least \$350,000 in annual business are covered for minimum wage and overtime.

The exemption for telephone operators is limited to those employed by an independently owned public telephone company which has not more than 750 telephones.

Seafood processing employees are covered for minimum wage but not for overtime.

Announcers, news editors and chief engineers of broadcasting companies located in non-metropolitan cities of 100,000 or less population are exempt from overtime.

Independently owned and controlled local enterprises engaged in bulk petroleum distribution are exempt from overtime if their annual sales are less than \$1,000,000 (exclusive of excise taxes).

Employees working in a livestock auction held by a farmer need be paid the minimum rate only for the hours they work at the auction if during that workweek they are em-

ployed primarily in agriculture by the farmer.

Employees in country elevator establishments in the area of production, which may also sell products and services used in the operation of a farm, are exempt from both minimum wage and overtime if no more than five employees are employed by the establishment in such operations.

Employees engaged in ginning cotton for market in counties where cotton is grown in commercial quantities are exempt from minimum wage and overtime.

Homemakers making natural holly wreaths are exempt from the Act.

An exemption from minimum wage and overtime is provided for agricultural employees engaged in bulking shade-grown tobacco if they were employed in the growing and harvesting of such tobacco.

An exemption from minimum wage and overtime is provided for employees transporting fruits and vegetables from the farm to market or transporting harvesting hands, within the State.

Board and lodging may be included as "wages" on the basis of a "fair value" calculation made by the Secretary. Also, such prerequisites may be excluded from "wages" to the extent that they are excluded under a collective bargaining agreement.

The Secretary is authorized to study employment effects of imports and exports in industries covered by the Act and to report on such studies to the President and to Congress, and to study the complicated system of exemptions in the Act for the handling and processing of agricultural products as well as the rates of pay in hotels, motels, restaurants and other food service enterprises and to report the results with recommendations to the next session of this Congress.

Newly covered employing units will be required to keep payroll records for the first time. Except in the metropolitan and larger urban areas not too many retailers will be brought under the coverage of the law as amended and in many of these the chief effect of the minimum wage at the start will be on part-time and seasonal help. The amendment and expanded coverage is likely to have a psychological bearing on increasing wages all along the line, even those employing units which have been covered in the past.

A new two-story, fireproof building to house the Corbin Times-Tribune, the job plant, and radio studios for station WCTT is now under construction. It is expected to be ready for occupancy by July 1.



Officers for spring meeting of Herald-News, Davis, Ed.

### Ro Gardner Named Pr

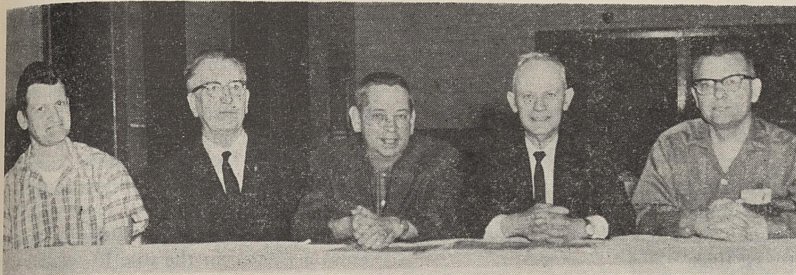
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Officers for the West Kentucky Press Association were elected during the organization's spring meeting: Ro Gardner, Hickman Courier, president; George Wilson, Hardinsburg Herald-News, vice president; Ben Boone III, Elkton Standard, secretary-treasurer; W. T. Davis, Eddyville Herald, and Landon Wills, Calhoun News, directors.

