

The Kentucky Press

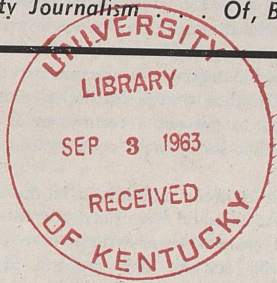
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

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.

Publication Office:
School of Journalism
University of Kentucky
Lexington, Kentucky

**April
1963**

Volume 29, Number 7



Kentucky's Showcase: Famous Liberty Hall, Frankfort

The Kentucky Press + As We See It +

Volume 29, Number 7

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

Publication Office
School of Journalism
University of Kentucky

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Newspaper Strikes Emphasize Three-Way Responsibility

The protracted newspaper strikes in New York and Cleveland, which had all the attributes of "the public be damned" attitudes of yesteryear, has brought several phases of three-way responsibility to the front that must be thrashed out now or the management-labor-public thinking, engendered by the history covering those fateful four months, will bring but chaos to the newspaper profession.

Efforts must be made now to develop approaches to top-level mutual agreements so that the disgraceful, ruinous, devastating economic warfare affecting everyone should never again happen. If agreements cannot be made, then drastic legislation must be obtained to prevent a recurrence of such tactics that surely were contrary to public interest.

What is ironic and idiotic in the strike was that all could have been prevented by mutual contract terms written even before the strike started. This problem of prevention must be resolved today.

The important questions, rising from the strike, that must be resolved, include the seeming reluctance of unions to accept arbitration, the reluctance of both labor and management to get together in terms of public interest, and evaluation of circumstances small percentage of unionists be inflicted upon the many.

Why should the public, thru unemployment benefits, be assessed to support strikes that are contrary to that public's interest and necessities? Surely that public must take its stand now thru enraged public opinion to exert its power in resolving these important questions.

* * * *

Managing News? Both Sides In A Deadlock

Did you ever see two boys circling each other with a chip on their shoulders and shouting "you're another"? You have a picture of what's happening in Washington today—administration vs. newsmen. Who's managing (or mis-managing) the news?

In the midst of accusations, denials, rebuttals, explanations, our national officialdom, inferring that when the government manages news it is in public interest ("We can lie if it is in public interest"), setting up a smoke screen in claiming that newsmen are responsible in managing news. And so—round and round.

Just as responsible newspapers recognize their obligations to the public in presenting

news fairly, objectively, and fully, so should officialdom recognize their obligations in keeping the public (who sent them there) fully informed.

The whole battle seems to center around the definition of "public interest" and we seem to have two definitions depending on who does the defining, Washington or journalism in toto. National security mutually agreed, should always be "managed" if that is the word. But we sincerely believe, after seeing and knowing government in action, that newspapers do have a valid grievance. Who wins?

* * * *

New York Long Strike Proves Costly To All

There have been many estimates of the overall cost of the strike-suspension of New York City's major newspapers. However, figures presented by The New York Times in its issue of April 1, 1963, first in 11 days, indicate that the shutdown causes losses ranging from \$190 million to \$220 million to business, labor and government depending on varying appraisals. The Times gives following details:

The nine affected dailies lost more than \$108 million in advertising and circulation receipts in 16 weeks, based on estimates from the Publishers Association of New York City. The newspapers' 19,074 employees would normally have drawn \$54,400,000 of this in wage and fringe benefits. The publishers estimated advertising circulation receipts would ordinarily have been \$6,750,000 a week, and wage benefits \$3,150,000 a week.

A tabulation of estimated losses brought up to date other figures made public. The publishers shows: Newspapers, \$100,000,000; Newsprint (including Canada), \$30,600,000; Newsdealers, \$11,700,000; Department Stores, \$6,500,000; Restaurants, \$16,000,000; Railroads, \$2,400,000; Hotels, \$16,000,000; Railroads, \$2,400,000; Hotels, \$2,000,000; Federal-State taxes, \$12,150,000—for the staggering grand total of \$183,500,000.

Ralph C. Cross, executive vice president of the Commerce and Industry Association, estimated that the over-all cost to the city's economy might have been as high as \$250,000,000, allowing \$25,000,000 in losses by retail stores and \$20,000,000 in losses in restaurants, hotels, and entertainment. New York State paid out perhaps \$3,750,000 in unemployment insurance benefits in the last eight weeks of the strike to between 10,000 and 11,000 idle employees, a cost the industry must eventually repay in adjusted tax rates.

Have character—don't be one.

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Dawson And Bradley Retire; Both Past Presidents Of KPA

W. L. Dawson, editor and publisher of the Oldham Era, LaGrange, has announced his retirement after publishing the weekly newspaper for 45 years. He released his interest in the publication to James W. Goranflo and Thomas Manby. Goranflo had been a partner in the business since 1947. Manby, a local attorney, is new to the ownership of the firm.

Dawson, senior past president of the Kentucky Press Association, was elected to the position in 1921. His name also appeared as a member of the executive committee and officer as far back as 1917, the year he left teaching in the public schools of oldham County and became a newspaper publisher.

A native of Maryland, he began his working career as a teacher in Paris and Campbellsville before moving to LaGrange in 1914. He was principal of LaGrange Graded School and Oldham County High School in 1917 when he bought the newspaper.

He has been a director of the LaGrange Building and Loan Association since its founding in the early 1920's. He is a charter member and past president of the LaGrange Rotary Club.

In an editorial column, the Lexington Herald remarked:

"Editor Dawson always has been outspoken in his editorials in the Oldham Era. He never minced words when an issue affecting his home town or his area was involved. Sometimes his enemies felt that he was too sharp in his critical remarks but in the end they came to realize that he was seeking only the best for his county and state.

