

# The Kentucky Press

*April, 1957*

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

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●  
VOLUME TWENTY-THREE  
NUMBER SEVEN

●  
*Coming Events---*

Publication Office:  
School of Journalism  
University of Kentucky  
Lexington

KPA 88th Annual Mid-Summer Meeting  
Kenlake Hotel, June 6-8, 1957

Official Publication Kentucky Press Association



## One-Way Route Service

Through the one-order, one bill, one check plan

KPS is equipped to give service to the advertiser and agency from the time a budget is being made until the last statement is paid.

For the past fifteen years we have been giving the following services:

- assisting in making up a budget
- assisting in choosing a string
- issuing individual contracts
- issuing individual insertion orders
- mailing mats, plates or copy
- furnishing requested proof of publication
- rendering blanket itemized statements
- paying the individual publishers
- handling all details and correspondence

and doing every other thing within reason to insure satisfactory service and obtain best possible advertising returns. We check for position, press work, and make suggestions to our publishers on more effective placement.

Without exception we have enjoyed our working relations with the agencies using our service—we invite the continuance of these working plans and also invite the inquiries of agencies who have never accepted our offer for simplifying entry into the newspapers of Kentucky.

No space under 5 inches accepted, unless for continuous run.

THE AGENCY who uses our office for clearing

- issues one contract to KPS
- issues one insertion order to KPS
- supplies string of papers
- supplies mats, plates or copy
- pays the bill to KPS in one check less agency discount.

THE AGENCY PAYS NOTHING FOR THIS SERVICE

THE AGENCY AND ADVERTISER

- receive full credit on each contract and insertion order the same as if the agency issued the orders

KPS will not knowingly extend any of its services to unrecognized advertising agencies or advertisers, nor will it knowingly accept advertising which might unfavorably involve the publisher, his newspaper, his readers, or his advertisers.



KPS does not offer special group rates. Space users may select from the Rate Book any particular group, or use the entire list, dailies and weeklies. Through arrangement we service border counties in Indiana and Ohio, and cooperate with the Tennessee Press Service in servicing border Tennessee counties. Compensation in lieu of group rate is received from routing your advertising schedules through the one-order plan; it saves the agency large overhead office expense.

Kentucky Press Service, Inc., is an affiliate of Weekly Newspaper Representatives, Inc., which organization is the only authorized national advertising representative of Kentucky weekly and semi-weekly newspapers. National advertising schedules placed with WNR for all weekly and semi-weekly newspapers in Kentucky are cleared direct with the absolute minimum of time lag. WNR maintains service offices in New York, Detroit, Chicago, Atlanta, Philadelphia, and San Francisco, with the main office at 404 Fifth Avenue, New York 18, New York. WNR offers an identical one-order plan for national coverage.

Three Easy Steps: KPS will help select product markets, give market surveys, and help plan any campaign to cover. 2. KPS assumes the time consuming order-checking detail of scheduling; it renders one invoice and proof tearsheets at the end of each month. 3. On receipt of agency's monthly disbursing check, KPS pays its newspapers by monthly check.

Legitimate advertising agencies and national advertisers are urged to use the services of KPS; to advise with KPS on all affairs of mutual concern.

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## State Auditor Orders Officers To Publish Annual Statement

From the early days of American nationality our various state legislative bodies established the principle by statute that governmental agencies which receive and disburse public monies should make an annual accounting thereof through the printed medium.

This principle concerned two factors, the first, that the public was entitled to know what monies were received from all sources and how this money was spent—to whom, for what, and the sum total—under strictest accounting methods as a safeguard to prevent dishonesty and trickery.

But equally important, the second factor was a safeguard to the public officer himself to prevent false rumors of malfeasance in office and misappropriation of public funds entrusted to his care.

In many counties in Kentucky, and in the several states, some officials have never followed the dictates of the statutes in publishing their financial statements. In Kentucky, the statute, which governs and regulates said publication (KRS 61.290) has been disregarded although the statute and its explicit regulations has been upheld by court decisions. In evidence is the recent opinion of the Court of Appeals of Kentucky, an appeal from the Bourbon Circuit Court in the case of Robert F. Cooper, et al v. The Kentuckian Citizen, et al.

There have been extended two oft-repeated reasons by many of our state-unit officials. First, some falciously contend that the posting of the financial report on the door (walls) of the county courthouse constitutes publication, refuted by the explicit language of the statute; and, second, "We do not have the money in the treasury to print the statement"—comment unnecessary.

KRS 61.295 states: (1) It shall be the duty of all public officers who are required to publish the financial statements as provided for under KRS 61.290, to file with the Auditor of Public Accounts on or before the 31st day of August of each year a copy of the newspaper containing such financial statement. (2) Any officer who shall fail to file said copy of the newspaper containing said financial statement which such officer is required to make, at the time required, shall be guilty of a misdemeanor and upon conviction thereof shall be fined not less than fifty dollars nor more than five hundred dol-

lars at the discretion of the court or jury trying the case.

Following the language and authority of the statutes in her sworn duty as a state official, Miss Mary Louise Faust, State Auditor, has served notice on all public officers, outlined and defined in KRS 61.290, that no quietus will be given a public officer on his financial statement unless accompanied by the printed statement thus required. In a statement, issued to the press April 17, Miss Faust stated:

"Only 13 per cent of Kentucky's sheriffs filed published financial statements last year with the State auditor April 17. A check showed these percentages of other public officials complying with the State law:

"Treasurers of fifth and sixth class cities, 31 per cent; county treasurers, 44 per cent; treasurers of city boards of education, 57 per cent, and treasurers of county boards of education, 71 per cent."

