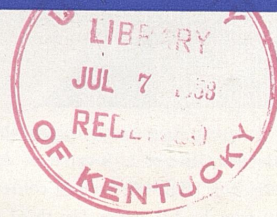
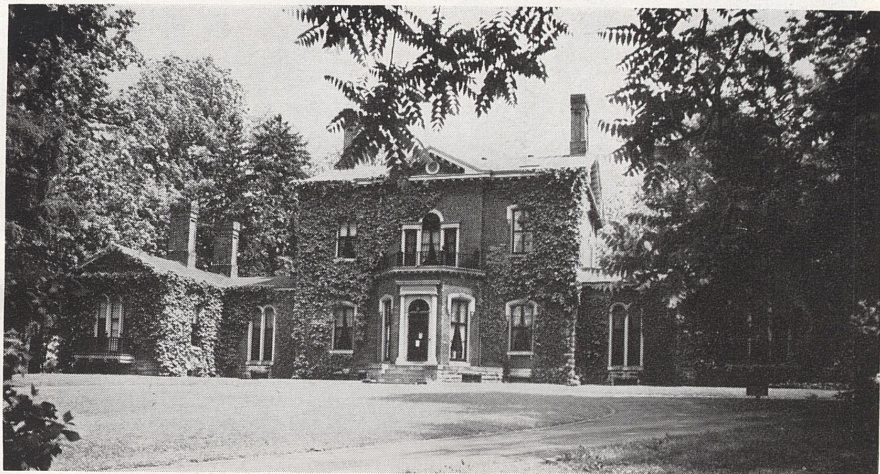


The Kentucky Press

June, 1958



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



Kentucky's Showcase: Henry Clay Homestead, Lexington

VOLUME TWENTY-FOUR
NUMBER NINE

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association



Mrs. Francelle Armstrong, center above, holds the three first-place plaques won by the Henderson Gleaner & Journal in daily divisions of the Best Hometown Column, News Pictures and Highway Interest contests. Carroll Knicely, Glasgow Times, shows the certificates won by his paper for third place, Best All-Around Community Daily and Best Front Page, daily; and second place, Editorial Page, daily. Middlesboro Daily News general manager Maurice K. Henry, right, shows the plaques awarded the News for first place



in the Best All-Around Community Daily and Editorial Page, daily, contest. Captain Hanson of the Salvation Army, Atlanta, presented the cash prizes awarded by the Salvation Army in the Best Religious Editorial contest. Pictured with him are, left, James G. Wilson, editor of the second-place Cynthiana Lob Cabin, and Lt. Gov. Harry Lee Waterfield, publisher of the first-place Hickman County Gazette.

Some Ad Data Should Be Kept Confidential

The Indiana Press Association was asked this question by a member: "We have received what is referred to as a routine check-up from an advertising agency requesting us to list the amounts spent by any and all gasoline and oil companies on advertising in our paper in 1957. We do not want to offend the agency but seem to recall a Bulletin some time ago advised against giving such information. What do you suggest?"

Under no circumstance should such information be divulged, even though it might result in increased lineage or a new account. It might work the other way. The relation between a newspaper and each of its advertisers is as confidential as that between a physician and patient or lawyer and client. There is nothing that will cause more distrust of a newspaper than for an advertiser to get the impression he is being played against a competitor.—Indiana Press Assn.

One bill in the Kentucky legislature that was not reported out concerned trading stamps, similar to the escheat law passed in New Jersey. However, this law lost in that state's superior court on appeal. The object of said bills was to compel trading stamps distributors to pay the state treasury a sum equal to the value of unredeemed stamps. To us, this proposed law was unnecessary.

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS



This Handy Knife Is Worn Like a Ring

25c EACH ALL SIZES \$2.40 PER DOZ.

Handy Twine Knife Co.
Upper Sandusky, Ohio

IMPROVE YOUR NEWSPAPER PLANT WITH NEW EQUIPMENT

From
JOHN L. OLIVER & SONS
952 Main Nashville

Representing the Leading Manufacturers from a Makeup Rule to Duplex in new or rebuilt Printing Equipment.

Attendance Record Is Broken At Cumberland Falls Meeting

Members of the Kentucky Press Association turned out in record numbers for the 89th Annual Mid-Summer meeting at Cumberland Falls June 5-7. Two hundred and three persons, the largest attendance on record for a summer convention, were present for the banquet on Friday night and remained during the remainder of the time to participate in the business sessions and to enjoy the recreational activities the park area affords.

One of the highlights of the meeting was the Thursday night preview of "Endless Waters", the newest attraction of the Park, in which lights and sound are coordinated in an effort to create a spiritual experience for the public in association with the extraordinary wonders of the natural setting." Mrs. Ben Kilgore, Director of State Parks, related the experience of installing the equipment for the production at the falls.

Friday morning program got under way with the invocation by W. Foster Adams, editor of the Berea Citizen, and an address of welcome by Mrs. Kilgore. Following this, Don Sturgill, Commissioner of Public Safety, thanked the members of the Association for their support of the safety campaign of the State Police, reminding them that without a favorable press the work of public organizations would not be effective. He further emphasized some of the details of the police organization and related anticipated plans for the future of the group.

The remainder of the morning was taken up by Edmond C. Arnold, editor of Lino-type News, in discussion of "Modern Newspaper Design" in which he emphasized the new trends in newspaper makeup.

Seven out of ten newspaper readers have some sort of eye defects, Arnold related, which means more editors and publishers must consider a change to nine point body type. These are the hardest times ever, he continued, for the country newspaper and every effort must be made to maintain old subscribers and gain new ones. And, while the paper is making an effort to hold the reader, it must also make money; therefore, the narrower column width must be tolerated.

