

# The Kentucky Press

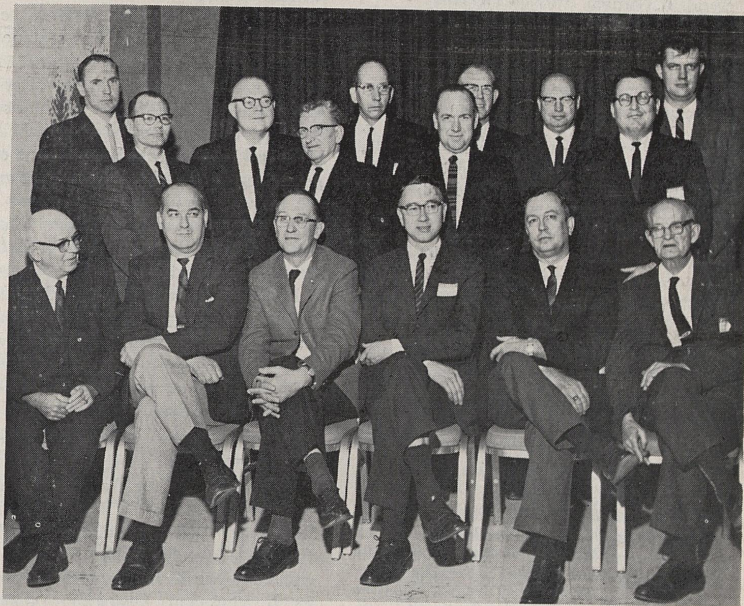
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

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

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

January  
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Volume 30, Number 4



Officers and Executive Committee  
Kentucky Press Association, 1964

# The Kentucky Press + As We See It +

Volume 30, Number 4

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

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

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

National Editorial Association  
Associate Member

National Newspaper Promotion Association

Publication Office  
School of Journalism  
University of Kentucky

## Kentucky Press Association, Inc.

George Joplin III, *President*  
*Commonwealth, Somerset*

Maurice K. Henry, *Vice-President*  
*Daily News, Middlesboro*

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

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

## Kentucky Press Service, Inc.

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

## U. S. Court Decisions Draw Indiana Fire

The Indiana Supreme Court's smoldering resentment of the U.S. Supreme Court's decision in the Leslie Irvin murder case (Irvin v. Dowd (1961) 366 U.S. 717) erupted this week in another decision involving pre-trial publicity, states the Indiana Bulletin.

Both the majority opinion, written by Judge Achor, and a concurring opinion by Judge Arteburn, in Baker v. State (decided January 10) assailed the nation's highest tribunal in some of the strongest language this writer has ever seen in a judicial decision.

You will recall that the U.S. Supreme Court unanimously agreed that Irvin had been deprived of a fair trial because of a "pattern of deep and bitter prejudice" which had built up in the community in which he was tried as a result of pre-trial publicity and comment. His attorneys used all the challenges of jurors available and still ended up with a jury of which eight of the 12 felt he was guilty before the evidence was presented in court. In the subsequent retrial venued to Sullivan county, Irvin pleaded guilty, and was sentenced to life imprisonment.

Counsel commented shortly afterwards that one of the by-products of the decision was that it had engendered a rash of appeals seeking reversal of convictions on the point, regardless of guilt or innocence of the crime charged and that defense counsel's scrapbooks of newspaper clippings were reaching the same degree of importance as their briefs.

In the Baker case, a second-degree murder conviction appealed from the Dearborn Circuit Court, the main contention was that the court abused its discretion in refusing to grant a change of venue from the county. The defendant contended that, as in

In case of faulty recognition, we identify the gentlemen in the front-cover photo as (seated l. to r.) S. C. Van Curon, Frankfort; Larry Stone, Central City; Fred J. Burkhard, Liberty; George Joplin III, Somerset; Maurice K. Henry, Middlesboro; Victor R. Portmann, Lexington; (standing l. to r.) Louis DeRosett; Columbia; R. Springer Hoskins, Harlan; Edwards M. Templin, Lexington; Frank C. Bell, Bedford; Warren R. Fisher, Carlisle; Warren Abrams, Louisville; Howard Ogles, Franklin; Al J. Schansberg, St. Matthews; James T. Norris, Jr., Ashland; and James Lee Crawford, Corbin. They will guide the destiny of KPA in 1964.

Irvin, pre-trial publicity had caused bias and prejudice against him.

The Indiana court could have easily disposed of this point by distinguishing the two cases on the facts. There was no evidence of a "huge wave of public passion" in the Baker case. Indeed, the motion for change contained only general conclusions and was not supported by affidavits of disinterested persons as required, and at the hearing, numerous witnesses testified that neither were the newspaper items prejudicial nor was there any prejudice in the community which would interfere with a fair trial. The Supreme Court also found as a matter of fact "that the newspaper items were neither inflammatory nor prejudicial in character." There was no showing, either, that a jury panel had been exhausted or that all available challenges had been used.

