

The Kentucky Press

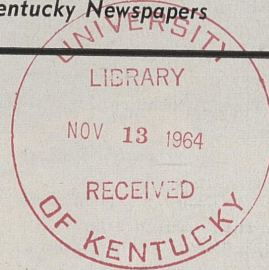
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

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

July
1964

Volume 30, Number 10



Kentucky Showcase: New Lodge At Pine Mountain State Park

The Kentucky Press

Volume 30, Number 10

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

Kentucky Press Association, Inc.

George Joplin III, *President*
Commonwealth, Somerset
Maurice K. Henry, *Vice-President*
Daily News, Middlesboro

Victor R. Portmann, *Secretary-Manager*
Perry J. Ashley, *Assistant Secretary-Manager*
Florida R. Garrison, *Assistant Treasurer*
University of Kentucky, Lexington

District Executive Committee

Chairman, Larry Stone, Messenger-Argus, Central city (Second); First, William T. Davis, Lyon County Herald, Eddyville; Third, Al J. Schansberg, Voice of St. Matthews; Fourth, Howard Ogles, Favorite, Franklin; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, Edwards M. Templin, Herald-Leader, Lexington; Seventh, Warren R. Fisher, Mercury, Carlisle; Eighth, Louis DeRosett, Adair County News, Columbia; Ninth, James T. Norris, Jr., Independent, Ashland; Tenth, R. Springer Hoskins, Enterprise, Harlan; State-at-Large, S. C. Van Curon, State Journal, Frankfort; State-at-Large, James Lee Crawford, Tribune, Corbin; State-at-Large, Warren Abrams, Courier-Journal, Louisville; Immediate Past President, Fred J. Burkhard, Casey County News, Liberty.

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 Dyché, Sentinel-Echo, London; Maurice K. Henry, Daily News, Middlesboro; Niles O. Dillingham, Progress, Dawson Springs; Thomas L. Preston, Democrat, Cynthia; Robert Fay, Shelby News, Shelbyville; Officers ex-officio.

All Editorial Matter Should Be Signed

All newspaper publishers and/or editorial writers, who sign editorials or imply responsibility through personnel information in the editorial page masthead, will heartily agree with Editor & Publisher when it advocates that the broadcast and/or video media should accept the same responsibility and "sign" editorial or personal opinions by giving names of responsible parties.

More than this, owing to the public's well-known propensity of dial twisting, the broadcast media must accept responsibility—as the news media—that there is always the end-result that John Q. Citizen will only hear one side of a controversial subject and may never hear the other side. E&P suggests that any broadcast editorial should be immediately preceded or followed by a qualified spokesman for the "other side."

In newspapers, the public knows immediately who is responsible for opinions expressed—opinions which express a point of view and may or may not present what the writer believes to be both sides of a controversy, but in practice, many editorials, consciously or unconsciously, do propound one side of the argument and deride the other. The reader always has the opportunity to evince his disapproval by voice, or written argument in the Forum column, to opinions such expressed. As printed, all sides of the argument will last as long as the newsprint lasts. The right to rebuttal, the right to disagree with the printed opinion of any writer, is inherent in the First amendment. We do believe that editors try, honestly and constructively, to present both sides of a controversy in editorials of survey and review.

Again, the accepted conditions of editorial responsibility of newspaper so expressed, we believe, do not prevail, under present practices, in broadcast editorials. The FCC has permitted editorials on the air for more than ten years and there seemingly will be no change in this policy. This editorializing policy has been included under its "fairness doctrine" which, according to Chairman E. William Henry, states "that the basic right to be protected is the public's right to hear both sides of the controversy, that a broadcaster has an obligation to respect that right, that he must make an affirmative effort to discharge this obligation over and above making his facilities available to contrasting points of view on demand."

We heard many, many opinions expressed during the recent Republican convention, and we acknowledge, the broadcast media "gave their all" to get complete coverage. But we hold that far too many "personal" interviews with the great and near-great,

was editorially tinged by the interlocutor putting opinion words in the interviewees' mouths. We believe that this was "one side" editorializing of greatest import.

There is a great responsibility on broadcast editorializing. Even through government license and present regulations, we believe that broadcast stations should take the same responsibilities to the public as newspapers, and, the public shall be protected adequately on all public issues.

* * * *

Senate Committee Asks For Limit On Secrecy

A Senate Judiciary subcommittee unanimously has approved law changes designed to curtail drastically the Government's power to withhold information from the public. According to the New York Times, the proposed measures would eliminate as reasons for suppressing documents, reports and activities such standards as "in the public interest" and "for good causes." A much more restrictive formula would be substituted. Secrecy would be limited to matters involving national security, foreign policy and a few situations found to justify exemption.

The subcommittee, headed by Senator Edward V. Long (Mo., Dem.), found that the reasons for withholding information were defined so broadly in present legislation that they became excuses for suppressing information to which the public and the press were obviously entitled. In "innumerable" instances, the panel stated, the legal exemptions from a law designed to implement a policy of disclosure were used to cover up embarrassing mistakes, irregularities, or other actions lacking the right of secrecy.

The amending legislation, sent to the parent Judiciary Committee, is aimed at Section 3 of the Administrative Procedure Act of 1946, where the loopholes were found. "We should not kid ourselves," Mr. Long said. "There is intense opposition to the bill from every Government agency in Washington. At best, it will be an uphill fight all the way." The bill is co-sponsored by 15 Democrats and five Republicans.

* * * *

Dr. Paul H. Nystrom of Columbia University was recently quoted in a publication of the Associated Industries of Massachusetts on the subject of free enterprise. Dr. Nystrom enumerated four freedoms which he considers basic to the free enterprise system: 1. The freedom to come and go at will; 2. The freedom of thought and expression; 3. The freedom to work or engage in a business of ones own choosing; and 4. The freedom from unreasonable seizures and arrest.

16 Teachers Complete KPA Newspaper Workshop

By PERRY J. ASHLEY

Sixteen public school teachers enrolled in the second KPA-School of Journalism "Newspaper in the Classroom" workshop, held at the University of Kentucky June 8-19. The two-week session drew expressions of pleasure and satisfaction from teachers and newspapermen who participated in the program.