**Ro Gardner, Hickman Courier Named President Of WKPA**

Ro Gardner, editor and publisher of the Hickman Courier, was named president of the West Kentucky Press Association during its spring meeting at Kentucky Dam Village on April 29. Other officers for the year are George Wilson, Irvington, vice president, Ben Boone III, Elkton, secretary-treasurer, Landon Wills, Calhoun, and Joe LaGore, Paducah, directors. Retiring president W. T. Davis presided over meeting of round-table discussions. During the time various problems facing the weekly publisher, with an emphasis on converting operations to off-

**Tell Your Advertisers**

The high cost of third class postage makes a good argument for newspaper advertising. With the minimum cost-per-piece of mailing a handbill or other type of advertising pamphlet now up to 2½c each, ad salesmen have a good argument for those people who are "sold" on the handbill type of advertising. The third class rate, as you know, was 1½c to a piece in 1958; it jumped to 2c each in 1959, and in 1960 it went to 2½c, and will advance higher under the new proposed postal law. That means a merchant would have to pay a minimum of \$100 for postage alone on 4,000 handbills. Add that amount to the cost of printing the handbills, along with costs for addressing, folding, etc. You'd have a good sales point for the man who wants "full coverage" by selling him an ad on your established rate.

Barry Bingham, president of the Courier-Journal and Louisville Times, was honored by his re-election to the board of the American Society of Newspaper Editors.

All business is local—and so is advertising.

**Kentucky Kernel Declared Best Southern College Daily**

The Kentucky Kernel, student newspaper of the University of Kentucky, has been named the best college daily in the South by the Southern District Council of the American Newspaper Guild.

Last year the Kernel was among the top 10 in the contest which was won by the Miami Hurricane of the University of Miami, Florida. The Hurricane was first in this year's weekly division.

Judging on the basis of editorial writing, makeup, headlines, news writing, and overall significance of content, was done by Frank T. Adams, chairman of the SDC Journalism Award Contest; Winfred Winstead, telegraph editor, Norfolk Virginian-Post; and John I. Brooks, Sunday editor, Virginian-Post.

Fred Holly, Norfolk, president of the Southern District Council, said there were more than 40 papers competing for the awards which are given to encourage higher standards of college journalism.

The Kernel has received two engraved plaques in a formal presentation. One plaque is a large rotating award that each year goes to the winning school; the other is of smaller size and is to be kept permanently by the Kernel.

Under a 2-column head, "Same Old Body—Brand New Face," the Union County Advocate, Morganfield, recently gave its readers the following information about a new type change: "As a reader, perhaps you think the new type looks the same. As a matter of fact the type face is exactly the same, known as Corona Erbar, which doesn't mean anything to you, and not much to us. But the new face is clean and neat."

**Florida Newspapers Fight For Anti-Advertising Law**

In hearings before a Florida House committee recently on the "right to advertise" bill being sponsored by the Florida advertising industry, John Paul Jones of Gainesville, secretary of Florida Daily Newspaper Assn., called for passage of the measure to "remove the dagger which is pointed at the heart of our industry . . . and the free enterprise system."

Jones and Frank Jaffe, a Miami attorney, headed a contingent of spokesmen for the industry which is fighting restrictive governmental regulations. Jaffe, Jones and others urged passage of a bill introduced by Rep. T. H. Askins which would ban state boards, bureaus and commissions from new regulations restricting advertising by the business they regulate. The issue had come to a head as a result of the State Board of Funeral Directors and Embalmers restricting advertising of their services and prices. Jaffe, Jones and others stressed that the industry itself is as anxious as the legislature to prevent fraudulent and misleading advertising.

A strongly backed bill to prohibit liquor price advertising went into the Florida Senate on May 5. It was the third such bill to be introduced since Gov. Farris Bryant endorsed the idea several weeks ago. The new measure, termed a price-fixing bill by opponents, was referred to the Senate temperance committee. The bill bans all liquor price displays except for signs no higher than 2½ inches, within liquor establishments that are not visible from the outside of the store. It makes it unlawful for any person, firm or corporation to publish or cause to be published any advertising giving the price of whisky, through newspapers, magazines, radio, television, hand bills, motion pictures or billboards.