"Editor Dawson is the senior past president of the Kentucky Press Association and his leadership and voice have been back of many programs undertaken by this association for the advancement of the state. As many a country editor of his generation in Kentucky, he began as a school teacher and found new and unlimited opportunities in the field of Journalism.

"We suggest that when things don't go according to his notion down in Oldham County that he take his pen in hand, 'write the editor' and straighten him out!"

Newspapers deliver more ready-to-buy prospects.

Newspapers are the only medium offering the magnetic appeal of classified ads.

The sale of the Providence Journal-Enterprise was announced by J. LaMarr Bradley, after a 33 year history of editing and publishing the weekly newspaper. The new owners are Mr. and Mrs. Edd Hust.

Bradley, president of KPA in 1938, has been an active newspaperman in Webster County since October, 1929, when he became editor of the Providence Enterprise. He brought the paper in the late 30's and has continued as its editor and publisher since. In 1943, he bought the Dixon Journal which was consolidated with the Enterprise to form the Journal-Enterprise. In 1950 the Clay Tribune was purchased by the Bradleys and has since been printed in the Providence plant.

The Bradleys plan to maintain their home in Providence and will assist the new publisher during the next several weeks.

Hurst is a native of Webster County and has been active in various phases of newspapering for the past several years. He began his career in 1945 as a printer and sports writer for the Sebree Banner. He later became associate editor and advertising manager. He also published the Sebree paper for a period during 1953. In 1955 he began working for the Evansville Courier-Press as a printer.

Outside of the newspaper work, Hurst has been active in civic affairs. He served as a member of the Sebree city council, president of the Sebree Springs Park Board, and has been a member of the fire department.

He also helped organize the Deer Creek Little League baseball program, a position which came naturally after having played semi-professional baseball.

Mr. and Mrs. Hust will move to Providence as soon as the present school year is ended.

Present members of the mechanical staff will remain with the two publications.

Advertising in newspapers and other media would be subject to sales tax under proposal now in Missouri state legislature. Rate of sales tax, now 2%, would be increased to 3% under proposal. The proposal was finally defeated.

Really now, isn't the most curious thing in the world a woman who isn't?

Survey Shows Automobiles Most Heavily Taxed

When the average motorist signs the purchase agreement for his new 1963 automobile he probably will find small comfort in the knowledge that he is buying one of the most heavily taxed products on the market.

Automobile Manufacturers Association, federal, state and local taxes account for 26 cents of every retail automobile sales dollar. For example, taxes on a \$2,500 automobile delivered to a Michigan resident currently exceeds \$650. The total includes such levies as federal taxes on the radio and tires, state tax and taxes on materials before they are received by the manufacturer.

One of the biggest bites is taken by the 10 per cent federal excise tax on new car purchases, amounting to \$1.1 billion in 1961 and due to increase by more than \$100 million in 1962 according to the AMM's preliminary estimates of year-end totals.

After the proud owner takes the wheel of his new car, he becomes subject to all manner of other special motor vehicle user taxes. The cost of his driver's license, for instance, is a tax levied by nearly all states. Federal and state taxes on motor vehicle fuel sometimes range as high as 60 per cent of the retail price of a gallon of gasoline.

In all, according to the AMA, special state automotive taxes on the motoring public account for more than 26 per cent of all state tax revenues in 1961. This amounted to \$10.6 billion last year, including \$3.1 billion in motor truck taxes. State motor vehicle fuel taxes and license fees are expected to total more than \$5.3 billion in 1962. Total state tax revenues for the year are estimated by the U.S. Department of Commerce at \$20.6 billion.

Of the \$5.3 billion coming from motorists, fuel taxes will account for \$3.7 billion, vehicle licenses for \$1.6 billion, and driver license fees for \$116 million.

The AMA estimates that the federal-state special automotive tax total will reach \$11.2 billion for 1962, and increase of \$600 million over last year.

Motorists in 1961 paid \$2 billion in auto registration fees, \$3.5 billion in state gasoline taxes, \$560 millions in tolls and \$220 million in special city and county taxes. Federal automotive excise taxes, totaled an additional \$4.2 billion and covered items such as gasoline (\$2.3 billion), new cars (\$1.1 billion), trucks (\$220 million), tires and tubes (\$280 million) and parts and accessories (180 million).

Newspapers Need Good PR

Too frequently one forgets to do a little public relations work for his newspaper, and some publishers and editors say—what to do. Here are some suggestions culled from various sources, including magazine articles as well as ideas prepared by the NEA Public Relations Committee some time ago.

Greet new arrivals in the newspaper community.

Emphasize courtesy in all contacts, personal or by telephone, by the publisher and by every member of the newspaper staff.

Strive to excel in editorial product.

Pay more attention to school news—win the readers and advertisers of tomorrow.

Keep open house all the time, not once a year or once a lifetime.

Take part in all worthwhile civic activities.

Strive earnestly to know every subscriber by name.

Have for reader, advertiser, school and general distribution a booklet about newspaper production, from country correspondents to folding and mailing.

Carefully plan and schedule regular "house ads".

Build good will and loyalty and enthusiasm among country correspondents.

Keep your office and plant clean and attractive, for the pride of your own help and the pleasure of the visiting public.

Identify your plant with clean windows and an easily visible sign.

Make sure your integrity and that of your publication is above question at all times.

Pay all bills promptly.

Be diplomatic but firm in handling your own accounts receivable.

Turn out a good product.

Always have one or more current "caus" which your paper can champion.

Sell advertising, circulation, and any other service you have to offer, but don't oversell.

Keep all delivery promises.

Have carrier boys who are proud of their job.

Be sure your reporters and their entire staff are well thought of in the community.

Say "Thank You" to your news sources consistently and constantly.