It seized the occasion, however, to criticize the U.S. Supreme Court's decision. Judge Achor commented that when the jurors finally selected in the Irvin case stated that they would be guided solely by the facts presented at the trial and by the law as stated by the Court, irrespective of their initial opinion of guilt, the Supreme Court could not properly as a court of review find otherwise.

Judge Achor said:

"The Supreme Court of the United States, in reaching its decision, obviously assumed the role of a trial court and determined for itself the credibility of the prospective jurors, as witnesses, and the weight to be given to their testimony. We have never conceived this to be a proper function of this court, as a court of review."

Judge Arteburn, concurring, expressed the view that because of the Supreme Court's "violation of the principles of appellate review, such a decision (Irvin) can have no weight as a precedent."

Commenting that the Supreme Court "seemed to be unduly anxious to take over the case," he added that it then "got down on the trial bench and substituted its findings as to the credibility of the jurors and the witnesses for that of Judge Eby of the trial court."

He added:

"Aside from the ignoring of . . . principles of appellate practice, we have a far more practical question presented by the United States Supreme Court in the selection of a jury. It would appear under the prevailing opinion of that court that the more horrible, revolting or shocking the crime, the less likely would the State be able to secure a jury to try the defendant. Such a policy encourages the notoriety and violence connected with crime and its publicity over radio, television and other news."

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# Business And Frolic Highlight Annual Convention

Approximately 160 party-goers arrived on Thursday to enjoy the opening day activities. Other than the "Beatnik Party," editors and publishers of Central Kentucky newspapers were hosts to the convention for a "warmer-upper" and reception, featuring the famous wassail bowl. John O'Conner, United Brewers Association, supplied the necessary ingredients. A buffet dinner followed.

## They Register In



Readings of poetry, some bad and others worse, helped kick off the 95th annual Mid-Winter Meeting of the Kentucky Press Association. The literary ??? session was part of the "Beatnik Party" which opened the meeting on Thursday night. To keep the party even on a higher level, others forms of art—finger painting, sculpture, limbo contests, caricatures, modern art, paper hats, foot-long cigarette holders, and beards—were employed.

## Beatniks Or Hobgoblins?



## Lexington Mayor Extends Welcome

After the Friday morning invocation by the Reverend John A. Seiler, pastor of St.

Peters Catholic Church, Lexington's mayor, Fred Fugazzi, welcomed the group to the city and presented Maurice Henry with the Key to the City. In his remarks, Mayor Fugazzi urged the press to support legislation to increase the number of years in which mayors of first and second class cities may hold office from four to eight. He said the present limitation "created a lame duck administration with each change of office" which handicaps planning and continuity.

In another thought, the mayor said the free press is the only force which can deter the movement toward turning the individual into "just another number." "Pressures of life," he said, "discourage the thought of young Americans from going into business for themselves." Quoting recent college figures, he said less than one percent of college graduates have any thoughts of self-employment when arriving in the working force of the nation.

The Secretary-Manager gave a brief report on membership and other pertinent data at the opening of the Friday business session. He analyzed KPA membership in stating that 125 weeklies and semi-weeklies, and 21 dailies were active members in 1963. Thirteen weeklies, including those established in 1963 and four dailies did not choose membership. One weekly, now more than one year old, was applying for current membership, while two others had indicated their application as soon as qualified under the constitution's one-year-of-publication rule. He announced the resignation of the Covington Post and Times-Star.

New weeklies established in 1963 include the MetCalfe County News, Summer Shade, by Lawson and Abernathy; the Jessamine County Star, Nicholasville, by Sidney C. Hisel; the Rockcastle Sentinel, Mt. Vernon, by R. H. Gentry; the Lakeside Ledger, Eddyville, by Charles L. Baccus; and the Leslie County News, Hyden, by T. C. Sizemore. The Nicholas County Star, Carlisle, suspended publication in July.

Kentucky now has 22 weeklies and two dailies printed offset. One hundred eighteen weeklies and dailies were affiliate members, and 21 sustaining members of the National Editorial Association.

All state newspapers showed a gain in circulation in 1963 over 1962; dailies gained approximately 5 percent and weeklies 3.5 percent. Very few newspapers did not report gain during the year. According to the Directory and Rate Book, metropolitan dailies listed a daily circulation of 530,062 and Sunday circulation of 293,395. Com-

munity dailies (22) indicated a daily circulation of 194,462, and 11 Sunday editions of 129,424. Circulation of weeklies and semi-weeklies reached an all-time high of 352,206. The combined circulation of all state newspapers reached a grand total of 1,499,549, which indicates more than the average of two newspapers for every family in the state.

The Secretary stated that the KPA Sports Fund, designated for aid to crippled and needy children beyond regular appropriations from state agencies and societies, had reached the total of \$5,044.86 in invested funds.