**New Advertising Device**

A promotional experiment designed to increase the public exposure of its newspaper advertising is being undertaken by a New York City department store. An automatic projection screen in one of the main display windows of Saks-34th Street exhibits the store's daily newspaper ads to window-shoppers and passers-by. The store feels that the program will give their ads "tremendous extra circulation" and added: "It means prolonging the life of our ads and thereby getting bigger returns on our advertising investment."

**MEMO: Tell your suppliers to advertise in The Kentucky Press.**

## Press Representatives Testify At Hearing On Postal Rates

"Problems of fair determination of postal rates, including second-class rates affecting daily newspapers, cannot be solved until a realistic accounting of public service costs of the Post Office Department is achieved." This was recent statement of Ralph Nicholson, publisher, Dothan (Ala.) Eagle and Chairman of ANPA Postal Committee, submitted to Senate Appropriations Subcommittee which started hearings May 3 on Bill H. R. 5954 making appropriations for Treasury-Post Office Department operations for fiscal year beginning July 1. House passed the Bill on March 28 without providing funds for public service costs of the Post Office Department.

"The long-standing policy of (ANPA) is that daily newspapers want to pay 100% of the costs of transporting and delivering copies of their daily newspapers in second-class mail but not costs that belong elsewhere," Mr. Nicholson said. "We believe that the Congress acted wisely in enacting the Postal Policy Act of 1958, itemizing certain public service costs of the Post Office Department which were to be accounted for separately and not charged against the users of the four classes of mail. After that accounting, all users of the mail are required to pay all their costs under the Postal Policy Act."

"Unfortunately, the Postal Policy Act of 1958 has not produced the desired results because it has never been implemented," said Mr. Nicholson, who went on to state full agreement of ANPA with the recent statement (Postal 349) of Sen. Olin D. Johnston (S.C.), chairman of the Senate Post Office Committee, in his Jan. 26, 1961 letter to Postmaster General Day in which Sen. Johnston stated: "Without a clear resolution of this controversy involving public services, the setting of future rates is impossible because we wind up with nothing but confusion confounded insofar as basic costs and the rate formula in the 1958 Law are concerned."

"The daily newspapers want no subsidy from the government in any form," said Mr. Nicholson. "We believe the controversies surrounding the establishment of postal rates on various classes of mail have been unfortunate." The Dothan publisher urged the Senate Appropriations Subcommittee "to make further studies as you believe are necessary to reach a determination of the proper accounting for public service activi-

ties of the Post Office Department as part of the appropriations procedures of the Congress, as provided by the Postal Policy Act of 1958."

The same Subcommittee on May 4 heard testimony by Walter B. Potter, publisher of a Virginia weekly, appearing on behalf of the National Editorial Assn. "Our members are uniquely dependent upon postal service," Mr. Potter declared. "We can't get along without the mails to deliver a substantial share of our papers. What this Committee and the Congress decides on postal appropriations vitally affects all hometown papers." He pointed out that H. R. 5954 "includes not a single penny to meet the public service costs of the P. O.," declaring: "This is our sole concern with this bill, which completely ignores Congress' own mandate contained in the Postal Policy Act of 1958."

"While the Postmaster General has stated this bill would raise second-class mail rates an average of 79%," Mr. Potter said, "the cost to hometown papers would be very much larger than 79%, ranging up to 400%. If the Postal Policy Act is heeded, no such fantastic amount of increases would be required."

Declaring that NEA subscribes "100%" to the position of Sen. Olin Johnston, Mr. Potter concluded: "No realistic postal rate increase bill is possible until proper appropriations are made to cover public welfare costs of the postal service. We urge your committee to follow the advice of Sen. Johnston and appropriate \$300 million to cover these welfare costs. NEA is well aware that this will not come close to bridging the gap between postal revenue and postal costs. But it will be a big help and a necessary first step toward a solution to the financial problems of the Post Office."

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Newspaper publishers are expressing considerable concern in their own right and on behalf of advertisers over a proposed change in Post Office Department rules affecting the use of "reasonable facsimiles" in connection with coupons and entry blanks for participation in contests promoted by newspapers and advertisers.

