

# The Kentucky Press

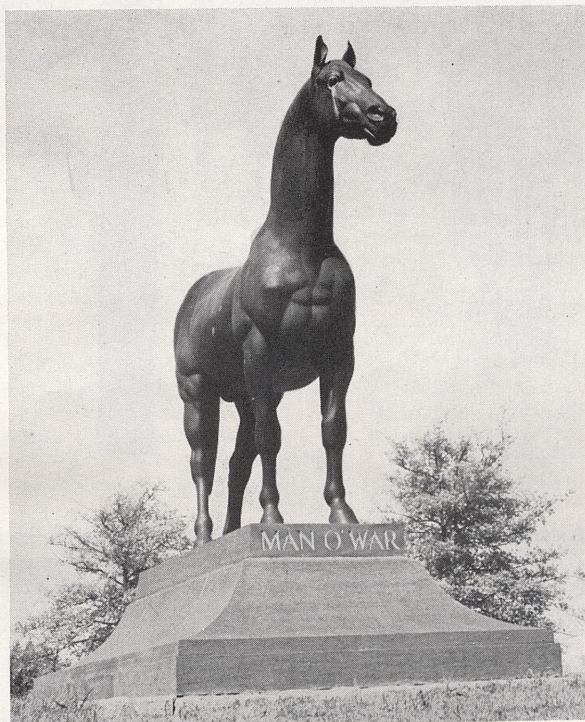
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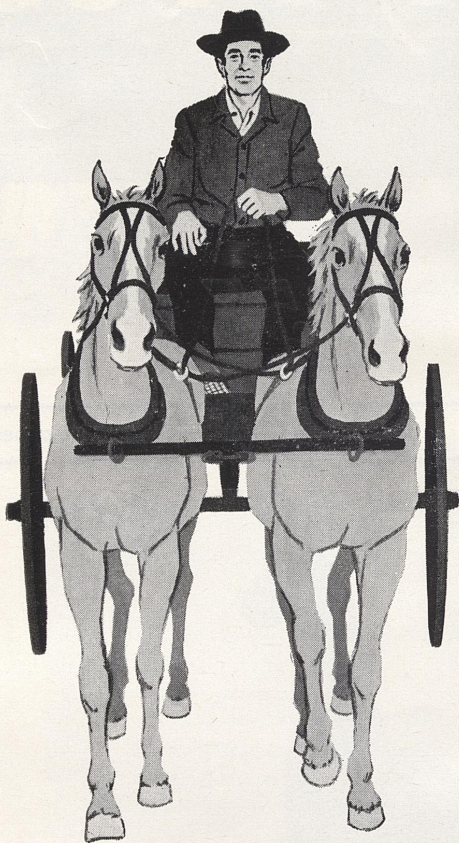


Heroic Statue Of 'The Mostest Horse', Lexington

*Official Publication Kentucky Press Association*

# You can "C" the difference

between this carter .....



and Miss Carter .....



A carter drives a team of horses ... while *Miss Carter* is a valuable part of the business team, keeps a busy office running! The capital "C" makes the difference ... makes a difference with "Coke" too! When you have occasion to refer to our product by its friendly

abbreviation, you'll keep your meaning clear if you make it "Coke" ... with a capital, please. And you'll help us protect a valuable trade-mark.

Incidentally, why not enjoy an ice-cold Coke right now. Capital idea ... sign of good taste!



## Statutes For Open Meetings Enacted By Four States

### Arkansas Act Passed March 28

An Act to Require the Meetings of All Boards and Commissions to Be Public, to Provide an Exception Thereto, and a Penalty for Violation Thereof.

Be It Enacted by the General Assembly of the State of Arkansas:

Section 1. The meetings of each and all Boards and Commissions of this State, and of the political subdivisions thereof, including counties, cities and towns, and of meetings of City Councils, and the meetings of each and all departments and agencies of the State, or its political subdivisions, and of all public institutions of the State or its political subdivision and of each and all meetings of the County Board of Education and of each and all meetings of the Board of Directors of local school districts shall be open to the public, except in those instances when such Boards and Commissions meet to consider privileged matters, communications, and information concerning individuals. In such instances where such Board or Commission meets to consider such privileged matters, communications, and information concerning individuals it shall be unlawful for said Board to take any official action on any non-privileged matter. And, provided further, that in the event an emergency meeting is deemed necessary for the consideration of non-privileged matter, the Secretary of said Board or Commission, or in his absence or disability the President or Chairman, shall notify representatives of the newspapers and radio stations of the time, place and date of said emergency meeting at least two hours prior to the time of said meeting so that the public may have representation at same and be informed thereon.

Section 2. Any member of a Board or Commission mentioned in Section 1 of this act who is responsible for giving the notice as required in Section 1 and who willfully violates the provisions thereof should be deemed guilty of malfeasance or misfeasance in office and may be removed therefrom.

Section 3. All laws and parts of laws in conflict herewith are hereby repealed.

Section 4. It has been found and is declared by the General Assembly that many Boards and Commissions do not hold public meetings and that many executive meetings are held to discuss and consider non-privileged matters and the public is being denied the right to information and to be

heard and that such practices are contrary to the principles of a democratic government and harmful to the public welfare. Therefore, an emergency is declared to exist and this act being necessary for the preservation of the public peace, health and safety, shall take effect and be in full force from and after the date of its passage and approval.

### Ohio Amendment

To amend section 121.22 of the Revised Code to provide that all meetings of governmental bodies of political subdivisions shall be open to the public.

Be it enacted by the General Assembly of the State of Ohio:

Section 1. That section 121.22 of the Revised Code be amended to read as follows:

Sec. 121.22. All meetings of any board or commission of any state agency or authority and all meetings of any board, commission, agency or authority of any county, township, municipal corporation, school district or other political subdivision are declared to be public meetings open to the public at all times. No resolution, rule, regulation or formal action of any kind shall be adopted at any executive session of any such board, . . . commission, . . . agency or authority.

