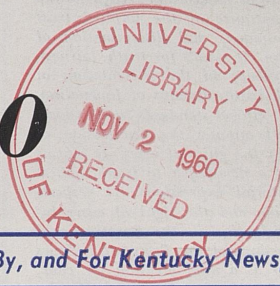


The Kentucky Press

May, 1960

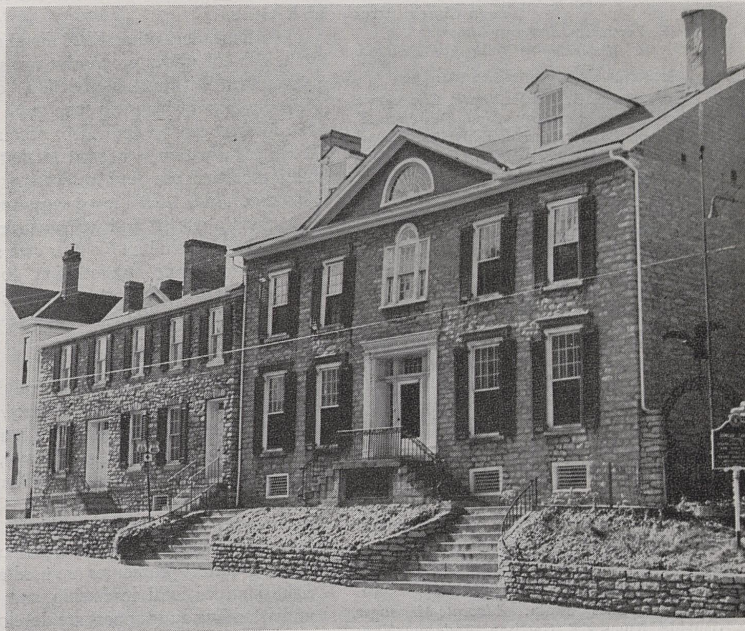


Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



•
Publication Office:
School of Journalism
University of Kentucky
Lexington

•
VOLUME TWENTY-SIX
NUMBER EIGHT



Kentucky's Showcase: Duncan's Tavern, Paris

Official Publication Kentucky Press Association

The Kentucky Press

Volume 26, Number 8

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

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

Kentucky Chamber of Commerce
Newspaper Managers Association

Sustaining Member
National Editorial Association

Associate Member

National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

Paul Westpheling, *President*
Fulton County News, Fulton
W. Foster Adams, *Vice-President*
Berea Citizen, Berea
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committee

Chairman, John B. Gaines, Park City News, Bowling Green (Fourth); First, William T. Davis, Lyon County Herald, Eddyville; Second, Larry Stone, Messenger-Argus, Central City; Third, Basil Caummisar, Courier-Journal, Louisville; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, George Trotter, Enterprise, Lebanon; Seventh, Warren R. Fisher, Jr., Mercury, Carlisle; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, James T. Norris, Jr., Independent, Ashland; Tenth, Maurice K. Henry, Daily News, Middlesboro; State-at-Large, Fred J. Burkhard, Casey County News, Liberty; State-at-Large, S. C. Van Curon, State Journal, Frankfort; Immediate Past President, Thomas L. Adams, Herald-Leader, Lexington. James M. Willis, President

Kentucky Press Service, Inc.

Messenger, Brandenburg
George M. Wilson, *First Vice President*
Herald-News, Hardinsburg
Bennet Roach, *Second Vice President*
Shelby News, Shelbyville
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

Board Of Directors

Chairman, Enos Swain, Advocate-Messenger, Danville; Rumsey E. Garrison, Anderson News, Lawrenceburg; Maurice Henry, Daily News, Middlesboro; Niles O. Dillingham, Progress, Dawson Springs; Officers ex-officio.

+ As We See It + KPA Foundation Offers Unlimited Possibilities

Two significant news stories are carried in other columns of the Press, namely the presentation of a check for \$105 by Theta Sigma Phi to the School of Journalism Foundation trust fund, and the efforts of Publishers George Wilson and James Willis to select a worthy boy or girl who will be granted a four-year scholarship in the U. of K. School of Journalism.

The trust fund is growing, slowly but surely, through monthly checks from the Bowling Green Park City News, the Calhoun News, the Hazard Herald, the Lebanon Enterprise, and the London Sentinel-Echo; a check from the Somerset Commonwealth and Journal for \$150 as an annual pledge, and now this check from the Theta Sig Alumni chapter.

The Breckinridge News and Brandenburg Messenger elected to follow Plan 2 wherein the two newspapers will grant an annual stipend to the selected student for a four-year scholarship. In this, they joined with the Lexington Herald-Leader, the Courier-Journal and Times, the Ashland Independent, and the Paducah Sun-Democrat in direct grants to their selected recipients who are already enrolled at UK.

Publisher E. D. Mittendorf has informed Professor Plummer that he will also sponsor, under Plan One, a worthy qualified student from his town who will attend the Ashland UK Center.

We hope that other KPA members will join with the above progressive newspapers, either Plan 2 (direct sponsorship) or Plan 1, a trust fund which will soon grow so that the interest can be applied to scholarships. Your participation is needed so that future staff problems can find, at least, a partial solution. And, what's more important, you can select a worthy and well qualified local boy and help train him for your own staff.

Our thanks and appreciation to those who have taken active interest in this worthwhile KPA project thus far.

* * * * *

A community which carefully plans ahead to meet its problems of growth and development is well on the way toward providing an improved business climate, and a better home town for employees and customers.

Even the most difficult problems of balanced community development can be licked if correct procedures are used and the right kind of local leadership and citizen understanding and support are developed.

The Chamber of Commerce of the U.S. supplies the procedures . . . in seven pamphlets which form a guidebook dealing with

all phases of community development procedure. Through their use, an adequate program of development can be undertaken with full confidence.