Give generous editorial support to local activities.

Take whatever steps are necessary to obtain and keep good employee relations.

Use good "showmanship" to build acceptance of the loyalty to your publication.

Try having the high-school English classes, or journalism class, put out one issue of your publication each year.

Be the sponsoring organization for meeting some community need.

Use other media, as well as your own, for promoting readership.

CALENDAR OF EVENTS

JUNE

6-8 — KPA Summer Meeting, Kentucky Dam State Park, Gilbertsville.

17-28 — Newspaper In Classroom Short-Course, School of Journalism, University of Kentucky.

JULY

17-21 — National Editorial Association Annual Convention, Olympic Hotel, Seattle, Washington.

OCTOBER

24-26 — National Editorial Association Fall Meeting and Trade Show, Claridge Hotel, Memphis, Tennessee.

Flemingsburg Times-Democrat Adopts 9-Column Format

The Flemingsburg Times-Democrat has changed its format from eight to nine columns with good results, reports Jack Thomas, publisher of the Fleming County weekly.

Some weeks, Thomas reports, the eight-page paper has had enough ads for nine pages, resulting in a costly 10-page paper. Since most national and local advertising is geared for a 10½ pica column, he added, we made the change from our old 12 pica width to the 10½—adding one 20-inch column per page. The change has proved successful, allowing an increase of 160 inches in an eight page edition.

Thomas reports the cost of the change to be \$11.00, the price of four new liners for his typesetting machines.

Like most changes, the readers have accepted the new nine-column page without many comments. But it did prompt Thomas to conclude the savings in production and postage should be great.

In Memoriam...

Boyd Martin

Kentucky Journalism lost a champion of excellence in critical reporting in the death of Boyd Martin, Courier-Journal writer—and journalism has gained much by his influence for analytical excellence in writing. He died April 16 from cancer after more than forty years as theatrical critic of that newspaper as well as a teacher of English in the University of Louisville.

Administration Charged With News Manipulation

FOI Committee of the American Society of Newspaper Editors has charged the Kennedy Administration with news manipulation, deception, and distortion. The report of the editors also took the position that the phrase "news management" is a misnomer and noted a "ground swell of public interest" in the controversy over the use of news as a propaganda weapon, states NEA.

The report asserted that Administration press spokesmen "have been forceful in the denials that the public has been denied legitimate information was purposely distorted for purposes of propaganda deception."

The committee, headed by John H. Cobern of the Wichita Eagle and Beacon warned: "If the country should establish the use of news as a weapon of national policy a policy of manipulation and deception—will have undermined the bedrock of free society."

Any doubt that the Republican National Committee intends to make "news management" charges a 1964 campaign issue was dispelled this week. The GOP published leaflet entitled "Deceit" which attacks the Administration for "personal pressure on the Press, as well as deliberate falsehood and manipulation."

Included in the pamphlet are quotes on censorship and similar subjects from ANP, ASNE, APME, and NAB. The publication is intended for distribution by state Republican organizations, with 1,000 copies offered for sale at \$12.00.

Our cars and roads have been improved. Now let's improve our driving. —Dr.

A U. S. Department of Agriculture statement: "Newspapers are the best medium for food advertising and for marketing information on food. The printed word can be read, reread, clipped and filed."

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New Bill Would Joint-Price A

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UK Yearbook Given Top Award

The Kentuckian, student yearbook of the University of Kentucky, has been named one of the outstanding publications for 1962 by the Lithographers and Printers National Association. This association, composed of more than 3,000 nationally recognized printing firms, annually sponsors the contest. Over 2,000 entries were submitted. Judging is done on the basis of layout, lithographic excellence, art and design and functional or sales value.

The UK content publication was submitted for the contest by the Taylor Publishing Company, Dallas, publishers of the book. In presenting the award, Paul Nortner, Taylor representative, said his company was proud to present the award "for the most outstanding lithography produced in the United States and Canada for the year 1962."

In accepting the award for the University, President Frank G. Dickey said that he was more pleased with the honor since the student staff of the book completely edited

and designed the publication.

Charles Stone, a graduate of the UK School of Journalism, was student editor of the book. He is a native of Hickman. Other University staff members honored in the award were Perry J. Ashley, adviser, and Richard Ware, photographer for the publication.

National awards already received by the 1962 Kentuckian, include being named one of six yearbooks given an A-plus rating by the National School Yearbook Association and approximately 1000 copies have been distributed nationally for use in yearbook seminars and as an example of fine yearbook content. Three thousand copies are distributed each year to students of the University.

In addition, Photographer Ware received a first place award by the Kentucky Professional Photographers Association for a "shot" of happy sorority pledges in the Kentuckian.

New Bill Would Permit Joint-Price Advertising

Sen. Hubert H. Humphrey, the Majority Whip, has introduced a bill (S.1320) which would increase retail advertising in newspapers, if passed. The proposal would make it legal for independent retailers to band together to publish joint ads mentioning prices. The Federal Trade Commission has ruled that pooled ads mentioning prices are in violation of the antitrust laws.

Sen. Humphrey, a former pharmacist and champion of small business, has pointed out the FTC ruling prevents competition, instead of fostering it, as the antitrust laws are supposed to do. His bill would grant a specific exemption to permit pooled ads giving prices. Retail drug interests are supporting the Humphrey bill but it is sure to be opposed by FTC and Justice.

Introduction of the Humphrey bill caused FTC to release the text of its advisory opinion, contrary to its usual practice. Drug industry sources had already made the document public. The Humphrey bill was referred to the Senate Commerce Committee, where it faces an uphill fight at best.

Your merchants' advertising in this newspaper brings you news of changes in styles, where the bargains are, and what new products are offered.