The minutes of a regular or special session or meeting of any such board, . . . commission, . . . agency or authority shall be promptly recorded and such records shall be open to public inspection.

The provisions of this act shall not apply to the pardon and parole commission when its hearings are conducted at a penal institution for the sole purpose of interviewing inmates to determine parole or pardon.

Section 2. That existing section 121.22 of the Revised Code is hereby repealed.

### Illinois Law, Passed July 11

Be it enacted by the People of the State of Illinois, represented in the General Assembly:

Section 1. It is the public policy of this State that the public commissions, boards and councils and the other public agencies in this State exist to aid in the conduct of the people's business. It is the intent of this Act that their actions be taken openly and that their official deliberations be conducted openly.

Section 2. All official meetings of the governing bodies of the State, counties, townships, cities, villages, incorporated towns, school boards, and all other municipalities,

boards, bureaus, commissions or organizations of this State, which are supported in whole or in part by public funds, or which expend public funds, shall be public meetings, except for deliberations for decisions of the Illinois Commerce Commission and Illinois Pardon and Parole Board, meetings where the acquisition or sale of real estate is being considered, provided that no other portion of such meetings shall be closed to the public, grand and petit jury sessions and where the constitution provides that a governmental unit can hold secret meetings.

Amendment No. 1. Nothing in this section shall be construed to prevent the governing body of any agency of government from holding executive sessions to consider information regarding employment or dismissal of an employee; provided, that no final action for employment or dismissal shall be taken at an executive session. Nothing in this Section shall be construed to prevent an agency of government from holding an executive session when Federal regulation requires it.

Section 3. Where the provisions of this Act are not complied with, the court may, in its discretion, issue a writ of mandamus requiring that a meeting be open to the public at large.

Section 4. Any person violating any of the provisions of this Act shall, upon conviction, be punished by a fine of not more than \$100, or by imprisonment in the county jail for not more than 30 days, or by both such fine and imprisonment.

Section 5. If any provision of this Act, or the application of this Act to any particular meeting or type of meeting is held invalid or unconstitutional, such decision shall not affect the validity of the remaining provisions or the other applications of this Act.

### Pennsylvania Act No. 213

Requiring that meetings of the governing bodies of political subdivisions and of certain authorities and other agencies performing essential governmental functions shall be open to the public.

The General Assembly of the Commonwealth of Pennsylvania hereby enacts as follows:

Section 1. In this act the following terms shall have the following meanings:

(A) "Board" The Board of County Commissioners of any county, the council of any city, borough or incorporated town, the Board of Commissioners of any township of the first class, the Board of Supervisors of any township of the second class, the School Board of any school district, or the Board, Commission or other governing body of the Pennsylvania Turnpike Commission, or of any state or municipal authority or

similar organization created by or pursuant to a statute, which declares in substance that such organization performs or has for its purpose the performance of an essential governmental function and that its bonds shall not pledge the faith or credit or be obligations of the Commonwealth or of any political subdivision.

(B) "Public Meeting" That part of any meeting of a board during which it votes upon any ordinance, resolution, motion or other official action proposed by or to the board dealing with the receipt, borrowing or disbursement of funds or the acquisition, use or disposal of services or of any supplies, materials, equipment or other property, or the fixing of personal or property rights, privileges, immunities, duties or obligations of any person or group of persons, provided that the term "Public Meeting" shall not mean any meeting, the publication of the facts concerning which would disclose the institution, progress, or result of an investigation undertaken by a board in the performance of its official duties.

Section 2. Every public meeting of a board shall be open to the public.

Section 3. Every board shall hold all public meetings at specified times and places of which public notice shall be given. Public notice of the schedule of regular meeting shall be given once for each calendar or fiscal year and shall show the regular dates and times for meetings and the place at which meetings are held. Public notice of each special meeting and of each re-scheduled regular or special meeting shall be given of the date, time and place of each meeting. Public notice shall be given (1) by posting a copy of the notice prominently at the principal office of the body holding the meeting or at the public building in which the meeting is to be held, or (2) by publishing the notice once in one newspaper of general circulation in the political subdivision where the meeting will be held at least three days prior to the time of the first regularly scheduled meeting in the case of regular meetings and at least twelve hours prior to the time of the meeting in the case of special or re-scheduled meetings. Publication in the legal periodical of the county shall not be required. The body holding any meeting shall supply on request copies of the public notice thereof to any newspaper of general circulation in the political subdivision in which the meeting will be held and to any radio station which regularly broadcasts into the political subdivision.

Section 4. Any member of a board who participates in any public meeting knowing that it is being held or conducted in violation of the provisions of Section 2 of this

### Secrecy Provisions Would Curb The Right To Know

Secrecy provisions in Civil Rights Bill H. R. 6127, passed by House June 18, now being debated in Senate, would subject publishers and reporters to jail terms and fines for printing without consent of Civil Rights Commission, news about testimony or evidence taken in executive sessions of Commission.

Par. "E" of Title I of Bill H. R. 6127 which sets up Civil Rights Commission, provides that Commission may hold executive sessions, as follows:

(e) If the Commission determines that evidence or testimony at any hearing may tend to defame, degrade, or incriminate any person, it shall (1) receive such evidence or testimony in executive session; (2) afford such person an opportunity voluntarily to appear as a witness; and (3) receive and dispose of requests from such person to subpoena additional witnesses.

Reporters for newspapers, radio and television stations, and other representatives of the people, would be excluded from Commission's executive sessions. Should they report, and publishers print, information about evidence and testimony taken in Commission's executive sessions, they would be subject to jail term and fine, according to Par. "G" in Title I of Bill which reads as follows:

(g) No evidence or testimony taken in executive session may be released or used in public sessions without the consent of the Commission. Whoever releases or uses in public without the consent of the Commission evidence or testimony taken in executive session shall be fined not more than \$1,000, or imprisoned for not more than one year.

act upon summary conviction thereof shall be sentenced to pay a fine not less than ten dollars (\$10) nor more than twenty-five dollars (\$25) and costs of prosecution.