The pamphlets are available as the Chamber's Community Development Series. (Six of the seven pamphlets, \$3; individual copies of the pamphlets, 50 cents each, in order from the Construction and Civic Development Department, Chamber of Commerce of U.S., 1615 H. St., N.W., Washington 6, D. C.). The pamphlets are:

- Balanced Community Development
- Community Analysis—Foundation Decision Making
- Comprehensive Planning—Guide
- Community Growth and Change
- Planning Urban Renewal Projects
- Modernizing Local Government
- Financing Community Development
- Community Leadership—Key to Local Development

Each pamphlet supplements the other. All cite problem-solving tools available to community use and suggest procedures helpful in developing specific local programs.

Nearly a year has gone into preparation of the series by Chamber staff specialists and members of three committees affiliated with the Construction and Civic Development Department. The series has been thoroughly reviewed by outstanding leaders of the construction industry, local chamber executives, officials of national associations, representatives of many business firms—of whom volunteered their time and talent in committee service. They surely have a place in your files.

* * * * *

Qualify Food Advertising Pertinent Sales Points

A recent study by Seymour Smith Associates of NYC among 1,000 adult women in 10 major cities across the country, revealed some very interesting facts about newspaper reading habits:

1. Readership of food pages increased 10% in one year, from 66% to 72%.
2. The front page was the only page which exceeded readership of the front page—front page, 92%; food page, 82% (presumably the first food page).
3. Benefits received from reading the food pages: (a) 90% cooking ideas and recipes; (b) 16% best buys; (c) 9% menu planning ideas; and (d) 7% time saving data.
4. Respondents' ideas for making food pages more helpful and interesting: (a) 70% advice about new products; (b) 67% advice on nutrition and diet; (c) 60% advice on food budgeting; (d) 47% suggestions for parties and entertaining; (e) 42% advice on etiquette of serving food; and (f) 40% photographic presentations.

MAY, 1960

5:00 p.m. Reg
8:30 p.m. Rec
9:30 p.m. "Su
8:00 a.m. Reg
9:00 a.m. Exe
10:00 a.m. Bus
Ad
W.
11:00 a.m. Ad
12:30 p.m. Lur
Designed strictly
hikes . . .
ford . . .
7:00 p.m. Ann
Pre
Cra
9:00 p.m. Dan
10:00 a.m. Bus
Ad
Ad
Old
New
Adj
12:30 p.m. Lur
Designed strictly
C. W. H
Registration fee

New Regulations
For Sizes Of E
The Post Office
new set of propo
ard sizes of envel
Major differences
is that the chang
until January 1,
1961, and the mi
be 3" x 4 1/2" inst
Odd-sized envel
and "shapes other
available" starting
must be sealed, i

Program For Your Enjoyment

Ninety-First Mid-Summer Meeting

Kentucky Press Association

Cumberland Falls State Park

June 2-5, 1960

Thursday Afternoon

- 5:00 p.m. Registration, Miss Florida Garrison
 8:30 p.m. Reception, Rathskellar, hosts, Kentucky Division, U.S. Brewers Foundation
 9:30 p.m. "Summer On Ice", TV spectacular in color, Lounge, courtesy Brewers Foundation

Friday Morning

- 8:00 a.m. Registration desk opens
 9:00 a.m. Executive Committee meeting, Lounge
 10:00 a.m. Business Session, Lounge, President Paul Westpheling, presiding
 Address, "The 101st Airborne Division, Vanguard of STRAC", Major General W. C. Westmoreland, Commanding General, Fort Campbell
 11:00 a.m. Address, "From Hot To Cold Type", Carroll Knicely, editor, Glasgow Times
 12:30 p.m. Lunch "on your own"

Friday Afternoon

Designed strictly for recreation . . . card party . . . organized recreation for the children . . . hikes . . . hikes . . . swimming . . . fishing derby under direction of John Crawford . . . or as you wish.

Friday Evening

- 7:00 p.m. Annual Banquet, Main Dining Room, Vice President W. Foster Adams, presiding
 Presentation of 1960 Newspaper Production Awards by Past President John L. Crawford
 9:00 p.m. Dance, Lounge, music by Don Orwin and His Band

Saturday Morning

- 10:00 a.m. Business Session, Lounge, President Westpheling presiding
 Address, "The Constitutional Convention", Morris C. Montgomery, Chief Justice, Court of Appeals of Kentucky
 Address, "Our State Program and The Sales Tax", Hon. Bert Combs, Governor, Commonwealth of Kentucky
 Old Business
 New Business
 Adjournment
 12:30 p.m. Luncheon "on your own"

Saturday Afternoon-Evening

Designed strictly for recreation "as you wish" . . . Golf tournament, Stearns Country Club, C. W. Hume, Stearns Record, official host

Registration fee \$5.00 including banquet ticket

Big Sandy News Relates History Of Newspapers

The Big Sandy News, Louisa, started its seventy-fifth year of community service to the people of Louisa and Lawrence county with its issue of April 21. We extend our congratulations to its efficient staff for past service and best wishes for the future.

A brief history of Louisa journalism was published by the News in its justly prideful announcement of its birthday. It stated that Louisa's first newspaper was the Chat-taroi established in 1818 by Joe H. Borders of Paintsville. After about two years, Mr. Borders decided to go to Kansas and the paper was suspended.

Next came the Lawrence County Index, which was established in 1813, by Prof. H. T. Littleton, then teaching a private school here, who joined with Tom Dickerson, a printer, in establishing the Index. Later W. O. Johnson, a colonel in the U.S. Army bought Dickerson's interest.

The Index was sold to M. F. Conley and L. Boyd Ferguson and the name was changed to the Big Sandy News. This partnership continued 18 months, when Conley bought Ferguson's interest.

In 1919 Ed K. Spencer became partner in the News. He had been connected with the paper for many years.

After the death of Mr. Conley and Mr. Spencer, the paper changed hands and at present is incorporated as the Big Sandy Publishing Company with M. S. Rice, president, R. L. Vinson, vice-president, and Eldred E. Adams, secretary-treasurer.

Several papers have been started here since the founding of the Big Sandy News in 1885 under the following names: Enterprise, Banner, Advocate, Journal, Commercial, Chronicle, Advertiser, Times, Leader, Picket, Courier, Herald, Recorder and probably others.

During these 75 years the News has been in circulation many editors, printers, operators and other personnel have come and gone. Each in his or her own way has made an effort to provide the best reading material and city or county news that could be written. They have ever been mindful and will continue to be, that the main purpose of the publication is to boost Eastern Kentucky and Lawrence County in the best interest of the people.

