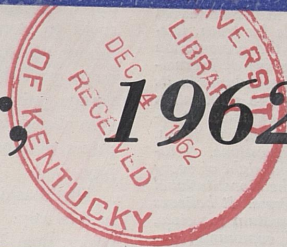


The Kentucky Press

September, 1962



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

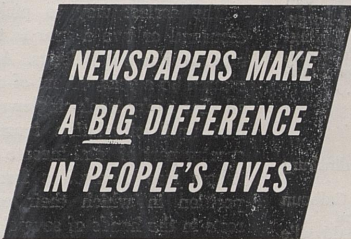


Publication Office:
School of Journalism
University of Kentucky
Lexington

VOLUME TWENTY-EIGHT
NUMBER TWELVE



National Newspaper Week, Oct. 14-20



National Newspaper Week, Oct. 14-20



Mat Flong thru the courtesy of Wood
Flong Corp., Hoosick Falls, New York.

The Kentucky Press

Volume 28, Number 12

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

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

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

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association

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.

John B. Gaines, *President*
Park City News, Bowling Green
Fred J. Burkhard, *Vice-President*
Casey County News, Liberty
Victor R. Portmann, *Secretary-Manager*
Perry J. Ashley, *Assistant Secretary-Manager*
Florida R. Garrison, *Assistant Treasurer*
University of Kentucky, Lexington

District Executive Committee

Chairman, George Joplin III, *Commonwealth*, Somerset (*Eighth*); *First*, William T. Davis, *Lyon County Herald*, Eddyville; *Second*, Larry Stone, *Messenger-Argus*, Central City; *Third*, Basil Caummisar, *Courier-Journal and Times*, Louisville; *Fifth*, Frank C. Bell, *Trimble Democrat*, Bedford; *Sixth*, George Trotter, *Enterprise*, Lebanon; *Seventh*, Warren R. Fisher, *Mercury*, Carlisle; *Ninth*, James T. Norris, Jr., *Independent*, Ashland; *Tenth*, Maurice K. Henry, *Daily News*, Middlesboro; *State-at-Large*, S. C. Van Curon, *State Journal*, Frankfort; *State-at-Large*, Edwards M. Templin, *Herald-Leader*, Lexington; *State-at-Large*, James Lee Crawford, *Times-Tribune*, Corbin; *Immediate Past President*, W. Foster Adams, *Citizen*, Berea.

Kentucky Press Service, Inc.

George M. Wilson, *President*
Breckinridge Herald-News, Hardinsburg
Landon Wills, *First Vice-President*
McLean County News, Calhoun
William T. Davis, *Second Vice-President*
Lyon County Herald, Eddyville
Victor R. Portmann, *Secretary-Treasurer*
Perry J. Ashley, *Assistant Secretary*
Florida R. Garrison, *Assistant Treasurer*

Board Of Directors

Chairman, Martin Dyche, *Sentinel-Echo*, London; Maurice K. Henry, *Daily News*, Middlesboro; Niles O. Dillingham, *Progress*, Dawson Springs; Ro Gardner, *Courier*, Hickman; Robert Fay, *Shelby News*, Shelbyville; *Officers ex-officio*.

+ As We See It +

Costs Have Tripled; Has Your Subscription Rate?

Every publisher of a worthwhile newspaper ought to be charging just about three times as much for a subscription as he was in 1941. The reason is obvious; the cost of living has tripled and wages with rare exceptions, have kept pace. We are now dealing with a dollar which is one-third the size it was in 1941, and publishers have just as much reason to need a full-size dollar as anyone else.

We admire the motives of publishers who try to fight inflation by holding the line on subscriptions and advertising rates, but we think they should admit that they are too small to stem the tide and decide, even though reluctantly, to go along with it. Too many publishers are reaching the financial danger point and their only apparent "out" is to charge rates which are in keeping with prices of most of the other things people buy.

The Washington state bulletin looks at it in this way: If the weekly is a good newspaper, then \$3, or \$3.50 (which figures out at 5.8c and 6.7c per copy) is too low. What is a good newspaper worth? Well, "value" or "worth" is largely how valuable a consumer thinks it is worth. There is some evidence from a few hardy publishers around the country that a good weekly newspaper is "worth" 15 or 20c a copy. This can't be accomplished all in one jump; if the public has been accustomed for years to getting its news practically free, it would not be wise to sock them all at once. But testimony from numerous publishers who have raised their rates shows that there is never a public outcry against a raise in subscription rates. Half a dozen calls, perhaps, and a few cancellations is the general report. The public seems to realize that a good newspaper at 10c a copy is still the best buy in town.

The easiest way to pick up an extra thousand or two a year is to get that sub rate up where it belongs. And it "belongs" around \$5 a year, \$6 out-of-county, to cover all that tricky-track singlewrapping you do. Not until circulation income becomes a greater part of total income can many publishers free themselves from a dangerous position in which their economic future rests in the hands of several large, local advertisers.

Increasing political agitation prior to and during the Revolutionary War created a need for better media of expression and resulted in the founding of several newspapers and a total of 37 by April, 1775.

How Long Should You Keep Records?

"Record Controls Inc.," a research organization (with offices at 209 South La Salle Street, Chicago 4, Ill.), has published a pamphlet entitled "Retention and Preservation of Records—Destruction Schedules." It sets forth many regulations, contains general suggestions as to organizing a record retention program, and reports (on the basis of a survey of Midwest firms) the median retention periods for certain types of documents, as set forth in the following alphabetical list. While, of course, it cannot necessarily be followed as a guide, it is of some interest as an indication of the extent to which other firms find it good business practice to keep certain records longer than the periods required by law.

Average or median retention as disclosed by the mentioned survey included the following findings: Accident reports—7 years; account payable ledger—permanent; account receivable ledger—10 years; applications for employment (not hired)—1 year; audit reports—permanent; balance sheets—permanent; bank deposit books—7 years; bank deposit slips—3 years; bank statements—years; bills of lading—6 years; cancelled checks—7 years; check stubs—7 years; correspondence—6 years; employee personnel history folders—10 years; incoming invoices—7 years; insurance records—10 years after expiration of insurance; inventory control figures—7 years; plant protection records—years; price quotations—3 years; proxies—years; shipping tickets—4 years; and time clock cards—5 years.

Many find it advisable to keep records in the following categories indefinitely: Charters, articles of incorporation, by-laws and licenses to do business in other states; capital stock records and stockholder lists; minute books; deeds and leases; patents and formulas; ledgers and journals; and tax returns.