In regard to functional newspaper design, the New York editor stated, there are some questions which the editor must ask himself: Does the design do a good job? Can it be done easier, faster and cheaper? Is this job necessary? In answer to these questions

Arnold pointed out one time saving device of placing a carbon paper between the sheets of the ledger in the bookkeeping process, one remains in the book and the other goes to the advertiser. This can save as much as two man hours each month, he added.

Another question of interest concerns the jim dash—is it necessary? Ordinarily it does not do a good job, but to the contrary a bad one, Arnold said. The eye can only read so much to the point of fatigue and if it has to read over several jim dashes, it will tire sooner which in turn cuts down on the amount of news copy which will be read. Several lines of copy could be placed in the same space which is taken up with dashes. And there is just as much wear and tear on the machinery to set them as for a line of copy. The elimination of this device will not only save the reader eye-strain but will also save the newspaper money.

Arnold continued his discussion in regard to multi-deck headlines. He referred to surveys which prove the multi-deck headline is not necessary to lead the reader down into the body type. The space which these headlines had previously occupied could be utilized for more copy. Some headlines are absolutely necessary, he related, as it is the only way to advertise the news which the paper is offering for that day.

The indented and drop headlines were the next to get Arnold's attention. Here again he referred to surveys on the reading habits of the subscriber in reference to the way he reads. The eye, he stated, always goes back to the extreme margin on the left when reading. Why, then, not use flush left headlines? Flush left headlines are easier to read, easier to set, and faster to write, he emphasized, therefore, giving you a better product for less costs.

Arnold concluded by stating that if these questions are asked honestly and acted on, the overall product would cost less and be much more effective from the standpoint of the reading public.

The Friday afternoon hours were taken up by recreational activities with bridge and golf being the main planned sports. The men did quite well by winning both the first honors in bridge and golf. Jodie Cozder, Campbellsville, took top honors in the bridge game while Dan Knott, Russellville, turned in the lowest score in the golf course.

Friday night was the time for the annual

banquet at which time the awards were given for the best papers in the different divisions of the yearly contests (see winners listed in another article of the Press). Entertainment of folk music was furnished by Bill Ed Wheeler of Berea.

Miss Mary Louise Foust, state auditor of public accounts, told the Saturday morning group that "inadequate records eat into the taxpayer's money." She discussed the operation of the State's auditing department and some of the regulations governing legal advertising. During the same session, the committee responsible for the new legal statute told of the work which it did in preparing the statute for presentation to the Assembly.

The convention also instructed the executive committee to work out details for a new school of journalism foundation in Kentucky. The corporation is designed to promote and financially assist journalism at the University of Kentucky. George Joplin III, chairman of the committee, recommended the formation of the foundation and said it would be financed through voluntary contributions from Kentucky newspapers and industry.

The meeting adjourned in time for Saturday lunch.

Resolutions Passed—

To the Division of Parks and the staff of Cumberland Falls State Park, to the officers and convention committee of the KPA and to all who provided entertainment or hospitality, we extend our appreciation for an enjoyable and refreshing meeting.

We welcome the new faces at the meeting and the large number of entries in the contests as evidence of stronger interest in the field of community journalism. We urge upon every publisher in the state serious thought to the proposition that what helps one newspaper helps all, and what hurts one newspaper hurts all.

Landon Wills, Chairman
Herndon J. Evans
Amos Stone

* * * *

We believe that the Congress of the United States should enact legislation changing the lottery regulations of the Post Office Department so that they do not result in Censorship of the Press, or conflict with the First Amendment of the Constitution.

Under present regulations, newspapers are banned from the mails if they print a notice regarding an event, which by Post Office interpretation is construed to be a lottery. For example, it is unlawful to mention that a Bingo game will be held in a church, school, or club, even though the proceeds

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(Continued From Page One)

will benefit charity.

We believe that the lottery laws were not originally designed to stop this type of event, in which no criminal element is involved. Nor should they be.

We further believe that the Press of this country have the right, under the First Amendment, to print all of the news that occurs, or is to occur, without censorship from the Post Office Department. If the Government is to enforce such laws, it should be against the individuals or organizations directly involved, not against the newspaper which calls it to attention.

It has been held by some that these Postal Regulations have not infringed on Freedom of the Press because "Congress is not required to provide mailing privileges at all." But as a practical matter we know that the newspapers of this country cannot operate without sending some copies through the mail. So in fact, censorship by the Post Office Department is in effect, a denial by the United States Government of a Free Press.

We further point out the inconsistency of the Postal Regulations in banning the mention of Bingo games, but in permitting the complete reporting of horse racing events, including the betting odds, and results, down to the last dime paid in wagers. We do not believe that much of a "moral" argument can be made for horse race betting over Bingo. The present Post Office definition of a lottery in this case favors a private, profit-making organization, over a charitable, non-profit making institution.

In addition, Bingo today is being played on television with thousands of dollars in prizes being given the winners, without government interference. It is contended that these games are not a lottery, because the entrant does not pay cash in order to play. The fact that he, or someone else, must pay more for the product sponsoring these games, is not considered. We feel that the "morality" of Bingo is not affected by whether the player pays cash for the privilege of playing, or whether he, or someone else, pays a higher price for the product sponsoring the game.

The effect of the present laws has been to make a mockery of this regulation because although the newspapers have been prevented from mentioning Bingo, it is today being played in thousands of homes, schools, churches, and non-profit clubs, in most cases for charitable purposes, by the finest of our citizens.