The present personnel of the paper includes Mary G. Sparks, editor; Christene Jarrell, bookkeeper, Lester Edwards, linotype operator, and J. M. Rankin, printer. Mr. Rankin is the oldest member of the staff, having been with the News since 1929. Prior to that he was with the Lawrence County Recorder 15 years.

New Regulations Proposed For Sizes Of Envelopes

The Post Office Department published a new set of proposed regulations on standard sizes of envelopes, cards and self-mailers. Major differences from an earlier proposal is that the changes would not take effect until January 1, 1962, instead of in mid-1961, and the minimum size envelop would be 3" x 4½" instead of 3" x 5".

Odd-sized envelopes would be outlawed, and "shapes other than rectangular are non-available" starting in 1962. All envelopes must be sealed, including Third Class, and

carry the notation "Third-Class—May be opened for Postal Inspection."

Post cards printed privately must be rectangular, not larger than 3 9/16" x 5 9/16" nor smaller than 3" x 4¼", plus meeting other specifications. Double post cards must be sealed on all four edges.

Machine handling of the mails is the reason for the new rules. Mail users have until June 3 to comment on the proposed regulations, with written views addressed to Mr. E. A. Riley, Director, Postal Services Division, Bureau of Operations, Room 4426, Post Office Department, Washington 25, D. C.



PUBLISHERS ATTEND WEST KENTUCKY PRESS MEETING—Seated (l. to r.) Past President Earl Bell, President William T. Davis, Vice-President Ro Gardner; standing (l. to r.) Landon Wills, Niles O. Dillingham, Be Boone, and Norris Dillingham. Secretary-Treasurer Joe La Gore was absent.

W. T. Davis New Head Of Western Kentucky P. A.

W. T. Davis, publisher of the Eddyville News, was elected president of the West Kentucky Press Association for the coming year during the organization's spring meeting at Kentucky Dam Village. Other officers named for the year are Ro Gardner, vice president, and Joe LaGore, secretary-treasurer. Gardner is publisher of the Hickman Courier and LaGore is managing editor of the Paducah Sun-Democrat.

Capt. I. G. Worrell, information officer of the 101st Airborne, Ft. Campbell, told the group his unit takes the youth of America and turns them into the best fighting unit in the world. He said the service which is rendered to the nation by the 101st Airborne is a most vital element—protection. The 30,000 persons related to the post have a yearly payroll of 50 million dollars, Capt. Worrell related, of which four million is spent locally. This, he continued, constitutes a large financial gain for the communities surrounding the post.

In relation to the personnel of the post, the speaker said 14,000 are paratroopers and 6,000 are support units. The 101st Airborne is an alert unit, he related, which is on standby at all times for immediate service. The first unit can be ready to move from the post within two hours, while the complete division can be evacuated within four days.

The remainder of the program was converted into a roundtable discussion on such

problems as the new state tax, the call for the Constitutional Convention during the fall election, circulation, and the development of industry in Western Kentucky and the relation which the community press should have in this change. Retiring president Earle Bell, urged the group to take a more responsible position in future planning for the area and its development.

The meeting was ended with the group setting up a board of directors and a dues structure to maintain necessary expenses of the organization. The fall meeting was set for October at Kentucky Dam Village.

Those attending the meeting were Landon Wills, Calhoun News; Baxter Melton, Sebree Banner; Walter Dear, Henderson Gleaner-Journal; Perry Ashley, KPA central office; Pat Magee, Wickliffe Advance-Yoeman; Homer Nichols, Princeton Times; Norris Dillingham and Niles Dillingham, Dawson Springs Progress; J. Earle Bell, Morganfield Advocate; W. T. Davis, Eddyville News; Ro Gardner, Hickman Courier; Ben Boone, Elkton Standard; Rex Bailey, student UK School of Journalism; LaMarr Bradley, Providence Journal-Enterprise; Joe LaGore, Paducah Sun-Democrat; Bill Nelson, Benton Tribune-Democrat; and Harry Ford, State Employment office, Paducah.

The Gleaner-Journal will help Henderson celebrate its sequicentennial by publishing extra sections, Walter Dear says they are trying for at least 100 pages.

Speaker Says Lethargy Holds Many Newspapers

By JIM PHILLIPS

One of the state's rising young editors, Ellis Easterly of the Middlesboro Daily News, has sharply criticized what he termed "lethargy" of many Kentucky newspapers.

Easterly, a 1956 graduate of the University of Kentucky School of Journalism, aired his views as principal speaker at the University's annual Sigma Delta Chi banquet held in Lexington.

"Aggressiveness and initiative are sadly lacking in nearly all small town newspapers in Kentucky and the lack of culture in communities can be traced directly to this lack," Easterly said.

The speaker decried the excuse which he says many newspapers use—the excuse that they're too small and "just don't have time" to do more than they are doing. "Size of a newspaper should not be a limiting factor as to quality," he pointed out. "Good newspapermen must be willing to go beyond just what will suffice to put out a product—a product that in far too many cases in this state is just paper and ink," Easterly said.

As to newspapers being a cultural force in a community, Easterly charged that intelligent news personnel must take the lead in elevating a community's appreciation of such things.

"Kentucky people aren't dumb just because this isn't a populous state; communities need more concerts, musicales, art exhibits and outstanding speakers," Easterly said.

He also urged more and better reporting—including fact-finding editorials—about every phase of community life "from Sunday School to politics."

"It's easy to keep readers informed on a political issue by reaching for the telephone and asking every candidate in a race to state his views on pertinent situations. Yet how many newspapers in the state take the trouble to do this?" he asked.

Mr. Easterly was well grounded in newspaper work. His father, Ed Easterly, was one-time chief of the Associated Press, Kentucky Bureau and for five years has been director of news for the State Department of Public Relations.

The speaker was charter president of the UK chapter of Sigma Delta Chi. More than 40 SDX members, UK faculty members and guests attended the dinner.

Ro Gardner, publisher of the Hickman Courier, will attend the national Democratic convention during the middle of July.