Section 5. The act of May 31, 1947 (PL 334), entitled "An act requiring that all meetings of legislative bodies of political subdivisions and of boards, commissions and authorities created by or operating as agencies of political subdivisions at which ordinances, resolutions, rules, regulations and other actions are adopted to be open to the public permitting the holding of executive sessions from which the public is excluded, but prohibiting the adoption or ordinances, resolutions, rules, and regulations at such sessions," and Section 424, act of March 10, 1949, (PL 30), known as the "Public School Code of 1949" added May 9, 1949, (PL 939), are repealed.

### Newsstands Pay

A strong argument for weekly newspapers to establish newsstands in the town and especially in the smaller villages in their territories, was presented by a Texas publisher who wrote his Central Office:

"I have found that the best way to determine whether one has a newspaper people like to read is to put it on the news stands and in the stores and see if it sells. Also, no matter how small the town is, have at least one boy or girl peddling copies in the residential sections and on the streets as soon as the newspaper comes out.

"Three years ago, I was not selling a single copy except through the subscription list. Then I began placing copies in one store that ran a page grocery ad every week. At first I placed 10 newspapers in that store. Now the store is selling 50 copies a week. And in addition, five other stores are selling 15 copies each week, 60 are being sold in the school, since we publish school news. The seniors get 4c and the News gets 1c for the copies. The stores and news stands get 3c for each copy and the News gets 3c. We are now selling 200 newspapers a week in town. The 1950 population of Kountze was 1,650.

"Gradually I have found myself catering to those 200 buyers. That is, we play up news and pictures that will make the newspaper sell in the stores and news stands. Needless to say, the thing that makes the newspaper sell in the stores also brings in renewals and new subscriptions. Also, such sales bring in advertisers. Three years ago the News was a four-page newspaper exclusively. Now we publish six and eight pages regularly. Merchants who sell the newspaper in their stores want an ad in every issue."

We know a number of Kentucky publishers who have success stories to match this. Let's hear from you on the subject of newsstand sales and street sales. We'll publish a special bulletin on the subject if enough of you will tell us about your operation.

### Reappraisal Of Canon 35

After a year of photo coverage of meetings, the latest before New York meeting of the American Bar Association, hopes grow that the AMA may relax Canon 35. Action is in this direction and is expected when the Bar Media Conference Committee presents its report on the photo ban canon (also on Canon 20) to the ABC's House of Delegates next February in Atlanta. Herbert Brucker, editor of the Hartford (Conn.) Courant, recently told the Texas Bar Association he had no doubt that "in all states this thing is going to end with a camera in every court."

## Three States Enact Laws To Open Public Records

### Indiana Act Approved March, 1953

An Act relating to public records and public proceedings, and providing penalties for public officials who are found guilty of violating the provisions of said act.

Be It Enacted by the General Assembly of The State of Indiana:

Section 1. Pursuant to the fundamental philosophy of the American Constitutional form of representative government which holds to the principle that government is the servant of the people, and not the master of them, it is hereby declared to be the public policy of the State of Indiana that all of the citizens of this state are, unless otherwise expressly provided by law, at all times entitled to full and complete information regarding the affairs of government and the official acts of those whom the people select to represent them as public officials and employees.

To that end, the provisions of this act shall be liberally construed with the view of carrying out the above declaration of policy.

Sec. 2. As used in this act:

(1) The term "public records" shall mean any writing in any form necessary, under or required, or directed to be made by any statute or by any rule or regulation of any administrative body or agency of the state or any of its political sub-divisions.

(2) The term "public proceedings" shall mean the transaction of governmental functions affecting any or all of the citizens of the state by any administrative body or agency of the state, or any of its political sub-divisions when such administrative body or agency is convened for the purpose of transacting the governmental function with which it is charged under any statute or under any rule or regulation of such administrative body or agency.

Sec. 3. Except as may now or hereafter be otherwise specifically provided by law, every citizen of this state shall, during the regular business hours of all administrative bodies or agencies of the state, or any political sub-division thereof, have the right to inspect the public records of such administrative bodies or agencies, and to make memoranda abstracts from the records so inspected.

Sec. 4. Except as may now or hereafter be otherwise specifically provided by law, all public proceedings shall be open to any citizen of this state, and every citizen shall,

insofar as physical facilities permit, be permitted to observe such proceedings.

Sec. 5. Nothing in this act contained shall be construed to modify or repeal any existing law with regard to public records which, by law, are declared to be confidential. Nor shall anything in this act be construed to modify or repeal any existing law, rule or regulation, with regard to the holding of executive sessions by any administrative body or agency. Provided, however, that no administrative body or agency shall, under the guise of holding an executive session, conduct public proceedings in such a manner as to defeat the declared policy of this act as set forth in Section 1 hereof.

Sec. 6. Any public official of the state, or of any political subdivision thereof, who denies to any citizen the rights guaranteed to such citizen under the provisions of Sections 3 and 4 hereof, and any public official who, under the guise of participating in an executive session of the administrative body or agency of which he is a member, attempts to defeat the purpose of this act as set forth in Section 1 hereof, shall be guilty of a misdemeanor, and shall, upon conviction thereof, be fined not less than \$50.00 nor more than \$500.00 to which may be added imprisonment in the county jail for a term not to exceed 30 days.

### Tennessee Act Passed March 22

An Act requiring all State, County and Municipal records to be open for public inspection.