She emphasized that officials entrusted with public funds are required by law to publish financial statements in local newspapers, then file copies with the auditor. Penalty for noncompliance is a fine of not less than \$50 nor more than \$500.

Miss Faust indicated no penalties would be invoked immediately. She said the officials should first be informed of the law and then given reasonable time to comply.

The Press commends Miss Faust on her determination to uphold her sworn duties.

### ANPA Mechanical Clinic

The 29th annual Mechanical Conference of the American Newspaper Publishers Association is scheduled for June 10-12 at the Morrison Hotel, Chicago. Detailed reports on a variety of specialized subjects are planned for the three-day gathering. Announcement of a new color separation service for newspapers will be given at the ROP color session. Richard E. Lewis, manager of the ANPA Mechanical Department, will outline special services on ROP Color by his department. Activities of the ANPA-AAAA Joint Committee on Newspaper Printing will also be reviewed by Mr. Lewis. Important developments affecting pressroom operations, the mailroom, advertising and engraving, the stereotype department, and the composing room are to be covered during the convention.

### ANPA—Others Contend POD Formula Not Fair

Excerpts from Post Office Department Cost Ascertainment Report for fiscal year 1956 charges daily newspapers with \$65,886,414 deficit of revenues under "costs." All second class mail is charged with deficit of \$269,210,078.

Estimates of costs in this report are based on arbitrary allocation by the Post Office Department under its own formula which ANPA and others contend is not a proper or fair method of determining true costs.

For the first time, Post Office Department recognizes in some of its tables existence of "intangible factors" in allocation of costs to various classes of mail. Although second class mail is charged with total deficit of \$269,210,078, one table reallocates exactly 50 percent of "costs" for intangible factors, leaving net deficiency in revenues from second class mail of \$101,659,647. Post Office Department officials have testified that this figure represents an amount which should be recovered from second class postage. Total second class mail revenues in fiscal 1956 were \$65,890,784.

Second class mail is charged with \$59,933,070 as its share of cost of rural carriers' salaries and transportation. This is more than is allocated to any other class of mail except first class which is allocated \$64,676,378. Other major items of "costs" allocated to second class mail include \$78,278,030 for salaries and travel of city delivery carriers, \$45,121,641 for salaries and travel of mail handling and window service clerks, and \$24,694,480 for salaries and travel in postal transportation service.

Report shows total postal deficit for all classes of mail of \$603,304,998.

Allocation of deficit of \$65,996,414 to daily newspapers represents increase of more than \$5 million over total deficit allocated to daily newspapers for fiscal year 1955—in the face of statement by Post Office Department that total weight of daily newspapers carried in second class mail decreased 1.3 percent in 1956 under 1955.—ANPA Bulletin.

A recent order of the Wage-Hour Administration permitting longer holiday weekends in exchange for an extra day's work has been revoked effective January 14. Under the order, employees were allowed to make up the extra holiday time by working an overtime shift at straight time rate in the week preceding or following the holiday. The order was revoked, according to Administrator Brown, because of opposition from employer and employee organizations.

## Right To Refuse Advertising Must Be Own Decision

Frequently state newspapers send carbon copies of letters mailed to advertisers refusing ad copy. Many ad managers have no ready answer and ask for the best reasons for refusing copy. Here are some quotes from many sources that we have received covering this particular phase of advertising.

The right of a publisher to reject advertising has been discussed many times. One of the best statements on the subject was made by Elisha Hanson, ANPA general counsel, and reported in the ANPA Bulletin: "Any and all newspaper publishers have the right, and not only the right but the obligation, to determine the contents of their publications. Advertising is nothing more or less than information about goods, services, or ideas of one who is willing to pay to have that information printed. In the one respect that it is paid for, it differs from news or features. Now, just as you select news and features which you think are of interest to your reader and without any outside pressure or influence whatever, so you should select your advertising. You have the right to accept or reject any advertising, by whomsoever proffered, as long as your decision is your own decision and not a decision reached after conference with others who may be interested in the subject for their own selfish interest."

### Walking On Eggs

"Last year we refused to run advertising for two outdoor movies located about 10 miles to the north and west of our town. At the suggestion of the State Office, we gave no reason for turning it down although off the record we had been asked by the local movie owners not to accept the outdoor movie ads. Now, the outdoor movie owners are again demanding that we accept their advertising. They point out that our policy is inconsistent inasmuch as we run ads of several stores in towns more distant than the outdoor movies. Further, that we are discriminating against them because of a 'deal' with the local movie owners. Their attorney admits we have the right to turn down advertising but insists we must give a logical reason for doing so. What do you suggest we do?"

It is not within the province of HSPA counsel to suggest policy, and that is the issue here. Obviously, the attorney is wrong in claiming that a logical reason must be given for refusing advertising. A publisher may print news or throw it in the wastebasket. The same is true of advertising. BUT, if advertising is rejected because of pressure from other advertisers the law is violated. If the outdoor movie ads were re-

jected last year because of the request from the local movie owners, even though it was not accompanied by a threat to pull their own advertising, there was a violation. The fact that ads are accepted from stores more distant than the outdoor movie is of no concern, for the publisher has a right to accept or reject, if the decision is his, independently of any pressure.