The list of newsmen, educators and businessmen who served on panels during the two weeks almost reads like a "who's who" of business and newspapering in Kentucky. General topics, and panelists are:

"Techniques of Using Newspapers in the Classroom": Mrs. Sally Kinney, Harrison County High School, Cynthiana; Mrs. LaNelle Woods, Clark Junior High School, Lexington; and Mrs. Alberta Atkinson, Fleming County High School, Flemingsburg.

"The Functions, Role and Responsibility of the Press": Albert Dix, Frankfort State Journal; Robert Thorp, UK School of Journalism; and Victor Portmann, KPA secretary-manager.

"Reporting and Handling of the News": J. A. McCauley, UK School of Journalism; Floyd Edwards, Louisville Times; and Tommy Preston, Cynthiana Democrat.

"The Newspaper's Relationship to its Community": Penrose Ecton, Ecton Supply Company, Lexington; Moss Vance, Texas Instruments, Versailles; and George Joplin, Somerset Commonwealth.

"National and International Events and Their Importance to the Local Reader": Dr. Holman Hamilton, UK History Department; and Vance Trimble, Covington Post and Times-Star.

"The English Language and Understandable Communications": Dr. Niel Plummer, director, UK School of Journalism.

"Publishing Problems of 1964": Ben Reeves, Louisville Courier-Journal and Frank Paxton, Paducah Sun-Democrat.

"Pictorial Reporting": Hugh Haynie, Louisville Courier-Journal, and Martin Jesse, Lexington Herald.

In addition to the regular panelists, Joe Creason, Louisville Courier-Journal, made a delightful talk on Kentucky folklore for an opening dinner on the first Monday night. Then on Thursday, the Lexington Herald-Leader, with Ed Templin as host, provided a luncheon and tour of the Lexington newspaper plant. Through the efforts of the staff of the Herald-Leader, many of the teachers got their first chance to see "the effort which goes into a seven-cent product." Landon



Newsmen and teachers worked together to make the second KPA-School of Journalism Newspaper in the classroom workshop a highly successful program. Discussing the "Publishing Problems of 1964" are (top) Frank Paxton, Paducah Sun-Democrat; Mrs. LaNelle Woods, Lexington, and Ben Reeves, Louisville Courier-Journal. In the lower photo, a group of high school teachers compare notes while planning projects to be used in their teaching programs this fall. They are Mrs. Jennie Williams, Louisville; Miss Ruth Rankin, Lexington; Mrs. Helen Cooke, Lexington; Sister Martina, Louisville; Miss Silvia Middleton, Bowling Green, and Mrs. LaNelle Woods, Lexington.

Wills, Calhoun News, was on hand the opening day to show his film, "Vanishing Breed," and to give background.

Other parts of the program featured films which the individual teacher might be able to use in her program at home, discussions of the materials available and the best uses to make of them, and preparing an outline showing how newspapers can be used in their individual teaching programs.

A list of the projects prepared by the teachers will show the large area of teaching concern which can be utilized by newspapers:

"Science and the Newspaper," by James Wyrick, Beaumont Junior High School, Lexington.

"A Newspaper Unit for Senior High School English," by Miss Jacquelyn Wyatt, Dunbar High School, Lexington.

"Relating the Newspaper to Social Studies in the Second Grade," by Miss Marna Sue Wilson, Ft. Recovery School, Mercer, Ohio.

"Using the Newspaper Extensively in the Fourth Grade Curriculum," by Mrs. Eleanor Allen, Drift Elementary School, Drift, Kentucky.

"The Use of the Editorial in the Classroom," by Thomas Nichols, Ahrens Trade High School, Louisville.

"The Newspaper: A Teaching Tool in Language Arts," Sister Martina, Holy Name,

(Please Turn To Page Eight)

History Of Ky. Press Association Recalled By Secretary Portmann

When the Press editor was asked to write his personal memories of KPA mid-summer meetings for the special edition of the Corbin Tribune during the 95th mid-summer meeting at Cumberland Falls, he found his information in the back files of The Kentucky Press which he founded in 1928.

In this long article, "Memories," the writer pointed out that records of the Association, prior to 1928, had been lost or destroyed as very few printed records were turned over when the Central Office was established in 1942, following the death of J. Curtis Alcock, Danville Messenger, who had served the Association as secretary-treasurer during the years of 1911 to 1941.

However, in a long neglected file, the Press editor found a printed record for the year 1931 which gives some pertinent information concerning meetings of the Association since 1886, the year when the Association was reorganized if past history is authentic. So this article will bring our historical record of meeting dates to your attention and information.

For lack of authentic information, which could be brought to light through study of microfilm records of our daily newspapers, (a project which, we hope, could be undertaken), it is presumed that the majority of mid-winter meetings were held in Louisville chiefly because railroad transportation was available directly to that city in inclement weather while other cities, off of the main railroad lines, were almost inaccessible except by transfers and horse and buggy.

The real old-timers of KPA, when they would get together, would start reminiscing about the summer trips that took them almost over North America. Perhaps their main incentives were the unlimited railroad passes on all lines that were theirs for the asking. So let's follow them for those lush years!

1892—World's Exposition at Seattle; 1893—Chicago World's Fair; 1895—Atlanta Exposition; 1896—Cumberland Island, Georgia; 1897—Knoxville, Chattanooga, and Nashville; 1898—Detroit, Walkerville, Canada, Alpena, and MacKinac Island, Michigan; 1899—Petosky, Mich.

1900—Milwaukee, Madison, St. Paul, Minneapolis, Superior, Duluth, Lake Minnetonka, and Chicago (how many days); 1901—St. Louis, Kansas City, Pueblo, Denver, Cripple Creek, Colorado Springs, Manitou, Grand Junction, and Salt Lake City;

1902—Cincinnati, Toledo, Detroit, Mt. Clemens, Port Huron, Sarnia and Put-In-Bay, Canada, Buffalo, Niagara Falls.

1903—Chicago, Battle Creek, Niagara Falls, down the St. Lawrence River to St. Anne de Beupre, Quebec, Portland (Me.) through the White Mountains, then back to Canada and Montreal, Toronto, and Muskola Lake; 1904—St. Louis World's Fair. And there the junkets stopped — perhaps their passes expired. Wasn't it grand to be a Kentucky editor just before the turn of the century?