Section 1. Be it enacted by The General Assembly of the State of Tennessee, that all state, county and municipal records shall at all time, during business hours, be open for personal inspection by any citizen of Tennessee, and those in charge of such records shall not refuse such right of inspection to any such citizen, unless otherwise provided by law or regulations made pursuant thereto.

Section 2. Be it further enacted that the medical records of patients in state hospitals and medical facilities, and the medical records of persons receiving medical treatment, in whole or in part, at the expense of the state, shall be treated as confidential and shall not be open for inspection by members of the public. The information contained in such records shall be disclosed to the public only in compliance with a subpoena or an order of the court. The records, documents and papers in the posses-

sion of the Military Department which involve the security of the United States and/or the State of Tennessee, including but not restricted to National Guard personnel records, staff studies and investigations, shall be treated as confidential and shall not be open for inspection by members of the public.

Section 3. Be it further enacted, that in all cases where any person has the right to inspect any such public records, such person shall have the right to take extracts or make copies thereof, and to make photographs or photostats of the same while such records are in the possession, custody and control of the lawful custodian thereof, or his authorized deputy; provided, however, the lawful custodian of such records shall have the right to adopt and enforce reasonable rules governing the making of such extracts, copies, photographs or photostats.

Section 4. Be it further enacted, that any official who shall violate the provisions of this act shall be deemed guilty of a misdemeanor.

Section 5. Be it further enacted, that nothing herein shall be deemed or construed to repeal, modify or alter any of the provisions of Chapter 1 of Title 36 of the Tennessee Code Annotated relating to adoptions, nor shall any of the provisions of this Act apply to any of the reports, records or documents in adoption proceedings in Tennessee except as expressly provided and directed under such adoption laws.

Section 6. Be it further enacted, that this Act shall take effect from and after its passage, the public welfare requiring it.

### Pennsylvania Act No. 212

Requiring certain records of the Commonwealth and its political subdivisions and of certain authorities and other agencies performing essential governmental functions to be open for examination and inspection by citizens of the Commonwealth of Pennsylvania, authorizing such citizens under certain conditions to make extracts, copies, photographs or photostats of such records, and providing for appeals to the Courts of Common Pleas.

The General Assembly of the Commonwealth of Pennsylvania hereby enacts as follows—

Section 1 in this act the following terms shall have the following meanings:

(1) "Agency" any department, board or commission of the executive branch of the Commonwealth, any political subdivision of the Commonwealth, the Pennsylvania Turnpike Commission, or any state or municipal authority or similar organization created by or pursuant to a statute which declares in substance that such organization performs

*(Please Turn To Page Five)*

# The Kentucky Press

Official Publication  
Kentucky Press Association, Inc.  
Kentucky Press Service, Inc.  
Victor R. Portmann, Editor  
Perry J. Ashley, Associate Editor

Member  
Kentucky Chamber of Commerce  
Sustaining Member  
National Editorial Association  
Newspaper Managers Association  
Printed by The Kernel Press

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

## Kentucky Press Association, Inc.

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

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## The 'Top Ten' Important Newspaper Problems

The following were determined as the top ten current newspaper problems by a survey of members of Newspaper Association Managers, Inc., and adopted in their annual meeting at Eagle River, Wisconsin, August 16, 1957.

While there were many other excellent suggestions made, the above represent the consensus of nearly 30 NAM members, including some who conferred with publishers in preparing their lists. The problems are not listed in any order of importance, since the committee agreed that all were of equal importance.

1. Attracting, training and holding qualified newspaper personnel, and promoting good employee relations.
2. Creating a better public understanding of the functions and service of the newspaper.
3. Protecting the public against government restrictions on advertising at the federal, state and local levels.
4. Increased research and promotion of the newspaper as a selling force to retain the newspapers' leading position among advertising media.
5. Study of production economies and all rate structures by individual newspapers to maintain adequate profit margins in the face of steadily increasing costs of labor, newsprint, machinery, taxes, etc.
6. Protecting and fulfilling the public's right to know about activities of government at all levels, resisting encroachments on the right of public access to public records and public meetings, and providing full news coverage of government and public affairs.
7. Recognition of community changes, including business and population shifts, and the need for constant restudy of advertising, circulation and news coverage programs to meet such changes.

8. Aggressive research and cooperation with manufacturers seeking development of equipment, machinery and other printing processes which will save time and labor and which are in the purchase range of all newspapers.

9. Continuing study of newspaper typography and appearance to present news and advertising in the most attractive format possible for ease of reading and convenience of advertisers.

10. Aggressive editorial policies and expression in terms of the newspapers' inherent responsibility to the public.

Perhaps you will agree with these statements in toto, or believe that others are pressing of equal importance. The Press invites your comments and suggestions that

## Perry J. Ashley New KPA Assistant

The officers and executive committee of the Kentucky Press Association, Inc., announce the appointment of Perry J. Ashley as assistant secretary to the Secretary-Manager in the Central Office. He will assist in the general operation of the Association and the Kentucky Press Service, and serve as associate editor of the Kentucky Press.

Perry is a graduate student in political science, minoring in Journalism, at the University of Kentucky and is assistant director of student publications. He holds the rank of instructor in typography on the Journalism staff. During his senior year he was editor of the *Kentuckian*, university yearbook, and business manager of the *Kentucky Kernel*. He is a practical printer, floor man, and pressman.

He is a member of Sigma Delta Chi, professional journalism fraternity, Omicron Delta Kappa, scholastic and leadership honorary fraternity, and Phi Alpha Theta, national history honorary.

His home was in Stanford where he learned the printer's trade on the *Interim Journal* and the *Lincoln County News*. He is married and has two boys.

## ABC Announces Annual Newspaper Contests

For the last five years October has been ABC Month for the Bureau's publisher members, a month set aside for a concentrated campaign to educate advertisers and readers of the value of audited circulation. Beginning this year, the Bureau is instituting year-round campaign with ABC Educational Awards for best editorial and best advertisement in each publisher member division as a means of honoring and recognizing outstanding efforts.