* * * *

The 8th annual edition of Famous Brand Newspaper Service kit can be ordered through KPS for \$15. Shipment date is Oct. 12. It features selected nationally famous merchandise, available in your town and promoted so that you can use it especially well at Christmas, Easter, Mother's Day, etc. All ad salesman need do is show the keen looking layouts. Mats come with the kit. Deadline for orders to KPS, Oct. 12. Please send check for \$15 with order.

Similar to the custom in London, British coffee-houses served both as sources of news and as convenient places to read both foreign and local news.

Most

An article in the Senate post office of the proposed bill is the opinion that the larger weeklies should be the roughhest rates on those increase all the w the larger week its postal bill in 40 per cent."

Under this pr er newspapers o the larger paper increase in sub increase in post the immediate

This brings u how much sho paper? From a press magazines year at the mini When analyzing Kentucky newsp en from their 1 from an econom comes to mind. that you put on services, is the will place; wha that's the face v eral public."

If we accept scription should year to a newsp doing a good j more so, proud community, ther ings may have g cause some deep

In our survey brackets in five Again, taking th as the minimum a cost-plus basis

Rate	
\$1.00
\$1.25
\$1.50
\$2.00
\$2.25
\$2.50
\$3.00
\$3.25
\$3.50
\$3.75
\$4.00
\$5.00

Most Subscription Rates Should Be Raised At Once

An article in a press bulletin, analyzing the Senate post office committee's version of the proposed postal rate bill, stated "it is our opinion that the new revisions would be the roughest on the small newspapers of 4, 6, and 8 pages per week. The postage rates on those sized newspapers will increase all the way up to 165 per cent, while the larger weekly of 16 to 24 pages will find its postal bill increased by a modest 20 to 40 per cent."

Under this premise it behooves the smaller newspapers of less than 12 pages, or even the larger papers, to instigate an immediate increase in subscription rates to offset the increase in postage that is sure to come in the immediate future.

This brings up the important question: how much should I charge for my newspaper? From articles appearing in other press magazines, the answer is \$3.00 per year at the minimum, even \$4.00 and \$5.00. When analyzing the subscription rates of Kentucky newspapers, the figures being taken from their 1962 rate cards, a quotation from an economic professor in earlier years comes to mind. "Remember this, the value that you put on your commodities, or your services, is the value that the public itself will place; whatever you say is its worth, that's the face value accepted by the general public."

If we accept the statement that a subscription should not be less than \$3.00 per year to a newspaper that is recognized as doing a good job in its community and, more so, proud of its leadership in that community, then the following survey findings may have great significance and should cause some deep thinking by the publishers.

In our survey we set up the circulation brackets in five categories (Chart One). Again, taking the \$3.00 subscription rate as the minimum that should be charged on a cost-plus basis (you know your costs have

been going up the past decade), you will find that 62 Kentucky newspapers charge less than that figure. Even taking \$2.50 as the magic figure, 41 newspapers charge less than that amount. Sixty-five newspapers charge \$3.00 or more.

From Chart Two, a comparison with four other states, we find that 243 newspapers charge less than \$3.00 while 484 charge \$3.00 or more, or a ratio of 1 to 2. Kentucky's ratio is 3 to 2. We wonder at the glaring difference. Are Kentucky's newspapers less valuable than those of the cited four states, or have we failed to keep abreast of the "rising cost" factor in our thinking?

CHART 2
Comparison of Subscription Rates

Subscription Local Rate	Nebr.	Wash.	Mo.	Wis.	Ky.
\$1.00	0	0	0	1	7
\$1.25	0	0	0	0	1
\$1.50	5	0	1	3	3
\$2.00	25	1	20	13	31
\$2.25	0	0	0	1	1
\$2.50	67	13	20	39	21
\$2.75	0	0	0	1	0
\$3.00	76	37	47	84	53
\$3.25	0	0	0	4	1
\$3.50	36	26	2	41	6
\$3.75	0	0	0	0	1
\$4.00	12	23	2	62	3
\$4.50	3	5	1	2	0
\$5.00	5	1	0	4	1

Perhaps our Kentucky publishers emulate Missouri publishers who, in response to a questionnaire which asked, "How are your rates determined," indicated that only 58 publishers could answer that some local means were used to arrive at rates, primarily costs and competition. About 50 per cent answered "inherited," "guessed,"

or did not know from whence their rates came. Many of the answers were intended to be humorous and showed no real concern. Another answer indicated that a high percentage of Missouri publishers did realize that they would have to increase rates if the postal legislation were passed.

Examining Kentucky newspapers again, there is a large diversity of rates charged for subscriptions outside of the local, or trade territory, areas. In five instances, newspapers quote a triple rate combination: \$1.00, \$1.25, \$2.00; \$1.00, \$2.00, \$2.50; \$1.25, \$2.00, \$2.50; \$3.00, \$4.00, \$5.00; and \$5.00, \$6.75, \$8.25. These second figures in each instance is for "in the state", the third figure "outside the state."

Twenty-seven newspapers indicate that they charge the state tax of 3 per cent as an addition to their subscription rate on local distribution; of these, only two charge state tax against "out of state" subscriptions.

In our survey, of "out of state" rates by circulation brackets, figures indicate local rate first then "out of state rate" with number of papers in bracket. Up to 1000—\$1.00-1.50; 1.00-4.00. 1.50-2.00 (2); 1.50-2.50. 2.25-2.50. 2.50-3.50.

1001 to 2000—1.00-2.00; 1.00-2.50. 2.00-2.00 (2); 2.00-3.00 (3); 2.00-3.00 (9); 2.00-3.50. 2.50-2.50; 2.50-3.00 (6); 2.50-3.50. 3.00-3.00 (3); 3.00-3.50 (3); 3.00-3.50; 3.00-4.00 (9); 3.00-4.50; 3.00-5.00. 3.50-3.00; 3.50-4.00.

2001-3000—1.00-4.00. 2.00-2.50 (3); 2.00-3.00 (4); 2.00-3.50; 2.00-4.00 (2); 2.00-5.00 (2). 2.50-2.50; 2.50-3.00 (5); 2.50-3.50; 2.50-4.00 (2). 3.00-3.00 (2); 3.00-3.50 (6); 3.00-4.00 (10); 3.00-5.00. 3.25-4.00. 3.50-4.00. 4.00-4.00; 4.00-5.00.

3001-4000—1.00-2.00. 2.00-3.00 (2). 3.00-3.50 (4); 3.00-4.00 (5). 3.50-4.00. 3.75-4.25. 5.00-8.00.

Over 4000—1.00-1.00; 1.00-2.50. 2.00-2.50. 2.50-3.00 (2); 2.50-5.50. 3.00-3.00 (2); 3.00-4.00 (3). 3.50-3.50; 3.50-4.50. 4.00-4.50.