These out-of-state junkets were "extras" as mid-summer meetings were held: 1886—Louisville; 1887—Louisville; 1888—Danville; 1889—Owensboro; 1890—Winchester; 1891—Paducah; 1892—Lexington; 1893—Louisville; 1894—Frankfort; 1895—Hopkinsville; 1896—Georgetown; 1897—Middlesboro; 1898—Cincinnati; 1899—Henderson.

1900—Louisville; 1901—Madisonville; 1902—Owensboro; 1903—Lexington; 1904—St. Louis Fair only. Then the editor's thought turned to the many resort springs in Kentucky that were so famous for their medicinal waters at the turn of the century so in 1905 the editors visited Crab Orchard Springs; 1906—Grayson Springs; 1907—Versailles and Estill Springs; 1908—Cerulean Springs and Hopkinsville; 1909—Estill Springs.

1910—Middlesboro and Pineville; 1911—Cerulean Springs; 1912 and 1913—Olympian Springs; 1914—Dawson Springs; 1915—Olympian Springs; 1916—Ashland and Huntington; 1917—Louisville; 1918—Crab Orchard Springs; 1919—Louisville; 1920—Covington; 1921—Danville; 1922—Crab Orchard Springs; 1923—Bowling Green; and 1924 and 1925—Louisville and West Baden Springs.

Evidently, the springs lost their appeal, so back "to town" again; 1926—Pineville; 1927—Mayfield; 1928—Elizabethtown; 1929—Ashland; 1930—Somerset; 1931—Paducah; 1932—Mammoth Cave which was to be a favorite mid-summer meeting place until the accommodations were too small for our growing membership. 1933—Mammoth Cave. (Note: A precedent called meeting was held in Louisville on July 28, called by President Lawrence W. Hager to discuss the N.R.A.); 1934—Owensboro; 1935—the memorable Greene Line boat trip from Cincinnati up to Ashland; 1936—Danville, in honor of J. Curtis Alcock's 25 years of service to KPA.

1937—Lexington, in celebration of the 150th anniversary of the founding of the Kentucky Gazette by John Bradford; 1938—Mammoth Cave; 1939—Our first summer meeting at Cumberland Falls State Park; 1940—Paducah; 1941—Mammoth Cave; 1942—Lexington; 1943—Kentucky, Ohio, and Indiana editors met, in lieu of the regular summer meetings, with NEA for a "War-time Conference"; 1944—Mammoth Cave—another wartime meeting; 1945—Mammoth Cave; 1946—Lexington.

With attendance setting new records each summer, KPA turned to larger accommodations so in 1947, we held our second meeting at Cumberland Falls State Park. In 1948, we met at Mammoth Cave again, then in 1949, we visited the new attractions at Kentucky Dam Village State Park. As these popular state parks can accommodate our growing attendance, KPA has alternated between Eastern and Western areas to the satisfaction of all. However, Ashland wanted us in 1950. So on—1951—Cumberland Falls when Kentucky Press Service was started; 1952—Kentucky Dam State Park; 1955—Cumberland Falls; 1956—Louisville in conjunction with the annual NEA meeting and state tour; 1957—Ken Lake Hotel; 1958—Cumberland Falls; 1958—Kentucky Dam State Park; 1960—Cumberland Falls; 1963—Kentucky Dam State Park; and 1964—Cumberland Falls.

It should be satisfactorily noted that every year the attendance at the mid-summer meetings have increased to overflow accommodations—and this year was no exception, much to our regret with no remedies in sight.

Wage-Hour Work Week

Several may be interested in a Wage & Hour interpretation obtained recently in Tennessee. A Tennessee publisher follows a work schedule which allows his shop employes to get in their 40 hours in four days. He wondered if this met the W&H requirements. The W&H people said it was OK. An examiner pointed out that the law is based upon a 40-hour week, with no reference to the number of hours per day. It does not say, for instance, that a day shall not exceed eight hours. . . . Internal Revenue Service, worried about under-withholding of Federal taxes in 1964, has published a "Notice to Employers" warning that some employes who usually qualify for a refund may owe a substantial sum when they pay 1964 taxes in 1965. Employers are urged to advise workers of this problem. The facts are contained in Document No. 5536, available free from any IRS office.

Somerset Commonwealth Fights For Public's Right To Know

The issue of July 1, of the Somerset Commonwealth carried an important editorial written by its editor, George Joplin, and discusses a situation which parallels similar actions in other counties in the past and may be prevalent in a few counties today. If so, we recommend that editors emulate George's approach on the topic of "the public's right to know."

The opening paragraphs of the effective editorial read:

"Two weeks ago Pulaski Fiscal Court invoked its ban on news reporting. In a dictatorial move it ordered that the only news that could be reported from a weekly session of court would have to be taken directly from the court's minute book.

"In effect, this order was not directed at the Somerset newspapers, but at the people of Pulaski County. It said the public be damned; that we don't want the people to know what we are doing until after we have done it.

"The crux of the matter is that the magistrates don't want the newspapers to publish what transpires at the meeting because it is embarrassing to the members of the court."

These were followed by a summary of various contentions between members of the Fiscal Court of recent vintage and the publicity given by the newspaper of official acts of the members as reported fully and accurately from the records. The editor stated, "The newspaper only mirrors the action of the court."

The closing paragraphs, which brought action, read:

"It seems unbelievable that here in Pulaski County, Kentucky, the freedom of the press is being taken away, that not only is the inalienable right guaranteed by the constitution of the United States being violated but also those Kentucky laws which require official meetings of governing bodies

The U.S. House of Representatives has passed a bill that would prohibit federal rules limiting radio and television commercials. The bill, now in the Senate, says briefly that the Federal Communications Commission shall have no authority to set down rules on the length and frequency of commercials. Content is not mentioned. Rep. Walter Rogers (Dem., Tex.) sponsored the bill. He said it would not prevent the FCC from taking into account any over-

of cities, counties or political subdivisions be open to the public.