It has been the rule for years that persons desiring to participate in contests involving a prize and chance need not buy a copy of the paper containing a coupon or entry

blank pertaining to the contests if they submitted a "reasonable facsimile" of the coupon or entry blank and instruction to that effect printed in the announcement of the contests. Otherwise, purchase of a copy of the newspaper in order to obtain the coupon or entry blank constitutes "consideration" and the result is a lottery, so the Department has held.

Now the Post Office Department proposes a change in the rule to require that full details on the preparation of facsimiles must be disclosed in the contest announcement and the facsimile must not involve artwork nor the need to copy more than a few words. A Department memorandum states that "in many instances, the nature of the item to be copied, and of the contest itself, is such as to discourage any 'free' participation, but rather leads the contestant to purchase the newspaper in order to use entry materials found therein."

Entry blanks of newspaper circulation contests are usually of some length and often contain art work. How to shorten the copy and eliminate art without destroying the effectiveness of the promotion will be a problem to many papers if the rule is changed. The same problem arises in connection with sales promotions which include the awarding of prizes by chance but in themselves are not lotteries since there is no consideration, unless it is necessary to buy a copy of a paper to obtain an entry blank for participation in the promotion event.

From what we have been able to determine, the proposed rule will permit continued use of facsimiles of coupons and entry blanks provided it is not necessary to copy more than a few words, whatever that means, and there is no art work to require expenditure of considerable time or effort, which would amount to consideration. A "reasonable" facsimile would no longer suffice. It would have to be an actual facsimile and a short one at that.—Indiana Publisher

### Lisle Baker, Jr. C-J-Times Honored By Centre College

Lisle Baker Jr., vice president and general manager of the Louisville Courier-Journal and Times, has been presented with the "distinguished alumnus" award by the Centre College Alumni Club of Louisville. The recognition is given each year to the member of the organization which has reflected the most credit on the Danville college through community leadership. Enos Swain, editor of the Danville Advocate-Messenger, was the speaker for the group's annual dinner at the Sheraton Hotel, Louisville.

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### Many Open Meetings, Open Records Bills Introduced

Open records and open meetings bills are appearing in several of the states this year under the sponsorship of the state press associations. With access to records and meetings, where public money is expended, becoming more difficult to gain access, newspapermen are being forced to carry the fight to their legislatures.

A bill has been introduced in the Missouri General Assembly which would open all records to the public. Known as the "Thomas C. Henning Jr. Memorial Statute," it reads as follows:

"Except as otherwise provided by law, all state, county and municipal records shall at all reasonable times be open for a personal inspection by any citizen of Missouri, and those in charge of the records shall not refuse the privilege to any citizen. Any official who violates the provisions of this section shall be deemed guilty of a misdemeanor and upon conviction shall be punished by a fine not exceeding one hundred dollars, or by confinement in the county jail not exceeding ninety days, or by both the fine and the confinement."

In New Jersey, a bill which would establish a public policy, with certain exceptions, of making public records open for public inspection was introduced in the State Assembly in March. The bill was introduced at the request of the New Jersey Press Association and is a companion measure to the previously enacted open meetings guarantee. Both constitute right to know legislation long advocated by that association.

Wyoming is already looking forward to the meeting of the 1963 legislature in that state and will advocate the introduction of the Sigma Delta Chi model publications laws at that time.

V. M. Newton, Jr., managing editor of the Tampa (Fla.) Times and chairman of the SDX Freedom of Information Committee, reports that the Arizona Newspaper Association recently voted unanimously to support the open meetings law in its 1961 legislature; and all groups in Ohio have agreed to push the open meetings law in their legislature this year. Within the last year, he continues, the legislatures of New Jersey, Wisconsin, and Nevada have adopted an open meetings law, and in the last eight years 22 states have adopted one or both of the laws.

On another vein, but still in the area of publications laws, the Georgia General Assembly has approved a bill, now awaiting the governor's signature, which would make fraudulent advertising clearly illegal, and to set forth certain penalties for violations.