Kentucky To Follow US Expense Deductions

New and tighter Federal tax provisions relating to entertainment and expense-account deduction will be followed by the State of Kentucky, according to Revenue Commissioner James V. Marcum. The State also will consider Federal changes relating to investment tax credits in an effort to reconcile Kentucky net income with Federal net income for tax purposes, Marcum said.

Kentucky's income tax law conforms with the Federal as it was before recent changes by Congress. The State Revenue Department is taking all possible steps to bring the Kentucky law into conformity with the changes, but further conformity would have to be approved by the Legislature. The basis of assets qualifying for Federal investment tax credit must be adjusted for Kentucky tax purposes to the same value as reported for Federal tax purposes, Marcum said.

"The modern newspaper literally has its fingers reaching out toward every quarter of the globe and every finger is sensitive and every nerve brings back the treasures of the intellectual wealth that are stored up there, and a photograph of the occurrences of life that are there taking place."—C. D. Warner, author.

New Tax Regulations Present Real Danger

Newspaper broker Wayne Peterson, of Moorhead, Iowa, veteran newspaper broker, sees real danger in new tax regulations enacted by Congress, pertaining to the sales of newspapers. He believes newspapers should unite in seeking a change in the new law. He writes

"In 1962 Congress put into law new income regulations concerning capital gains. Prior to January 1, 1963 recovery of depreciated off depreciation through the sale of a business was considered capital gain. Effective January 1, 1963 all such recovery will be considered straight income, on depreciation after 1961. This new regulation will make it almost impossible for owners of small businesses, such as newspaper, to sell because of the prohibitive rates.

In the past a newspaper business worth \$60,000, of which the depreciable assets could be more than \$50,000, could be depreciated to almost nothing over a period of about 15 years. That would be at a depreciation rate of something like \$3,500 per year.

"Under the old regulation this property might be sold for \$60,000 on the installment sale plan, with a down payment of not more than 30%, the seller paying on 50% of the capital gain, at his regular income tax rate for the year in which he received the payment. or, if the seller preferred he could make a cash sale and pay at a rate of not over 25% on the total capital gain. Total tax on the average installment sale would usually be considerably less than 25%.

"If the new regulations continue through the years, the same situation with \$50,000 or more depreciated, if sold would require payment of straight income tax on the entire \$50,000. The joker is the rate of course. Internal Revenue Service says that the taxpayer must depreciate. Then, if a sale is made with a gain of \$50,000 the taxpayer could have to pay at a rate of more than 50% on the entire \$50,000. On larger sales the penalty would be greater. In other words if the total gain was \$1,000,000 the rate could go up to 75%, or more."

Keep in the rut too long and you'll dig your own grave.

To Store Paper Cutter Scraps. A good place to store usable scraps from the cutter is on shelves under a table near the cutter. There's no hunting and the constant sight of these piles of paper acquaints employees with what is on hand.

Double Billing Jeopardizes Cooperative Advertising

Newspaper advertising executives at a recent Pennsylvania conference were told that double billing is one of the most important factors militating against the growth of cooperative advertising. The speaker was Morton J. Simon, an attorney, who discussed "Robinson-Patman Headaches In Display Advertising."

"How does double billing hurt the honest newspaper?" said Mr. Simon. "There are several ways. First of all, it means that a given number of manufacturer's co-op dollars will buy fewer inches of newspaper space. Results of this are obvious. Next, the retailer's frequently phony 'production charges'—for work your newspapers usually perform—also siphon off more co-op dollars."

"More than this, however, is the over-all effect on the planning and thinking of the manufacturer who pays the bills. He becomes upset and unhappy by a situation which he knows is bad but which he feels he cannot control without incurring the enmity of his customers—if only a few of such customers. He then couples this with another concern—his inability to control the content of the advertising—notwithstanding a supply of mats and an effort to police his co-op in accordance with the terms of the offer.

"The net result—and I know this for a fact in certain instances—is that he cuts off co-op. He switches his advertising budget to other forms. He may spend the same number of dollars but they will not buy the same. He lacks the contribution of the retailer. Furthermore, the money is frequently handled by the manufacturer's advertising agency as a national fund. The space is not bought at the local level by retailers or local agencies who know your paper and its local effectiveness.

"Now double billing cannot long continue without the connivance of the media. Also remember: The FTC has recently indicated its interest in double billing. There is a definite school of thought which posits double billing as still another violation of the Robinson-Patman Act and the FTC Act as well. Yet I cannot escape the conviction that if the media did not contribute their assistance to the unscrupulous retailer, double billing would soon die a most rapid and unnatural death." (Quoted from Editor & Publisher, 3-30-63).

Advertising helps to reduce consumer demand for scarce commodities by diverting public demand to other more readily available commodities.

Pineville Sun, Courier Are Consolidated

Bell County's oldest and newest weekly newspapers have been combined into one publication effective April 1. The Pineville Sun and the Middlesboro Courier will be published under the name of the Pineville Sun and the Cumberland Courier.

Harold Raines, former publisher of the Sun, was named president of the Sun Publishing Company, an organization which will serve as parent organization for the newly formed publication. Noel Patton, formerly associated with the Cumberland Courier, was named vice president, and Mrs. Harold Raines will serve as secretary.

In announcing the consolidation, Raines said the publication will maintain offices in both Pineville and Middlesboro. The printing plant will be located in Middlesboro web-fed offset equipment is presently being installed. A letterpress plant will be maintained in Pineville.

Raines said the change being made will bring about a better opportunity for growth of the newspaper and will provide a wider rural circulation with both papers combined. Plant facilities already installed include cold-type typesetting equipment, darkroom, negative, and platemaking facilities.