An increase in of 9.1% over 19 weekly newspaper annual National Study. Expenses the same period.

A total of 165 ports for the 9th to Carl C. Webb Newspaper Public associate professor of Oregon pilation and ana studies. Webb is Study committee Editorial Associa sation Annual studies.

The "typical" determined by the papers submitting ports—with a come and expense the reporting for The 1959 "co

(Com
INCOME, 1959
Retail (Local)
General (Nation
Classified and R
Legal Advertising

To
Circulation
Commercial prin
Miscellaneous ..

To
EXPENDITURE
Office salaries (a
Shop wages
Depreciation (al
Services (feature
Utilities (light,
Office (postage,
Rent and heat (r
Equipment (rep
Taxes (all excep
Materials (paper
Contributions (t
Other expense ..

To
Net income befo
(Adjusted r

To
Capital expendit

National Newspaper Cost Study Indicates Increase In Total Income

An increase in total income for 1959 of 9.1% over 1958 was reported by the weekly newspapers participating in the 9th annual National Weekly Newspaper Cost Study. Expenses increased only 7.6% for the same period.

A total of 165 newspapers submitted reports for the 9th annual study, according to Carl C. Webb, manager of the Oregon Newspaper Publishers Association and an associate professor journalism at the University of Oregon, who has done the compilation and analysis for all nine of the studies. Webb is also chairman of the Cost Study committee for both the National Editorial Association and Newspaper Association Managers, cosponsors of the annual studies.

The "typical" or composite newspaper is determined by the average of the 64 newspapers submitting "perfect" cost study reports—with a complete breakdown of income and expense items as asked for on the reporting form.

The 1959 "composite" paper has a cir-

ulation of 3,952, 117 more subscribers than the previous year's composite, and the range of circulation was from 1,100 to 19,653. These 64 "perfect" reports includes 14 semi-weeklies or twin-weeklies. Seven of the 64 papers reported a total income for 1959 of less than these same papers had in 1958.

Average income per subscriber for the composite newspaper was \$30.88 in 1959 and \$28.31 in 1958. The composite paper had 13.9 employees and 1959 income of \$8,757 per employee. This composite paper has 284 subscribers for each employee.

Advertising occupied 55.9% of the average weekly newspaper in 1959, compared with 54.6% in 1958, based upon an analysis of the reports submitted in the 9th annual study. This advertising space was divided as follows: Local 78.5%; National 9.5% Classified 9.0%; and Legal 3.4% for 1959. Advertising income for 1959 was divided: Local 74.5%; National 9.4%; Classified 10.9%; and Legal 5.2%.

COMPOSITE FINANCIAL REPORT

(Compiled from the 64 perfect reports out of 165 submitted for study)
(Circulation average: 3,952; circulation range 1,100 to 19,653)

	Average Percent
INCOME, 1959	
Retail (Local) Display	45.9
General (National) Display	6.2
Classified and Readers	6.1
Legal Advertising	3.3
Total advertising	61.5
Circulation	9.0
Commercial printing	22.7
Miscellaneous	6.8
Total income	100.0
EXPENDITURES, 1959	
Office salaries (all except publisher)	17.1
Shop wages	26.9
Depreciation (all except building)	3.7
Services (features, insurance, etc.)	5.4
Utilities (light, power, telephone)	1.8
Office (postage, supplies, dues)	3.3
Rent and heat (or building expense)	2.0
Equipment (repairs, maintenance)	1.8
Taxes (all except income)	2.5
Materials (paper, ink, etc.)	15.2
Contributions (travel, entertainment)	1.9
Other expense	5.4
Total expense	87.0
Net income before income taxes, including publisher's salary	13.0
(Adjusted net income, less publisher's salary 6.8 percent)	
Total expense and net income	100.0
Capital expenditures (percent of total income)	5.2

The typical weekly newspaper published 1,052 pages (all reduced to 160" size) in 1958 and 1,101 pages in 1959.

Wages and salaries claimed 44 cents of each dollar of income in the 9th annual study, one and one-half cents less than the composite paper in the 8th study. Materials was the next biggest expense item and claimed 15.2 cents of each dollar of income, about three-quarters of a cent more than the year before.

Participants in the Cost Study are asked to report "net income before income taxes (include publisher's salary and drawings)" and this figure for the 1959 composite weekly newspaper was 13% of total income. However, when a "suggested publisher salary" of \$7,500 is deducted, the adjusted net income before income taxes for 1959 was only 6.8% of total income.

Only 25 of the 64 "perfect" reports furnished the "total number of individual classified ads last year" and they averaged 1.2 classified ads per year subscriber. A comparison of the number of individual classified ads with the total inches of classified reported for some of the newspapers indicates that either some of the participating newspapers are carrying a large inch-volume of classified display or that the total number of individual classified ads as reported for the cost study was in error.

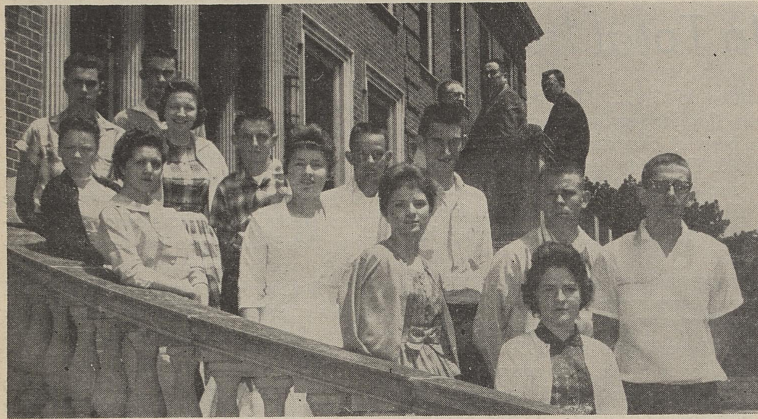
Distribution of the complete 16-page analysis of the 9th annual study is being limited to the participating publishers as a reward for taking the time to assemble and report the data for their newspapers.