President Fred J. Burkhard then named the resolutions committee with Landon Wills, Chairman, and W. Foster Adams and Mrs. Murray Rogers serving as members.

## Southern Education Reviewed

Adron Doran, president of Morehead State College, presented a filmed presentation on the needs and requirements of higher education in the southern section of the country. He concluded with a strong appeal for support in the forth-coming programs of education.

## Hospital Crisis Explained

Dr. Karl S. Klicka, executive director, Appalachian Regional Hospitals, Inc., said that several crisis have been occurring in the five mountain region hospitals which have recently been taken over from the United Mine Workers Welfare agencies. Those past crisis, he said, revolved around the closing of these hospitals. If the units had been closed, this would have seriously curtailed the medical services which have been provided to one of the worst depressed areas in the nation. The facilities provided by these units are not readily available in other medical care units in the area.

The movement of practicing physicians from the area would have been the second blow to medical care had the hospitals been allowed to curtail their services. Such a move would have reduced the rate to one doctor for each four thousand residents, Dr. Klicka added.

Since the take-over by the regional group in October, Dr. Klicka has found many problems to be overcome. He said it has been necessary to get the cooperation of civic groups in the area; secure the cooperation of local private practice doctors and those employed by the miners' union and hospitals; change the image of the hospitals from private-owned to that of a pub-

lic establishment; and to encourage more private physicians to refer patients to the hospitals.

The census in the hospitals, he added, dropped drastically soon after the take-over, but has been rising steadily since. Studies are now under way to find new uses for the facilities, possibly in the area of nursing training and nursing facilities for the aged. One whole floor of the Whitesburg hospital is suitable for this use, Dr. Klicka added.

However, he concluded, the facilities for training of nurses and care for the aged cannot be sponsored through the routine incomes of the hospitals, but must be supported from other funds, preferable donations from private institutions.

The five institutions represented in the regional organization are located at Whitesburg, Middlesboro, Harlan, Hazard, and McDowell.

#### Complete Restoration Planned

A plan for the complete restoration of Pleasant Hills, better known as Shakertown, was described by James L. Cogar, executive director of Pleasant Hills and Shakertown, Inc. He described the former residents of the area as a hardy and industrious group who made the many articles which was needed for their living. He said their designs in tools and living conditions were far better than the average conditions which prevailed around them.

He explained that approximately 2,000 acres of land have already been purchased in the immediate area of the restoration, which should help to restrict the commercialism which usually accompanies tourist attractions. This land will be converted into a tourist attraction and meeting place for the many functions needing such facilities.

Mr. Cogar explained, through the use of slides and discussion, the present condition of the buildings located on the grounds and the probable restorations which will be made in the future. Living facilities, restaurant and exhibits will be included in the final plans.

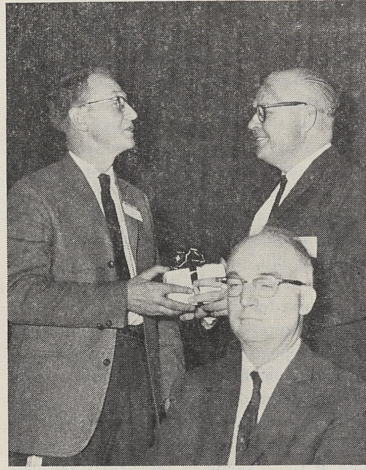
#### Faithful Servant of Man

The horse, which has always served as the faithful servant of man, now is being billed to please man and to provide entertainment for him. J. B. Faulconer, public relations director of the Keeneland Association, continued to explain that Kentucky still continues to breed more "stake horses" than all of the other 49 states combined. Of the 1,200 thoroughbred farms which are now in operation, he said, over 200 are still located in Kentucky.

Thoroughbred racing in the nation has increased in two ways since 1957, Faulconer said, by total attendance and increase

in wagering. State taxes paid by race tracks last year totaled \$265 million and federal taxes totaled \$30 million. Total employment at tracks across the nation exceeded 75,000 persons, he concluded. There are now 100 tracks in 30 different states.

#### Most Valuable Member



#### Friday Luncheon

Activities at the Friday luncheon included a drawing for the "Early-Bird Registration" which was won by Ben Boone, publisher of the Todd County Standard, Elkton.

Edwards Templin, convention chairman, was named the Association's "Outstanding Member of the Year" by President Burkhard (a more detailed story is carried in this issue of the Press).

Dr. Henry Johnson, luncheon speaker, presented one of the highlights of the convention with his interesting presentation of "Keeping Your Wits in a Witless World." Beginning on a humorous note, he finished by outlining a formula for success: work hard; escape from the present state of mind by developing a hobby or recreation; fall in love with life by creating an interest in things outside yourself; develop a philosophy to live by, for and with; and learn to keep your values straight. Dr. Johnson is a management consultant, with offices in Indianapolis.