The Bureau has sent each publisher member an ABC Idea Kit containing suggested advertisement and editorial copy, plus suggestions and ideas aimed at helping members develop individual educational campaigns of their own.

Advertisements and editorials submitted by publishers will be judged by advertising and agency personnel in Chicago just prior to the ABC annual meeting (October 17-19) and all entries will be displayed in conjunction with the Bureau's annual meeting at the Drake Hotel in Chicago when certificate awards will be presented.

we can pass along to our permanent NAM committee.



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(Continued From Page Three)

or has for its purpose the performance of an essential governmental function.

(2) "Public Record" any account, voucher, or contract dealing with the receipt or disbursement of funds by an agency or its acquisition, use or disposal of services, or of supplies, materials, equipment or other property, and any minute, order or decision by an agency fixing the personal or property rights, privileges, immunities, duties or obligations of any person or group of persons, provided that the term "public records" shall not mean any report, communication or other paper, the publication of which would disclose the institution, progress or result of an investigation undertaken by an agency in the performance of its official duties, or any record, document, material, exhibit, pleading, report, memorandum or other paper access to or the publication of which is prohibited, restricted or forbidden by statute, law or order or decree of court, or which would operate to the prejudice or impairment of a person's reputation or personal security, or which would result in the loss by the Commonwealth or any of its political subdivisions or commissions or state or municipal authorities of federal funds, excepting therefrom, however, the record of any conviction for any criminal act.

Section 2. Every public record of an agency shall at reasonable times be open for examination and inspection by any citizen of the Commonwealth of Pennsylvania.

Section 3. Any citizen of the Commonwealth of Pennsylvania shall have the right to take extracts or make copies of public records and to make photographs or photostats of the same while such records are in the possession, custody and control of the lawful custodian thereof or his authorized deputy. The lawful custodian of such records shall have the right to adopt and enforce reasonable rules governing the making of such extracts, copies, photographs or photostats.

Section 4. Any citizen of the Commonwealth of Pennsylvania denied any right granted to him by Section 2 or Section 3 of this act may appeal from such denial to the Court of Common Pleas of Dauphin County if an agency of the Commonwealth is involved, or to the Court of Common Pleas of the appropriate judicial district if a political subdivision or any agency thereof is involved. If such court determines that such denial was not for just and proper cause under the terms of this act, it may enter such order for disclosure as it may deem proper.

## Right To Advertise

An editorial, "The Right To Advertise Is Basic In America", written by the Midland (Mich.) Daily News and reprinted in the Detroit Times, bears a timely argument for newspaper use. It continues:

Some people in this country have the mistaken notion that advertising is all right for some segments of our economy but sinful, unprofessional and illegal for other segments. The funeral service industry is now being upset by some within it who desire to prohibit all advertising or to restrict it to the point of ineffectiveness. They appear to be well-organized and have been successful in the start of their campaign to impose their wishes upon the entire industry.

Fortunately, there are still some funeral directors who believe in the right to advertise their services and refuse to knuckle under to outside pressure.

The South Dakota Funeral Directors Association recently adopted a resolution saying that advertising of a dignified type is proper and that no rule should be established against it.

"Do not lose your freedom—your right to tell your story and your right to educate the public.

"Successful firms in any line of business have become successful because they have used all legitimate forms of advertising to educate the public as to their facilities, service, location and personnel."

Actually, advertising is more far-reaching than buying space in a newspaper to inform the public of your services. It involves such things as telephone and other directory listings, names on doors and buildings. Some professional groups list these in their restrictions—even to the point of regulating whether bold-face type can be used in a phone directory or not.

Newspaper people know, from long experience, that professional groups which either limit or prohibit advertising by members foster a clan of publicity-seekers. If they can get free advertising it does not violate their ethics.

You also will note that a nonadvertising professional person opening a practice has to be a "joiner" getting into various organizations, on committees and what not. Why? To advertise himself, of course. And he will likely contrive to serve in such a way that his professional services will come to the forefront. Maybe he'll talk on various subjects relating to his profession.

This is human and nothing wrong except that the whole thing is a polite farce we are supposed to believe when the particular profession claims to have lily white hands because its members are forbidden to pay for an advertisement.

## IT HAPPENED IN KENTUCKY

### 1826—FIRST DAILY NEWSPAPER IN THE WEST—"THE ADVERTISER" AT LOUISVILLE

In 1826, "The Advertiser" was established at Louisville, and became the first daily newspaper in the West. Politically it was Democratic. This paper was one of the most important factors in helping carry Kentucky for General Jackson in 1828. Its editor was Shadrach Penn, who became one of Kentucky's outstanding pioneer editors. "The Advertiser" was Kentucky's most prominent newspaper editorially until 1830.

In that year, a 28-year old New Englander, George D. Prentice, came to Kentucky. So virile was his pen that his friends boosted him to editorship of the newly organized Whig paper, the "Louisville Journal". Prentice took up his task vigorously, and the Journal soon became the State's most widely read newspaper—eclipsing even the prominence of its rival, the Advertiser.

In January, 1869, George D. Prentice became the first president of the Kentucky Press Association.

In Kentucky's historic past, just as today, many of our citizens have always enjoyed a glass of beer. The brewing industry makes jobs for thousands of our residents. The sale of beer under orderly conditions is an important objective of the United States Brewers Foundation. Our continuing educational program helps beer retailers maintain their high standards.



**KENTUCKY DIVISION  
U. S. BREWERS FOUNDATION  
1253 Heyburn Building  
Louisville 2, Kentucky**

### What Is The Value Of Annual Subscriptions?

So you go out making reader contacts and sell a subscription for a year. You take in \$3 in cash. That \$3 really is only a small fraction of the real worth of your sales effort. Have a look at some of the other values of that single sale, states the Louisiana Press.