Publishers confronted with this problem must necessarily determine their own policy and should let it be known that the decision to accept or reject advertising is not the result of any pressure or request. This should be emphatic in cases where advertisers request could result in a conspiracy charge against them and the newspaper as well as a civil suit for triple damages. If you don't want outdoor movie ads just say so and turn them down without giving any reason. But don't refuse any advertising because competing advertisers request it or threaten to pull their ads. Proof of that can mean trouble.

If the advertising were rejected because of an anticipated howl from local merchants or because of their demands that it be turned down, the newspaper would likely be liable in litigation. But, if the advertising were rejected because of the newspaper's established policy of not accepting advertising from outside its normal trading area, the reason would be legitimate and valid. So long as the policy for refusing advertising is adopted by the newspaper, without pressure, demand or threats from outside it is within the purview of the decision in the Lorain, Ohio case."

"If the advertising of the auction sales firm is discontinued it should be because of the newspaper's policy and not because of the insistence or suggestion from the other advertising merchants. The latter reason would amount to a conspiracy in violation of the Sherman act as defined by the U.S. Supreme Court in the Lorain, O. case. If the newspaper is convinced that buyers at the auction sales are getting inferior merchandise it may set up a policy of not accepting advertising from any firm that indulges in such practices and give that as the reason for not accepting the advertising of the auction firm. Or it can merely turn down the advertising of the auction firm without giving any reason other than that it doesn't want the advertising."—Hoosier State Press.

Mrs. Evelyn West has been named social editor of the Crittenden Press, Marion, succeeding Miss Katherine Yandell who resigned. Mrs. West is a former general reporter for two New Mexico weeklies and feature writer for the El Paso (Texas) Times.

## Wathen Addresses Doctors

Alfred S. Wathen, Jr., KPA president, addressed the Kentucky State Medical Association at Lexington on April 4 on the pressing subject of "The Press and Local Medical News." He pointed out that "the American Medical Association will furnish background information needed to establish a close and satisfactory working relationship with publishers. I cannot urge you too strongly to take the initiative in this field." He urged the doctors to "recognize the public's appetite for news on health and medicine and the medical profession's need for a good public relations program." He urged the medical officers to "learn to fit the newspaper into your schedule. If you have a story or if you are the designated person to clear a story take care of this obligation." Wathen reminded his audience that the code of medical ethics states that refusal to release certain material "may be considered a refusal to perform a public service."

## Watch The Gyp Artists

The gyp artists who prey on unsuspecting newspaper editors and "rubberize" teletype machines are busy in this area again. It's a neat racket. A fast-talking "expert" offers to quiet teletype machines for a few dollars each by installing a rubber base.

The "expert" lifts the printer mechanism off the table and puts it back after inserting a layer of sponge rubber. The rubber costs a few cents at almost any notion store. In a few days or weeks the rubber jams the printer mechanism against the hood and interferes with the operation.

Meanwhile, the rubber has become oil-soaked and begun to disintegrate. The sponge rubber treatment is impractical and worthless. If this were not so, the manufacturer would use it.

The 1957 Kentucky Press Tour sponsored by the Kentucky Chamber of Commerce and the State Conservation Commission will be held May 5-11. Invitations have been accepted by some 25 national magazine and newspaper travel editors for the tour which will include visits to the most famous of Kentucky's attractions.

Threat of a strike which would have interrupted publication of Cincinnati's three daily newspapers has been averted. Members of the International Typographical Union voted to accept a new management wage offer. The new offer for the two-year contract is \$4.50 for the first year and \$4 for the second, 50 cents more than any previous offer by the publishers.

## Facts And Accuracy Can Prevent Libel Suits

By A. O. GOLDSMITH  
LSU School of Journalism

How can a newspaper editor know what he may print without danger of being sued for libel? The answer is that there is no possible way he can be sure. All he can do is to use his common sense, fair play, and have the facts to back up whatever he may print.

Of course, an editor could play it safe by avoiding everything controversial, never mentioning anything bad about anyone, never recognizing that crime or graft or deceit exists. He could be a spineless Pollyanna and write only about flowers and four-legged animals and the philosophy of beauty, but then he would not have a newspaper. And furthermore, he might be sued for libel anyway; the owner of a dog or a flower garden might feel that some statement was disparaging and bring suit against the editor.

As long as there are people who think the world owes them a living, and as long as scheming lawyers exist to persuade someone to sue, then editors are going to be sued. So newspapermen might as well recognize the fact that they must live somewhat dangerously if they are to do a passable job of publishing a newspaper.

The danger is not that newspapers may publish a slightly libelous statement occasionally; the real danger is that newspapers will become so afraid of publishing possible libel that they fail to print the truth. When that day arrives, we will have forfeited all claim to our historic freedom of the press.

Freedom of the press was not put in the Bill of Rights so that newspaper publishers could sell advertising and make a profit on the operation. The Press was granted freedom so that it could keep the public informed. If, in the process of informing the public, a publisher finds he must risk being sued, he must take the chance.