Prepaid Sub. Methods Under IRS Scrutiny

Internal Revenue Service and Treasury Dept. are refusing to give consent to newspapers seeking to change methods of reporting prepaid subscriptions for tax purposes.

IRS Code of 1954 permits newspapers to elect to include as taxable income the full amount of prepaid subscriptions during the year or to include only such part of prepaid subscriptions as accrue during the year, carrying over the balance to the following year or years.

Newspapers wanting to change their present method of reporting have been informed by IRS that to obtain Treasury Secretary approval for the change, the transition must be made over a ten-year period.

"The advertisement is one of the most interesting and difficult of modern literary forms."—Aldous Huxley.

A new weekly newspaper made its initial appearance in Nicholasville the last week in March. The Jessamine County Star, edited and published by Dave Addington, began with a 16-page tabloid print-offset.

State Police Request Accident Reports Be Filed

State Safety Commissioner Glenn Lovern has issued a plea for the co-operation of the motoring public in promptly filing traffic accidents reports "so that they will benefit themselves."

The commissioner explained that persons who are involved in any vehicle accident have the opportunity to tell their side of the story by filling out a form. Accident report forms are available at all State Police post and from the department's headquarters.

"Even if one of the cars involved in the accident is a parked car, it is still necessary for the owner of the parked car to file a report if there is property damage exceeding \$100," Commissioner Lovern said.

The Kentucky Department of Highway uses accident report information to determine the need for new markings, signs and repairs. If reports indicate that accidents occur frequently on a particular stretch of highway, studies will be made possible changes on that section of road. When reports show continuing troubles at an intersection, there may be a need for signs or signals not present at the location.

From a statistical standpoint a complete report contains vital information for safety officials, Lovern pointed out.

"We are able to determine many problems and their degree of importance in over-all safety efforts across the state by studying these reports," he said. "The more we know what causes accidents, the more we can do to help prevent them. This information can be compiled through the co-operation of the drivers involved."

State law requires a written report to be submitted within 10 days after an accident resulting in death or injury or property damage exceeding \$100.

Connecticut Court Bans Anti-Advertising Rulings

A Connecticut Superior Court has ruled against a State Board of Embalmers and Funeral Directors regulation prohibiting advertising of prices for funeral services and materials. Court held the Board had not proved that the price advertising prohibition was necessary to maintain standards of public health, safety and welfare. Court also held that embalming was a "business rather than a profession."

It's pretty hard to convince the kids that the shortage of teachers is a calamity.

How trading stamps help communities to fill many needs

A school bus, water system, fire engine, church project— here are just a few of the many community projects organized through Group Savings Programs.



PORTLAND, ORE.

NORTH CATHOLIC High School students Friday assembled in and beside a bus which Knights of Columbus hope to buy for them with trading stamps. Knights said they filled out

...ion to collect some 6,500 -quires

Trading Stamps Will Pay For Water System

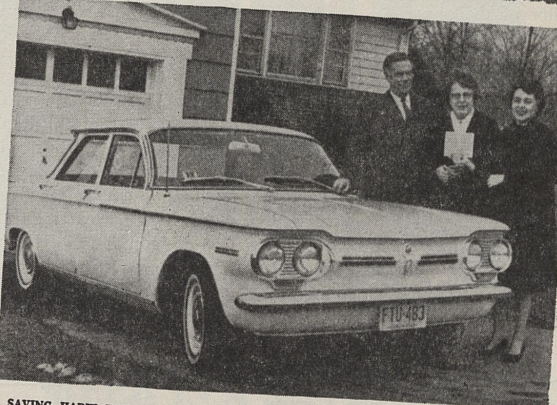
MINOT — A project to pay for a \$9,000 irrigation system with trading stamps was announced here by William A. executive director of Da- Boys Ranch which main- facilities here and at N. D.

... years ago the North Da- District Lutheran Lay- League sponsored a pro- which encouraged the dona- Beef cattle or calves to Boys Ranch. The success program provided a good foundation herd. But mer, according to Renz. h so severely affected situation that part of and to be sold.

12,000 Trading Stamp Books Needed to Buy Fire Engine

The Norwich Junior Chamber of Commerce announced Saturday it wants to dedicate the truck they hope to buy Norwich with trading stamps to the mem- ory of the four firemen who lost their lives in the Van Tassel ex- plosion and fire.

Richard Bastian, chairman of the drive to obtain collected S & H green stamps, said the apparatus would, in effect, be a lasting memorial to the firemen. According to Bastian, the Jaycees will organize their cam- paign this week. The city council will be asked Monday to back ... and Bastian said he ratu. Chief



SAVING HABIT PAYS OFF: The Rev. and Mrs. George C. Howard admire her new car presented by members of the Central Unitarian Church in Paramus. At right is Mrs. Alfred De Risi, a chairman of the committee, holding a book of trading stamps. The 700 books of stamps saved represented purchases worth \$24,000. The car is believed to be the first purchased in the State with trading stamps. The other chairman of the cam- paign is Mrs. James Beardley. Both chairmen are from Bergenfield. (The Record photograph.)

WHAT DOES YOUR COMMUNITY NEED?

The Sperry and Hutchinson Company has developed a special department to help any recognized non-profit group to run a successful drive to get things it needs. Anyone who might be interested in further informa-

tion about what can be done for his community should write to: Group Savings Department, The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York.

An American Way Of Thrift Since 1896



Those were the days...

(From the back files of the Kentucky Press)

25 Years Ago

The Lexington Herald and the Courier-Journal were given honorable mention awards in the annual Ayer Cup competition for typographic excellence.

Edwin J. Paxton Jr., chief editorial writer and associate editor of the Paducah Sun-Democrat, was one of nine chosen for Nieman fellowships to continue his studies at Harvard University.