1. The life of a small newspaper subscription may be only one year. But it also may be 40 or more years. Check your own subscription cards. If your records go back far enough, you'll find lots and lots of subscribers who have been with the paper for 20, 25 or 30 years. Let's assume the average is only 15 years, a conservative figure. And now we find that your single \$3 sale actually was a 15-year sale, for a sound future income of \$45.

2. Of your total newspaper income dollar, about 80 cents comes from advertising. The

net profit on ad income depends on how high you can set your ad rate. Every time you add a new subscriber, you increase the advertising pull of your newspaper; every time you add a block of a couple hundred new subscribers you can jump your ad rate. Thus, every new subscription has a definite and real value over and above its immediate cash value.

3. The closer you get to circulation saturation in your field, the more profitable becomes your operation. When you approach this saturation, dozens of present problems just disappear. The threat of competing "shoppers" is gone. You go ABC without buying circulars, happily uses newspaper exclusively. Your local merchants increase their incharge. And the way you get to near saturation—the only tried and proved way—is to get out and sell the newspaper face to face, on its merits.



### Men Who Produce . . .

Part of The Philadelphia Inquirer's battery of 15 newly engineered Model 31 Linotypes

If you're a publisher, editor, mechanical superintendent or composing room foreman, production is your problem. The newly engineered Model 31 Linotype is the machine to solve that problem.

It cruises at 10 lines per minute; that eats up copy. Carrying up to four magazines, it puts more type faces on your keyboard; that eats up copy.

Manually or off tape, it operates faster and smoother. This versatility keeps the hook clean.

Its four 90-channel magazines carry faces up to 30-point condensed, providing more production off a single keyboard.

There's a place and a need for the newly engineered Model 31 Linotype in your composing room. Ask your Linotype Production Engineer about it.

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

• LINOTYPE •

Set in Linotype Corona and members of the Spartan family



**Newspaper Activities  
For Younger Readers**

Newspapers need to be acutely conscious of the necessity of attracting its reader audience at as early an age as possible. Obviously, the young people of today will one day comprise the major newspaper audience. A recent study at Boston University School of Public Relations and Communications throws some light on the subject.

Here are the 14 general types of activity which newspapers have found most helpful: Daily or weekly pages for youngsters; features for the pre-high school age group; by-lined material written by young readers; syndicated features which cater to children's interests; letter clubs or letter columns for young readers; school news with many names and pictures; local news and pictures of youth organizations; extensive schoolboy sports coverage; features about television of interest to children; youth promotions such as clubs, sports activities, exhibits, contests; children's tours through the newspaper plant; extensive use of newspapers in classrooms; news summaries written at the reading level of young people; and special features, such as activity calendars, inquiring reporters, birthday listings, gossip columns.

Comic strips were eliminated from the above list, because of the almost universality of their use. With but one exception, every newspaper surveyed includes comics.

**In Memoriam...**

\*\*\*\*\*

**Dudley H. Taylor**

Dudley H. Taylor, 59, widely known newspaperman who was managing editor of the Kentucky New Era for 25 years, died August 7 at Veterans Hospital, Murfreesboro, Tenn. Taylor, who had been hospitalized for several weeks, was a victim of pneumonia.

A native of Georgia, he came to Hopkinsville as a reporter for The New Era in 1925 after working on newspapers in Athens, Ga., and Atlanta. He was named managing editor in 1931, a position he held until ill health forced him to take a leave of absence in September, 1955.

He was author of the book "Driftwood," which recounted experiences of American soldiers in World War I, and was believed to be an autobiography. Taylor was wounded in World War I.

Survivors include his wife, Mrs. Bonnie Taylor; a son, Dudley H. Taylor, Jr., Louisville, and two grandchildren.

**Kyle Whitehead**

Kyle Whitehead, retired editor of the Hazard Herald and former editor of the Harlan Daily Enterprise, died at a Harlan hospital Sunday, August 11, of a heart attack. He had suffered from a heart condition for several years and had been retired from active news-

paper work since last year.

Whitehead, 52, was associated with the Harlan Daily Enterprise from 1933 to 1952, serving as editor from 1941. He later was employed by the Kentucky Utilities Company in public relations work.

A graduate of the University of Kentucky, he taught journalism there and later at Murray State College. He had also worked for newspapers in Lexington and Somerset, returning to Hazard to edit the Herald in 1954.

He was a brother of Pulitzer Prize-winner, Don Whitehead, chief of the Washington bureau of the New York Herald Tribune.

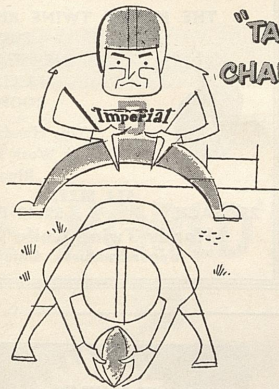
**William C. Shinnick**

William C. Shinnick, 63, former editor of the Shelbyville Sentinel, died in Lawrenceburg, August 10, following a long illness.

Shinnick, editor of the Sentinel from 1920 to 1923, was a political and editorial writer for the Chicago Tribune from 1924 to 1949. Ill health caused his retirement at this time.

While working for the Tribune, he conducted a business analysis column under the pen name of Scrutator and, in 1936, he took over the editorial page column, "A Line of Type or Two", which he conducted for some time. For six years before his retirement, he was a reporter for the Tribune, covering the activities of the Illinois Commerce Commission.

A native of Shelbyville, Shinnick was a graduate of the University of Kentucky, where he was editor of the Kentucky Kernel, student newspaper.