#### Annual Foundation Meeting

The annual meeting of the School of Journalism Foundation was called to order by President George Joplin III. A brief report of progress was made by the Secretary-Process Agent, as reported in another column. The annual statement of funds will be published as soon as available from

our Trust Fund official.

The School of Journalism Foundation has helped 14 qualified journalism majors through grants during 1963 under Plan 2, and the invested funds under Plan 1 now over \$4,200, would be held until interest would permit a scholarship grant to a qualified major student in journalism. He thanked the daily and weekly newspapers whose continuous contributions have helped the needy students to obtain their goals.

The nominating committee reported the following slate for officers and board of directors: Chairman of the Board, Fred B. Wachs, Lexington Herald-Leader; President, George Joplin III, Somerset Commonwealth; Vice President, Lawrence W. Hager, Jr., Owensboro Messenger-Inquirer; Treasurer, Enos Swain, Danville Advocate-Messenger; and Secretary-Process Agent, Victor R. Portmann. For directors, Class I for a term of three years—Mrs. Martha Comer, Maysville Independent; John B. Gaines, Park City Daily News, Bowling Green; Miss Jane Bird Hutton, Harrodsburg Herald; Amos Stone, Central City Messenger-Argus; Enos Swain, Danville Advocate-Messenger; and Cecil Wilson, Barbourville Advocate. On motion, duly seconded, the nominees were elected by unanimous vote of the members present.

#### Kentucky Press Service

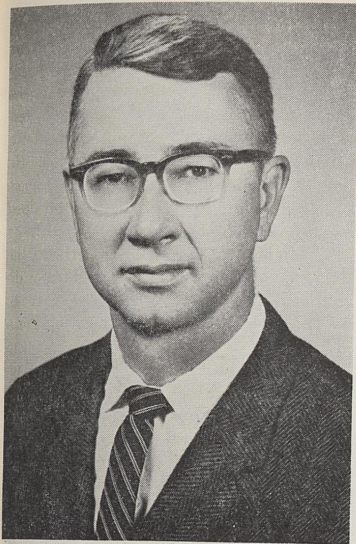
The 14th annual meeting of Kentucky Press Service, Inc., was called to order by President George M. Wilson who called for a brief report from the Secretary-Manager. Mimeographed copies of the financial report were distributed to members present. The Secretary pointed out that \$193,139.84 has been distributed to newspapers for national and regional advertising during 1963. He outlined some of the problems that have been met and solved during the year and commended the newspapers for "sticking" to their published national rates and procedures when approached by automotive advertisers with their request for local rate contracts.

The nominating committee reported the following nominations for officers and board of directors: President, George M. Wilson, Breckinridge Co. Herald-News, Irvington; 1st Vice President, Landon Wills, McClenny Co. News, Calhoun; 2nd Vice President, William T. Davis, Lyon Co. Herald, Eddyville; and Secretary-Manager, Victor R. Portmann. Board of Directors: Chairman, Martin Dyche, London Sentinel-Echo; Maurice K. Henry, Middlesboro Daily News; Niles O. Dillingham, Dawson Springs Progress; Thomas L. Preston, Cyrtiana Democrat; and Robert Fay, Shelby News, Shelbyville. On motion, duly called



George Joplin III  
Eightieth President

George Joplin III, president of the Kentucky Press Service Association, was elected to the office of his father George Joplin III as president of the organization. He was nominated by J. Evans, the president of the Louisville Press Service Association. The president of Barthenia Joplin, Jr., publisher of the Commonwealth Independent, Somerset school from the Kentucky Center College, was associated with the Centre College on the week published by He entered State School, New York City, and 1951. After a year as a freelance editor, he enlisted in the U.S. Army. He was assigned to the National Relations Graduate School. He was attached to the 1st Central Postal Directory, and served in the Voice of



**George Joplin III Elected  
Eightieth KPA President**

George Adams Joplin III, elected as the eightieth president of the Kentucky Press Association, founded in 1869, is the second of his family to take that chair, his father George A. Joplin, Jr., having served as president in 1934. It is significant that he was nominated for the post by Herndon J. Evans, then editor of the Pineville Sun, who nominated his father for president at the Louisville convention.

The president was born May 18, 1928, of Barthenia Sallee and the late George A. Joplin, Jr., publisher of the Somerset Commonwealth. His early education was in the Somerset schools and he was graduated from the Kentucky Military Institute, Lyndon, Kentucky, and Venice, Florida, in 1946. He received his A.B. degree from Centre College in 1950 where he was a member of the Beta Theta Pi fraternity. He was associate editor and business manager of Centre College Cento and also worked on the weekly Boyle Independent, then published by Col. Vernon Richardson.

He entered the Pulitzer Journalism Graduate School, Columbia University, New York City, and received his M.S. degree in 1951. After graduation, he served as associate editor for the Somerset Journal until he enlisted in the Air Force, receiving his commission as second lieutenant in 1952. He was assigned to the School of International Relations, Georgetown University Graduate School, Washington, D. C., and was attached to the Air Force's Psychological Warfare Division and later was assigned to the Voice Of America in New York City.

ried, the slate was elected by acclamation.