We therefore ask Congress to revoke all sections of the Postal Regulations now preventing the publication of any information regarding an event, which by Post Office interpretation is construed to be a lottery,

Washington Notes--

By RICHARD D. GREEN
NEA Washington Representative

Baltimore Ad Tax: The validity of the Baltimore advertising tax will be tested in court in Baltimore at a trial scheduled to start June 16. The tax became effective January 1, 1958 but was later repealed effective January 1, 1959. Advertisers and media are challenging the statute, even though it has been repealed, so as to recover tax payments already made.

According to Baltimore's budget director, the tax receipts are coming in at a rate which will put them \$1,000,000 below estimates. Main reasons attributed to the below-estimate collections are the lack of a strict enforcement program, the uncooperative attitude of advertisers who are confident that the tax will be declared unconstitutional and the business slump.

Meanwhile, a report has been received that a bill to tax advertising placed with Florida media is likely to be proposed in next year's Florida legislature.

Social Security: The House Ways and Means Committee has announced hearings June 16-27 on various bills to further liberalize social security benefits. Chairman Mills (D., Ark.) stressed in his announcement of the hearings that the committee might not have time to act this year on all the proposals on which it receives testimony.

Key members of the committee believe the likeliest outcome is a limited bill to boost social security payments and federal grants to states for public assistance, leaving for the future such proposals as providing hospitalization and medical payments under social security and ordering extended coverage of the unemployment compensation systems.

The increase in social security and public assistance payments has probably become even more attractive than usual in an election year as a result of the decision by Congressional leaders to forego a tax cut this year.

Unemployment Compensation: President Eisenhower signed into law a bill providing federal financing for extra unemployment compensation benefits to workers who have exhausted state benefits and asked Congress for \$666,700,000 for the program. Several governors have decided to call special sessions of their legislatures to pass the legislation necessary to take advantage of the federal bill.

Secretary of Labor Mitchell wired the governors of the 48 states, Alaska and Hawaii

thereby ending censorship of the Press by the Post Office Department.

urging them to take advantage of the additional unemployment insurance funds to be made available by the government. In his wire, the Labor Secretary told the governor his department was prepared to enter into immediate agreement with the states or the agency administering the unemployment law of the state, whereby, as agent of the United States, the state would make the benefit payments.

Taxes: The House approved a one-year extension of present corporate and excise tax rates that otherwise would drop at the end of June. The measure now goes to the Senate where there may be an effort to reduce excise levies on automobiles and on rail transportation.

Outdoor Advertising: Outdoor advertisers have become alarmed at the number of special sessions of state legislatures being called to consider federal aid for state unemployment compensation systems. The U. S. Bureau of Public Roads and other groups are attempting to persuade governors to add anti-outdoor advertising measures to the agendas of the sessions. By voting to ban billboards, states could qualify for additional federal funds to be spent on highways within the state. Ohio Governor O'Neill finally agreed to include the subject of anti-sign legislation in his special session call.

Controlled Circulation Publications: Members have been warned that another attempt may be made this year to pass legislation to incorporate controlled circulation or throw-away publications in the second class mail category. Two efforts to incorporate this provision in the postal rate bill without public hearings were blocked. An attempt to slip the same provision into HR 7910 last year was also nipped.

The new postal rate bill increases the rate for controlled circulation publications from 10 cents a pound to 12 cents a pound for pieces weighing 8 ounces or less. Those over 8 ounces remain at 11 cents a pound. The existing minimum piece rate remains at 1 cent.

Freedom Of Information: Members of the House of Representatives participating in a poll conducted by the House Administration Committee have approved making a public accounting of the expenditures of "counterpart funds" by a vote of more than 2-1.

Counterpart funds are moneys owed to the United States by foreign nations. This money is not sent to the United States but is held within the nation owing it. This is to prevent a drain of dollars from a country and to help the local economy. American officials serving in these countries draw upon these funds for expenses.

Junketing Congressmen find these funds

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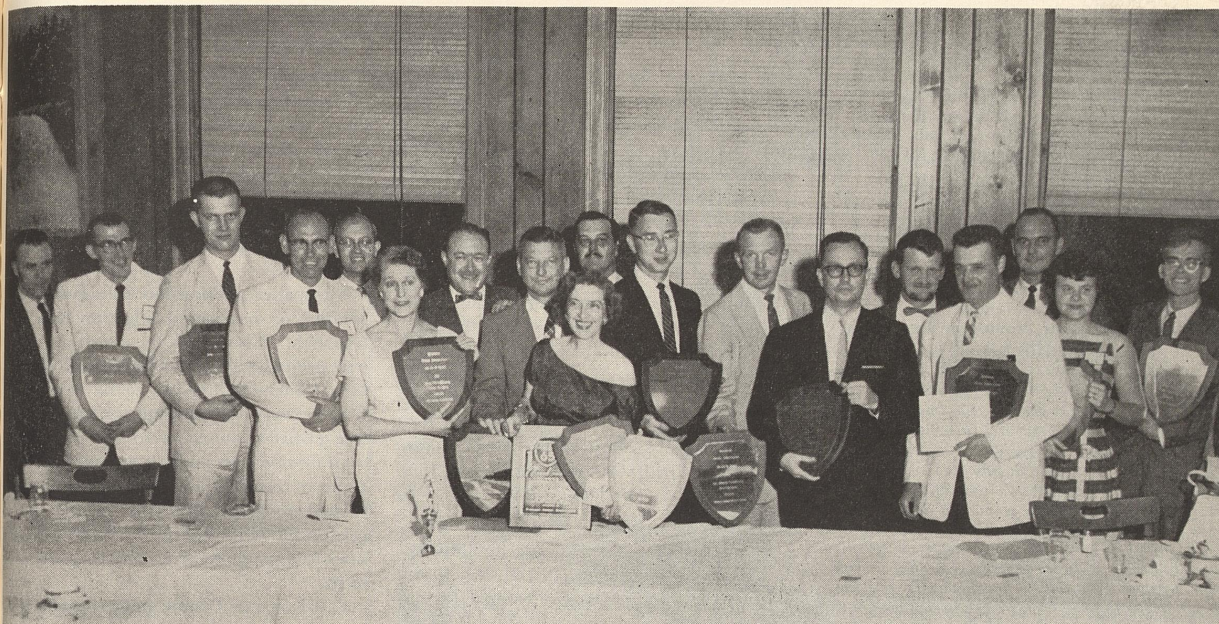