"The illegal and dictatorial order banning the press from Fiscal Court meetings must be rescinded if Pulaski County is to be governed in a democratic way."

The editorial brought action—perhaps with the fine hand of public opinion behind it—as reported on the front page of the Commonwealth, issue of July 15:

"Pulaski Fiscal Court today moved that no restrictions be made on the news media in covering the court meetings.

"The motion was made by Magistrate Harvey Thompson after Magistrate Albert Meece rescinded a motion made two years ago requiring newsmen to take information of the court proceedings from the minute books."

This desired action prompted the second editorial which we quote in part:

"The Fourth Estate was given a new birth of freedom today when Pulaski Fiscal Court voted unanimously to lift its ban on the press from reporting action at its weekly meetings.

"But today, the members of the court had a change of heart. A motion was even made that the press be invited to attend the meetings and report on the action and the discussion of issues coming before the court.

"Actually the order banning the press was illegal. State Attorney General Robert Matthews said last week that meetings of any governing body—fiscal courts, city councils, school boards or state bodies—had to be open to the public and that newspaper reporters were entitled to attend the meetings and to report on any action taken.

"Nevertheless, the invitation of welcome by Pulaski Fiscal Court today is appreciated. And it will be accepted by reporters from The Commonwealth each time the court meets."

commercialization when it considers renewal of the license of a station. Rogers introduced his bill after the FCC announced last year it was considering a rule to regulate the length and frequency of commercials.

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

Ballard Teacher Wins Feature Writing Award

Mrs. Shirley Porter Williamson was selected as one of 20 national award winners for one of her feature articles which appeared in The Kentucky School Journal. More than 400 entries were submitted with Mrs. Williamson's award being one of the two given for a state education association publication.

Announcement of the award was made by the Educational Press Association at its meeting being held in conjunction with the annual convention of the National Education Association in Seattle. Judging of the publication entries was done by Syracuse University.

Mrs. Williamson, an English teacher at Ballard Memorial High School serves as the school's journalism advisor and sponsor of the award winning Ballard Beacon. She is also the very popular columnist whose weekly features appear in the Cairo Evening Citizen and the Paducah Sun-Democrat.

For two consecutive years Mrs. Williamson and her students have been among the top award winners on The Cairo Evening Citizen Tri-State High School Page.

Gerald Jagers, editor of The Kentucky School Journal accepted the award for Mrs. Williamson and will present it to her at the KEA Leadership Conference Aug. 9-12 at Lexington.

Her article was entitled, "An Angel Shouldn't Cry," appeared in the March 1963 issue of the KEA magazine.

Sells Extra Tearsheets

Should you charge for extra tearsheets? Most publishers do not, but the Lufkin (Tex.) News does—and made \$400 extra revenue during 1963. Publisher W. R. Beaumier says the News decided some years back that its merchant advertisers, especially grocers, were asking for too many tearsheets of their ads. The Texas daily set up a schedule of free tearsheets, giving 12 for a full page ad, and decreasing the number with the size of the ad to one free tearsheet for less than 42 column inches. "At the same time advertisers were advised that if they wanted more than the allotted number of tearsheets they would have to pay 5 cents for each additional tearsheet. Surprisingly, the merchants accepted the new rule without protest and most of the grocers get additional tearsheets each week. Most of the grocers use the tearsheets in their stores, hanging them from cords. Some use a few in their windows. I presume some are used for collecting on brand-name allowances," the Texas publisher reported.

Jodie's Laurel Crest Will Go Under Water

By E. C. HARTER

A man's home is his castle, so the saying goes. In Jodie Gozder's case it was literally true. I visited Jodie, standing in front of his beloved Laurel Crest, as he and Mrs. Gozder were working with the movers in preparation for their trip to their new home at Fort Lauderdale, Florida.

It was with extreme reluctance that Jodie made the move to Florida. He has lived in Taylor County for 56 years, founding the News-Journal in 1908. He started constructing his home in 1923 and by adding to it through the years it became a veritable show-place, castlelike in size, but homey and comfortable in appearance.

But, like so many others in Taylor and adjoining counties, the new Green River Dam and Reservoir dooms the building, since its location would place it 18 feet underwater in the new lake.

On moving day, my wife and I visited the Gozders, and it was obvious that Jodie needed a little cheering up. But what could you say to a guy who had put his whole heart and soul into such a structure as this. Many of the fireplaces and intricate woodwork was done with Jodie's own hands . . . you can't replace that with a few words.

But the move to Florida will be a new adventure for the 78 year old journalist . . . and his life has been full of adventure. Just putting out the News-Journal for over 50 years in a county not known for calmness in political matters, is adventuresome enough.

Jodie is a friend of many of the great and near-great in Kentucky political, business and newspaper spheres. "Happy" Chandler is a good friend and has visited Laurel Crest many times. The Kentucky Press Association's Executive Committee met at this home many times and up until recently the officers of this group worked out plans for the big summer convention while at Laurel Crest.

The home began as a fisherman's hide-out in 1923. Since that time the publisher bought additional log cabins, some 13 in all, and used them to add to the structure.

As it stands today, the building has over 4,000 feet of floor space, four massive fireplaces, complete tile baths, and is filled with many objects of art, and exquisite furnishings. (My wife and I acquired the lovely lamp owned at one time by William Randolph Hearst, during our moving day visit).

Jodie, being a gregarious man, had plenty of barbecue pits for his guests (who sometimes numbered in the dozens), including

one pit large enough to fry up to 15 pounds of Green River fish every eight minutes.

Whether it was a fish fry, or building a fireplace, the diminutive newspaperman likes to do things bigger than life size and his Taylor County friends think that he may find the sedate life in Florida somewhat of a strait-jacket.

(Editor's Note: The editor, with many state publishers who served on the KPA executive committee and as officers, have many fond and lasting memories of Laurel Crest and the generous hospitality of the Gozders. We, too will miss the magnificence of Laurel Crest which many of us watched grow to a veritable mansion from the small one room "fishing camp" and lean-to kitchen to the present edifice which could entertain as many as forty guests.

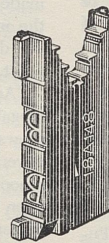
To the Gozders, we all bid them God-speed in their new Florida home, but hope they'll return again and again to visit his myriad of friends in the Bluegrass state.)