**"TAKE CHARGE" guy that gets things done**

We like to play quarter-back in any shop's type metal team—shouldering complete responsibility for calling the condition signals on your metal. Only a plant and field personnel backed with 44 years experience can assume this responsibility on a sound business basis at minimum cost.

you get **EXTRA ADVANTAGES** with

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Imperial Type Metals are available at:  
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 2170 Buck Street, Cincinnati 14, Ohio  
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**Extra Profits**  
 FOR YOU, MR. PRINTER  
*Send Us Your Orders*  
 ADMISSION TICKETS  
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**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS  
*Ticket Printers Since 1898*

**IMPROVE YOUR NEWSPAPER PLANT WITH NEW EQUIPMENT**  
 From  
**JOHN L. OLIVER & SONS**  
 952 Main Nashville  
 Representing the Leading Manufacturers from a Makeup Rule to Duplex in new or rebuilt Printing Equipment.

**Employee Incentive Plan Is Workable**

More and more, publishers are showing interest in incentive plans. One of the best outlines comes from Paul Smith's Rock Rapids (Iowa) Reporter. He has a unique system that you might want to know about. He outlines the incentives in a booklet titled "A Pay Check Every Week PLUS—"

Smith sets out the work policies of the Lyon County Reporter and states: "Recent growth of the Reporter and the addition of new employees makes it essential that we set down on paper the policies under which we work—the many benefits in addition to wages which automatically comes to all employees or are available to them.

"This is necessary because we cannot operate this business—or any other—without fullest cooperation between all people involved. We believe that we have the finest group of workers in the community—we think all of you are interested in the future of the Reporter—and we pledge ourselves to make your employment just as profitable to you as we possibly can. You realize as well as we do that unless we produce enough to operate profitably, there is no money to pay wages or anything else.

"This information is compiled to cover the many benefits derived from being an employee of the Lyon County Reporter so that many questions will be automatically answered. It is for new employees and old employees and we urge that you keep your copy, take it home and go over it with your family. Please keep this bulletin so that you can refer to it in case any question concerning policy should arise."

He then lists the welfare plan, vacations, holidays, workmen's compensation, social security and regulations regarding working hours, rest periods, etc.

Here is his incentive plan: "To assure all employees that they will share in increased productivity, the Reporter has established

an incentive program which works as follows: All production of the plant—job work, newspaper advertising and circulation is totalled every three months. One-third of that amount is set aside for employees and against that set-aside all wages are charged. Whatever is left over is divided amongst all full time employees in the same proportion that their wages had to the total regular payroll for the period. We believe that this is a fair method of division—and it gives to all employees an incentive to improve plant production and efficiency—with the knowledge that such improved production will reflect immediately in their earnings. No definite figure can, obviously be set on this payment, because it is entirely a matter within the hands of the employees as to how efficient their production is. However, in the past this quarterly payment has averaged about 7 cents per hour. Of course higher paid employees have received much more than that—newer and less skilled employees not quite so much. This is not a bonus—it is strictly an incentive payment based on production."

Senator Humphrey (D., Minn.) said he will introduce a bill to aid gifted students who need funds to get college educations.

**MILLIONS OF ENVELOPES for Immediate Delivery**

**TENSION ENVELOPES**

**COMPLETE LINE OF STYLES AND SIZES!**

- Correspondence • Air Mail • Window
- Bankers Flap • Artlined • Remittance
- Flat Mailer • Booklet • Open End • Coin
- Duo-Post • Metal Clasp • Postage Saver
- Tension-Tie • Formvelopes

*You Are Invited* to visit our factory. We know you'll enjoy a guided tour of our plant.

**TODAY!** Write or call for full information

**TENSION ENVELOPE CORP.**

**FAST PRODUCTION FINE REPRODUCTION**

If you wish . . .

- Highest quality
- Fastest service
- for
- Reasonably priced
- Printing plates
- of
- Zinc, Triplemetal
- or
- Copper
- Made by Qualified
- Experienced Engravers

**SEE**

**LEXINGTON PHOTO ENGRAVING**

223 W. Short St. Lexington, Kentucky Dial 3-5015

**COMMUNITY PRESS SERVICE**

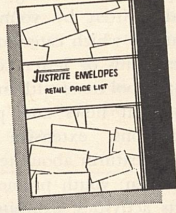
"SERVING AMERICA'S WEEKLY NEWSPAPERS"

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

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**RETAIL PRICE LIST FOR PRINTED ENVELOPES**



At last, an illustrated retail price list offering competitive prices on the complete line of envelopes is available to you. Write for your complimentary copy and learn how Justrite Envelopes can help you increase your profits.

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**THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS**



This Handy Knife Is Worn Like a Ring

ALL SIZES  
25c EACH \$2.40 PER DOZ.

**Handy Twine Knife Co.**  
Upper Sandusky, Ohio

**FRANKLIN PRINTING CATALOG**

First choice of the industry for estimating Printing

WRITE FOR 60-DAY FREE TRIAL

**PORTE PUBLISHING COMPANY**  
P.O. BOX 143, SALT LAKE CITY 6, UTAH

Christmas already—you bet! Mat services are releasing their Christmas issues, and one wide-awake newspaper ran a Christmas ad for a local gift shop, with great success. Featured were an array of gift ideas, and a 25% reduction was offered on wrappings, toys, tree trimmings, Christmas cards, etc. The sale went over with a bang in an otherwise dull season for gift items. There are some 100 shopping days left between now and the big holiday.

**Central City Newspapers Honored By Eastman Kodak**

The Central City Messenger and The Times-Argus, winners of seven Kentucky Press Association prizes for news pictures since 1950, have been invited by the Rumrill Company of Rochester, N. Y., to forward them sample copies in order that the advertising agency can use them in advertisements of the Eastman Kodak Company.

The Messenger-Times-Argus have won first prizes for best pictures in 1957 and 1953; second in 1956 and 1950; third in 1951; honorable mention in 1955 and 1952.