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First-place winners in the 1958 KPA newspaper production contests are pictured, left to right: Fred Luigart, Jr., Hazard Herald; John Harris, Cynthiana Democrat; Jim Crawford, Corbin Tribune; Dan Knott, Auburn News; Paul Daniel, Corbin Tribune; Miss Katherine Wilson, Cynthiana Log Cabin; Ed B. Greenwald, Henderson Gleaner & Journal; N. A. Perry, Jr., Frankfort State Journal; Mrs. Francele Armstrong, Henderson Gleaner & Journal; Amos Stone, Central City Times-Argus; George Joplin III, Somerset Commonwealth; W. E. Harrington and Maurice K. Henry, Middlesboro Daily News; Ro Gardner, Hickman Courier; Stan Portmann, Franklin Favorite; Paul Crowdus, Lebanon Enterprise; Lee Gardner, Hickman Courier; and Monte Tussey, Somerset Journal.

The Lebanon Enterprise, the Cynthiana Democrat, and the Auburn News were named the best all-around weekly newspapers of 1958, and the Middlesboro Daily News was named the best all-around community daily in the 1958 contests. First-place engraved plaques were presented at the banquet session by Maurice K. Henry, publisher of the Middlesboro Daily News and president of the Kentucky Chamber of Commerce.

The Lebanon paper won first place honors in the Class III division composed of weeklies of over 2,500 circulation. Second place certificate went to the Kentucky Standard, Bardstown, and third place to the News-Democrat, Russellville. The Campbellsville News-Journal and the Whitesburg Mountain Eagle received honorable mention certificates.

The Cynthiana Democrat was first in the Class II division of weeklies from 1,500 to 2,500 circulation. Other winners in this class were Union County Advocate, Morganfield, second; Hickman Courier, third; and Anderson News, Lawrenceburg, and Fulton County News, Fulton, honorable mention.

In Class I, circulation up to 1,500, other winners in addition to the Auburn News

were Hancock Clarion, Hawesville, second, and Sturgis News, third.

Second place in the daily competition for the best all-around paper went to the Henderson Gleaner & Journal, third place to the Glasgow Daily Times, and honorable mention to the Frankfort State Journal and the Maysville Public Ledger.

The Franklin Favorite won first place in the weekly division of the Best Front Page contest with the Somerset Commonwealth second, the Central City Times-Argus third, and the Kentucky Standard and the McLean County News, Calhoun, honorable mentions.

The daily judged as having the best front page was the Frankfort State Journal. Second place went to the Middlesboro Daily News, third to the Glasgow Daily Times, and honorable mention to the Maysville Public Ledger.

Erl Sensing of the Hickman County Gazette, Clinton, received a first prize of \$50 in the Religious Editorial competition sponsored by The Salvation Army. Sensing's winning editorial was "Thanksgiving." Second prize of \$25.00 went to James G. Wilson, Cynthiana Log Cabin, for his editorial, "Young People with Convictions," and third prize of \$15.00 went to Miss Frances Garri-

son, Anderson News, for her editorial, "He Arose." Mrs. Francele Armstrong, Henderson Gleaner & Journal, received honorable mention. The prizes in this division were presented by Salvation Army Captain Hanson, Atlanta.

Miss Katherine Wilson, Cynthiana Log Cabin, won first place in the weekly division, Best Hometown Column contest, for her column, "Have You Heard?" Other winners and their columns were: Larry Stone, Central City Times-Argus, "Mulebergers," second; Stan Portmann, Franklin Favorite, "Sports Spots," third; and Joye Stokes, Fulton County News, "Happy Hickman Happenings," and Lee K. Gardner, Hickman Courier, "Lady of the House," honorable mention.

Winners, daily division, were: Mrs. Francele Armstrong, Henderson Gleaner & Journal, "Gleanings," first; John L. Crawford, Corbin Daily Tribune, "Ravelings," second; Jim Hawkins, Frankfort State Journal, "What's Going On Here," third; and S. C. Van Curon, Harlan Daily Enterprise, "The East Side," and Maurice K. Henry, Middlesboro Daily News, "Paragraphs," honorable mention.

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The Kentucky Press

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

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

Member
Kentucky Chamber of Commerce
Newspaper Managers Association
Sustaining Member

National Editorial Association
Associate Member

National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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Sentinel-Echo, London
Thomas L. Adams, *Vice-President*
Herald-Leader, Lexington
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

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Copy Of Publication Law, Letter Mailed To Officials

In order that the widest possible information of the provisions of KRS Chapter 42, the model publication statute which will go into effect June 19, should be available to our county and municipal officials, the KPA Central Office mailed this week more than 1,000 copies of the statute to said officials for their guidance. Lists of the officials were supplied by the newspapers in each county.

Because the office and staff of the State Auditor of Public Funds are directly concerned with the compliance of the statute, and more particularly with bookkeeping practices of all officials who receive and disburse public moneys in keeping records for publication, Miss Mary Louise Foust, State Auditor, enclosed a directive letter with the printed statute. The letter reads:

"The 1958 General Assembly passed what is known as the Model Legal Publication Law which becomes effective June 19, 1958. In order that you may acquaint yourself with the law a copy is enclosed. Please read thoroughly.