President Roosevelt signed legislation giving the Federal Trade Commission jurisdiction over control of false advertising of food, drugs, cosmetics and devices.

How to Read the Newspaper is an interesting project which the 9A 303 Class at Barret Junior High School is working on. Each student chose an area of interest to report on to the whole class. The class subscribed to many of the nation's leading newspapers.

"Mine-Run Sports," covering local athletic events, is the title of a column which has been added to the sports pages of the Harlan Daily Enterprise. John L. Crawford is editor of the paper.

Mrs. Willie Snow Ethridge, author of "As I Live and Breathe," discussed the business of writing at a meeting of the UK Woman's Club.

20 Years Ago

KPA ended its first year's operation under the Central Office, field manager plan. Many publishers were quick to recognize the advantages which this system offered, particularly in the one order, one bill-one check plan for advertising.

Smart newspapers were advised to devote considerable space to Victory Garden projects. The food situation, becoming more serious, has people thinking more and more about gardening on an individual basis.

The Supreme Court declared unconstitutional on March 8 ordinances passed by two municipalities regulating the distribution of literature on city streets.

5 Years Ago

A "model publication law" was enacted

by the Kentucky General Assembly. It set out procedures and practices to be followed in the filing and publishing of financial reports of public officials.

Foley Ruggles and James L. Crawford have been named associate editors of the Corbin Daily Tribune.

Robert Baughman of the Lincoln County News has come up with a unique idea for increasing his readership. Each week he runs the description of some person he sees on the streets of Stanford in an item appropriately called "Seen On the Street." If the person so described comes to the office and identifies himself, he gets a year's free subscription to the News.

House Bill Would Remove Special Privileges

Bill H.R. 4794 by Rep. Derwinski (Ill.) would revoke the reduction in second-class mail rates granted to Rural Electric Cooperatives by Public Law 87-793 which increased postal rates, including second-class. Referred to House Post Office Committee.

Under the law, R.E.C. publications were given special non-profit mail rates, about one-fourth of the regular second-class mail charges. Previously this privilege was granted only to non-profit organizations such as religious, educational and fraternal groups.

Introducing the Bill, Rep. Derwinski said the application of this privilege to Rural Electric Cooperatives "is completely without justification and is, in effect a subsidy and a grossly unfair one at that." He also stated that the proposal to extend this privilege to the Cooperatives was never discussed on the floor of the House but was added to a Senate Bill and agreed to in a House-Senate conference.

Using Light Shade Inks. When printing light-colored inks with rollers which have been used for dark inks on forms which contained cuts, wash them thoroughly and then run up a white ink. Then dampen a rag with kerosene or gasoline and wash up again but not too thoroughly. Do not use much cleaning fluid and second washup. The white ink will thus flow into the imperfections in the rollers and prevent the darker accumulations from bleeding out and fixing with your light color.

Canadian Newspapers Adopt Advertising Code

A Canadian Code of Advertising Standards for print and broadcast advertising has been adopted by leading Canadian advertising ad agency and media organizations.

The code was prepared by the Canadian Advertising Advisory Board, the public service branch of the Canadian Association of Advertising Agencies and the Association of Canadian Advertisers. The 12-point code sets standards for advertising content and seeks to discourage false and exaggerated claims.

Among the groups adopting the code were the Canadian Daily Newspaper Publishers Assn., Canadian Weekly Newspapers Assn., Canadian Association of Broadcasters, and the Magazine Publishers Association of Canada. Participating organizations have established a Joint Committee on Advertising Standards to assure uniform interpretation and application of the code.

A West Virginia businessman, A. K. Summers, has the Internal Revenue Service mad at him because he decided to withhold taxes the last paycheck of the month. He thus pays his employees their weekly pay without deductions until the last week of the month.

The results: Mrs. B, a \$70-40 hour week employee, drew her \$70 for 3 weeks and on her fourth check found she owed her employer \$4.75 which had to come out of her next paycheck; Mrs. D, a \$2-per-hour employee, took home exactly 83 cents the last week; Mrs. A draws her regular \$125-per-week salary for 3 weeks, and then received \$22.68 the last week.

Summers says, "Most of our employees here now realize that a lot of this withholding is coming out of their pockets."

The IRS claimed this type of withholding was illegal, but after 8 months he was still doing it.

A measure authorizing the New Jersey state labor commissioner to close a newspaper plant if a fire hazard is found was signed into law recently by Gov. Hughes. Fines of \$100 and \$10 a day could be levied against publishers who refuse to correct violations. The law overturns a 1950 ruling by the state attorney general that newspapers were not subject to periodic safety inspections.

The newspaper is the only medium people consult for a buying decision.

"Right Is On small county readers, and the taking the hide special attention has been o of hand," the e of self-exposure collection, no l right graft of things go wron very bad recol times to extrac payers' pockets.

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The newspap libelous per se, pelate Judges, ar ing of the lower S.W. 929)

Wire Photo, in in the United Sta on January 1, 19 lenium cell of 18

The first daily States came into September 21, 1 Pennsylvania Pa tiser-became the Daily Advertiser.

That's What The Judge Said - - -

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

"Right Is Our Motto," the editor of the small county seat newspaper assured his readers, and then he turned to the task of taking the hide off the county officials, with special attention to the county judge. "Justice has been outdone, overruled by sleight of hand," the editor wrote. "It is a matter of self-exposure, and self-ignorance, bad recollection, no bookkeeping, or is it downright graft of our country officers. When things go wrong the county judge has a very bad recollection, and his graft continues to extract the money from the taxpayers' pockets."

The county judge regarded this editorial blast with stern disapproval, and he sued for libel. When the lower court ruled the words not libelous per se, he appealed. In the Court of Appeals he was successful.