William Simonton, regional director for American Newspaper Representatives, explained the expansion policies of ANR, including the recently established office in San Francisco and a proposed location in Dallas. He said the prospects for national advertising for the weekly press looks better than any other time in recent history and predicted a record year for the weekly representatives.

This was, in turn, followed by an advertising presentation by Miss Hita McKnight, advertising manager for Western Kentucky Gas Company. Miss McKnight outlined procedures for producing more attractive display advertising, utilizing the principles of balance, symmetry, and proportion. She said advertising personnel must pay more attention to preparation of layouts if attention for the product is to be gained through the maze of competition for reader interest.

At the same time during the afternoon hours, the daily newspapers were engaged in what was termed "the finest session ever held." At the end of the program, in time devoted to the Associated Press meeting, James Lee Crawford, Corbin Tribune, was named president of Kentucky Associated Press for the coming year.

Friday night festivities were kicked off with a reception and cocktail party, jointly sponsored by the Lexington Herald-Leader, the Louisville Courier-Journal and Times, and the Kentucky Press Association. This event was immediately followed by the annual banquet. Entertainment was provided by the Lexington Recreation Department, under the direction of Mrs. Mary Henry.

George returned to Somerset to become editor of the Commonwealth, one of Kentucky's outstanding largest weeklies. He was appointed to the KPA Executive Committee in 1954 and was elected chairman in 1962, and vice-president in 1963. He is a member of Sigma Delta Chi.

He was married to Miss Alice Summers, Louisville, in 1952, who have two children, Jane, 8 and George IV, 5. His residence is 515 Harvey's Hill, Somerset.

Civic minded, he is a member and deacon of the First Presbyterian Church; a director in the Somerset-Pulaski County Chamber of Commerce; a director of the First & Farmers National Bank; Boy Scout Committeeman of the Lake Cumberland District; past president of the Somerset Rotary Club; past vice commander of Pulaski Post 38, American Legion; and an active member of the board of directors of the Centre College Alumni Association. He was discharged as a first lieutenant in August, 1953.

Dinner music was provided by the Teen Tones. Other features were dance routines by Jean Wicker and Carol Thompson, pantomime by George Horrell, and a reading and song numbers by Lexington's Junior Miss, Sherry Smith. The entertainment was completed by the appearance of the Blue Grass Choraliers, an all-men choral group.

#### *UK President Heard*

Dr. John W. Oswald, recently named president of the University of Kentucky, opened the half-day Saturday session with a discussion of the problems facing higher education in Kentucky. He said 30 to 35 percent of the high school graduates are presently enrolling in colleges and universities to continue their education. In the next ten years, Dr. Oswald continued, 50 percent of the high school graduates will be seeking admission, a factor which will double the needed space in colleges. In view of this, Kentucky must provide as much facilities in the next ten years as it has during the past 100 years.

"We are faced with three problems," the UK president said, "The first, is creating the space and buildings needed for the expanded program; second, an increased demand is now being placed on the institutions of higher education to engage in research, and third, industry is demanding a higher level of education for its future employees, causing an upsurge in graduate work."

Community colleges, the University president said, is one of the answers. Ten years from now, 75 percent of the nation's freshmen and sophomores will be enrolled in this system. These community colleges, he added, must be well planned and conceived if they are to maintain and improve higher education in the state.

The role of research in the nation's colleges and universities is becoming more and more important, Dr. Oswald said. More research and stress must be placed on higher degrees if we are to succeed in properly educating tomorrow's leaders.

"Higher education is facing some of the greatest challenges in history today," he continued. "And because of newspapers, the public is aware of these challenges. We cannot editorialize these problems away," he concluded, "we must face them. We must face them, and we must overcome them."

#### *Brown Suggests Costs Study*

Robert N. Brown, management specialist and general manager of the Republican, Columbus, Ind., suggested to the group that there are always better ways of doing things without cutting quality. He said there are two ways—to earn more or to

spend less.

Effective ways to conserve, or show more profit, might be found by studying the tax problems which face the newspaper. He suggested that tax consultants might save money for the firm, even though their fees seem unduly high at the time. Possibilities of restructuring the legal organization, from proprietary to partnership or vice versa, would be profitable in the net income column.

Employee selection, Brown emphasized, is vitally important. He proposed that newspapers check prospective employees thoroughly to be assured that they are qualified for the position. Personal judgment can be augmented by findings of research firms in the background and capabilities of employees. "Deadwood" must be eliminated. It is often better, he continued, to pay a small amount in retirement benefits than to have the person performing his duties in a sloppy manner. These problems must be met headon and necessary changes made.