"Section 12 is the revision of KRS 61.290 which has been expanded to include publication of statements that were not formerly ordered, and includes the requirement that a copy of the published statement be mailed to the Auditor of Public Accounts within 30 days after publication.

"Section 13 permits the officer to comply by publishing monthly or quarterly statements. This will afford you the opportunity to keep your report to the people on a current basis. If you elect to publish the statements under this section please be sure that a copy of each monthly or quarterly statement is forwarded to this office.

"Please do not let the terminology "fiscal year" confuse you. The definition of "fiscal year" as it appears in Black's Law Dictionary is "the fiscal year is a period of twelve months (not necessarily concurrent with the calendar year) with reference to which . . . appropriations are made and expenditures authorized, and at the end of which . . . accounts are made up and the books balanced." This definition does not rule out the calendar year, which is the basis for an official to account for excess fees."

In placing a copy of the statute in the hands of each responsible public official for his information and guidance, the Association, in this manner, certainly has full knowledge that the responsible official cannot claim ignorance of the statute or its provisions, or what is required by law to be published. It is a service for both the official and the newspaper.

Indiana Judge Bars Statements Of Lawyers

Attorneys in Knox, Indiana, have been prevented by judge of Starke County Circuit Court from making any statements to newspapers concerning pending or anticipated litigation, according to Hoosier State Press Association bulletin. Judge based his decision on Canon No. 20 of American Bar Association Canons of Professional Ethics, which reads:

Newspaper publications by a lawyer as to pending or anticipated litigation may interfere with a fair trial in the courts and otherwise prejudice the due administration of justice. Generally they are to be condemned. If the extreme circumstances of a particular case justify a statement to the public, it is unprofessional to make it anonymously. An ex parte reference to the facts should not go beyond quotation from the records and papers on file in the court; but even in extreme cases it is better to avoid any ex parte statement.

Based on this Canon, judge issued following order:

No attorney of the court shall henceforth make any newspaper publication (or statements to newspapers or those employed by newspapers) as to any pending litigation or anticipated litigation in this Court. This rule effective instanter. The reason for this rule being that such statements can only result in depriving one of receiving a fair trial or in otherwise prejudicing the due administration of justice.

A.B.A. Canons of Professional Ethics concern conduct of attorneys, and should not be confused with A.B.A. Canons of Judicial Ethics which concern conduct of judges in court proceedings (including Canon 35 prohibiting photography in courtrooms).

Oklahoma Bar Assn. has filed application with Oklahoma State Supreme Court asking adoption of American Bar Assn. Canons of Ethics, including Canon 35 to prohibit courtroom photography.

Oklahoma Press Association, Oklahoma City Oklahoman and Times, and Oklahoma Broadcasting Assn. have asked permission to file briefs in opposition to adoption of Canon 35.

Another town is reported considering an ordinance which would prohibit soliciting sale of merchandise or service by use of the telephone when such solicitation is not invited by the one solicited. While such a law might be aimed at eliminating certain nuisances, newspapers should keep an eye out in their own town that such a law is not enacted that would also eliminate classified and solicitation.



ALSO...

Authorized Dealers
Representing Leading
Manufacturers of
Graphic Arts Equipment

- HAMILTON
COMPOSING ROOM.
- C & G SAWS
- CHALLENGE
MISCELLANEOUS
- ROUSE SAWS and
MITERING MACHINES
- AMERICAN STEEL CHASES
- NUMBERING MACHINES
ALL MAKES
- STITCHING WIRE
- BRASS RULE
and GENERAL
COMPOSING ROOM NEEDS

May we serve you?

**THE CINCINNATI
TYPE SALES, INC.**

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



Governor Chandler presents prizes to the boy and girl historian at the annual Boone Day meeting, Frankfort. Charles W. Hackensmith, Jr., Lexington, received the KPA award of a camera outfit (on the governor's left) and Miss Nita Lauhon, Cattleburg (on his right) received the cup presented by the Kentucky Bankers Association. Others in the group are Frankfort students, Michael Rush, Lance Liebman, and Mary Pitman, who were presented with medals by the Frankfort DAR.

Mailing List Copy Should Not Displace Tearsheets

Does it help to have ad agencies on your subscription list? If your purpose is to eliminate sending them tearsheets, the answer is apparently "no." What brought up the question was a request by an agency (in behalf of an automobile manufacturer) for consecutive issues of several Missouri newspapers.

Some of the papers complied with the request, some did not, thinking that since the agency was already on their list there'd be no use of sending the copies. The agency repeated the request, got some nasty letters from publishers along this line, "... we send you a copy of our paper each week ... this looks like duplication to me ... don't you ever look at them?" etc.

A Detroit ad man wrote the following to the publishers: "The unfortunate fact is that the newspapers mailed to an agency on a sustaining basis serve little or no useful purpose. The agencies receive huge volumes of such newspaper mailings—and they get routine mailroom handling—which would probably channel them to the checking department and then to the waste basket.

"Actually, the agencies prefer not to be on sustaining mailing lists, and prefer to receive newspaper copies only when they are specifically requested.] This same thing has come up often enough to have made the agency a little red-faced about the whole matter. However, the fact remains that they cannot depend upon sustained mailings not addressed to a specific individual."

Word of caution: There are certainly exceptions to this. If an agency has specifically requested to be placed on your list, that's different.

Edward H. Burgeson, New York, vice-president of the American Newspaper Publishers Assn. Bureau of Advertising, has predicted that in spite of the recession \$11 billion would be spent on all forms of advertising in the United States in 1958, an increase of \$600 million over 1957. He added that by 1959 the advertising volume is expected to be around \$15 billion, with approximately one-third of that amount being spent in the nation's newspapers. He pointed out that newspapers and advertisers are facing the same twin problems—keener competition and lower profit margins.