The Appellate Judges came right to the point. "The word 'graft' has a well-defined popular meaning at this time," they declared. "It means the fraudulent obtaining of public money unlawfully by the corruption of public officers. It is constantly so used in the daily press, and is thus defined. 'The act of one, especially an official or public employee, by which he procures money surreptitiously by virtue of his office or position.' 'Grafter' is thus defined: 'A dishonest official.' The charge touches the county judge in his office. To charge an official with graft is to charge him with want of integrity. The article in question, if true, would necessarily destroy the respect of the people of Leslie county for the county judge. The necessary tendency was to degrade him."

The newspaper account was, therefore, libelous per se, in the opinion of the Appellate Judges, and they reversed the holding of the lower court.—(133 Ky. 663; 118 S.W. 929)

Wire Photo, introduced into practical use in the United States by the Associated Press on January 1, 1935, dates back to the selenium cell of 1875.

The first daily newspaper in the United States came into being in Philadelphia on September 21, 1784 when a tri-weekly—Pennsylvania Packet and General Advertiser—became the Pennsylvania Packet and Daily Advertiser.

The first picture to appear in colonial newspapers was a wood-cut reproduction of a new flag being used by the United Kingdom of England and Scotland. It was printed in 1707, in an issue of the Boston News-Letter.

MATERIALS — LABOR —
OVERHEAD —



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

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

COMMUNITY PRESS SERVICE
SERVING AMERICA'S WEEKLY NEWSPAPERS

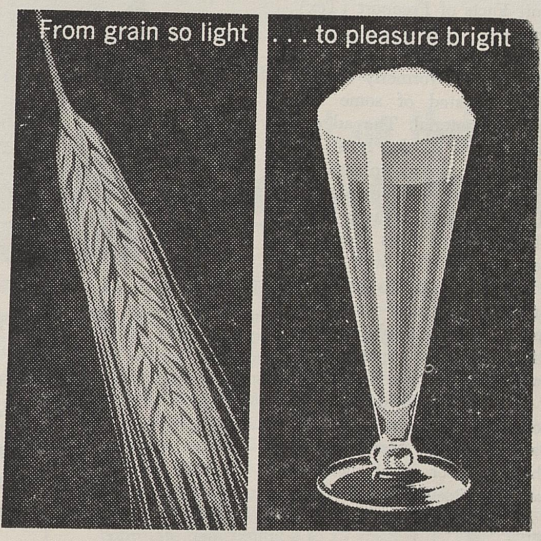
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100 East Main St. Frankfort, Ky.

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.



IN KENTUCKY BEER IS A NATURAL

From nature's light grain comes sparkling, light beer . . . Kentucky's traditional beverage of moderation — it's light, sparkling, delicious.

And naturally, the Brewing Industry in Kentucky is proud of the more than seven million tax dollars it contributes to the state of Kentucky each year — money that helps support our schools, our hospitals and our parks. In Kentucky, beer belongs — enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC.
KENTUCKY DIVISION

Oregon newspapers, broadcasters and members of the state bar have adopted a joint statement of principles on the handling of news dealing with criminal prosecutions.

The statement recognizes that news media have "the right and the responsibility to print and to broadcast the truth," adding that "the demands of accuracy and objectivity in news reporting should be balanced with the demands of fair play. The public has a right to be informed. The accused has the right to be judged in an atmosphere free from undue prejudice."

A press-bar committee in Massachusetts has been working on a similar project since November 1960. A preamble and a set of principles have been approved by members of the state bar association, but Massachusetts newspapers have not yet accepted the proposals. Efforts are continuing to bring about agreement between both groups on news handling.

The Brazosport Facts of Freeport (Tex) publishes a teen-age page each Friday which carries articles of interest to the teen-ager. This page was formerly on the comic page and consisted of some five columns of editorial material. The ad department made contacts at the local apparel shops to sponsor a two-column by five-inch photo and cutline advertisement in which local high school students were models. Copy below the pictures described merchandise being modeled, as well as the names of the local students. Five apparel shops bought the idea on a 13-week contract. The campaign gave a plus-amount of advertising from Freeport apparel shops, and extra revenue for their commercial engraving shop. This idea opened the door to other photo-type promotions now used by this newspaper regularly. Many readers comment to the advertiser about such ads—and that is result in itself!

With the election of Thomas Jefferson as president of the United States and the ascendancy of his party to power in the new capital—Washington—that town became the scene of journalistic activity, when just before the city had no paper for two years.

CIRCULATION NEED A BOOST?
Over 3,500 Newspapers Recommend
the "LINER PLAN"
Liner Circulation Service
Time-proven Integrity and Reliability
221 N. LaSalle St., Chicago 1, Illinois
— Since 1906 —

Your Telephone's Companion



Your telephone directory is one of about 10 million which Southern Bell distributes annually to more than 1,000 cities and towns throughout the South.

Chances are it's a bigger book each year, for its growth reflects the growth and progress of your community.

A lot of work goes into making your telephone book. It's compiled with great care to make it as useful and as accurate as possible.

As a companion to your telephone, it's a vital part of your reliable and high-quality telephone service, and we hope it's always useful to you when you're covering the news . . . or calling a friend.