A new definition of Motor Route for inclusion in the glossary section of the Audit Bureau of Circulations Bylaws and Rules was adopted by the Board of Directors at the March Board meeting. Following the recommendation of the Bylaws and Rules committee, the following definition was

Successful Ad Ideas

A plan to build a fine special edition once a year is based on the technique used at the Gratiot County Herald in Ithaca, Mich.: the newspaper keeps track of all store remodeling (perhaps homes too) for a period. Then prepares a letter to go to all owners telling about the special edition and suggesting ad copy which would promote the store. At the same time letters go to contractors who did the remodeling. The solicitation letter with layout produces fine results from contractors who now look forward to the annual special edition. The Birmingham, Mich., Eccentric prints a dummy of special edition it plans and mails to advertisers with ad and news copy space blocked out. Price of the ads (ad space) is printed on full page, half page, quarter page, and smaller ads spread throughout the section. . . . Look at the yellow pages of your telephone directory for ad prospects. People who buy this type of advertising are good prospects for small, regular advertising or display classified.

adopted: "Motor Route—Delivery of single copies by means of motor transport to subscribers in rural or sparsely settled areas outside the city zone, town or incorporated area."



A Genuine Linotype Matrix

IS MANUFACTURED TO TOLERANCES OF .0002"

IS THE PRODUCT OF 58 MANUFACTURING OPERATIONS

MUST PASS 33 RIGID INSPECTIONS

IS PRODUCED BY THE MILLIONS,
IN THOUSANDS OF TYPE FACES

HAS BEEN MADE FOR OVER 77 YEARS
BY MERGENTHALER LINOTYPE COMPANY

Mergenthaler 

Weekly
Near 96

More
cans are
this year
That me
this seg
96,000,00
Directory
ing sem
papers),
Represent

Statist
the week
newspap
of having
tain a 25
75 perce
newspap
seven few
circulation
1963.

It now
advertisi
pared wit
agewise, a
percent d
contrasted
percent.

Average
2,954, inc
spite the
ments of
ment in a
annual sta
tion. In th
hundred n
Bureau of
audited by
and Certif

The ma
business g
ing ruined
looked at
asked, "H
do all of it

The Co
has assign
dealing wi
tries and t
and excess
Peterson,
Affairs an
nounced th
consider th
time. The
discussed a
country as
program. T
be held in

Weekly Newspapers Show Near 96 Million Readers

More than a half-million more Americans are subscribing to weekly newspapers this year than did at this time in 1963. That means the estimated readership of this segment of the press is almost 96,000,000. Authority is the 1964 National Directory of Weekly Newspapers (including semi-weekly and tri-weekly newspapers), published by American Newspaper Representatives, Inc.

Statistics in the 300-page 44th issue of the weekly directory show there are 8,151 newspapers which meet the requirements of having second-class entry or which maintain a 25 percent news and no more than 75 percent advertising content and are newspapers of general circulation. This is seven fewer newspapers than last year, with circulation of 23,975,549, up 541,831 from 1963.

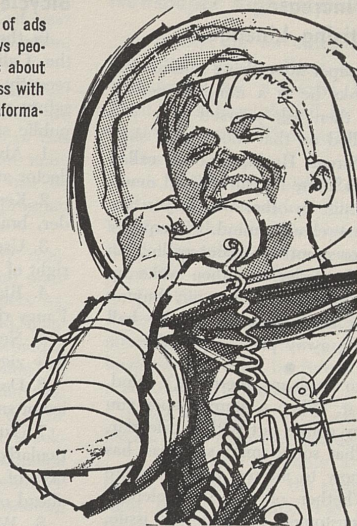
It now costs \$554.83 to buy one line of advertising in all of these newspapers, compared with \$546.74 for last year. Percentage-wise, advertising rates increased only 1.5 percent during the period of 12 months contrasted to a circulation gain of 2.3 percent.

Average circulation of the weekly is 2,954, increased from 2,873 last year, despite the more stringent reporting requirements of the Federal Post Office Department in a change required last fall in the annual statement of ownership and circulation. In the directory are listed the several hundred newspaper members of the Audit Bureau of Circulation, plus a smattering audited by Verified Audit of Circulations and Certified Audit Circulations.

The man who used to run a small town business groaned as he declared "Advertising ruined my business." Several listeners looked at him questioningly, and finally one asked, "How come?" "I let my competitors do all of it," the has-been replied.

The Committee on Consumer Interests has assigned first priority to legislation dealing with the drug and cosmetic industries and to a ban on deceptive packaging and excessive interest rates. Mrs. Esther Peterson, Special Assistant for Consumer Affairs and Committee Chairman, announced that the Committee would not consider the subject of advertising at this time. The areas assigned priorities will be discussed at regional conferences across the country as part of a consumer education program. The first meeting is scheduled to be held in St. Louis, probably in late March.

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business with the hope that the information will be helpful.)



20th CENTURY CALLING!

"Happy Birthday, Granddaddy. I've grown another inch!"

"Two council members arrived in Quebec today. The meeting has been set for the 11th."

"The supplier in Amarillo said the shipment would be two days late."

"Don and Betty said they'll get us some honey at Maple Corners on their way down Saturday."

This is the sound of today's news as it travels over a vast telephone network.

You've probably heard of Direct Distance Dialing (DDD). It's a still-growing dialing service that handles long distance, station-to-station calls which you dial yourself. To use it, you dial the access digit, the area code number (if it's not in your area) and the telephone number you want.

This network can connect you to over 84 million telephones in thousands of towns and cities across Canada and America.

If you'd like more information, call your local telephone manager.



Southern Bell

...Serving You

Ad Tips To Increase Your Advertising Lineage

Every newspaper advertising salesman in the world thinks he is a mind reader. If you doubt it then ask yourself why you have never called on that shoe repair shop over on Elm Street. He hasn't been called on because you know he can't afford newspaper advertising. In other words, you are reading that merchant's mind. Newspaper salesmen go for months without calling on a certain small retailer and then wake up and find that retailer on the air, buying a squawk box announcement at the ball game, or giving away printed pencils.