KENTUCKY'S BREWING INDUSTRY...

... HELPS ALL OF KENTUCKY

... makes jobs for more than 19,000 Kentucky people

... pays out more than \$39 million in annual payroll

... buys \$20 million annually in farm product, other product, services . . .

**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION**
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

(Continued From Page Two)

convenient to pay for trips to exotic places without a public accounting. Newsmen have long been stymied in trying to learn the cost of trips taken abroad by Senators and Representatives.

Advertising Of Alcoholic Beverages: No action is expected on the Langer-Thurmond bill to ban the advertising of alcoholic beverages in newspapers, magazines, and on radio and TV. Sen. Neuberger (D., Ore.), meanwhile, has proposed that Congress provide payments to states for educational programs to teach children the "danger to health which can be caused by consuming cigarettes and alcohol."

He told the Senate that children are subject to a constant barrage of advertising which promotes smoking and drinking. The Senator said he believed there is no possibility anything can be done to curb this advertising. The best alternative, he claimed is to encourage the development of educational programs so that children "will understand the health hazards which can result."

Newsprint: The Justice has told Congress again that there is virtually nothing that can be done about anti-trust proceedings against newsprint price-fixing. This is because most firms are Canadian and there is no possibil-

Dailies Handle 84% Of Own Second-Class Mail

Daily newspapers sort and deliver to mail platforms at their own expense 84.2 per cent of all copies going through second-class mail, a survey by ANPA reveals. This eliminates costly sorting and other handling by Post Office employees but newspapers continue to pay full second-class postage rates although these services are performed for many other mailers by the Post Office.

ANPA also reported that daily newspaper second-class mail has declined steadily since 1953, with only 6.98 per cent of total daily newspaper circulation now using the mails, a decline from 9.08 per cent in 1953 and 8.29 per cent in 1955.

The Tax Court has just ruled that a libel judgment is deductible as an ordinary and necessary business expense.

ity of examining their records. Attorney General Rodgers stated there is substantial doubt as to the trust competitive nature of the newsprint industry, although a Justice Department survey turned up no direct evidence of a price-fixing conspiracy in the industry.

Lookit 'im go . . .

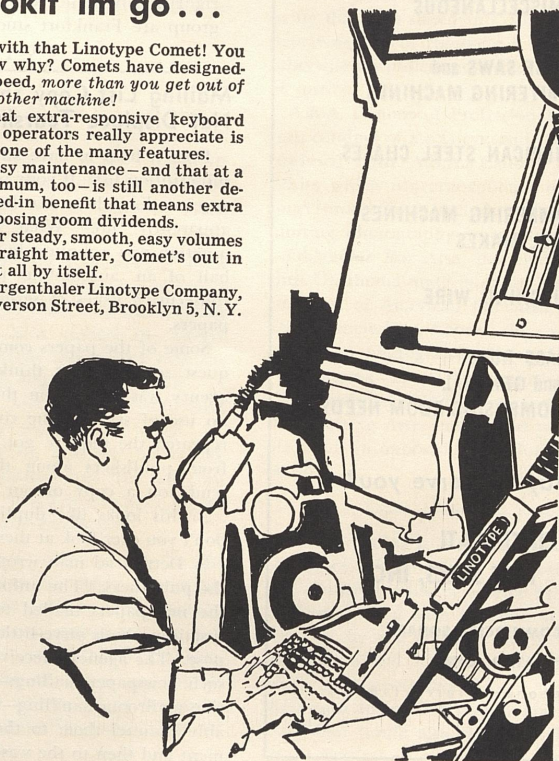
... with that Linotype Comet! You know why? Comets have designed-in speed, more than you get out of any other machine!

That extra-responsive keyboard that operators really appreciate is just one of the many features.

Easy maintenance—and that at a minimum, too—is still another designed-in benefit that means extra composing room dividends.

For steady, smooth, easy volumes of straight matter, Comet's out in front all by itself.

Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.



Continued From Page Three)

Plaques and certificates in other contests were awarded as follows: Editorial Writing—first, Erl Sensing, Hickman County Gazette, "We Are Dependent Upon the Soil;" second, Whitesburg Mountain Eagle, "Will We Lose Our Library;" third, Ro Gardner, Hickman Courier, "None of the Public's Business;" honorable mentions, Maurice Henry, Middlesboro Daily News, "Gasless Merry-Go-Round," and William T. Rafferty, Campbellsville News-Journal, "We Should Move with Haste in Providing Sewerage Disposal for Industrial Expansion."

Editorial Page—Weekly: First, Hickman Courier; second, Campbellsville News-Journal; third, Lebanon Enterprise; honorable mentions, McLean County News, and Cynthiana Democrat and Log Cabin. Daily: first, Middlesboro Daily News, and second, Glasgow Daily Times.

Feature Writing—Weekly: First, Fred Luitert, Jr., Hazard Herald; second, Mrs. Elizabeth N. Spaulding, Kentucky Standard; third, Amos Stone, Central City Times-Argus, and honorable mentions, George Joplin III, Somerset Commonwealth, and Jo Westpheling, Fulton County News. Daily: First, Paul Daniel, Corbin Times; second, Claire Beninger, Gleaner & Journal, Henderson; third, Hugh E. Sandefur, Gleaner & Journal, Henderson; and honorable mentions, Jim Hawkins, Frankfort State Journal, and Claire Beninger, Gleaner & Journal.