Regular staff meetings were another point of efficiency presented by Brown. Weekly meetings of department heads often stops troubles and conflicts before they materialize, and also make the directors of departments feel like they are a "part of the team." It also gives management a chance to know what individuals in the departments are doing and the personal problems will create a more satisfied employee. Write notes on birthdays, sickness in families, etc., and show a concern for the welfare of employees. And, most of all, pay attention to employees who are doing an exceptionally good job. Let them know you are interested and noticed their work.

Be willing to make changes in the ways of doing things, Brown urged. Just because it has always been done that way doesn't necessarily mean it is the best. He distributed mimeographed lists of vital suggestions.

The Secretary, the Executive Committee recommending, presented the applications of Lakeside Ledger, Eddyville, Charles L. Baccus, editor, for active membership, and Ernest E. Sars, Jr., Robert E. Featherstone, George E. Williams, Jerry Schureman, and Miss Hita McKnight for associate membership. On motion, they were accepted by unanimous convention vote.

The Executive Committee heartily recommending on unanimous vote, the names of three past presidents, who had retired from active publication-ownership, were nominated for Life Membership, including:

William L. Dawson, president in 1921 and our oldest living past president, publisher for many years of the Oldham Ere, La Grange; Jodie P. Gozder, president in

1937, founder of the Campbellsville News-Journal in 1905; and J. LaMarr Bradley, retired publisher of the Providence Journal-Enterprise and the Clay Tribune.

The Press joins in congratulations to these publishers for their rich full lives of service to the Association and to their communities.

#### 1964 Officers Elected

The final part of the program, before electing officers, reports of standing KPA committees were heard. (These reports will be used more fully in another part of this PRESS and later issues.)

Three resolutions were adopted:

#### RESOLUTION

The Kentucky Press Association expresses its appreciation to the staff of the Lexington Herald and Lexington Leader, the University of Kentucky, the Phoenix Hotel and others in Central Kentucky who contributed to the success of the 95th mid-winter meeting.

\* \* \*

#### RESOLUTION

WHEREAS, the printing industry, including newspaper plants in Kentucky, has been facing the acute problem of procuring competent mechanical employees; and

WHEREAS, the Kentucky Press Association has sponsored and aided in the creation of a well-equipped printing school with competent instructors at the Mayo Vocational School, Paintsville, which is capable of graduating trained printers; and

WHEREAS, the federal government has made available a sum of money for vocational training for citizens of Eastern Kentucky, which is to be administered by the State Department of Education;

Therefore, be it resolved that the Kentucky Press Association, assembled in convention, in Lexington, Kentucky, this 18th day of January, 1964, urges Harry Sparks, State Superintendent of Public Instruction, to direct the officers who will administer this vocational program, to encourage qualified young men and women, to enroll in the printing departments of the Mayo Vocational School, and the Somerset Vocational School, and other vocational schools in the Appalachian area.

\* \* \*

#### RESOLUTION

WHEREAS, the adverse effects of the new Section 1245, in the Revenue Act of 1962, which denies capital gains tax on depreciation after December 31, 1961, discourages disposal of property, including farm holdings as well as printing plants, for retirement, and constitutes an unjust burden in estate matters and in transfer of property from father to son or other kin; and

### Fred Gets His Pitcher



WHEREAS, this said section has worked a hardship in transfers of newspaper property; and

WHEREAS, included in several bills introduced in Congress, we regard H. R. 8363, now before the Senate Finance Committee, as being the one bill which will accord the desired relief. Now be it

RESOLVED, that the Kentucky Press Association urges Senator Harry Flood Byrd and his Senate Finance Committee to study the advisability of incorporating the necessary language into said Section 1245.

We, the members of the Kentucky Press Association, assembled in convention, in Lexington, Kentucky, this 18th day of January, 1964, direct the officers of this Association to forward copies of this resolution to Senator Byrd, the National Publisher, the Publishers Auxiliary, Senator Thurston Morton and Senator John Sherman Cooper.

The following officers for 1964 were elected: George Joplin III, president; Maurice K. Henry, vice president; Larry Stone, chairman of the executive committee, and Victor R. Portmann, secretary-manager, a post which he has held for 22 years. During the closing luncheon Joplin announced the executive committee as follows: first district, W. T. Davis, Eddyville; third, Al Schansberg, St. Matthews; fourth, Howard Ogles, Franklin; fifth, Frank Bell, Bedford; sixth, Edwards Templin, Lexington; seventh, Warren Fisher, Carlisle; eighth, Louis DeRosset, Columbia; ninth, James T. Norris Jr., Ashland; tenth, R. Springer Hoskins Harlan; at-large, S. C. VanCuren, Frankfort; at-large, James Lee Crawford, Corbin; at-large, Warren Abrams, Louisville; and immediate past president, Fred J. Burkhardt.

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Saturday luncheon activities saw Earl D. Wallace, Lexington industrial and investment consultant, named "The Kentuckian of the Year" for his outstanding work with the restoration of Pleasant Hills and Shaker-town. Enos Swain, chairman of the committee for this selection, made the presentation.