Of course, he can minimize his risks by expressing himself clearly and accurately, and also by avoiding the use of words which are libelous per se, that is: in themselves. For instance, he needs to know that he cannot falsely use such terms as communist, fraud, crook, quack, ambulance chaser, adulteress, deadbeat, of unsound mind, and many other words and phrases which any reasonable person knows would be damaging to the reputation, if published in a newspaper story.

If you are writing a news story about a lawyer who is an ambulance chaser, you can convey that idea to the reader by merely relating the facts and letting the reader himself draw the conclusion that the man is an unethical attorney. Get the facts straight,

## 10c Paper In New Future

Several major New York City daily newspapers have boosted their price from 5 to 10 cents a copy, in a move by publishers to overtake overhead which has spiraled to fantastic heights. Major costs, such as wages and newsprint, have more than doubled in the last decade.

Scores of newspapers throughout the country are advancing the cost to readers as the inflationary trend continues unabated. In many instances the jump is from 5 to 7 cents, although a substantial number of newspapers has been priced at 10 cents for several years.

Indications now are that 1957 will mark the virtual disappearance of the five-cent newspaper. At 10 cents a copy the daily newspaper is the greatest bargain available to the American public. Unless there is a halt to inflation, it may not be long until some papers are priced at 15 cents a copy.

That the public recognizes the necessity for these price increases is demonstrated by the fact that total newspaper circulation continues to increase year by year. The action of several newspapers in the nation's largest city in doubling the price per copy is evidence that an increase of a penny or two is no longer sufficient to overtake the soaring costs.

Recent change in postal regulations affecting rural newspaper receptacles. Postal regulations covering newspaper receptacles placed on rural mail box posts have been amended. Part of Postal Manual paragraph 156.53 relating to newspaper receptacles was changed October 24 to read as follows:

"A receptacle for newspapers not restricted to any one paper, may be placed above or below the mail box or on the post or support of the mail box, if it will not obstruct the view of the flag or present a hazard to the carrier. Any display of advertising on the outside of the receptacle is prohibited."

It is a little difficult to understand why the post office prohibits the name of a newspaper on the outside of its tube when PO trucks carry all sorts of commercial advertising on their panels.

The City of Lynchburg, Va., is encouraging citizens to read new city ordinances by publishing the most important ones in big, bold type with eye-catching introductions in the local newspapers.

present them fairly, have proof to back them, and you will be about as safe from libel as is possible to be in the hectic world of journalism.

## 1956 Wage Increases Gain On Living Index

Results of a wage and salary survey by the Inland Daily Press Association released recently show Inland employees gained wage increase of 5.7 percent during 1956 while the Cost of Living Index increased only 2.5 percent. A number of Southern Newspaper Publishers Association members participated. In the latter half of the year living costs rose slightly faster than wages, according to the survey, but the average newspaper employee still received one and a half times what his job paid when the wage study was begun in June 1948, and increased living costs take away less than a third of that gain.

The results of the survey, based on replies to a questionnaire from 152 daily newspapers, also showed that during 1956 general news reporters received the largest increases among the four major job classifications studies. Their average weekly wage was increased from \$69.76 reported in November 1955, to \$75.58, a gain of 8.3 percent, by November 1956.

Average weekly wages paid to office clerks, which rose sharply from \$46.49 in November 1955 to \$50.09 in June of 1956, declined to \$49.17 in November. However, the full-year gain is 5.7 percent in this classification. Weekly pay to ad salesmen rose from an average of \$77.27 in November 1955 to 81.43, a gain of 5.4 percent for the year. Compositors hourly wages showed a full year gain of 3.3 percent being quoted at \$2.174 in November.

## Comparative Prices Studied

Directors of the Louisville Better Business Bureau deplored the use of deceptive advertising and urged B.B.B. members to use only value claims that are "accurate and provable."

In a resolution aimed primarily at those advertisers making fictitious comparative-price claims, the directors said:

"The board of directors of the Louisville Better Business Bureau hereby condemns the use of false or deceptive comparative-price claims in advertising and urges its members, and all advertisers and distributors at local and national levels who use comparative-price claims, to use only price or value claims which are accurate and provable."

Leo A. Meagher, B.B.B. managing director, said comparative-price claims are those in which an advertiser bills a product as being worth more than the selling price. Such a claim might list a product as "formerly \$50, now only \$25," he said.

Meagher said such advertisements lead to public disbelief in advertising generally.

# 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  
 Sustaining Member  
 National Editorial Association  
 Newspaper Managers 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.

Alfred S. Wathen, Jr., *President*  
*Kentucky Standard, Bardstown*  
 Martin Dyche, *Vice-President*  
*Sentinel-Echo, London*  
 Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky, Lexington*

## District Executive Committee

*Chairman, Thomas L. Adams, Herald-Leader, Lexington (Sixth); First, Paul Westpheling, Fulton County News, Fulton; Second, Mack Sisk, Progress, Dawson Springs; Third, Neil Dalton, Courier-Journal and Times, Louisville; Fourth, John B. Gaines, Park City News, Bowling Green; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Seventh, W. Foster Adams, Citizen, Berea; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, Earl W. Kinner, Licking Valley Courier, West Liberty; Tenth, S. C. Van Curon, Enterprise, Harlan; State-at-Large, Fred J. Burkhard, Casey County News, Liberty; State-at-Large, Larry Stone, Messenger-Argus, Central City; Immediate Past President, Charles E. Adams, Gallatin County News, Warsaw.*