Never try to read any merchant's mind. You can't do it. When a store keeper you have passed by comes out with a calendar, put it down that some smart salesman has showed him how to interest and get more customers. Whether or not the calendar will produce customers is beside the issue. One thing is certain, he had money to spend and he didn't buy newspaper advertising. Small space in newspapers, used consistently with a selling pitch, will produce business at a profit. The secret is to tell something in the advertisement and run it continuously. That doesn't mean every day, but as often as the small advertiser can pay for.

You could have a two inch advertisement that ran once a week develop into four inches twice a week, and later into a half page twice a week. When selling small space, remember never to make the copy too general. Say something, offer the reader a service and change copy often.

We would like to recommend that newspapers consider using the term "investment" in advertising rather than the more frequently used term, "advertising expenditures". After all, good advertising is an investment in the future of a business though it may be treated as a current expense by the advertiser. Doesn't it sound better to suggest that a store "invest \$200 a month in advertising" than to propose an "expense of \$200 a month in advertising?"

All reports indicate more people will be traveling than ever before. Travel agencies, luggage stores, insurance companies, and tourist attractions should be better ad prospects than ever before.

Why not set this in a little display ad and run it on your classified page? We'll bet that the real estate dealers in your area will take note:

1. Be descriptive in your real estate advertising. Surveys show that prospective buyers want complete information about a

Bicycle Safety Rules

In the interest of Newspaperboy safety, the California Newspaperboy Foundation recently published the following bicycle safety rules which you could reprint as a public service:

1. Always use a headlight and red reflector at night. Be seen, not hurt.
2. Keep mechanical equipment in A-1 order, brakes in particular. Stop, don't flop.
3. Use caution at open intersections. The right of way is not important to a doctor.
4. Ride on the right, in a straight line. Fancy riding is a professional occupation.
5. Never criss-cross busy streets. Drivers may zig when you zag.
6. Do not ride in a heavy rainstorm, or on ice or snow. It's a slick way to the hospital.
7. Turn blind corners with caution, particularly hedge-ridden driveways and corners of buildings. Someone may be there ahead of you.
8. Watch for pedestrians and children playing. They do silly things too.
9. Never carry more than you can control safely on a bicycle.
10. And remember this—50 pounds of bicycle is defenseless against two tons of automobile.

house—number of bedrooms, sizes of rooms, lots, floor space, location, etc.

2. Be accurate in details and avoid exaggeration. A disappointed prospect is 10 times harder to sell.
3. Make your advertising understandable. Spell out the words.
4. Include all the extras in your advertising copy. Sometimes, it is only one item which will sway the prospect.

If a "referral" selling scheme uses the mails, as when the promoter enlists buyers of his product to sign letters to their friends to earn bonuses on new sales, it violates the Postal Fraud Statute. This is the Post Office Department's interpretation as outlined recently by H. B. Montague, Chief Postal Inspector.

In a detailed denunciation of the "fraud, deceit and misrepresentation" such sales devices often employ, Mr. Montague announced that the department is making a concerted effort to rid the mails of referral sales activity, that it is investigating the operations of 129 firms using this method and that 21 cases are pending with United States Attorneys. We're tempted to shout—"Hooray!"

From the errors of others the wise man corrects his own.

Ad Manager Favors Newspaper Advertising

A California Ad Club speaker, expected to discuss the how and why of department store advertising, delivered a pitch for newspapers stronger than any newspaper ad executive would dare deliver. He termed TV the greatest potential ad medium, with its mass audience, its color and the ability to demonstrate products—then proceeded to explain why he didn't use TV.

"There's a car dealer in town who makes me so mad by interrupting entertaining programs with his commercials, I'd walk seven miles to work in the snow, barefoot, before I'd buy a car from him." That was one reason. There were more.

He said there were more radio sets in use now than ever before, and that he was an avid listener. But he doesn't use radio for Hale's advertising because he fears too many people have developed a talent, like his, for "selective inattention." I hear what I want to hear, and am not conscious of the rest."

He quickly dismissed direct mail, because "postal rates and production costs have priced this out of reason."

Then he continued to explain why his store was often criticized by other media for being "married to newspapers." Not only for the faults he finds in other media, but because "newspaper advertising costs us no more now than it did in the depression 30's." Sure, rates have gone up, but so has circulation."

He also favors newspapers because his own family experience and surveys among his store's 800 employees have proved that newspapers are the only advertising medium which housewives overtly seek out in order to see what's advertised.

Elaborating on his current distate for TV, McKee said his family watched it for entertainment, only. While there are commercials he enjoys and he feels that potentially more will be developed, most are obnoxious. "My family gave up trying to watch TV during dinner. With so much dripping and pounding and stomach acid all over everything, we all began to develop acid stomachs."

He tempered his "newspaper marriage" talk somewhat by saying that "we get into more scraps with newspapers than any other medium—usually over position and poor production."

In 1962, advertisers again spent more money in newspapers than in any other medium, and the newspaper remains overwhelmingly dominant as a local advertising medium.

Newspaper Story Needs Telling And Re-Telling

Few publishers any longer would deny that newspapers have a problem—a public relations problem. Most of their readers neither appreciate what they are getting nor understand the fundamental role of newspapers in a free society.

National Newspaper Week was organized in 1930 by state press association managers and national association managers to focus public attention on the function and importance of newspapers to their communities. The committee which plans and produces NNW promotion material has been augmented to include representatives from nearly every other association or organization interested in the future of newspapers so that, today, National Newspaper Week has industry wide support and cooperation. A committee survey disclosed that 96 per cent of the country's daily newspapers and 87½ percent of its weeklies observed the Week in one way or another last year.

This year National Newspaper Week will be October 11 to 17 with the continuing theme, "Newspapers Make a BIG Difference in People's Lives."

National Newspaper Week has made a remarkable impact considering the minute budget on which it operates. On less than \$6,000, it is attempting to promote a \$4 billion industry. If it were not for generous contributions of materials and many hours of time by firms and individuals, the project would be much less effective. Promotion kits enabling publishers to plan worthwhile participation will be sent to the country's 1,500 daily and 8,000 weekly newspapers in late August or early September.