The following table shows the income and expense items, classified as on the reporting form and expressed in percentages of total income, for the "composite" paper as determined from the 64 "perfect" reports is included in the following table:

In running any machine that uses tapes it is very helpful to paint the ends of the tapes with common padding compound before joining the two ends. This saves a lot of unraveling and makes a better joint to work with regardless of the system you use in making the union.

Many newspapers have found that putting larger and distinctive headlines on legals has increased readership and brought increasing goodwill from the "advertisers." Some papers are grouping legals with an overall factual headline to attract readers. Perhaps these are ways to overcome the antagonism of some attorneys and municipal officers against legal publications. An increasing number of papers are using a boxed feature on the front page to call attention to the legals.

Prospective Students Visit UK



Thirteen prospective journalism students from Breckinridge and Meade Counties, accompanied by editors and publishers of the newspapers serving their areas, visited the University of Kentucky School of Journalism May 14.

The students were given general interest tests, talked with Dr. Niel Plummer, director of the School of Journalism, and Perry Ashley, and other journalism faculty members, and were shown about the school

and the campus.

One of the students will be awarded a scholarship in journalism jointly sponsored by the newspapers—the Breckinridge County Herald-News and the Meade County Messenger for the two counties.

Accompanying the students were publisher George Wilson and editor Andy Epperson of the Breckinridge County newspaper and James Willis, editor and publisher of the Messenger.

Fred Luigart, Jr. Joins Courier-Journal Staff

Fred Luigart Jr., is scheduled to leave his post as editor of the weekly Hazard Herald on June 6 to join the Louisville Courier-Journal staff as a member of that paper's Eastern Kentucky bureau. He will train with the Courier-Journal's Louisville staff for one month after which he will be located at Hazard.

Luigart, a graduate of the University of Kentucky School of Journalism, has edited the Herald since 1957. He also has served as editor of the Woodford Sun, Versailles, and the Whitesburg Mountain Eagle. A U.S. Air Force veteran, he served two years in the Phillipines and Korea.

Articles by Luigart have won recognition in Kentucky Press Association newspaper production contests. The Herald placed third last year in its division as best all-around newspaper, took first place for the best editorial, and first place for the news story.

He is married to the former Betty Elliott, Lexington. The couple has two children, Craig, 5, and Rebecca Lynn 3.

Four State Teachers Granted Fellowships

Summer fellowships in journalism for summer study in 1960 have been granted to 340 high school teachers by the Newspaper Fund Inc., made possible by grants to the fund by The Wall Street Journal.

Four Kentucky teachers received the fellowships and have indicated their preference for their summer's activities:

Sister M. Brendan Conlon, Sacred Heart Academy, Louisville, to Marquette University; Mrs. Martha R. Ellison, Durrett High School, Louisville, to Ohio University; Mrs. Katherine S. Kirwan, Waggener High School, Louisville, and Mrs. Jo Ann Whitsett, Heath High School, West Paducah, to Summer Seminar at University of Indiana.

This is the second year that summer fellowships have been offered by the Fund. The grants are part of a program designed to bring more talented young people into journalism by stimulating more interest in newspaper careers through assisting high school newspaper advisors and journalism teachers to understand the many problems involved in order that they might be able to advise and direct.

Lexington Alumni Chapter Makes Foundation Donation

Donations totaling \$105 have been turned over to the School of Journalism Foundation of Kentucky by the Lexington Alumnae of Theta Sigma Phi, national professional fraternity for women in journalism.

A check for that amount was presented to Dr. Niel Plummer, director, University of Kentucky School of Journalism, at the annual Theta Sigma Phi Matrix Dinner in Lexington May 10. The grant was composed of donations from individual members plus \$50 from the chapter treasury.

Making the presentation on behalf of Theta Sig was Mrs. Thomas R. Underwood, a UK journalism graduate and currently assistant archivist in the University's Margaret I. King Library. The Matrix Dinner program also included talks by Dr. Jacqueline Bull and Mrs. Frances Dugan, editors of "Bluegrass Craftsman," a book dealing with the paper-making industry which one period flourished in Lexington and the surrounding area.

Presiding at the dinner was Mrs. Frazz Murray, chapter president. Other officers of the local alumnae are Mrs. W. C. Chrisman, secretary; Miss Florida Garrison, treasurer; Miss Frances Kane, first vice-president; and Mrs. James Leach, second vice-president.

Campbellville News-Journal To Issue Anniversary Edition

In celebration of its fifty years of service to the people of Taylor county and Campbellville, the News-Journal will observe its Golden Anniversary by a special Commemorative Edition on August 4, 1960. The occasion likewise marks the Golden Anniversary of its publisher, Jodie P. Gozder.

The publisher plans to issue sections on History of newspapers in Taylor county, Taylor county history, Agriculture, Churches, Education, Industry, and Development. A press run, to include its ABC circulation list of ,000, of more than 5,000 copies is contemplated.

The Press extends its congratulations to Publisher Gozder on the outstanding community service that he had given to his county and community for this half century, and for his long membership and service to the Kentucky Press Association. He served many years on the Executive Committee and as president in 1937. His interest in the activities of the Association has never waned since his presidential year. Officers and Executive Committee men for the past 25 years, or more, will always remember the hospitality of Laurel Crest during spring meetings.

Planning The Place In Future

Speech by rese author of AP News Young People Thi Press Association publishers think h

years ahead. Und that "might give y young people are represent to your pointed out as foll

1. The peak year is 18.

2. The median en in the United

3. The first chi three is born to m

4. 60% of the are born to moth

not only will hav

newspaper readi

longer time for r

5. The total j about 25% to 2

1965.

6. The teenage 70% between 195

7. The young a crease 6% betwee

8. Teenagers 10% of the popu

be 14%.

9. They have that will reach \$9

10. Approximat are married.

"This gives yo agers today," said

marrying younger;

at a very young ag

ly responsibilities

their own. Other

you in catering to

been attempting f

the teenager. In f

of the radio broa

they are directi

toward teenagers.

out which are spe

of the major gen

after this group.