## Kentucky Press Service, Inc.

James M. Willis, *President*  
*Messenger, Brandenburg*  
 James G. Wilson, *First Vice-President*  
*Log Cabin, Cynthia*  
 George M. Wilson, *Second Vice-President*  
*Breckinridge County Herald-News, Hardinsburg*  
 Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky, Lexington*

## Board Of Directors

*Chairman, Bennett Roach, Shelby News, Shelbyville; Rumsey E. Garrison, Anderson News, Lawrenceburg; Enos Swain, Advocate-Messenger, Danville; Niles Dillingham, Progress, Dawson Springs; Officers Ex-Officio.*

## Princeton Times Explains Policy On Advertising

The following pointed editorial in the Caldwell County Times, Princeton, is worthy of consideration by all publishers. It is a definite statement of policy that should receive favorable action by Caldwell County readers.

For the past two weeks the Times has been informing its readers of the rising cost of newspaper publication. We've mentioned the increased cost of newsprint, ink, service, and other necessities of a newsprint business.

The one big item we have not mentioned, that has a direct obligation to its readers, is the morale level maintained by a newspaper. To keep the standards of our newspaper above and beyond any deprivation of dignity, we refuse to accept payment, after payment of the advertising dollar which does not meet the level of our established morale obligation.

During the period of a year we receive questionnaire after questionnaire asking the different types of advertisements we will print. We review each question we answer, and review it closely, before we give the answer yes. Every time we say no—it costs us advertising dollars. When we advertise for any business, with which we don't have personal contact, we remember our HOME-FOLKS before we give a qualified answer to accept.

There are many "fly-by-night" businesses that attempt to use the pages of a weekly newspaper, including the Caldwell County Times. Most of these types of advertisers have an "unbelievable-bargain" they want people to buy. This type business will not go through the normal channels of a bonafide advertiser by using agencies like the Kentucky Press Association, WNR, and the like. They work directly with the individual newspaper.

Some of the "direct-contact" companies are alright, but—many of them are not. Here at the Times office we make certain they are "above-board" before we will carry their ads. The Kentucky Press Association is a most helpful organization when it comes to screening the advertisers. If the Times ever has a question, we contact the KPA and they have a qualified reply almost immediately.

Therefore, you our subscriber, our HOME-TOWN advertiser, can see that maintaining a high moral degree in the newspaper business, costs the printer money. It is true a newspaper can charge a higher rate for this so-called "foreign-advertising," however, no money can buy back the dignity and good name of a newspaper once it has been lowered by carrying advertisements that misled Princeton and Caldwell county citizens. Evi-

dence is available that shows the loss in advertising dollars will reach the four figure department by refusing advertisements that don't meet a high level of honesty.

We, of the Caldwell County Times do not fret at the loss of this money. We feel the Princeton and Caldwell county businesses are due this much support from the large Circulated Newspaper in Their County. It is our obligation to support a healthy increase in local sales, not to assist sending the purchaser's dollar elsewhere.

## KPA Press Fund Check Presented At Covington

The Kentucky Press Association, continuing its drive to assist crippled children's programs in the state, presented a check for \$4132.40 to the Kenton-Boone Chapter of the Kentucky Society for Crippled Children on March 21.

Carl Saunders, editor of the Kentucky Post, presented the check for the KPA to Troy Russell, president of the Kenton-Boone crippled children's chapter and Miss Mildred Nelson of the state Crippled Children Commission.

The money will be used to purchase equipment for the local treatment center and crippled children's school.

Saunders said, "The Kentucky Press Fund was established in 1948 by member newspapers of the KPA for the purpose of providing facilities for crippled children. The fund derives all its money from individual efforts of member papers through the sponsorship of some event in various communities. It is not a drive or simply another campaign. It is a continuing effort on the part of the KPA membership to take advantage of the opportunities which every editor sees from time to time to sponsor some worthwhile local event."

This old but active problem was pointed out in a letter from a publisher who writes:

"As you know, every once in a while, a publisher asks, 'Why don't I get more national advertising?' I think I have a good chunk of the answer here. Enclosed are proofs of five handouts all plugging specific items and all disguised as news.

"As long as any papers use this junk, manufacturers will find it profitable to send it out, instead of spending their money on ad space. Can it be that some of the brethren don't realize what they're giving away when they print stuff like this? Maybe we ought to remind publishers that when they print this, they're helping to keep paid national advertising out of newspapers." Georgia Press Assn.

# On The National Front---

**Newsprint:** As part of its over all study of price increases, the House Committee of Interstate and Foreign Commerce held a hearing on the newsprint situation. Chairman Harris (D-Ark.) said the committee was looking first at the broad picture to determine whether further investigation of specific aspects is warranted. H. B. McCoy, head of the Commerce Department's Business and Defense Services Administration, testified that newsprint supplies should slightly exceed demand this year. Stating that the newsprint supply picture had improved in recent months, Mr. McCoy claimed "no emergency exists at the present time." He also stated he had no evidence that recent price increases had been caused by collusion among producers.