## In Memoriam...

### Publisher's Daughter Dies Unexpectedly At Danville

Mrs. Susie Norris Guerrant, daughter of J. T. Norris Sr., suffered a fatal heart attack Tuesday, May 23, while distributing campaign cards at the polls for her husband, a candidate for Boyle County attorney. Her father is president-editor of the Ashland Daily Independent and her brother, James T. Norris Jr., is managing editor of the paper.

In addition to her parents and brother, Mrs. Guerrant is survived by two daughters, Josephine, a student at Cumberland College, Williamsburg, and Susie, at home; a son, Jackson D. Guerrant II, at home, and two sisters, Mrs. Charles Cecil, Hazel Green, and Mrs. J. Dillon Browne, Ashland.

Mrs. Guerrant was born in Augusta but attended school in Ashland and Centre College, where she was doing post graduate

work. She was a member of the First Presbyterian Church and a past president of the Centre College Alumnae Association.

The sympathies of the entire Press goes to the surviving family.

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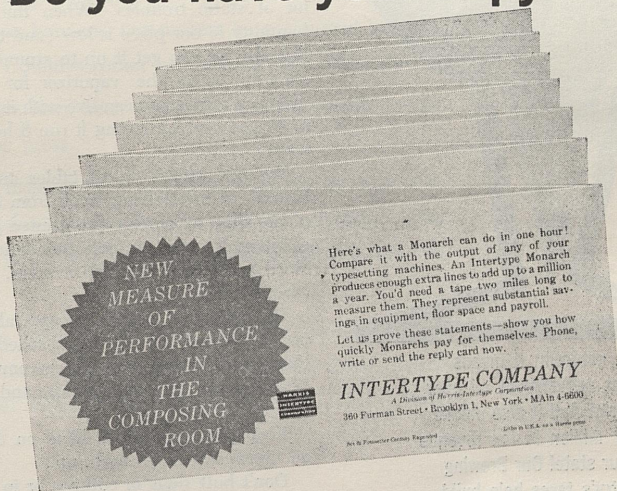
### Lewis Curry Woods, Sr.

Lewis Curry Woods Sr., 84 years old, a retired printer and a member of a pioneer Harrodsburg family, died at 8:45 o'clock Tuesday night, May 16 at Haggin Memorial hospital after an illness of several months.

Known in Kentucky newspaper circles as "the oldest printer in the oldest town in Kentucky," he worked for many years on the Harrodsburg Herald and at intervals was employed on the Cincinnati, Paducah and Shelbyville newspapers.

During his boyhood he worked on his father's newspaper in pioneer Harrodsburg. He was born and lived in the same house his entire life. Five generations of his family have occupied the colonial brick residence on North East street.

## Do you have your copy of



This folder shows a photo of almost nine feet of news slugs — proof of what an Intertype Monarch linecasting machine can do. Use it to compare performance of your present equipment. Write us now.



**Intertype Company**  
A Division of Harris-Intertype Corporation

360 Furman Street  
Brooklyn 1, New York

Intertype is a registered trademark.

Set in News Gothic and Times Roman.

FOR THE FUTURE  
OUR WORKING MEN  
AND WOMEN

## a glass of beer is many things to Kentucky



... naturally, it means pleasant refreshment all over Kentucky. And it also means some \$7 million in tax revenue for our state! Our Brewing Industry's taxes help build Kentucky's parks, schools, highways. Beer plays a valued role in Kentucky's expanding economy.



KENTUCKY DIVISION  
U. S. BREWERS ASSOCIATION, INC.  
LOUISVILLE

### To Speed Up Production

Ray Kimball, publisher of DeQueen (Ark.) Citizen, gave a talk at recent Oklahoma Press Assn. meeting during a panel discussion. He presented a number of suggestions for speeding production and a few of these are shown below:

Install auto thermostat and blower on display machine—foreman here estimates raised production by one-third.

Take time to stop in back shop and observe operations occasionally. See HOW they do things and find out WHY—suggest better method, if too much time is taken.