News Story Writing—Weekly: First, Somerset Journal, "A Day of Fun Turns into a Day of Death for Eight Somerset Youngsters;" second, Lebanon Enterprise, "Lebanon Twice in Past Year Has Come Close to Landing Industrial Plants;" third, Kentucky Standard, "Five Lose Lives In County Inflammatory Fire;" and honorable mentions, McLean County News, "Judge Dismisses Gambling, Liquor Cases Against Smith," and Whitesburg Mountain Eagle, "Citizens Group Starts Work on Problems of Schools."

Dailies: First, Corbin Daily Tribune, "Child Lost Overnight at Falls Is Found Safe;" second, Middlesboro Daily News, "Much of Middlesboro Without Gas;" third, Henderson Gleaner & Journal, "Shopping Area to Cost Half Million to Be Built," and honorable mentions, Frankfort State Journal, "Jefferson County Senators Launch Attack on Health Department Move," and Henderson Gleaner & Journal, "Chandler Favors UK College at Henderson."

Community Service—First, Somerset Commonwealth; second, Henderson Gleaner & Journal; third, Central City Times-Argus, and honorable mentions, Fulton County News and Hickman Courier.

News Pictures—Weeklies: First, Central City Times-Argus; second, Anderson News;

third, Greenville Leader, and honorable mentions, Cynthiana Log Cabin and Somerset Journal. Dailies: First, Henderson Gleaner & Journal; second, Frankfort State Journal, and third, Middlesboro Daily News.

The Henderson Gleaner & Journal and the Ohio County Messenger, Beaver Dam, received first-place plaques in the daily and weekly divisions of a "Highway Interest" contest sponsored by the Portland Cement Association. For individual editorial and feature writing in this contest Portland Cement Association awarded \$50 savings bonds to Mrs. Francelle Armstrong and Hugh E. Sandefur, Gleaner & Journal, and a \$100 savings bond to Carlos B. Embry, Ohio County Messenger.

Student Pressman Can Earn Expenses

Beginning with the fall semester The Kernel, University of Kentucky newspaper, changes from a weekly to a four-a-week daily.

It will be able to employ more students with printing experience. Especially needed is a student who can handle a Duplex newspaper press. This is a good opportunity for someone to earn a college education. If you know anyone with the necessary qualifications have them get in immediate contact with The Central Office or The Kentucky Kernel.

Grocery Rate: Because of the extra composition and last-minute changes on grocery ads, an Indiana publisher has a "grocery rate" of 10c per inch more than the regular rate. He claims it is well justified and the advertisers appreciate the fact that it is.



MILLIONS OF ENVELOPES for Immediate Delivery



- COMPLETE LINE OF STYLES AND SIZES!
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 - Bankers Flap • Artlined • Remittance
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223 W. Short St. Dial 3-5015
Lexington, Kentucky

Food Ad Copy Subject To Legal Restrictions

Some laws which specifically control ad copy in food advertising are listed here. Perhaps you would like to keep these in mind to help your grocers.

DON'T—advertise any Meats with use of words "Prime", "Choice" or "Good" unless meat actually bears USDA Grade Stamp or is of equal quality (Act No. 166, 1957).

DON'T—advertise Ham unless you state whether it is Skinned or Regular (Act. No. 166, 1957).

DON'T—advertise any Ham portion as "Half Ham" when one or more center slices have been removed (Act No. 166, 1957).

DON'T—advertise any Pork Shoulder as "Ham" (Act No. 166, 1957).

DON'T—advertise any Meats marked as "Imitation" by manufacturer unless you also designate it as an imitation (Act No. 166, 1957).

DON'T—substitute any inferior or cheaper meat from advertised item without informing the buyer (Act 166, 1957).

DON'T—use any term of Quality without having for sale, the quality of meat advertised or offered for sale (Act No. 166, 1957).

DON'T—use the term "USDA" unless the official grade is also designated (Act 166, 1957).

DON'T—use any Brand Name of a company unless meat so advertised is of a quality the Brand Name would indicate (Act No. 166, 1957).

DON'T—advertise meat of Ovine Species more than 2 years old as "Yearling" or "Lamb" (Act No. 166, 1957).

DON'T—advertise Eggs without stating size (Act 115, 1939).

DON'T—advertise Eggs as "Fresh", "Best", "Fancy", "Selected" or similar terms unless eggs are equal to Grade "A" (Act No. 115, 1939).

DON'T—advertise Oleomargarine using terms "Butter", "Milk", "Cream", "Fresh", "Creamery", "Dairy", "Farm", or similar terms (Act No. 3, 1913).

And in general, when Grade Terms are used to describe Apples, Potatoes, Meats, Fowls, and other foods, use only official grade designations. Don't combine terms such as calling Potatoes U. S. No. 1, Extra. They can only be U.S. No. 1's or U.S. Extra.

Don't call Turkeys Grade 1 when only official grades on Turkeys runs "A" "B" "C".

Don't imply that products, processing plant, or individual fowl or meats are "inspected" unless you know this is fact.

Free Tickets: Free movie tickets, in a town in which there is no theatre, are offered by the Wakarusa (Ind.) Tribune to those persons who find their names hidden in the classified columns. The plan is worked in conjunction with a theatre in a nearby town. The person finding his name in the columns must call in person at the newspaper office to pick up the passes, which are furnished without charge by the theatre.

COMMUNITY PRESS SERVICE

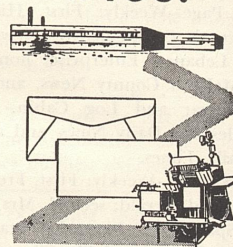
"SERVING AMERICA'S WEEKLY NEWSPAPERS"

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

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DIRECT FROM FACTORY TO YOU!