Newspaper observance is only one part of the program. National Scholastic Press Association, Quill and Scroll, The Newspaper Fund, Association Collegiate Press and School Press Review will promote participation and observance in schools and colleges. Public libraries throughout the country will be encouraged by the American Library Association to present programs and exhibits during the week. National headquarters of Rotary, Kiwanis, Lions, Civitan, Exchange, Optimist, Pilot, American Legion, Elks and many, many others will suggest newspaper appreciation programs to their local groups during the week.

NNW promotion kits will go to all news and picture services, college newspapers, college journalism departments, newspaper house organ editors, Chamber of Commerce magazine editors, information chiefs of U. S. Government departments and agencies, and all U. S. senators and representatives. The National Cartoonist Society, the Association of American Editorial Car-

toonists and the Comics Council is again cooperating with the committee. Last year many comic strips carried NNW mention, some for the entire week.

The special needs of weekly hometown newspapers and metropolitan dailies are being considered in the preparation of this year's NNW promotion kit. Because more material is usually provided than can be used in one week, a year-round program of promotion will be suggested.

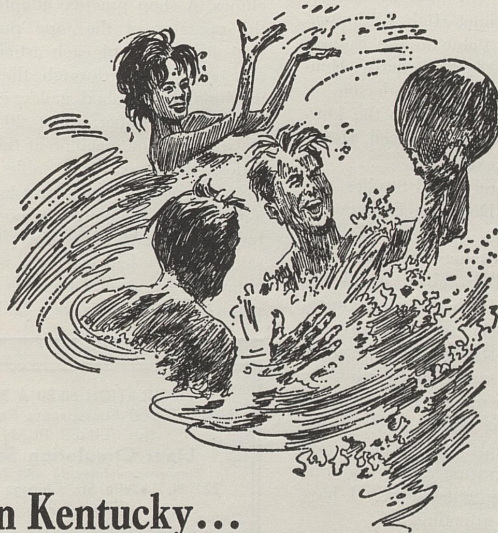
Co-Chairmen of the 1964 NNW committee are W. Melvin Street, general manager of the New York State Publishers Association, and Stewart R. MacDonald, manager of ANPA's Newspaper Information Service. Production of the promotion kit is being coordinated by John F. Blatt, recently retired promotion manager of The Daily Oklahoman and Times. Ben Blackstock, secretary-manager of the Oklahoma Press Association and NNW committee chairman in 1962 and 1963, is handling finances.

Newspaper Right Upheld

A request for an injunction compelling the Pittsburgh Pa. Press to print an advertisement for a movie titled, "Blood Feast," has been denied by an Allegheny County Common Pleas judge.

The Press rejected the ad, Charles H. Harris, attorney for eight drive-in theaters, said, because managing editor Leo Koberlein found the title "distasteful." Harris said the Scripps-Howard newspaper's refusal to print the ad constituted prior restraint on publication, which is barred by the First Amendment. Kenneth G. Jackson, the Press' attorney, argued a newspaper is a private business and can't be forced to enter into a contractual agreement.

Judge Gwilym A Price said newspapers have a "very clear responsibility in this area . . . they have not only a responsibility but in the opinion of the court they have a right to do this, and I'm glad to hear they're doing it."



In Kentucky... after a swim, beer is a natural

On a hot summer day, a dip in a cool stream can be wonderfully refreshing. Equally refreshing when you're relaxing afterwards with friends is a hearty glass of beer. There's hardly another beverage around that suits what you do for fun as much as beer. Camping, hiking, or just lounging on a lawn chair—beer brings to each just the right touch of extra good living.

Your familiar glass of beer is also a pleasurable reminder that we live in a land of personal freedom—and that our right to enjoy beer and ale, if we so desire, is just one, but an important one, of those personal freedoms.

In Kentucky... beer goes with fun, with relaxation
 UNITED STATES BREWERS ASSOCIATION, INC.
 P. O. Box 22187, Louisville, Kentucky 40222



(Continued From Page One)

Louisville.

"Using the Newspaper as an Aid in Teaching Sixth Grade Social Studies and Language Arts," by Mrs. Bonnie Ruth Lewis, Linlee School, Lexington.

"Introducing the Newspaper in a Fifth-Grade English Class," by Mrs. Nancy Holliday, Pearl McLaurin School, Jackson, Miss. (NOTE: Mrs. Holliday is a sister of a 1963 workshop participant. After hearing her sister talk about the "wonderful program", Mrs. Holliday decided to participate this year.)

"Using the Newspaper in an 8th Grade Core Class," by Mrs. Jennie Williams, Newburg Junior High, Louisville.

"The Newspaper as an Enrichment Program in the Third Grade," by Mrs. Annebel Brodtkorb, Ashland Avenue School, Lexington.

"A Unit of Kentucky History," by Ruth Rankin, Madison Model, Richmond.

"Using the Daily Newspaper in the 8th Grade Social Studies," by Mrs. Joyce Leverett, Bryan Station Junior High, Lexington.

"The Newspaper's Value in the English Classroom," by Mrs. Alla McConathy, Henderson County High School, Henderson.

"Use of Syndicated Features in the Journalism Class," by Mrs. Jane Crowell, Henry Clay High School, Lexington.

"The Newspaper and Social Studies," by Mrs. Mary Mason, Douglass Elementary, Lexington.

"Organizing a Teacher Workshop on Newspapers," by Miss Sylvia Middleton, Richardsville Junior High, Bowling Green.

Teacher comments were enthusiastic again this year, probably proving the point that the program is certainly worthwhile. One teacher said (we don't know which one since we didn't ask for names on the evaluation sheets) "I think the workshop was well organized, motivating and purposeful. The leadership was outstanding, I have benefited greatly by attending it."

"... personally I had never had the opportunity to go through a newspaper office of any size before. I think that this increased my appreciation of the newspaper and its staff considerably."

"... the thing that impressed me most of all was that the speakers really *knew* what they were talking about and I feel they were well picked and got over their points and views extremely well."

"... the entire workshop has been a delightful experience."

"... I have gained a wealth of ideas and experience."