Outstanding Kentuckian



Merrimam Smith, United Press International White House correspondent, told the luncheon group that complete security for the nation's presidents is impossible. "Once a crazed man has decided on violence, there is nothing you can do to stop him," he said. Smith was with President Kennedy in Dallas.

Smith said presidents must choose between security and politics. He said one solution would be to have the president ride swiftly through the streets in closed, bullet-proof cars, but this would "smack of Tito, Hitler and Franco." U.S. presidents should be encouraged, Smith argued, not to go into crowds to shake hands. This policy has caused Secret Service men many problems in the past.

Thus the 95th Annual Mid-Winter Convention of the Kentucky Press Association went into the books. The meeting, held at the Phoenix Hotel, Lexington, was termed by some attenders as the best yet. All expressed praise for the efforts of convention chairman, Ed Templin, the Lexington Herald-Leader staff, members of the convention committee and the officers of KPA for the excellent program. In matters of attendance, no records were broken. Approximately 160 persons attended the Thursday night buffet, with the banquet drawing about 260 persons.

The dates of the session, for those with short memories and for the record, were January 16-18, 1964.

On adjournment, the members of the Association, attended a delightful reception by Governor and Mrs. Edward Breathitt at the Mansion, Frankfort. We are grateful to the official family for this outstanding courtesy.

\* \* \* \*

Report On The Printing School

The Mayo Vocational and Technical School of Printing is one of 20 courses offered from carpentry through auto mechanics, welding and cosmetology to industrial chemistry and accounting.

Mayo, in some respects, is doing three-way training at a nominal cost to students—academic, technical, and terminal. Academic because students of printing study courses to upgrade their English and other academic courses. Technical in that the student receives intensive craft training by a thoroughly competent instructor, youthful and always planning for the changing needs of the student and the trade.

Terminal, because in two years Mayo turns out trained boys who are grabbed up by the industry—most of them before they complete the entire two-year course.

Mayo in recent months has added new equipment to the print shop, including a new folder, paper drill, power cutter, and a Heidelberg. The printing class has been reduced by 5 this year—two to the Army and three have been placed in the trade. There is now room for six additional trainees.

Just last week, Mayo's printing department was approved for a class of fifteen trainees under the new job retraining program, this class to report after the present resident trainees complete their course. The nominal cost of a trainee, which covers board, room, and tuition, still remains at \$39 a month. Surely, this is a small cost, and Kentucky newspapers could easily afford to send a qualified local boy to the training department to return to the "back office" when he is fully trained to do a good job.

There is a vital need now for more trainees. Mayo's facilities are ample, or can be made ample by additions of more machines, and augmented classes and an additional instructor are in prospect. Director George Ramey has promised these additional changes when and if the enrollment justifies the expansion. Kentucky publishers can help themselves to trained employees through cooperation with Mayo. Director Ramey will be happy to supply all information on request.—Earl W. Kinner, Chairman

We Visit the Mansion



Necrology Report

Homer Nichols, a member of the Necrology committee, paid tribute to the members of Kentucky's Fourth Estate who passed on during the year. He read the names of those who had left this mundane world as follows:

Emanuel Levi, former vice-president and general manager of Courier-Journal and former publisher, Louisville; Sarah Hamilton Joplin, daughter of Mr. and Mrs. George Joplin III, Commonwealth, Somerset; Cleburne E. Gregory, Sr., former editor, Central City Argus, Central City; Mrs. A. J. Schansberg, wife of publisher, Voice of St. Matthews, St. Matthews; Mrs. Margie Bonta Moran, wife of publisher, Springfield Sun, Springfield.

John M. Roberts, interpretative news-writer for AP in New York, native of Elkton; Lester Barnes, former employee of Louisville Times, Louisville; William A. Wade, former printer, Hopkinsville New Era, Hopkinsville; Joe Edelen, co-owner, editor, and publisher, Springfield Sun, Springfield; Thomas O. Hall, Sr., assistant foreman of mailing room, Louisville Courier-Journal; Mrs. Katherine Thompson Carlisle, formerly with Bracken Chronicle at Augusta, at death was with Ohio Tribune.

James Stacey Tompkins, editor and publisher, Jackson County Sun, McKee; Miss Amy O. Nichols, business manager, Caldwell County Times, Princeton; Martin Knabel, transportation foreman, Louisville Courier-Journal and Times; Garland Francis Jones, employee of Standard Publishing Company, Bardstown; Jerry Ringo, editor-publisher, Kentucky Mountain Journal, Frenchburg; Edgar F. Arnold, Sr., editor and co-publisher, Madisonville Messenger, Madisonville; Mrs. Harry H. Hansborough, wife of publisher, Hart County Herald, Horse Cave.