**Government Competition:** The Eisenhower Administration is expanding its efforts to eliminate government business activities which compete with private industry. Budget Bureau Director Brundage has directed each federal agency to review and evaluate the "service" functions of its commercial-industrial activities. The agencies are to report to the Bureau by April 15, indicating which activities should be eliminated or curtailed and recommending appropriate action. Last year the Bureau found that 19,321 government-operated installations performed commercial and industrial functions, of which 10,850 fall into the "service category." We understand the printing of envelopes by the Post Office is included in the study. Post Office officials have informed us they are neutral and will make no effort to retain this activity. They claim they perform this work because they were directed to do so by Congress. No indication was given, as to what might be included in their report to the Budget Bureau.

**Post Office:** The House Appropriations Committee cut \$58 million from the 1958 Post Office budget. The Committee, as in prior years, urged the passage of legislation to increase postal rates. In a press release, Deputy Postmaster General Stans warned that the budget cut proposed by the Committee "would compel a drastic curtailment in postal service to the American people and reduce the Department employee force to approximately 10,000 vitally necessary jobs." Mr. Stans said if the cut is sustained by Congress, one or more of the following steps would have to be taken; end Saturday mail deliveries; close post offices on Saturday; reduce frequency of rural free delivery service; reduce the number of deliveries each day to business

houses; and eliminate postal money order service. After Congress had included a nine million dollar budget, Summerfield, following his threat, ordered all post office activity closed on Saturday, April 13. He had asked for \$47 million. Because of the impact of this action, Washington advices state that his budget request will be granted as \$41 million.

**Proposed Legislation:** Additional bills introduced in Congress of interest to publishers since the last report on new legislation are those which would permit coverage under Social Security of service performed by an individual in the employ of his son, daughter or spouse, and service performed by a child under the age of 21 in the employ of his father or mother; establish a Federal policy concerning the termination, limitation or establishment of business-type operations of the Government which may be conducted in competition with private enterprise, reduce the maximum work week under the Fair Labor Standards Act of 1938 to 35 hours; permit weekly newspapers to suspend publication for not more than two issues in any one calendar year without loss of second-class mail privileges.

**Outdoor Advertising:** Congress periodically attempts to limit various forms of advertising. Two bills already have been introduced to prohibit the advertising of alcoholic beverages in newspapers and magazines. Two other bills recently have been introduced seeking to ban outdoor advertising along the proposed 41,000 mile network of superhighways. One of these bills would deny Federal highway aid to any state which did not comply. Outdoor advertising company officials told Secretary of Commerce Weeks they favored reasonable regulation at the local level but contended the Federal Government has no authority in this field. This bill died in committee, but may be revived for compromise.

Manchester businessman Rex Clarkston is the new advertising manager of the weekly Manchester Enterprise. Clarkston has been a sports writer for the paper and other periodicals for several years.

James N. Keen, Courier-Journal & Louisville Times staff photographer, has won fourth prize in the industrial class of the 10th annual Graflex photo contest. Keen's picture of valves taken at the Louisville General Electric plant was awarded a prize of \$200 in savings bonds.



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NEWSPAPERS PRINTED  
ON KENTUCKY-MADE  
NEWSPRINT**

After the year 1793, many of Kentucky's early newspapers were printed on newsprint that was made right here in Kentucky. As the old "Royal Springs" in Georgetown, Kentucky, the first paper mill in the West was started by the Rev. Elijah Craig at the Parkers. Here, the first paper was produced in 1793. An old description of the mill, found in Collin's History of Kentucky, reads:

*"The mill house, as seen by E. H. Steadman in 1818, was 40 x 60 feet, the basement of stone, and the two and a half stories above of wood—the best frame Steadman ever saw—with not a cut-nail in the building, even the shingles being put on with oak pins. Here was turned out the first sheet of paper in the great West, made by hand, sheet by sheet."*

Misfortune, however, hit the Kentucky paper mill. It caught fire and burned to the ground in 1837. John Bradford's "Kentucky Gazette", Lexington, was among those pioneer Kentucky newspapers that purchased all their newsprint from this early mill.

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 beer 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**

*In Memoriam...*

**George A. Joplin, Jr.**

Death has ended the career of an outstanding Kentucky weekly publisher and civic leader. George A. Joplin, Jr., publisher of the Somerset Commonwealth, died at a Somerset hospital on April 2. He had been in failing health for several years.

A long-time member of the Kentucky Press Association Executive Committee, Mr. Joplin was KPA president in 1934. In 1925 he purchased a half-interest in the Somerset Commonwealth, the Somerset Journal and the McCreary County Record, interests which he still held at the time of his death. Under his editorship the Commonwealth won more than 75 certificates of excellence and trophies in statewide newspaper competition.

A native of Pennsylvania, he was a graduate of Louisville Male High School and Centre College, and was a member of the Board of Trustees of Centre.

He began his journalism career on the Danville Daily Messenger and also served as a reporter for Lexington and Louisville newspapers. While sports director of publicity at Centre in the 1920's, he named the school's outstanding football team the Praying Colonels. A veteran of World War I, he was outstanding in many local and state civic organizations.

Mr. Joplin's survivors include his wife, Mrs. Barthenia Sallee Joplin, and a son George A. Joplin III, managing editor of the Commonwealth. To his surviving family the Press expresses deepest sympathy with a sense of loss of a long-time friend and advisor.

\* \* \* \* \*

**Neville Dunn**

Neville Dunn, president of the Thoroughbred Record Co., and co-editor of the Thoroughbred Record magazine died at Lexington on March 12. A breeder of thoroughbred horses, Dunn had also served on the Lexington Leader news staff and was a sports editor for the Lexington Herald. He coined the names "Baron" and "The Man in the Brown Suit" for University of Kentucky basketball coach Adolph Rupp.