Arrange back shop for steady flow of work from front to back.

When in a hurry, don't deviate from normal procedures in giving copy, layouts, etc. to back shop.

Don't delay necessary and vital repairs to equipment — even though you can "get along." Loss in time and employee's temper will only make the inevitable more expensive.

Do enforce a rule of keeping time spent on every job. Labor costs are the place to lose or save money!

Don't interfere with men—if they are doing their job.

A one-half gallon size nasal vaporizer (about \$5 at a drug store) will remedy a lot of static troubles. When the relative humidity in our place is low (and the static is bad), we can get it up to around 40 per cent by using the vaporizer for 4 hours (static is where you can live with it) and up to 50 per cent by letting it run 8 hours (no static).

We put wheels on all tables and racks. Instead of transferring stock from one part of the shop to another (or printed jobs) by carrying it, you can roll the entire table. Hard to measure the time it saves, but it is considerable.

Do clean your machines, especially Linos and Intertypes on a regular schedule; we clean ours every day and recommend it (mouthpiece, pot and pump and spacebands).

Keep plenty of short fillers on dump at all times—speeds up make-up.

Don't butt slugs in cutlines or in ads unless absolutely necessary.

Install a saw on your typesetting machine if you set as much as 1,000 inches of ads each week.

Timing is the key—you and your staff need not work as long or as hard if you will assign the proper priorities to your everyday tasks.

Don't fail to read trade journals and advertising of equipment and supply manufacturers—they often have good information you can apply to your own shop to

save time and money.

Don't buy every new piece of equipment that looks like "the very thing you need!"

Do provide page dummies for ads—and possibly news, depending on size of your operation.

To sum it all up, the final answer to the question "What To Do While Waiting On Automation" is to get yourself a procrastination eliminator for the front office staff that will get the lead out and the copy back in proper shape and on time.

### Mergenthaler Will Handle Printing Supplies-Equipment

As part of a continuing expansion program, Mergenthaler Linotype Company now offers a new service designed to save equipment purchasers both time and money.

Paul Chisholm, vice president-domestic sales, announced that Mergenthaler Linotype Company is now nation-wide distributor for the products of these famous companies: Hamilton Manufacturing Company, Hammond Machinery Builders, Inc., American Steel Chase Company, Shaffstall Equipment, Inc.

All the products of these companies in addition to world-famous Linotype printing machinery and typesetting equipment, are available from Linotype representatives throughout the United States.

The new and expanded product line includes type cabinets, benches, tables, dispatch equipment, the new Space-Maker ad frames and other furniture from the Hamilton Manufacturing Company.

The Shaffstall Electronic Mat Detector is designed to halt the tape-operated Linotype, unless every mat drops into place. Used in conjunction with the Mat Detector is the Selecto-Space, which selects the proper spacing in a line as the tape runs through the Teletypesetter. Both reduce error tremendously and provide much cleaner copy for the proofreader.

Other tools and equipment available through Mergenthaler are the products of Hammond Machinery Builders, including Hammond Trim-O-Saws in several models.

There were more than 2,000 entries in the Better Newspaper Contest sponsored last year by the National Editorial Association.

Passenger cars in the U. S. travel an average of 9,359 miles per year. Passenger car advertisers invested over 13 per cent more in newspaper advertising in 1957 than in the previous year.



# "Our Newspapers— Freedom's Guardian"



Since the earliest days of our Republic, our newspapers have been recurrently subjected to attacks by self-serving interests who would restrain the Constitutional guarantees of a free press. These have taken many forms.

Vindictive malcontents often have sought purely punitive legislation. Self-appointed censors have attempted to erect news barriers. Tax-makers have assumed licensing powers that don't belong to them. Countless other harassments have been tried.

But time and again, our newspapers have been victorious because public opinion staunchly backs the freedom of the press.

In years past, trading stamps have likewise been subjected to attacks by those who do not believe in the basic American concept of free private enterprise. That includes the right of any business to use any legitimate promotional tool that will promote sales and good will.