"Television has

them and yet no

tunity than the lo

thing that they

school and partici

they should learn

they do their own

Te Laudeman,

the Indianapolis

sports department

Planning The Teenager's Place In Future Advertising

Speech by researcher Eugene Gilbert, author of AP Newsfeatures' column, "What Young People Think", before Inland Daily Press Association should make newspaper publishers think harder about plans for the years ahead. Under what he called facts that "might give you an insight into what young people are thinking and what they represent to your newspapers," Mr. Gilbert pointed out as follows:

1. The peak year of marriage for women is 18.
2. The median age of marriage for women in the United States is 20.1.
3. The first child in one family out of three is born to mothers 20 and under.
4. 60% of the first children in families are born to mothers 24 and under. ("You not only will have less time to foster the newspaper reading habit, but you have a longer time for retail selling.")
5. The total population will increase about 25% to 28% between 1950 and 1965.
6. The teenage population will increase 70% between 1950 and 1965.
7. The young adults (25 to 39) will decrease 6% between 1950 and 1965.
8. Teenagers represent approximately 10% of the population, but it will shortly be 14%.
9. They have allowances and earnings that will reach \$9 billion a year.
10. Approximately one million teenagers are married.

"This gives you insight into the teenagers today," said Mr. Gilbert. "They are marrying younger; they are having children at a very young age; they are taking on family responsibilities and they have minds of their own. Other media are competing with you in catering to their interest. Radio has been attempting for quite a while to reach the teenager. In fact, if you listen to some of the radio broadcasts today, you think they are directing most of their material toward teenagers. Magazines are coming out which are specifically for them. Some of the major general magazines are going after this group.

"Television has been attempting to reach them and yet no media has a better opportunity than the local newspaper. It is something that they grow up with, study in school and participate in. It is something they should learn to use properly before they do their own buying."

Tev Laudeman, UK graduate, formerly of the Indianapolis Times, has joined the sports department of the Louisville Times.

Census Reports Invaluable For Newspaper Study

Preliminary reports on 1960 Census of Population and 1960 Census of Housing will be released after July 1. In latter part of his "recent memo" cited in Public Relations 406, dated April 30, 1960, Edd Templin, of Lexington Herald-Leader, writes as follows on this subject:

"The 1960 Census of Housing includes a number of new items. These inquiries concern presence of basement in the structure, number of bedrooms, number of bathrooms, elevator in structure, duration of vacancy, year present household moved into unit, fuel for heating water, source of water supply, method of sewage disposal, number of automobiles for personal use, air conditioning units, home food freezer, clothes washing machine, clothes dryer and telephone.

"Some private living accommodations not previously counted as dwelling units are being included in the 1960 study. Another change in the 1960 Census of Housing includes an additional subdivision of the structural condition of a housing unit. In 1960 the group which in 1950 would have been classified as not dilapidated is being subdivided into two classes, 'Sound' and 'Deteriorating'.

"The increase in information being collected in the Population Census should be of substantial interest not only to city and county planners but other groups concerned with the problem of urban sprawl. The Census information will be of great value to newspapers which take full advantage of the data produced by the 'greatest survey ever made'. Through study of the Census information, newspapers will be able to measure changes in living standards that have occurred during the last 10 years and obtain an updated analysis of the market potentials.

"The information to be obtained on the condition of housing units should be quite useful as a sales tool in boosting lineage from home builders, building supply dealers and home improvement companies."

In tying up forms to be held, I have found it very helpful to use a different color of string each year. In this manner you can look through your galleys and tell at a glance what year a form was last used. We try to purge out forms every two years. This system saves a lot of guesswork or file searching.


Senior of the Bonner Spring (Kansas) High School are earning money for the senior trip again this year by selling subscriptions for the Bonner Springs Chieftain. The students are paid on a commission basis.

ALL KENTUCKY BENEFITS...

from our state's brewing industry

... pays more than
\$7,000,000 TAXES
annually to Kentucky state and local governments.

... annual payroll of
OVER \$53,000,000
provides a good living for 20,000 Kentucky people, and helps all other Kentucky business.


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

Florists Concerned About Obituary Advertising

The Society of American Florists is concerned about the recent trend in death stories and obits that say, "Please Omit Flowers," or "In lieu of flowers, please..."

Nevertheless, we think the publisher should consider the florists' side before he makes up his mind. A big side of the florist industry is funeral flowers.

If desired, contributions may be made to the (charity). Remembrances may be made in the form desired by friends.

It is to the point now where even the charities are concerned in the matter. They say that when fund drive time rolls around too many folks say, "Oh I already gave to..."

Just remember how you feel toward lawyers and doctors and all the others who say, "Do not advertise"...

Hundreds of transcontinental teletype and telephone circuits were knocked out when a farmer's plow cut the main East-West cable nine miles east of Reno, Nev., according to UPI dispatch April 7.

Now The Right To "Holler" Faces National Taxation

The Internal Revenue Service has just booted a ruling out of the bushes that Newspaper Editors and Publishers, to name a few, ought to look at with more than passing interest.

In the past if a labor union, a business owner, educational or industrial association thought Congress was about to step on its toes with a piece of legislative nonsense, it could start firing salvos of protest at Capitol Hill and the public.

Not any more, Internal Revenue says. It's a new regulation, a gag rule if there ever was one, provides that expenditures relating to a business or the production of income are non-allowable for tax purposes if for "lobbying purposes for the promotion of defeat of legislation, for political campaign purposes..."

Keep Readers Informed Of Their Right To Know

An expanded Newspaper Information Service to study the means of doing a better job of telling the public about the importance of the newspaper was announced at recent ANPA convention in New York City.

- 1. To create a better understanding of the function of newspapers as an effective force in informing their readers and in advancing the cultural, educational, political and economic well-being of all citizens of America.
2. To create a better understanding of the integrity, alertness, vitality and essentiality of newspapers.
3. To emphasize the leadership of each newspaper in furthering the welfare of its community.
4. To interest young people in the many worthwhile career opportunities offered by newspapers.
5. To work closely with all interested newspapers or related organizations in the furtherance of these objectives.

Advertisement for Intertype Company featuring the text: HOT TYPE, COLD TYPE, FASTER TYPE, BETTER TYPE, BUY INTERTYPE, and Intertype Corporation logo and address: 360 Furman Street • Brooklyn 1, New York.