Fourteen newspapers charge the same rate for local and "out of state" subs. One, circulation over 4000, charges a straight \$1.00; two charge \$2.00; three charge \$2.50; six charge \$3.00; one charges \$3.50; and one charges \$4.00.

To the credit of most of our Kentucky weeklies, the charge on newsstands and counter sales for single copies are fixed at 10c—and the people pay this without too much argument. A little arithmetic, based on the 10c single copy price, means that the publisher is getting, at least, \$3.12 on

(Please Turn To Page Two)

CHART 1
Kentucky Rates By Circulation Brackets

Rate	Up to 1,000	1001-2000	2001-3000	3001-4000	Over 4000	Total
\$1.00	2	1	1	1	2	5
\$1.25	0	1	0	0	0	1
\$1.50	3	0	0	0	0	3
\$2.00	1	15	12	2	1	31
\$2.25	1	0	0	0	0	1
\$2.50	1	8	9	0	3	21
\$3.00	0	18	19	9	7	53
\$3.25	0	0	1	0	0	1
\$3.50	0	2	1	1	2	6
\$3.75	0	0	0	1	0	1
\$4.00	0	0	2	0	1	3
\$5.00	0	0	0	1	0	1

Bratcher Addresses Newsmen At Concluding Seminar Meet

The fifth, and last, KPA seminar was held at Pennyrite State Park, September 14, with many Western Kentucky newspapers represented. Since several reports have already been published on the seminar proceedings in the past, the Press would like to give this space to the excellent address which Attorney W. D. Batchler, Greenville, had prepared for the meeting. Mr. Batchler points out many of the strong points, as well as the weak ones, in the newspapers handling of trial news before the case has come before the courts.

The newspapers in the State of Kentucky and in this great country of ours enjoy a unique position in that they are free to publish anything and everything they desire, limited only by their obligation not to slander or libel anyone. This is a privilege that they have jealously guarded during our political existence.

The newspapers have become so accustomed to the unlimited right which they enjoy that they have, in many instances, completely disregarded the rights of individuals to any degree of privacy and conducted themselves in such a manner as to prevent the fair administration of justice.

It has been said many times that trial by newspaper is the most shabby form of jury tampering and to say that it does not exist is to close one's eyes to reality. We have only to look at the many stories published purporting not only to set out the facts of events as they occur, but also attributing to persons involved certain motives and on the other hand excusing editorially some of the most corrupt acts which could be committed.

Many people are denied a fair trial of their rights in court because of newspaper publications in advance of the trial. This cannot be defended by the newspaper on the ground that it's only exercising its right of free speech and informing the public of a matter in which the public has an interest. The right of every individual to a fair trial and hearing without the influence of a newspaper, radio or other media, outside the courtroom is a sacred to the individual as the right of free speech is to the newspaper. To permit the newspaper to publicly try a person in advance of his rights to appear before a court of justice is to subordinate the right of the individual to that of the newspaper.

In this country we have adopted the common law of England and follow it ex-

cept where it has been supplemented by our constitution and statutory laws. In England the courts have always maintained the right to punish the newspaper for publications which the court feels constitutes contempt. Yet in America, due to constitutional guarantees which have supplemented the common law, we ignore daily publications which would be punishable for contempt in England.

It is impossible to prevent the reading of newspaper publications by a jury before, during or after a trial. There may have been a time when communications were slow and publications were scarce thereby preventing the jury from reading matters contained in a newspaper. This would have been simple—but now, with fast communications and increased circulations and availability of newspapers, it is wholly impossible to prevent the jury from reading, and likewise from being influenced by what has been read. The reporter of the events, regardless of his efforts to impartially report what he has seen, is human to the extent that he is partial and bears prejudices. Being human, it is impossible for him to write without reflecting his likes and dislikes.

A paper, regardless of how the general public may feel toward it, exercises some influence whether good or bad. I could mention hundreds of cases where advance newspaper publication have been cited by litigants as reasons for mis-trial or unfair trials and in practically every case, the courts have upheld the right of the newspaper to publish such matters. It appears therefore, that the courts have probably been as guilty of as many violations of person's privacy and right to fair trial as have the newspapers. They have condoned what has been done and have set precedent at law, which will permit the further violations of such rights.

The newspapers have for years enjoyed the right to demand of public officials, departments and bureaus, access to all public documents. In every instance where they have been refused access, they immediately commence a campaign against the official, department or bureau which has denied such access.

Through publication, these newspapers have many times vilified honorable public officials seeking, not to withhold information, but to keep from the public much information which should not be made public for valid reasons.

What does freedom of the press mean as

developed in this country? It means the freedom from restraint to publish facts concerning events which have occurred and are news-worthy, provided however, that the publication is made with full responsibility both to the civil and criminal law for injuries that might be inflicted upon any person by such publication. The foregoing definition has been recognized by the judicial machinery of this country for years, but in construing the law in reference to pre-trial publication of contemptuous matter it has been often disregarded by the courts.

The courts therefore, have done more to encourage unrestrained publication than any other institution in this country. The press is an ungrateful child. All that it has or has been, or ever hopes to be it owes to the Courts. Without whose solicitude and care in liberally construing constitutional provisions guaranteeing its freedom, it might have vanished long ago.

However, every decision made by our courts seems to fortify the press and enable it to continue many abuses of the court. It has been proved that at least one of the defendants in the famous Sacco-Vanzetti case was innocent of having fired the shots which resulted in the death—and at most could have been only an accomplice. However, the press in its sensational coverage of the trial, persons and events surrounding it exercised enough influence over the jury that both were executed. The press in other cases has gone far beyond legitimate

(Please Turn To Page Eight)

(Continued From Page One)

an annual basis, and yet they "give away" their paper on an annual subscription basis. Why the discrimination?

The survey indicates that present subscription rates for half of Kentucky's newspapers are not realistic. It may be that publishers fear losing subscribers if they increase rates, but, throughout the nation newspapers, which did raise their rates to "cost-plus" figures, state that they suffered a small loss—less than 2 per cent—on account of the raise; many stated that they gained circulation.

Perhaps newspapers are penalizing advertisers by trying to offset all cost of operation increases through raises in advertising rates. Whatever the reason, we should seriously consider that overall costs in the newspaper business have jumped something like 400 per cent since pre-World War I, while most subscription rates are less than 100 per cent.

It is time that weekly newspapers take a serious look at subscription rates. If a newspaper is "worth its salt," the reader will pay a fair and reasonable price for it.