Time and again, S&H has won its battles for freedom in courts and legislatures. Consistently, S&H has received the staunch support of our free Press, which recognizes that — WHERE ONE FREEDOM FALLS, ALL OTHERS ARE ENDANGERED.



*America's No. 1 Stamp Plan Since 1896*

The Sperry and Hutchinson Company  
849 South Third — Louisville, Kentucky

## That's What The Judge Said - - -

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

Mr. V. had made his presence at the polls felt this November election in 1886. He was a Republican, too, a matter that did not endear him with the city's Democratic editor. Nor was there anything in Mr. V.'s actions toward Democratic voters which inspired even a flicker of friendship in the editor's breast. News items were headed: "Wantonly Exceeding His Province," and "Officious Supervisors," and the news-matter suggested intimidation of voters, interference with polling, and bribery.

Mr. V. estimated that he had been libeled and he sued. The editor stood firmly on truth of the publications and insisted that the language was a fair and reasonable criticism of the conduct of a public officer.

The editor was the victor.  
Said the court:

"Animadversion upon the conduct of a public officer, however severe, is not libelous if it be confined within the limits of fair and reasonable criticism, and based on facts.

"It may be thought that the imputation of bribery contained in the printed matter was not supported in fact, but it will be observed that the supervisor, upon seeing persons go in and out of a room with his opposing workers, interfered with the freedom of their action upon the belief that it was evidence of bribery. Therefore, he cannot complain if his activity, exercised in the same matter, be taken as evidence of the same offense." 15. Ky. Law Rep. 412; 95 Ky. 41; 23 S.W. 591.

Next month: The case of the reporters "letter to the editor" about the motorcycle policeman.

### Nebraska Press Manager Urges Liability Insurance

"Non-ownership" liability insurance is a business hazard frequently overlooked. Manager Vern Scofield of the Nebraska Press Assn., had the following in a recent bulletin on this subject:

"In visiting with a group of newspaper publishers recently we got on the subject of insurance. I related an instance that happened a couple of years ago to a Nebraska newspaper publisher not covered by "Non-ownership and Hired Car Liability," and most of the publishers shook in their boots. They didn't have such coverage . . . and suggested an item in the Bulletin as a reminder to all publishers to check into it.

"The publisher mentioned above had given explicit orders to all his employees that they were never to drive their own cars on a business mission. However, one morning, on his way to work, one employee thought he could save the paper a little time and money by picking up some proofs on the way to work in his own car. He did, then was involved in an accident in which a pedestrian was hit. Eventually, the pedestrian sued for over \$100,000 damages. The newspaper was liable as well as the driver-employee since the employee was actually working at that time for the paper. The suit has now been settled at a lesser amount. The publisher was not carrying this type of insurance at the time of the accident. If someone is doing an errand for you in their own car

whether it is being done in "normal" business or working hours or not, the company can be liable.

"As example, my secretary sometimes stops on her way to work at the buss station in Lincoln to pick up mats that have come in by bus. She is actually "on duty" for NPAS at that moment, even though it might be a half hour or an hour before she comes to work. Or, she sometimes picks up mats after she leaves the office for the day. Should her car, while she's on that errand, hit a pedestrian, she first is liable . . . but covered by the amount she carries on her car. If it is a serious accident, then naturally the injured person would also sue her employer. NPA-NPAS has Non-Ownership and Hired Car liability insurance covering \$100,000-\$300,000 on bodily injury and \$25,000 on property. This coverage is on all employees. The premium cost is \$21.40 a year.

Only one serious accident, without coverage, could wipe out many a small town newspaper without such insurance. We suggest you look into it right away.

Anytime you have an employee run an errand for you in his own car you're taking a chance, and his coverage is only that amount which he buys for himself, in many cases the minimum (\$5,000-\$10,000) coverage.

Those things that come to the man who waits seldom turn out to be the things he's waiting for.