In Memoriam Fred Hughes

Fred Hughes, co-field Gazette since participating in Press Association, Grayson Memorial Press. He had been derbilt University lung cancer. He was a member with his brother, W the Gazette from Hughes, in March, associated with the from Navy service was the Leitchfield Courier-Journal for Active in civic a native Grayson co on many committe opment. He was 1934 to 1938, and American Legion Wars, and Knight funeral was held Joseph Church.

Survivors include Hughes, a step-son brothers and three The Press joins fishers in extending living family.

Jacob T. Howard

Jacob T. Howard educator and public died May 19 at a Tenn., following lished the Gazette sold the newspaper retiring from acti because of illness. A Washington Howard had been Effingham, Ill., be and acquiring the Surviving are Howard, a son, three brothers. The Press jo friends in extendi living family.

Robert L. Kincaid

Dr. Robert L. lisher of the Midd 1923, and presiden Memorial Univers

In Memoriam...

Fred Hughes

Fred Hughes, copublisher of The Leitchfield Gazette since 1931 and long a faithful participating member of the Kentucky Press Association, died May 18 at the Grayson Memorial hospital after a long illness. He had been a patient at the Vanderbilt University hospital for treatment of lung cancer.

He was a member of the partnership firm with his brother, William J., that purchased the Gazette from his father, the late D. L. Hughes, in March, 1936. He had been associated with the Gazette after his return from Navy service in World War I. He was the Leitchfield correspondent for the Courier-Journal for many years.

Active in civic and political affairs in his native Grayson county, he willingly served on many committees for community development. He was mayor of the city from 1934 to 1938, and an active member of the American Legion, Veterans of Foreign Wars, and Knights of Columbus. His funeral was held May 20 from the St. Joseph Church.

Survivors include his wife, Janice Mosely Hughes, a step-son, Fred Mosely, three brothers and three sisters.

The Press joins his host of brother publishers in extending sympathies to the surviving family.

Jacob T. Howard

Jacob T. Howard, 67 years old, former educator and publisher of Hickman Gazette, died May 19 at a hospital in Union City, Tenn., following a heart attack. He published the Gazette for many years until he sold the newspaper to Ro Gardner in 1954, retiring from active management in 1952 because of illness.

A Washington County, Indiana, native, Howard had been school superintendent in Effingham, Ill., before locating in Hickman and acquiring the newspaper property.

Surviving are his wife, Mary Houston Howard, a son, Robert E. Howard, and three brothers.

The Press joins his many publisher friends in extending condolences to the surviving family.

Robert L. Kincaid

Dr. Robert L. Kincaid, historian, publisher of the Middlesboro Daily News since 1923, and president-emeritus of the Lincoln Memorial University in nearby Harrogate,

Tenn., died May 21 at a Knoxville hospital after a long illness.

He gave long service to his city, county, state and nation in state and national park work. He was president of Cumberland Gap National Historical Park Association, vice-president of the Kentucky Park Commission, and, along with Tom Wallace, now editor emeritus of the Louisville Times, and others, led the successful effort in the '30's to save Cumberland Falls and prevent its exploitation for electric power. He was a member of the old Mammoth Cave National Park Commission.

A graduate of L. M. U., he had served it as secretary, trustee, executive vice-president, before becoming president in 1947, retiring from that office, because of ill health, in 1958. He was author of "The Wilderness Road", a historical novel dealing with the significance of Cumberland Gap in the settling of the then western United States. In 1956, Berea College gave him a special award at the performance of "Wilderness Road", recognizing his "distinguished leadership in religion and education for the Appalachian Mountain people.

In 1923, he borrowed some money and with his savings bought the ailing Middlesboro Daily News and reorganized it into its present successful operation.

Dr. Kincaid was born May 17, 1893, in Union County, Georgia. He worked on a farm, taught school, and for a time edited the Grady County News at Cairo. Wanting a college education, he enrolled at L. M. U., graduating in 1915, and then attended the University of Missouri until his funds ran out. He returned to L. M. U. as secretary and administrative assistant to President Hubbell. He served a year in the Coast Artillery during World War I. He was married that year to Miss Beulah Chance of Cumberland Gap.

The Press joins a host of friends and Association members in extending condolences to the surviving family.

Suggestions For Improving Your Traffic Problems

Small cities have many traffic problems, and it wouldn't be at all out of line for the Mayor of your city to appoint a Traffic Committee to study these problems, urges the Kentucky City Bulletin. The Press urges that the newspaper could take leadership in bringing this about.

The city attorney, city engineer, police chief, and citizens representing civic organizations and business could be included on a committee of 10 or 12.

The committee should meet at least once each month, and invite the public

to their meetings.

Here are a few of the possibilities to study:

1. Parking; type of, prohibition of, off-street;
2. Signs & Signals; type of, and where needed—also where not needed;
3. Street lighting;
4. Speed restrictions;
5. Ordinances; conformity with state laws;
6. Enforcement; how rigid? Selective?;
7. Traffic-safety education;
8. Hazardous locations; how to treat them;
9. School zones and cross walks;
10. Accident records;
11. Inventory street systems, capacities, etc.;
12. You name it—there are many others.

How about discussing such a committee at your next Council meetings? Or Editorially?

METRO **NEWSPAPER SERVICE**

80 MADISON AVE., N. Y., N. Y.
Means **PLUS BUSINESS**
for Your Newspaper

Lawson Spence Representative

COMMUNITY PRESS SERVICE

"SERVING AMERICA'S WEEKLY NEWSPAPERS"

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

100 East Main St. Frankfort, Ky.

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

STOP Costly Estimating Mistakes!



Pre-figured values safeguard profits, save time and create customer satisfaction.

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

Words Are Your Tools . . .