First S

File copies
papers of the
and have been
those in search

Probably the
tions made its
was called the
that year show
advertisement

to sell the land
Shelbyville and
Street) and the

In some of the
ford and Comp
wool for which

pound, and Joh
father of the M
ard, and Rume
an apprentice i

Isaac Watson
of the Green Tr
for day board a
ing, and fed ho

cents a feed. J
the same paper
chandise busine

and one-half ce
at twelve and fo
at \$1.00 per b

First Shelby Paper Dated In 1814

File copies of most of the early newspapers of the County have been preserved and have been of invaluable assistance to those in search of early County history.

Probably the first paper of any pretensions made its first appearance in 1814. It was called the "Kentuckian." Its file for that year showed among other contents the advertisement of Moses Hall, who wished to sell the land "adjoining the town lots of Shelbyville and between them (now Third Street) and the bridge across Clear Creek." In some of the same issues, Walsh, Staniford and Company advertised for first class wool for which they would pay \$1.00 per pound, and John Mac Achran (great-grandfather of the Messrs. Charles, William, Richard, and Runer Randolph) advertised for an apprentice in a spinning wheel factory.

Isaac Watson kept a tavern "At the Sign of the Green Tree", charged \$2.00 per week for day board and \$2.50 for board and lodging, and fed horses at twelve and one-half cents a feed. John and James Bradshaw in the same paper advertised a general merchandise business and offered to pay twelve and one-half cents for lard and to sell sugar at twelve and fourteen cents per pound, salt at \$1.00 per bushel and whiskey at from

(Note: In a recent edition of the Shelbyville Sentinel, a short history of the newspaper industry in that city was recorded. We are reprinting the article for its historical value and interest.)

seventy-five to eight-seven and one-half cents per gallon. Messrs. Bell and Burnett agreed to pay, "one cent and no thanks to the apprehender" for the return of Phillip Mitzgerald, a run-away apprentice. The Kentuckian file for 1816, said the Shelbyville Academy which was located where was later a graveyard and now is the front of the Carnegie Library lot, was flourishing with fifty pupils. With ambitions to enlarge it, the trustees agreed upon a lottery scheme, whereby \$2,000 were to be raised by the sale of 2,000 tickets at \$5.00 each. The prizes were 913 in number ranging in amount from \$1,000 down to \$4.00 and aggregating the whole of \$10,000 received for tickets. The twenty cents deducted from the winners made up the \$2,000 sought for the use of the academy.

The Kentuckian seems to have been succeeded in January 1818, by the Impartial Compiler, published by Joshua D. Grant. Its issue of Jan. 1827, had an advertisement

of Mrs. Julia Tevis' school, Science Hill, an institution whose history is contemporaneous with the town itself. In the 1827 issue, Mrs. Tevis, after thanking her friends for their patronage, announced that the "third year" of the school would begin on the first day of the succeeding March. The charges for tuition were Reading, Writing and Arithmetic and English Grammar, five months, \$10.00; History, Rhetoric, and Astronomy, additional two dollars. The extra charges were for Music, \$16.00, French, \$12.00, Painting, \$8.00. The charge for board for the five months was \$40.00.

During the early thirties, the Examiner and Recorder were published by Wm. Knight. In January 1840 Messrs. Torr and Middleton founded the Shelby News (very soon thereafter and ever after called the Shelby Sentinel). The News was later owned entirely by Mr. Henri F. Middleton, until 1865, when he disposed of it to John T. Hearn. It had been Whig under Mr. Middleton, but under Mr. Hearn, who changed its name to Sentinel, it became democratic in the ownership and editorship by Alford Ellis, he by Messrs. Cooper and Carpenter, et al, then by Poynter and Shinnick, and later by C. M. Lewis, James Guthrie and H. Barrickman, who sold the property to Mike O'Sullivan in 1904. "Mr. Mike" operated the paper until his death in 1935, at which time his sons, Daniel and James, assumed the proprietorship. The Sentinel was sold by the O'Sullivans to William E. Matthews in the spring of 1962.

For the past one-half century the contemporary rather than the competitor of the Sentinel has been the Shelby News, founded in 1886 by John P. Cozine, and subsequently operated by his son B. B. Cozine. The paper is now owned jointly by Mrs. Mason Cozine Turner and Mr. Bennett Roach, with Robert Fay as managing editor.

Other worthy publications that survived the business vicissitudes encountered by all kinds of periodicals, only a short period, were the Courant, founded in 1870 by Messrs. John C. Scearce and Emmett G. Logan, who, afterwards attained reputation for brilliance in larger fields of journalism; and the Record, founded in 1896 by T. S. Vance, now of Virginia. An even shorter lived publication was a second paper named the Kentuckian founded in 1923. A paper called The Localizer, was published for several years by William Marshall.

It has been elsewhere suggested that the high standards and ideals maintained by the home, churches and schools of Shelby were exceptional. And this, too, has continued to pertain to its county press. The

(Please Turn To Page Four)

MOST VERSATILE... the Fotosetter®

is the key machine in the growing art of photographic typesetting. Based on the flexible circulating matrix principle, it brings the advantages of photocomposition, with all its versatility, speed and economy within practical reach. If you want the best in machines and methods for setting type by photography...

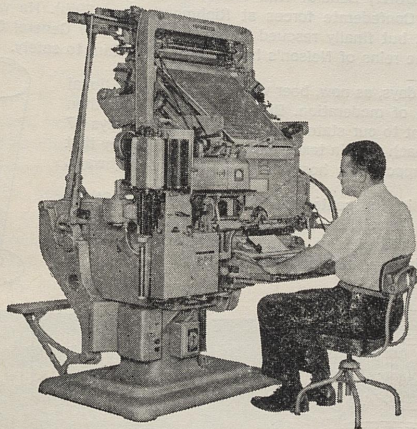
LOOK TO PROGRESSIVE INTERTYPE



INTERTYPE COMPANY

A Division of Harris-Intertype Corporation

360 Furman Street, Brooklyn 1, N. Y.



Newspapers Studying Collections Systems

Many carrier-newspapers are studying their collection systems, looking to greater efficiency for their office and their carrier boys. This might be pertinent and worth a trial.

We read recently that the Paducah Sun-Democrat switched from a weekly system to monthly four years ago and feels that the advantages outweigh the disadvantages. Carrier boys are now free to participate in more out-of-school activities. Many subscribers don't want to be bothered with weekly collections. Further, many are paid monthly or bi-monthly and prefer to pay the newspaper bill when the pay check arrives. Since only one-fourth the previous time is spent collecting, the circulation department has been able to consolidate some routes. Billing costs have been cut and the number of staff personnel reduced. Since 1958, the paper's circulation has increased 17 per cent.