Southern Bell

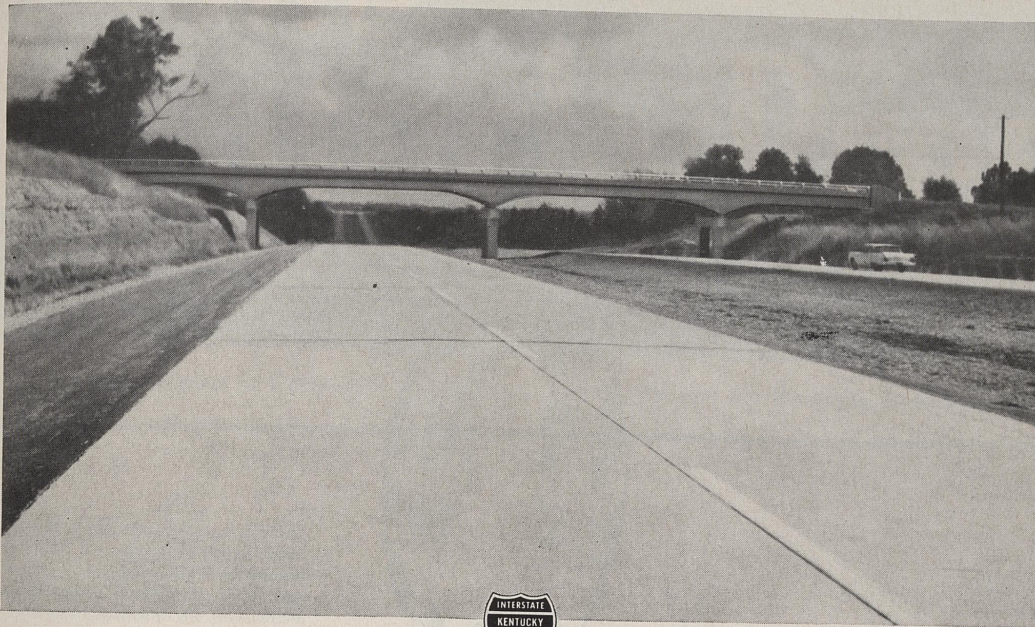
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Enjoy a beautiful ride on modern concrete mileage of Kentucky's new Interstate 64.

Kentucky taxpayers can afford the best on their new Interstate highways—modern **CONCRETE**

1. Concrete's first cost runs virtually the same as asphalt. Proof of this can be seen below in the comparison of costs for the two types of pavement on Kentucky's Interstate 64. Remember, on each mile of Interstate System highways, the Federal Government pays 90% of the first cost, the state pays 10%.

ASPHALT	CONCRETE
Clark Co., project 1-64-5 (9) 90, 2.969 mi. Paving cost per mile	Shelby Co., project 1-64-2 (4) 24, 6.125 mi. Paving cost per mile
\$210,500	\$218,300
Clark Co., project 1-64-5 (7) 93, 6.339 mi. Paving cost per mile	Jefferson-Shelby Co., project 1-64-2 (6) 17, 6.086 mi. Paving cost per mile
\$214,300	\$206,700
Average cost per mile	Average cost per mile
\$212,400	\$212,500
Kentucky's 10% share of the above initial cost on a 9-1 matching basis, per mile	Kentucky's 10% share of the above initial cost on a 9-1 matching basis, per mile
\$21,240	\$21,250

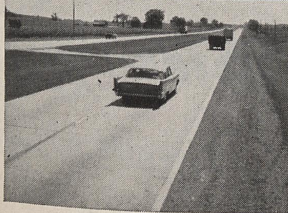
2. Concrete can save thousands of tax dollars in upkeep. Even though the U.S. Government pays 90% of the cost of construction, to any state's 10%, all upkeep costs must be paid for by the state—forever after. So you as a Kentucky driver-taxpayer should also be concerned about future costs.

Performance studies of Kentucky highways prove concrete on the Interstate System will need no significant upkeep for decades.

These studies also show asphalt highways in Kentucky, in addition to continuing maintenance, require complete resurfacing 8 to 12 years after they're built. To resurface just one mile of Interstate highway with a 2-inch layer of asphalt, based on current estimates, will cost about \$24,000! This is more than it cost Kentucky for that mile in the first place!

Concrete assures low upkeep costs. That's been proved in state after state. Official 1961 reports on the Indiana Test Road show that the concrete has in 8 years saved \$5,602.02 per two-lane mile in upkeep costs. With about 700 miles of planned Interstate highways, Kentucky needs that kind of economy!

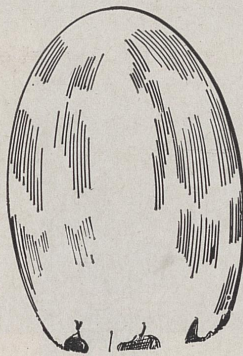
In addition, of course, concrete assures extra driving enjoyment—a smooth ride. The safe feeling of driving on a surface that's skid-resistant in all weather, wet or dry. You go 1st class with concrete!



Concrete section on Indiana Test Road, built as part of U.S. 31. After 8 years it is still in fine shape. Asphalt sections have now been resurfaced.

PORTLAND CEMENT ASSOCIATION

805 Commonwealth Bldg., Louisville 2, Kentucky
A national organization to improve and extend the uses of concrete



Columbus and the Egg

Legend tells us of the dinner for Christopher Columbus attended by some of the explorers who later followed him. After dinner they spoke glowingly of what a fine job *they* had done. Each told how easy it was to sail to the New World. Each proclaimed loudly how little credit Columbus really deserved.

Columbus sat in silence. Finally he passed a hard-boiled egg down the table and asked his detractors to set it on end.


They all tried. And failed.

The egg returned to Columbus. He tapped

it sharply against the table top, flattening the base. It stood firmly.

Then the man who first sailed the unknown, uncharted western seas smiled. "I feel sure any of you can do it now," Columbus said.

The Johnny-Come-Latelies will tell you just how to run the electric business. But to be competitive, even today, they need freedom from taxes, and government money at half the going interest rate. When they tell you how easy it is to generate and distribute electricity now, remember Columbus and the egg.

 Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY

An Investor Owned Electric Company

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