Charles N. Gleason, agency vice-president, writes:

"Eastman Kodak Company, our client, is running a series of advertisements in PUBLISHERS' AUXILIARY encouraging weekly newspapers to make better use of local pictures in news reporting, in feature articles, and in helping their advertisers get better results.

"These advertisements are based on the actual experience of editors and publishers who have found that local pictures have made their papers more attractive to readers, increased their circulation, and improved their lineage. I attach a Kodak ad so that you can see what I am talking about.

"I understand that you make considerable use of photography in your paper and I wonder if you would be willing to send me some sample copies with a view to the possibility of our featuring some appropriate picture of yours in this Kodak series.

"If you have any illustrated feature articles recently, or if your advertisers have used any especially interesting or unusual pictures that you have provided, I would be particularly interested.

"This is a chance for a little extra promotion for The Central City Messenger and I hope you will send me sample copies as soon as you get a chance."

**Picture Brightens**

The appliance industry is showing signs of coming out of a long slump, with dealer inventories pared to the bone and retail sales showing better than seasonal improvement, reports Journal of Commerce. Whether the gains will carry through for the full second half or halt at the presently still far from sensational level of volume remains to be seen. But industry leaders are definitely more optimistic than they were two months ago. Says C. W. Theleen, manager of customer relations, appliance and television receiver division, General Electric Co.: "For the major appliance industry, the second half of 1957 looks brighter than the first half. The industry should wind up the year about 5% below 1956 which was, after all, a record breaker."

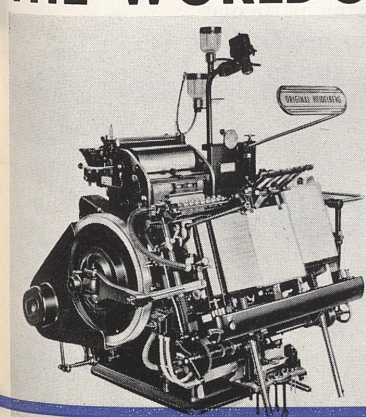
For Sale: No. 1 Miehle, No. 5582, spiral gear, prints up to 4 pages, 8 columns, 2 deliveries, Mentges folder, can be seen in operation, available early October, as is, where is. Installing Duplex. Write Steele McGrew, Alabama Courier and Limestone Democrat, Athens, Ala.

AD-FACTS: Media Records states that in 1941 ads represented about 40% of newspaper's contents; by 1946 this had increased to 54%, and since that date ad contents had edged upwards to the present figure of 61%. . . . Sears-Roebuck spent 45 and one-half millions of dollars, 78% of its total advertising expenditures, in newspapers in 1956. This was an increase of 8.9% over 1955. . . . TV-costs for time alone for one half hour runs \$49,700 on ABC, \$69,750 on CBS, and \$121,000 on NBC. Talent, production and commercials are in addition to this basic time-cost. Sponsor magazine says that an hour variety show costs about \$130,000. What a terrific job a sponsor could do in community newspapers for that money!

**KENTUCKY'S** *Hammond*  
**BIG** *Hamilton* **CENTER**  
**FOR PRINTING** *Best Quality*  
*Chandler & Price* **EQUIPMENT**  
**AND** *ACME STEEL* **SUPPLIES**  
**PLUS ENGRAVING** *Rouse*  
*Engrave* **INGS** *Morrison* **PLUS**  
**ELECTROS** *Challenge* **PLUS**  
**MATS** **EQUALS**  
**SUPERMARKET**  
**FOR PRINTERS**

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

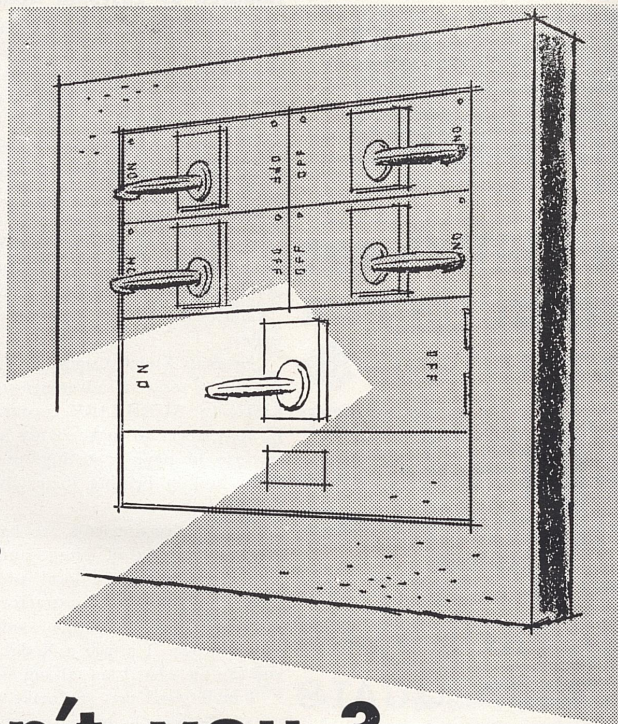
**THE WORLD'S FASTEST AUTOMATIC PLATEN PRESS SOLVES PRODUCTION JAM IN WEEKLY JOB SHOPS**



We'd like to show you the  
**ORIGINAL HEIDELBERG**  
 in action, at your door

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This is a  
switch to  
better  
business



**Why don't you ?**

On go the lights . . . up go sales . . . when modern lighting is installed in a store. Warm, friendly lighting draws customers into your store. Attractive interior lighting makes them want to shop and buy.

There are so many things you can do with lighting—highlight special items of the day, create a comfortable atmosphere for both customers and employees. People like being in a store that's *properly* lighted.

Proper lighting is lighting especially designed for your particular business. For help with your lighting design, call your nearest KU office and ask for one of our lighting advisers. He'll be glad to show you how to switch to better business—with modern lighting.

**KENTUCKY UTILITIES COMPANY**

WORKING FOR A BETTER KENTUCKY



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