Among the disadvantages cited were these. 1. the subscribers are less apt to tip the carrier boy; 2. subscribers move in mid-month, creating bookkeeping problems; 3. subscribers pay by checks, many of which are returned; 4. temporary carrier boy replacements are more difficult to find since the consolidated routes are larger; 5. transient subscriber collections must be made one month in advance.

The Minneapolis Star and Tribune now uses a two-week system of collection. Key factors in the switch from weekly to a bi-monthly system were savings in postage; use, by rental, of IBM machines for statements; savings in bill forms used; use of staff personnel time in other needed areas, and ease in bank dealings.

If such a plan were instituted, it would be necessary to amend written contracts with carrier boys to reflect the collection date changes.

Bob Whitaker, advertising manager of the Cynthiana Democrat, has been released from active duty with the 100th Division, Ft. Chaffee, Ark., and is returning to his work with the Democrat.

Editor Larry Snow of the Eddyville Prison, "Castle on the Cumberland", has passed the word that his publication is available on a regular subscription basis of one dollar per year. Subscriptions should be mailed to Castle on the Cumberland, Sub. Dept., Ky. State Penitentiary, Eddyville.

Summary Of Reasons For "Public Notice"

The following, picked up from the Ohio Press Association, is a useful summary of the reasons for legal advertising:

1. Public official originally asked for public notices to make sure their actions, reports, etc., would be known to the public.
2. Taxpayers provide the funds to pay for public notices and taxpayers have a right to know what their government and its officials are doing.
3. A reduction or elimination of notice could imply that officials do not want certain information, reports, etc., known to the public.
4. With a far greater population today than when public notice began, with budgets much larger, with more taxpayers, with more new taxpayers each year, and with the opportunity for public corruption more enticing than ever before, there is actually a need for greater public notice, more fre-

quent notice, and more adequate notice in newspapers (the least expensive method of distribution) rather than reduction or elimination of notice.

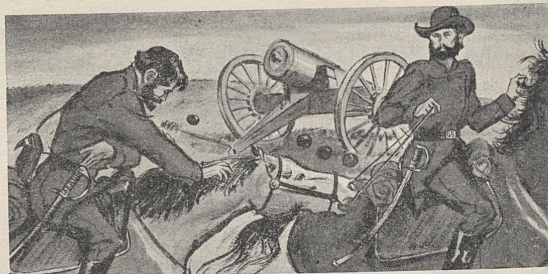
5. Public notice in print forms an important legal document which, as official notice to the public, ratifies many acts by public officials in the name of the public and for the benefit of the public, but always subject to the public's right of opposition.

(Continued From Page Three)

papers of this county have stood with the other weekly, local press of the State, a bulwark of protection against that tyranny that sometimes comes from great metropolitan journals, which under cover of "freedom of the press," once they have monopolized and are entrenched in a great field of their own, are like all man-made institutions, prone to become tyrants rather than tribunes of the people.

It happened 100 YEARS ago

The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN KENTUCKY, General Wm. Nelson displayed unusual valor fighting superior Confederate forces at Richmond (Aug. 29th). He was twice wounded, but finally rescued through the daring of General Clay, who seized the reins of Nelson's horse and rushed him to safety.

In those days, as now, beer was Kentucky's traditional beverage of moderation. But beer means more than enjoyment to our state. The brewing industry pays \$7 million each year in taxes to our state . . . money that helps support our hospitals, schools and highways.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



**KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
LOUISVILLE**

Two Staff Members School Of Journalism

Two new members of the staff of the School of Journalism for the coming year are Thorp and . . .

Thorp's duties include production to . . . History, as well as advertising for . . . tor, sports editor . . . 2500-circulation . . . of a radio station . . . dailies.

A journalism . . . of Colorado, Thorp's journalism from . . . has completed . . . there. His major . . . braska weekly . . . dissertation, in . . . daily publisher . . .

As a researcher . . . worked in the . . . helping with . . . job-printing . . . come and expect . . . ports of this . . . appeared in *The* . . . braska Newspaper . . . terly.

Thorp served . . . War II (ETO). . . Delta Chi, the . . . Journalism, and . . . journalism scholar . . .

A native of . . . to the former . . . Donohew will . . . responsibilities, . . . and will be ad . . . paper, *The Ken* . . . He is a 1951 . . . University of K . . . degree from UK . . . working toward . . . communications . . .

A native of . . . worked part-time . . . while he was a . . . and, following . . . what was then . . . Following milita . . . ean war, he be . . . Owensboro *Mes* . . . later served as . . . served as direct . . . and University E . . . Kentucky.

He is 33 years . . . er of two child . . .

You can prea . . . your life than . . .

Two Staff Members Join School Of Journalism

Two new members have been added to the staff of the UK School of Journalism for the coming school year. They are Robert Thorp and Lewis Donohew.

Thorp's duties will include teaching Introduction to Journalism, Reporting, and History, as well as research. He has sold advertising for dailies, served as news editor, sports editor and editorial writer of a 2500-circulation weekly, as news director of a radio station, and as a stringer for dailies.

A journalism graduate of the University of Colorado, Thorp also has an M.A. in journalism from the University of Iowa and has completed course work toward a Ph.D. there. His master's thesis deals with Nebraska weekly publishers, and his Ph.D. dissertation, in progress, focuses on the daily publisher as a community influential.

As a research assistant at Iowa, Thorp worked in the Bureau of Media Service, helping with studies of Iowa newspapers' job-printing prices, wages and hours, income and expense, and editorials. His reports of this and other research have appeared in *The Iowa Publisher*, *The Nebraska Newspaper*, and *Journalism Quarterly*.

Thorp served in the infantry in World War II (ETO). He is a member of Sigma Delta Chi, the Association for Education in Journalism, and Kappa Tau Alpha, journalism scholarship honorary.

A native of Paxton, Neb., he is married to the former Jane Miller of Baltimore, Md.

Donohew will be an instructor in ethics, responsibilities, and influence of the press and will be advisor to the student newspaper, *The Kentucky Kernel*.

He is a 1951 journalism graduate of the University of Kentucky and holds an M.A. degree from UK in political science. He is working toward the Ph.D. degree in mass communications at the University of Iowa.

A native of Bath County, Donohew worked part-time on the Lexington *Herald* while he was a student at the University and, following graduation, became editor of what was then the Pikeville *Daily News*. Following military service during the Korean war, he became a reporter on the Owensboro *Messenger and Inquirer* and later served as news editor. He has also served as director of Information Services and University Editor for the University of Kentucky.

He is 33 years old, married, and the father of two children.

You can preach a better sermon with your life than with your lips.