\* \* \* \* \*

**Harry R. Preis**

Harry R. Preis, 63 years old, veteran printer on the Louisville Times, for the past 40 years, died early in April.

\* \* \* \* \*

**Albert Y. Aronson**

Albert Y. Aronson, a Louisville newspaperman for 50 years and former managing editor of the Louisville Times, died April 11 at

a Louisville hospital. Aronson retired 1952 after 28 years as managing editor of the Times. He had worked a short period for the Courier-Journal and served for many years on the executive committee of the Associated Press Managing Editors Association.

M. B. Holifield, assistant attorney general who was rightly called "the oldest acting attorney general in the nation," died April 10 after a long illness. He was 85 years old. Mr. Holifield gave many opinions relative to newspapers and the printing industry during his long service.

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# A Newspaper Is People

By Cleve Rumble

Director, Employee Relations, the Louisville (Ky.) Courier-Journal and Times

A newspaper is far more than a plant with necessary equipment. The current focus on automation should not diminish our recognition that a newspaper is people. Management continues to face the task of getting things done by people, using their abilities, knowledge and skills.

It seems to me that we can boil all the fancy talk down to these two main objectives: 1. We want to get good, qualified people to work for us; 2. We want to keep these people and we want to keep them doing a good job.

In recruiting people, we need to realize that first of all we must have the character of operation that will be attractive to the kind of people we want to employ. In addition, affective recruiting simply means maintaining contacts with potential sources of supply. This includes the high schools and colleges as well as sources and channels within our own industry.

In selecting people, there are four primary things to do. We need to investigate applicants, interview them and see what they look like and how they handle themselves, test them if testing is indicated by the nature of the assignment, and examine them medically.

Now all of this sounds obvious and almost naively elemental. Yet it seems to be the obvious that is frequently ignored.

What is involved in keeping people and keeping them doing a good job? Naturally you have to pay people at least the prevailing wage. Of course, actual wage and salary rates are only part of the remuneration, and fringe items have to be surveyed too.

But, all of us know that money is not all that has to be considered. Responsible research by practical men indicates that people react according to their attitudes, the way they feel about things around them.

I think all of us who have the responsibility of supervising other people should make a deliberate effort to spend more time in contact with them and in the locality of their work, not just our offices. In our attempts to stay in closer touch and to give others the opportunity to stay in closer touch with us, we need to sharpen our skills in listening.

To listen more skillfully we need to know something more about attitudes, these springboards of conduct. Here are some of the main characteristics of attitudes:

1. Attitudes carry an emotional charge.

Some attitudes are more intensely felt, more emotional in their content, than others. To this extent, their meaning to the individual will vary.

2. Because they do carry this emotional charge, attitudes are not subject to the principles of logic, the rules of sound reasoning. It has been said that people feel their way through life rather than think it.

3. Attitudes may contain latent content. This is another way of saying that behind the apparent content and meaning of an attitude may lie some "hidden meaning."

4. Attitudes seek expression. All of us want to give vent to our feelings.

5. Attitudes seek a convenient focal point. People are prone to either rationalize and excuse away their attitudes, or to justify their existence. In doing so, they tend to focus them on convenient and accepted subjects or persons.

In addition to these major characteristics of attitudes, research has uncovered several attitudes that are generally held by most people. We should be alert to the expression of them in our attempts to keep in touch with others. Several of them are:

1. Resistance to change.
2. Resistance to authority.
3. Sense of dignity and personal integrity.
4. Desire for inclusion.
5. Desire to participate.

As to the actual listening itself, some principles of procedure have emerged that can guide us in the development of this skill. Here they are:

1. First of all, try to get the feel of the discussion and determine whether or not you are hearing concrete facts, information, or expressions of feelings or attitudes.

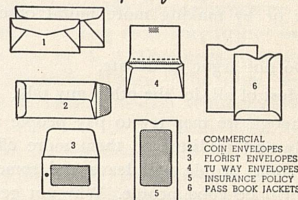
2. If what is being said by the other fellow has to do with his opinions and the way he feels about things, then the following guide points may be valuable:

- a. Regard what is said as a part of a total picture.
- b. Listen for clues to latent content.
- c. Do not regard everything said as either fact or error.
- d. Take note of the varying levels of emotional intensity.
- e. Observe what subjects are avoided. These usually indicate areas of meaning and significance to the individual.
- f. Listen to what a person cannot say without help. Frequently, people have difficulty in being articulate about subjects that are of great meaning to them.

(Continued on Next Page)

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g. Listen in a patient, friendly, and confidential manner.

h. Do not display authority or act in such a manner as to call attention to or emphasize your authority.

i. Do not express judgments by giving advice or by making more moral observations.

j. Do not argue or debate.

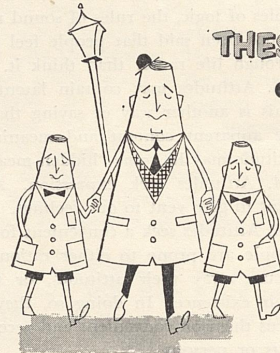
k. Most of all, let the other guy talk.