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

**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.

It's not how busy you are . . .  
It's what you charge that counts  
Write today for  
60-Day  
FREE TRIAL  
PORTE PUBLISHING CO.  
952 E. 21st So., Salt Lake City 6, Utah



During the 75 years since Ottmar Mergenthaler's invention of the Linotype machine, Mergenthaler Linotype Company has worked consistently to provide the newspapers of America with the World's finest typesetting equipment.

On our 75th Anniversary, all of us at Linotype look forward with pleasure to the next era of continuing service.

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## We've come a long way together

During the 75 years since Ottmar Mergenthaler's invention of the Linotype machine, Mergenthaler Linotype Company has worked consistently to provide the newspapers of America with the world's finest typesetting equipment.

Paralleling the growth of the great dailies, and the increasing number of fine weeklies throughout the nation, Linotype's leadership in research and engi-

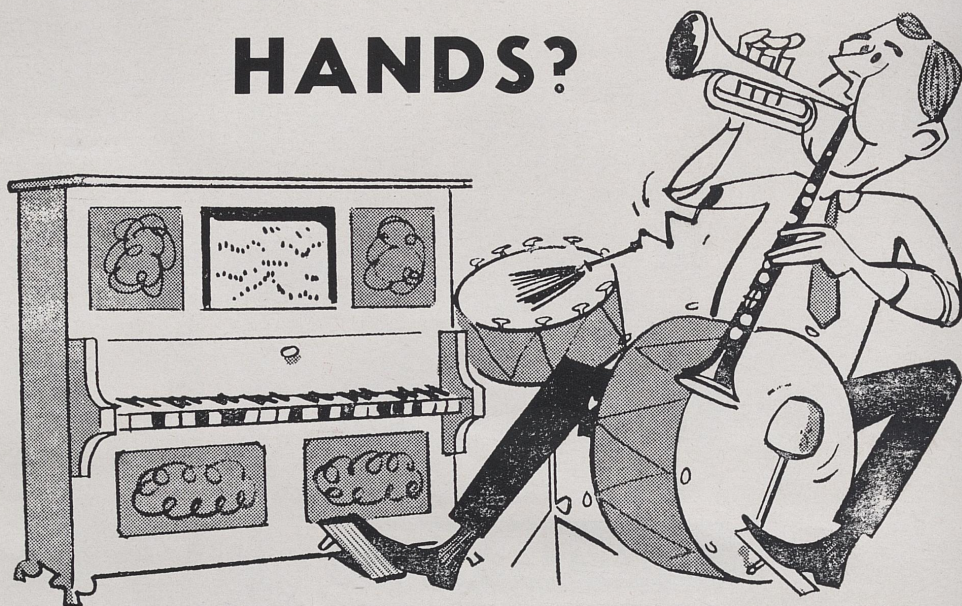
neering has kept pace with the widening demand for faster and more efficient linecasting machines.

The new Comet 300, the Rangemaster Linotypes, and the Linofilm System for photocomposition are hard at work today in composing rooms from coast to coast. We at Linotype look forward with pleasure to the next era of continuing service to the newspapers of America.

Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, New York

**LINOTYPE**

# Which is more important . . . HEAD . . . or HANDS?



Both . . . That's why KU people at all levels must have thinking heads and helping hands. Take KU managers, for instance. In the field or at headquarters their job is to **know** the electric business, to do personnel work, public relations work, to oversee the bookkeeping, and to give the best customer service.

## AND BECAUSE IT'S KU'S WAY OF DOING BUSINESS KU MANAGERS ALSO

Let their company know how and when it can be of greater service to their local communities.

Participate personally in civic affairs

● Suggest improvements in KU's methods

● Practice all forms of good citizenship

KU IS its people. KU people are good neighbors, staunch friends, devoted church and civic workers. That's the kind of company KU is. That's why you get more than kilowatt hours from KU. Get to know your KU people and you'll know KU.

**KENTUCKY UTILITIES CO.**

*An Investor-Owned Electric Company*