J. Earle Bell, editor of the Morganfield Advocate, was featured in an article in the Sunday Courier and Press, Evansville, Ind., during this past month. The headline read: "Editor Effects Double Duty", and explained Earle's relationship to Morganfield as mayor of the city, in addition to citing the many other civic duties which he has performed for his city.

Mrs. Jo Westpheling, Fulton News, and

Bill Powell, Paducah Sun Democrat, have been named officers in the newly organized West Kentucky Production Association. Mrs. Westpheling is vice president and Powell was selected second vice president. The purpose of the organization is to present entertainment at a new amphitheater to be constructed in Kentucky Lake State Park. The Commonwealth will construct the \$75,000 project.



This is your pipeline to facts for feature stories about Gas

This phone sits on the desk of John Potter of Texas Gas Transmission Corporation. He's the man who can supply you with facts for news and feature stories that will interest every one of your readers who uses gas.

■ For example, in a typical area served by Texas Gas, for the price of a stamp—4¢—you get enough gas to...Cook breakfast every day for a week...Operate a refrigerator for 20 hours...Heat enough water for four baths...Keep a three-bedroom home warm for an hour on a cold day...Heat a gas clothes dryer to dry the laundry for a family of four...Dispose of a day's garbage and refuse in a gas incinerator. ■ Call John Potter whenever you need facts about gas and gas appliances. Or, put that 4¢ stamp on an envelope and write to him at the address on the right. He will be pleased to work with you.

TEXAS GAS
TRANSMISSION CORPORATION
P. O. Box 1160 • Owensboro, Kentucky
Tel. MU 3-2431

SERVING THE BIG RIVER REGION

Every Newspaper Receives Newspaper Week Kits

Nearly 11,000 bright, new promotion kits for National Newspaper Week were shipped to distributing organizations and reached every daily and weekly newspaper in the United States.

This year's kit contains seven parts in addition to the jacket. The jacket features a half-tone of the Liberty Bell, secured especially for the committee by Barry Urdang, Philadelphia Bulletin promotion manager.

Instead of mimeographed stories and editorials, the kit this year includes a printed, newspaper-page-size clip sheet. The type was set by the Daily Oklahoman. A full page mat was fired to Publisher's Auxiliary, which printed 2,500 sheets on newsprint for daily newspaper consumption, and another 9,500 for weekly newspapers.

A mat of the editorial cartoon, done by John Chase of the New Orleans States-Item, is included, along with the "sig" for the week. The mat materials were donated by the Wood Flong Corporation.

In four-page multilithed form are sheets with speech ideas taken from the National Newspaper Promotion Association speaker's guide, plus a promotion check list of ideas, done by Ed McClanahan of the Denver Post.

A 18-page tabloid, "The American Newspaper", prepared by the New York Times on the 75th anniversary of the American Newspaper Publisher's Association, is included in each kit.

A full-page proof of a page from the Metro mat service for October, containing suggested ad layouts for newspaper week, is included, and there is a notation where to write for mats and proofs free of charge.

From Publisher's Idea Exchange of Des Moines, there is a fine four-page collection of ad layout ideas, taken from 1,861 ads by newspapers around the country.

"The point we are trying to make this year to everyone is that we are not concerned with having everyone blast out that it is newspaper week. Some are sick of weeks. What we do or suggest is that during October 14-20 each newspaper use every resource available to tell how their newspaper plays a big part in the lives of people in their area and community. The fact it's a week isn't important," Blackstock comments. "But a casual examination of past efforts will convince any of us that every newspaper needs to do a better job on the role it plays with those who think—and those who don't."

Impatience never commanded success.

Know Him?



You know this citizen when you see him at work

You recognize him, too, during off-hours. He's the father who sits beside you at the PTA meeting . . . the friend who greets you at church . . . the coach of the local sand-lot team.

As you gather news each week, you meet telephone men and women on and off the job . . . men and women who are interested and active members of your community.

You can depend on telephone people to provide you with the best telephone service in the world and to assume the responsibilities of good citizens.



Southern Bell

Gozd

After 52 years under the same name, the Louisville News comes under new management. P. Gozder, formerly of the News-Journal, announced on September 1, 1962, that he had purchased the News-Journal from the News-Journal Company. The News-Journal's first appearance on the new schedule was on August 3, 1962. The News-Journal's planning and publishing had launched a new era to carry him through the century. At that time the price was \$1.00 per copy and the circulation was 400,000.

The first issue of the News-Journal was a page paper, with 16 pages, 12 columns and a subscription price of \$1.00 per copy. Since the equipment was limited, local printing was set the complete. The paper must have met with a total circulation of 3,200.

A Q

DID YOU know that Scan-a-machin so economical and advanced advertisement know Scan-a-machin automa own p story?



Gozder Retires After 52 Years

After 52 years of continuous publication under the same management, the Campbellsville News-Journal has been sold and comes under new direction. Publisher Jodie P. Gozder, founder of the newspaper in 1910, announced the sale, effective September 1, to Carroll Knicely, Glasgow Times, and Eugene Harter, Des Plaines, Ill.

The News-Journal made its initial appearance on the streets of Campbellsville on August 3, 1910. After several months of planning and preparation, the young publisher had launched into a career which was to carry him through more than half a century. At that time the popular subscription price was \$1.00, cash in advance. Jodie began with 400 paid circulation.

The first issue was a seven-column, four page paper, which was well filled with locals and a substantial advertising lineage. Since the equipment in the back shop was limited, local persons were hired to hand-set the complete edition. The publication must have met with popular approval as the total circulation quoted 50 years later was 3,200.

It was not until 1911, after a fire had cleaned out part of the city, that the first power press was installed by the News-Journal when the editorial office was moved to a new location. In following years the News-Journal successfully met such competition as the Campbellsville Enquirer, the Taylor County Herald, and, in 1944, finally purchased the last competing newspaper, the Taylor County Star.

Publisher Gozder has been an active member of the Kentucky Press Association for the 52 years of his publishing career. He served the Association as president in 1937, after serving the professional organization in many other capacities. Jodie authentically states that he has attended all but two of the KPA summer and winter meetings since 1910. He missed these on account of illness. An admirable record, second to none.

In paying tribute to the past efforts of the News-Journal and its editorial staff, the new owners said:

"Growing along with the town and county since 1910, this newspaper and Publisher Gozder have become as much a part

of the daily life of the people as the courthouse or the bank on the corner. Working for the best interests of all the people is the duty of a good newspaper—and throughout the years the News-Journal has fought many causes in its columns; some of which have succeeded and some of which have failed; but all of which were endorsed with the same thought of community betterment as the underlying reason.