Although we may try to pay people adequately and to listen to them more effectively, some people will leave and some of them will be good people. Why not get in touch with some of the good people who left your organization two or three years ago? Why not ask them to give you the benefit of their judgment and ideas, now that they are established elsewhere and have had time to reflect about their own work and your own company? There is the distinct possibility that you might learn something and it may be of real value to you in trying to operate more efficiently.

A seldom-used, but valued—by its owner—antique printing press was stolen recently from the museum at Renfro Valley and later recovered in a Stanford junk yard. John Lair, owner of the press, identified as an old fashioned Lowe, reported it stolen. Also missing was \$400 worth of type, borders, etc. Lair, who valued the press at \$600, recovered it from the junk yard where it had been sold for \$1.50.

"ET . . . Typings", a publication of the Electric Typewriter Division of the International Business Machines Corp., will begin publication at Lexington soon. It will be edited by Homer Harper, a former University of Kentucky student and formerly publisher of the Grayson Journal-Enquirer. IBM recently constructed an electric typewriter plant at Lexington.

New associate editor of the Du Pont Magazine, published at Wilmington, Del., is George Reynolds who resigned after six years as a reporter on the Lexington Herald. Reynolds, a World War II Navy veteran, has a journalism degree from the University of Kentucky. The Du Pont Magazine is published by that company for customer distribution.



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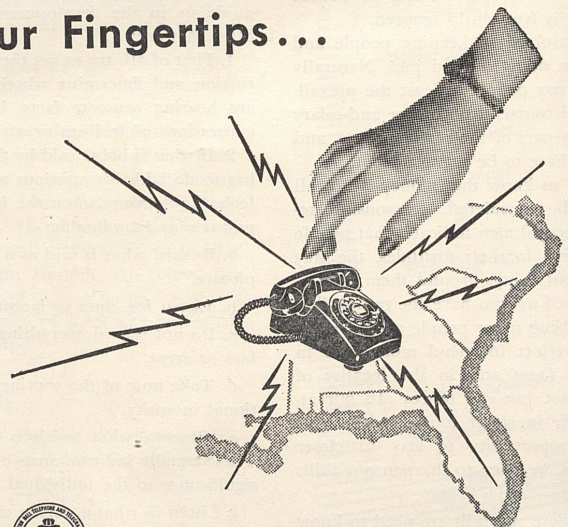
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## The Nation at Your Fingertips...

A big objective of the Bell System is to make it possible some day for people to dial their own Long Distance calls. An important step toward this objective is the changing of all telephone numbers to a uniform numbering system of a central office name and five figures. The program is moving rapidly in Southern Bell's nine-state area.

It's a big job, and it's in the interest of faster and better service for you. Right now, your Long Distance calls go through twice as fast when you give the operator the out-of-town number.



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**Postmasters Can Furnish  
Route Subscribers Lists**

Postmasters are now authorized to furnish publishers, without charge, lists of their subscribers living on rural and star routes in order that they may separate the copies by route and delivery sequence. These lists shall be made up by carrier routes and the patrons' names shall be arranged in the order served by the carrier.

Publishers who cooperate by separating their mailings as above indicated should tie the copies in bundles labeled to the carrier routes. Such separations will make office sorting by the carrier unnecessary.

It is not intended that lists will be furnished for any purpose other than stated in this authorization. A list should not be furnished in any instance where the number of subscribers served on a route is so few that there would be no material saving in sorting time.

This authorization does not discontinue the long standing practice in post offices of arranging publishers' galley lists by carrier routes and delivery sequence without charge as a cooperative service to facilitate postal delivery of publications.—Bureau of Post Office Operations.

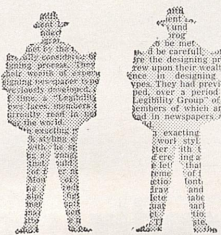
On display at the Georgetown News office is a prize-winning news story written over 20 years ago by A. A. Daugherty, currently of the Louisville Times. The story, on the death in 1935 of Jackson Whipps Showalter, was judged by the Kentucky Press Association as the Best Community News Story published that year. Daugherty, at the time of the writing, was associate editor of the Georgetown News.

Congratulations to the Louisville Courier-Journal, winner of a top award among American newspapers in a contest on typography, make-up and printing. The paper won first honorable mention among papers with more than 50,000 circulation in a contest sponsored by N. W. Ayer & Son, Philadelphia advertising agency.

The Florida Supreme Court has recently issued an important ruling concerning shopping guides. The court, in reversing a lower court decision, said that shopping guides devoted primarily to advertising may not qualify as newspapers and thus must pay Florida's sales and use tax on their cost of production.

According to the court, the question as to whether shopping guides qualify as newspapers was never brought before a court.

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Many publishers are turning to a larger body type as the solution to the problems of legibility, and if this is a move you are considering, be sure to see Linotype Corona.



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Modern lighting is important in *any* business. It's your best salesman. It's your best assurance of speedy, accurate, efficient work from your staff. Foods look fresher, more inviting; fabrics reflect their true hues and colors, and in *your* shop mistakes are caught *before* they're made.

And the addition of modern lighting not only helps *your* business. It helps the entire community. Modern store fronts and modern lighting help to make a newer, brighter, more inviting town. They increase local business and attract out-of-town trade, too.

There's a KU lighting adviser as near as your telephone. Ask him to help you design the lighting your store should have. He'll be glad to show you how to use modern lighting to *your* best advantage.

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