Your words make the news come alive, draw a chuckle or a tear, bring issues into sharp focus . . . but only *when*, and *if*, *someone reads them!* So words deserve to be set in type that reads easily and pleasurably. Without *readability* there is little *readership*. That's why Linotype designers have created faces specifically for modern newspaper straight matter and headlines. And that's why Linotype makes available the services of the world's best newspaper typographers to you at no cost or obligation. When you need information on newspaper types, a new head schedule . . . and how to set them profitably in your composing room, just ask your Linotype Production Engineer or drop a note to Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

• LINOTYPE •



Linotype, for 74 years serving the American press, salutes the newspaper people of Kentucky on the occasion of their annual convention.

to

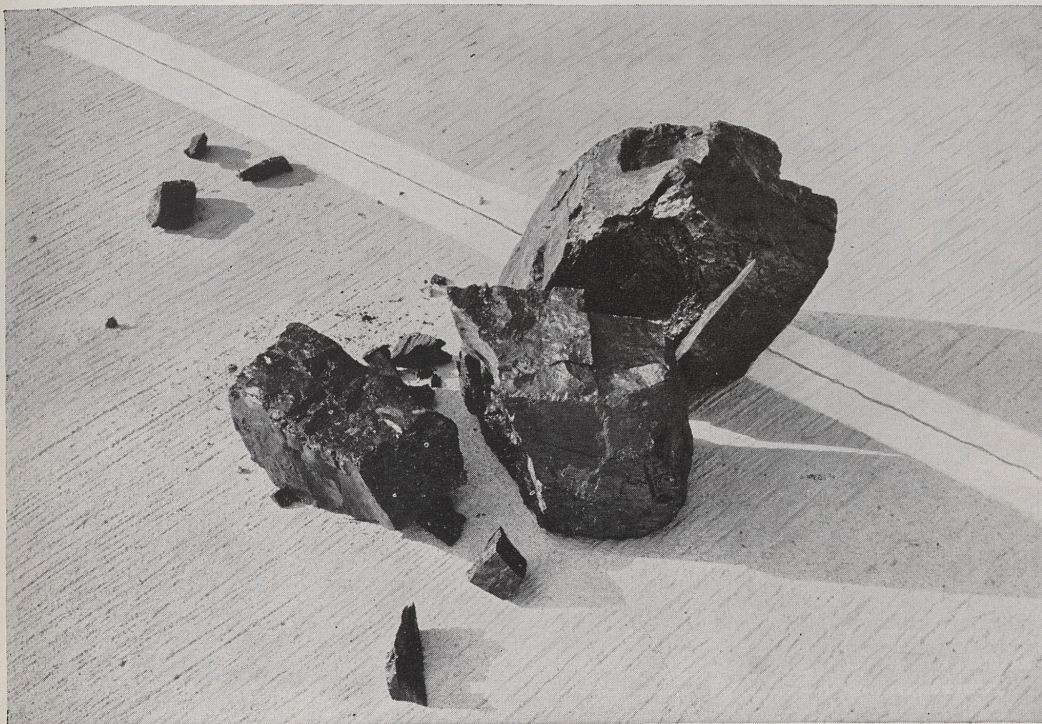
That total
for all 64

Kentucky
Highways
Better bu

Today'
way . . . is
ancy of 5
than for a
because t
struction
Add it
driving co

Mr. Fred B
ation, has
ingredients
sumption
paving Ke
invaluable

THE POR
A nationa



It takes 1000 tons of coal to build just 1 mile of concrete highway!

That totals 640,000 tons of coal if Kentucky uses concrete for all 640 miles of its new Interstate System Highways.

Kentucky needs new coal markets—and new Interstate Highways. Concrete brings the two together. The result? Better business. Better highways.

Today's new-type concrete is smooth and solid all the way . . . is laid flat to stay flat. It actually has a life expectancy of 50 years and longer, with upkeep expense 75% less than for asphalt (based on Kentucky records). This is vital because the Federal Government pays 90% of initial construction cost—but not a single cent for maintenance.

➔ Add it up. Concrete means greater coal usage, greater driving comfort, and greater maintenance savings.

Mr. Fred Bullard, Executive Secretary of the Kentucky Coal Association, has this to say: "Cement and reinforcing steel are two basic ingredients of the modern concrete highway. With their high consumption of coal during manufacture, the Association believes that paving Kentucky's Interstate Highways with concrete would be an invaluable aid to the state's coal industry."

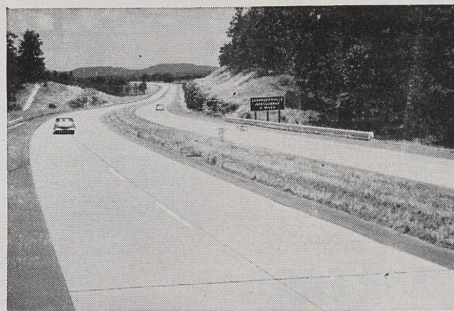
This message sponsored jointly by:

THE PORTLAND CEMENT ASSOCIATION Louisville, Ky.

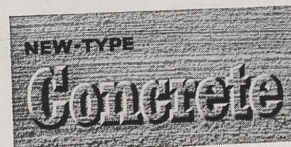
A national organization to improve and extend the uses of concrete

THE KENTUCKY COAL ASSOCIATION Hazard, Ky.

An organization working for the interests of the Kentucky coal industry



The 40-mile Kentucky Turnpike, from Louisville to Elizabethtown, was directly responsible for the consumption of 40,000 tons of coal.



FACT OR LEGEND?



Some Folks Think

that rings around the moon are a sign of bad weather ahead.

THE FACT IS

these lunar rings can occur in any kind of weather.

Some Folks Think

that the cost of electricity is a big item in manufacturing costs.

THE FACT IS

according to the Census of Manufacturers, electricity averages about one cent out of every dollar of manufacturing cost.

Every well-managed company knows the precise cost of every step in its manufacturing process. It analyzes the cost of raw materials, freight, labor, investment in plant and machinery, taxes, insurance—all the numerous costs that go into making the product.

Down at the bottom, less than the cost of sewing a button hole in a jacket, less than a shoelace on a shoe, is the cost of electricity.

Industries considering the location of a new plant already know how little power costs; their interest is in dependability and how much is available. And in engineering assistance toward the most efficient use of that power in the plant.

No progressive community with ambitions to develop industrially can afford anything less than dependable service, ample power for expansion, and regulated, uniform rates for all industry.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

K

Publish



Publication
School of J
University
Lexington

VOLUME
NUMBER

Office