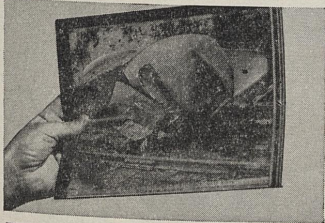
"The News-Journal and its founder have seen Campbellsville grow from a struggling village to a small and up-to-date city with a great industrial potential. They have also seen and been an instrumental factor in bringing about a sound agricultural economy. Among the poorest of farming counties a half century ago, Taylor County now ranks among the better counties of the Commonwealth in its all-around agricultural program and stands third in the dairying industry."

We bid the new publishers welcome and wish them continuing success in that enterprising community.

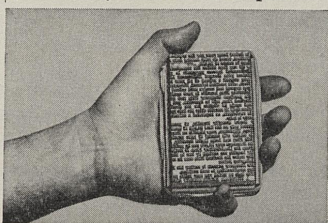
The first New York newspaper was the New York Gazette, introduced by William Bradford, who in 1665 brought printing to Philadelphia.

A QUIZ FOR PUBLISHERS WITH PROFITABLE ANSWERS

DID YOU KNOW that a Fairchild Scan-A-Graver[®] electronic engraving machine can make halftone engravings so economically that you can take full advantage of local pictures in news, advertising and features? Did you know Scan-A-Graver makes engravings automatically, in minutes, right in your own plant? Do you want the whole story? Mail the coupon!



DID YOU KNOW that Fairchild Teletypesetter[®] sets *type* from *tape* at the top rated capacity of your linecasting machines . . . two or even three times faster than manual operation? Did you realize that only with TTS[®] can you get the maximum return on your linecasting investment? Have you investigated how simple the Teletypesetter system really is? Mail the coupon!



DID YOU KNOW that Fairchild's Color King is the easiest web perfecting offset press to operate? Are you aware that its many automatic features provide simplified operation and give you color and speed capabilities that will increase your earning power for a modest investment? Would you like to learn more about Color King? Mail the coupon!



FAIRCHILD GRAPHIC EQUIPMENT

DIVISION OF

FAIRCHILD CAMERA AND INSTRUMENT CORP.

District Offices:
Eastchester, N.Y. • Los Angeles • Atlanta • Chicago
Overseas: Amsterdam, The Netherlands

ARE YOU INTERESTED IN COMPLETE ANSWERS? MAIL THIS COUPON!

Fairchild Graphic Equipment, Dept. FGE 98, Fairchild Drive, Plainview, L. I., N. Y.

- Please send complete Scan-A-Graver information.
 Please send "More Type in Less Time" with Teletypesetter facts.
 Please send the story behind Fairchild's new "Color King" press.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

CALENDAR OF EVENTS

OCTOBER

- 14-20—National Newspaper Week.
- 20—Fall Meeting, KPA Executive Committee, Lexington.

NOVEMBER

- 14-17—National Editorial Association Meeting, Hotel Sheraton—Jefferson, St. Louis, Mo.

MATERIALS — LABOR — OVERHEAD—



assembled in one easy to use figure for vauling all your OFFSET orders.


Write for 60-day FREE TRIAL
PORTE PUBLISHING COMPANY
 952 E. 21st So., Salt Lake City 6, Utah

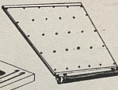
STAMPS CONHAIM
 A COMPLETE NEWSPAPER ADVERTISING SERVICE
 For Daily and Weekly Newspapers
 101 FIFTH AVENUE, NEW YORK 3





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

PROMPT SERVICE:

MOLDS 

MAGAZINES 

LINERS 

SPACEBANDS 

Six Linotype Agencies across the nation with full parts stocks are geared to fill your order promptly. Genuine Linotype Parts and generous Trade-In Allowances are an unbeatable combination. Don't settle for less.

Mergenthaler 

(Continued From Page Two)

reporting and has published articles designed to influence and inflame a trial court, and influence it before trial.

The press in this country has become powerful enough to relinquish a part of its past protections and consider the rights of the individuals as paramount to those of the reading public. It has received so many favorable decisions from the courts that it should recognize a sense of duty to the extent that nothing would be published which would interfere with the fair administration of justice.

The courts on the other hand should have the courage to punish for contempt when contemptuous publications have been made. The legislative branch should have the courage to enact legislation exacting from the press a recognition of the rights of individuals with suitable punishment where such rights are violated.

The right of the public to news should be subordinate to the right of any individual to a fair and impartial trial, and when the press in its maturity realizes that the administration of justice in the courts without undue influence from the press is as newsworthy as the sensational headlines published before trial, then they will have performed for the reading public a far greater service than has been performed in the past.

The press, should in every instance refrain from assessing guilt before trial. The greatest and perhaps the most logical charge against Sen. McCarthy was that he, in his zeal, forgot the basic rights of a person to defend himself and also forgot that under our system a person is innocent until proved guilty. Yet I have read editorial comment in leading newspapers that practiced the same tactics on its editorial page while condemning the practice in its news coverage. The press should feel a moral responsibility to print all the news that is fit to read and print it factually—its editorial page should voice its opinions.

The press should insofar as possible give equal news coverage to political parties and candidates and feel free to support editorially whom it pleases.

The reporting of trials should be as carefully practiced as if the paper and the reporter were the next of kin to the defendant.

The press should strive at all times to protect the dignity of our courts—this can be done by adhering to the fundamental rules of behavior required of attorneys and others in court.

The press has a tremendous responsibility and for the most part in Kentucky has met the responsibility of fair reporting. Many of the remarks made today in no wise apply

to the people gathered here but as members of the fraternity you have a policing job to do.

I feel sure that fair reporting—complete reporting will continue in Kentucky.

Newsmen attending the meeting were George Joplin, Somerset Commonwealth; President John B. Gaines, Bowling Green Daily News; W. T. Davis, Eddyville Herald; Ben Boone, Elkton Standard; Larry Stone, Central City Times-Argus; E. C. Calhoun, Sturgis News; Norris and Niles Dillingham, Dawson Springs Progress; W. Foster Adams, Berea Citizen; Jim Williams, Brandenburg Messenger; Bob Sapsinsley, Ft. Campbell Herald; Landon Wills, Calhoun News; Ro Gardner, Hickman Courier; Pat Magee, Wickliffe Advance-Yeoman; Joe LaGore, Paducah Sun-Democrat; George Wilson, Hardinsburg Herald; Robert Thorpe, UK School of Journalism, and Victor Portmann and Perry Ashley, Central Office.

The Owingsville News-Outlook has become the 15th newspaper in the state to join the ranks of offset production. The first offset edition of the Bath County newspaper was published on September 6.