"... I was deeply impressed by the entire workshop and the effort that has been

put into making it a success. My hope is that I can convey to my students the importance of our newspapers and the great public service that they render."

"... this has been a most rewarding and inspiring experience. I'm all 'charged up' for next fall and hope I can at least bring part of these stimulating ideas to my class in such a way that they will 'catch' my enthusiasm."

And so the comments go through the entire evaluation sheets offered by the teachers. As director of the workshop, I wish that each newspaper publisher and editor in Kentucky could be with me through the session to hear the wonderful comments and help accept the appreciation of the teachers. A statement which has been made in the past might stand repeating at this point—this is the best program which the newspaper industry has ever come up with.

Text type for the Waterloo Courier (Wis.) is set on Friden "cold type" machines. A shop practice adopted is to have the operator of the tape puncher put a stop at the end of each article. When the tape is run through the reproducing machine the finished galley copy is typed on strips of paper about 20 inches long. By stopping the machine at the end of each article the operator is able to check if there is enough copy paper in the machine and if there is enough carbon ribbon. Before adopting this procedure, the publisher said that they had instances where the machine ran for several minutes without copy paper or after the ribbon had run out.

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 —

This FREE TRIAL Offer—



Will prove you can realize greater offset profits. 650 pages of values. Revised as needed.

Write for 60-day FREE TRIAL

PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City 6, Utah

Your phone number is important to a lot of people. The phone number of your newspaper should be prominently carried in either one of two places, or both. Why not carry it in your masthead... and give it a good display? If there are different departments list each, and the number. Many papers do carry their phone number. We think it is a doggone good idea—and so will your readers.

Here are two tips that may be of use to you. Static is frequently eliminated by using sheets of aluminum bent to cover the jogger bars on flatbed presses. Half-gallon plastic jugs (which detergents often come in) can be used as hell boxes; just cut a big hole in the side and keep on the stone.

COMMUNITY PRESS SERVICE

SERVING AMERICA'S WEEKLY NEWSPAPERS
• EDITORIAL FEATURES
• HOLIDAY GREETING ADS
• GRADUATION GREETING ADS
• HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.



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

You can buy a

Photo-Lathe

for

\$82.50 per mo.

Makes both Half-Tone and Line Engravings — Built-in Selective Screen 70 to 160—Up To 12 x 18 inch plates.

Geo. E. Williams
Kentucky-Tennessee
Representative
P. O. Box 20127
Louisville, Kentucky
Phone 451-1725

this is how **K.P.S.** helps the advertiser



THE HARD WAY

CONTRACTS FOR EACH NEWSPAPER	SPACE ORDERS FOR EACH NEWSPAPER	TEARSHEETS AND BILL FROM EACH NEWSPAPER	CHECKS TO EACH NEWSPAPER
--	---	---	------------------------------------

THE K.P.S. WAY

ONE CONTRACT	ONE ORDER	ONE BILL	ONE CHECK
---------------------	------------------	-----------------	------------------

this is how **K.P.S.** helps the publisher

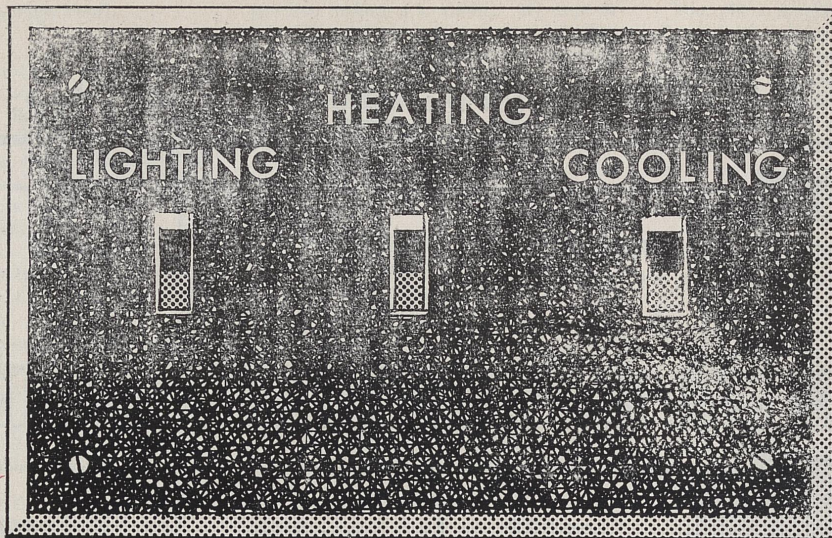


THE HARD WAY

CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS	NON-UNIFORM INSERTION ORDERS	EVERY ONE CHECKS TEARSHEETS FOR BILLING	MANY CHECKS TO ENTER AND CREDIT
---	---	--	---

THE K.P.S. WAY

ONE CONTRACT	UNIFORM INSERTION ORDERS	FOUR COPIES OF NEWSPAPER TO K.P.S.	ONE CHECK FROM K.P.S. TO NEWSPAPER K.P.S.
---------------------	---	---	--



SWITCH.....

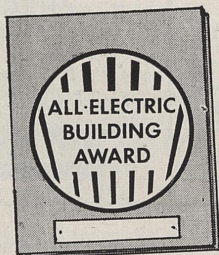
to the ONE that does it ALL!

Only electricity lets you combine all your space conditioning into one efficient operation.

Watch what happens to construction costs when electric heating lets you eliminate boiler or furnace rooms, fuel storage tanks, stacks and piping, reclaims valuable floor and wall space.


Watch what happens to annual maintenance and labor costs when trouble-free electricity warms and cools your building.

Watch what happens when you compare the benefits of electric heating and cooling with bulky, balky alternatives.



If you're planning to build, remodel, or expand, ask us to furnish you the facts of electric space conditioning. All-Electric buildings are

springing up throughout our service area. Let us tell you *their* success stories. Put the *All-Electric Building Award* to work for you . . . profitably.


Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY

An Investor Owned Electric Company

Published

The
 the fun
 trust im
 of publi
 ness, ac
 of news
 ism. It
 advertis
 of propo
 firms th
 honest a
 spects e
 individu
 guarante
 in the m
 economi
 developme

Publi
 Schoo
 Unive
 Lexin

Au
 19