A full line of standard and specialty envelopes from the Justrite factory direct to you, the printer . . . this means you can enjoy these Justrite profit-making benefits—complete set of catalogs for plain and printed envelopes . . . full assortment of samples . . . and Justrite's top quality envelope line. Write us for your complete envelope catalog.

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*Betty had news
too exciting to wait...*

*So she telephoned home
that they're setting the date!*



**Around the state — across the nation —
save money — save time — call station-to-station**

You save even more on Long Distance calls after 6 P.M. and all day Sunday. And remember — It's Twice as Fast to Call by Number.

Southern Bell



The theme for 1958 National Newspaper Week, to be observed October 1-8, will be "Your Newspaper—Guards Your Freedoms." Announcement of the theme and slogan for the 19th annual observance was made by Arthur E. Strang, chairman of the National Newspaper Week committee. Strang is secretary-manager of the Illinois Press Association.

This special week, established in 1940, is sponsored annually by Newspaper Association Managers, Inc., a nationwide organization of state, regional and national press association managers.

"In this era of peril and uncertainty the role of American newspapers in guarding our freedoms of speech, worship, assembly, economic enterprise, and self-government has become increasingly important," Strang stated. "Your newspaper speaks the truth when others are silent, it exposes injustice, labors for the public welfare, and it can and does resist the growing encroachment of government and vested interests upon individual rights." He added, "Your newspaper also wages a constant war on ignorance, indifference, and complacency, which are the most dangerous 'weapons' potential aggressors possess."

Strang reminded that National Newspaper Week gives the nation's press an opportunity

to make a concerted effort to impress indelibly upon readers that they should not take their newspapers for granted or consider them merely as a business enterprise. Every reader should be made to realize that American newspapers, independent and uncensored, are the greatest single bulwark we have to protect against those, from within and without, who would destroy the precious rights of every American citizen.

The committee is now preparing a promotion kit which will be distributed to ev-

ery newspaper in the United States through their respective press associations. The packet of promotion material is expected to be ready for distribution late in July.

You can avoid criticism by saying nothing and doing nothing.

During its first year of publication in 1851, the New York Times spent \$40,000 for newsprint, \$25,000 for mechanical and business employees, and \$13,000 for correspondents, editors, and reporters.



**TEXAS GAS — —
A GOOD NEIGHBOR**

It takes a lot of people, each doing a special job and contributing to the general welfare, to keep a modern community going. In much the same way, it takes thousands of people to keep natural gas flowing through the widespread pipeline system of Texas Gas Transmission Corporation.

Texas Gas compressor-station operators, pipeline maintenance men, engineers, clerks and switchboard operators . . . all these, and many more, contribute their specialized skills to assure a continuous, adequate supply of fuel to homes and industries in the Texas Gas service area. Our employees are local citizens of the various communities they serve. They pay taxes and take part in community activities.

Texas Gas, too, is a citizen—and a good neighbor—in the many communities along its pipelines. It hires local people, pays local taxes, makes local purchases, and in many ways contributes to the progress and well-being of the area it serves.



TEXAS GAS
TRANSMISSION CORPORATION
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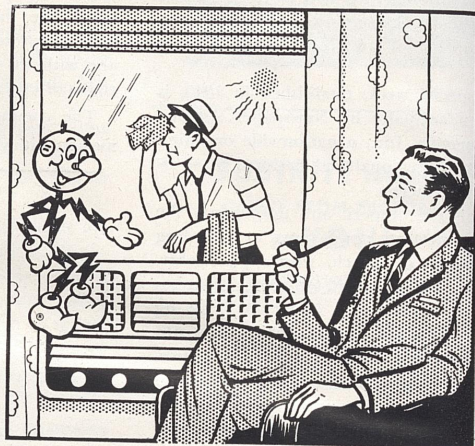
KENTUCKY'S *Hammond*
BIG *Hamilton* **CENTER**
FOR PRINTING *W. C. HAMILTON*
Chandler & Price **EQUIPMENT**
AND *ACME* **SUPPLIES**
PLUS ENGRAV- *Rouse*
HALLOWE **INGS** *Morrison* **PLUS**
ELECTROS **PLUS**
MATS *Challenge* **EQUALS**
SUPERMARKET
FOR PRINTERS

BUSH-KREBS
BUSH-KREBS CO., INC. • 408 W. MAIN ST.,
LOUISVILLE, KY. • JUNIPER 5-4176 **BK**

Too hot to work?

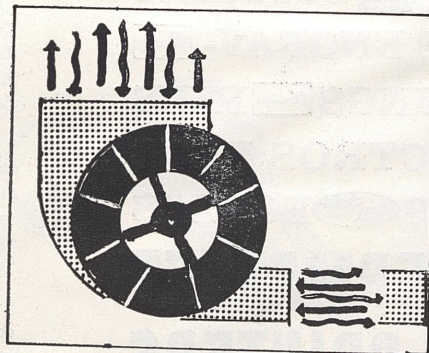
NOT WHEN YOU HAVE ELECTRIC AIR CONDITIONING

Keep alert and ready for work *anytime* during hot, sticky weather with modern electric air conditioning. Employee health and morale is better. Electric air conditioning not only removes heat and humidity from the air; it does away with dust and pollen, too. Installations are generally quick and easy.



Relief from summer heat or winter cold ... with a 'year'round electric heat pump

A modern electric heat pump gives you cool, fresh air in hot sweltering weather. Electricity extracts heat from *inside* in summer; in winter it reverses the cycle and extracts heat from even the coldest *outside* weather and brings it into your offices and rooms. Automatic year 'round climate control with just one unit. The heat pump filters the air for clean healthy living at the same time. Ask our nearest manager for heat pump information.



KENTUCKY UTILITIES COMPANY