Publisher Russell Metz says the process of changing from "hot to cold" will be a gradual process with the News-Outlook. At present, only camera and plate-making equipment has been installed. He said type setting and press will be added as soon as it can be procured and placed in operation.

"Within a short time," the newspaper said editorially, "the News-Outlook will utilize full cold-type procedure, but for the first issues, its production will be a marriage of methods, blending both the cold and hot-type composition."

When completely changed, three IBM electric typewriters will be used to produce the body type. Headlines and display advertising matter will be composed on a Headliner. Press equipment will come later but presently the equipment of the Carter Mercury is being used.

The first type-setting machine in the United States was introduced in 1870 by the Wood Nathan Company of New York. It was known as the Unitytype.

COMMUNITY PRESS SERVICE
 SERVING AMERICA'S WEEKLY NEWSPAPERS

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

100 East Main St. Frankfort, Ky.

★ For Test t a syste ment create service sign c might ard ex the de Serv the ab the of high-s mixed To de standa were es of an in being ' ing pan was se each r 138 in- states a The l sured. 1 which duplica the 0 to

5
VERY GOOD
4
GOOD
3
FAIR
2
POOR
1
VERY POOR
0

All da repre

How the Serviceability Index of the National Road Test provides a new technique for measuring pavement performance

★ For the National Road Test to achieve its purpose, a system for evaluating pavement performance had to be created. While the superior service of one pavement design compared to another might be obvious, no standard existed for expressing the degree of superiority.

Serviceability is defined as the ability of a specific section of pavement to serve high-speed, high-volume mixed traffic.

To develop the new system, standards of serviceability were established in the form of an index for rating pavements from 0 to 5, 0-1 being "Very Poor," 4-5 being "Very Good." A rating panel of qualified people from the highway field was set up. Using this index, panel members each rated, on the basis of personal judgment, 138 in-use sections of concrete and asphalt in 3 states and at the Road Test.

The 138 pavements were also instrument measured. From these data, a formula was developed which permitted instrument measurements to duplicate closely the rating panel's judgments on the 0 to 5 scale. The measurements were primarily

of surface deformation and deterioration.

The serviceability index provides a dependable system to gauge the degree of service to users being delivered by a pavement at any point in its life span.

The system is adaptable to use by highway departments. In the building of future highways, it may make possible the design of a pavement to a specified level of service for a specified length of time. It can provide accurate information on which to schedule maintenance.

The superior performance demonstrated by concrete at the Road Test was made technically meaningful by the index. It indicated on all 5 traffic loops the ability of concrete to retain a greater degree of rideability.

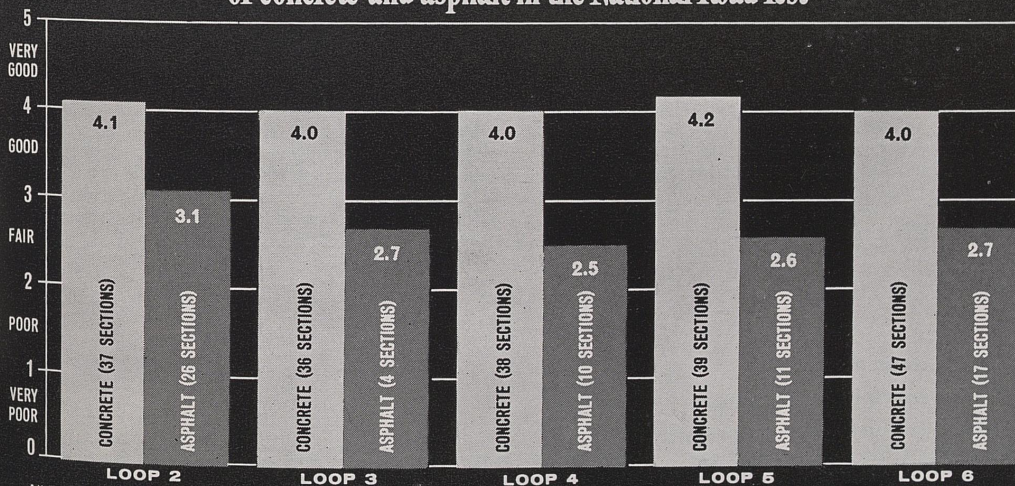
The serviceability index provides new evidence that concrete can assure long-range driver satisfaction on pavements of all classes. Write for your free copy of "Pavement Performance in the National Road Test." (U.S. and Canada only).

Portland Cement Association

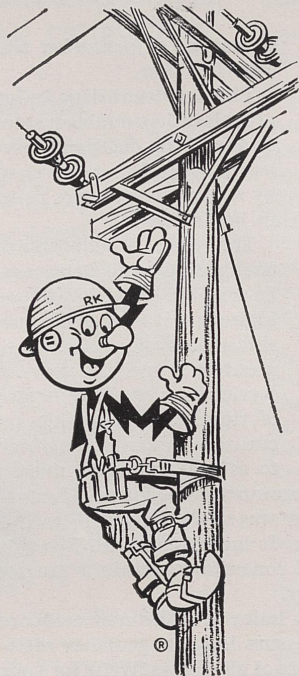
805 Commonwealth Building, Louisville 2, Kentucky

A national organization to improve and extend the uses of concrete

Average final Serviceability Index for all surviving sections of concrete and asphalt in the National Road Test



All data apply to main experiments conducted on 5 traffic loops. Loop 1 was for static tests and carried no traffic. Each loop contained representative sections of concrete and asphalt designed for testing under specified loads.



“Heard an interesting story
on the way to the office
this morning . . . ”

A public school teacher has found that the socialist-communist idea of taking “from each according to his abilities,” and giving “to each according to his needs,” is widely accepted in his classrooms. To demonstrate to his pupils the fallacy in this argument he does this:


He grades a test that way. From a brighter or hard-working student who has made a 95, he takes 20 points and gives them to a student who has made only 55. This gives both a passing grade and adheres to the socialist principle. In the same way he juggles everyone’s grade in the class. It usually results in a “common ownership” grade of about 75, the minimum needed for passing. Or, by extension, for survival.

Then the teacher and the class speculate on the probable results.

First, the more productive students would soon lose all incentive for producing. Second, the less productive students would, for a time, be relieved of the need to study at all, or produce. This socialist system would continue until the high producers had sunk, or been driven down, to the level of the low producers.

At this point, for anyone to survive, the “authority” would have no alternative but to set up a system of compulsory labor and punishment against even the low producers.

Finally the teacher returns the discussion to the system where each is responsible for his own decisions and welfare. Naturally enough, most of the students understand how socialism, even in a democracy, must eventually result in a living-death for everyone except the “authority” and a favored few.

 Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY An Investor Owned Electric Company