Harry N. Mullican, UPI foreign correspondent and former city editor of old Louisville Herald-Post; Arthur E. Neal,

publisher and editor of Connersville News-Examiner, brother-in-law to publisher James S. Tatman, Winchester Sun; Hardin Thompson, son of Mr. and Mrs. Kelly Thompson, Western State College; J. Curtis Alcock, former Courier-Journal foreman; Mrs. Ann Plummer, mother of school of Journalism Director Neil Plummer; James D. Gorin, editor-publisher, Greensburg Record-Herald.

Fred J. Augsburg, Lexington Herald-Leader advertising department, was advertising executive for WLAP, Lexington; Ben F. Gish, father of Thomas Gish, publisher of Whitesburg Mt. Eagle; Guy Easterly, publisher of LaFollette, Tennessee, Press, past president of National Editorial Association; Mrs. Betty Rose Bradley, wife of J. Phil Bradley, editor of Gallatin County News, Warsaw; Marshall G. Peak, former publisher, Oldham Era, LaGrange.

Following a moment of silent prayer, Mr. Nichols offered his short prayer for the peace of those who had gone before.

#### Report Of The Safety Committee

The Co-operative Traffic Safety Program which was inaugurated during 1962 was continued and accelerated during 1963 with a series of monthly themes emphasizing problems which were considered as especially significant in the traffic safety picture.

The traffic toll in Kentucky unfortunately was the second highest on record during 1963 when eight hundred and thirty-six persons died. During the first ten months of 1963 the total volume of traffic throughout the United States, according to the National Safety Council, increased 4½ percent whereas traffic fatalities increased by 5½ percent. There is some indication from early reports received by National Safety Council officials for the months of November and December that some improvement may have been achieved in the nationwide traffic death rate during those two months. Final year-end figures nationally and statewide will be available within the near future.

It is significant to note that while the traffic toll is increasing; nevertheless, the total number of automobiles on Kentucky roadways has also increased phenomenally during the past twenty years. It would appear though that unless remedial actions on all fronts are taken immediately some seven hundred thousand more persons will die on the highways between now and 1975. Naturally, the members of the press stand in a significant position to help save many of these lives as they have undoubtedly saved many lives through their efforts in the past.

In working closely with the Kentucky Department of Public Safety in Frankfort, Commissioner Glenn Lovern has asked that I convey to you his personal and official appreciation on behalf of the department for your readiness to cooperate with the public safety effort and to support the needs of traffic safety. Commissioner Lovern assures us that his department is anxious to work with you individually and with the press association itself during 1964 on whatever program is deemed appropriate in co-operative discussions between the Kentucky Press Association safety committee and representatives of the Department of Public Safety. Lieutenant Judson E. Edwards, Assistant to Commissioner Lovern, is serving as the department's liaison representative to our committee. If you wish to discuss our program or other matters of public information with him, I know that Lieutenant Edwards will be anxious to talk to you.

As you have noted, the Department of Public Safety's booth in this year's meeting is showing the department's new film "Broken Glass." The film is available for showings to civic clubs, schools, and other appropriate organizations throughout the Commonwealth. The department has other films and materials of this type.

With an eye toward future meetings of the Kentucky Press Association, we are looking into the possibility of exhibiting a Drivo-tron at the June meeting. This is a device which utilizes the use of the controls of the car and a film which actually gives you an opportunity to face real driving emergencies and then have your driving abilities charted electronically. We are hopeful that this will be available for our next meeting, and we know that you will find it enjoyable and possibly helpful to you as a newspaper person and a motorist.

It is our present thinking that the plan of the monthly safety themes emphasized in press releases, feature articles, editorial cartoons, and photographs will be continued during 1964.

It has been our view and that of the Department of Public Safety that this method gives an opportunity to stress in a logical manner such matters as motor vehicle inspection, driver re-examination, seat belts, driver education in the high schools, court conviction rates, the responsibility of the police officer and the most significant traffic violations contributing to death, injury, and economic loss on our highways. Through the monthly theme program we as members of the KPA know what to anticipate and the Department of Public Safety has certain informational goals on a monthly basis which are coordinated with the thinking of the Kentucky Press Association.

We would like your thinking on this matter and any suggestions you may have either at this time or in written form at a later date. It is possible that the safety committee will be developing special emphasis programs in cooperation with the Department of Public Safety in addition to the monthly themes. These will be further outlined in special bulletins to be distributed to our members. The specific program is not outlined at this time because we felt it best to present this report and receive any thinking which you may have on the subject before specifically determining the year's special emphasis themes.

It is significant to note that if all occupants of all cars driven in Kentucky last year which were involved in traffic accidents had been wearing seat belts 83 lives would have been saved. It is further significant that if Kentucky had had a working vehicle inspection program last year, an additional 83 lives would have been saved.

This is the best statistical evaluation that can be made based on estimates by national organizations in the safety field. It is interesting to further note that the action program of the President's Committee for Traffic Safety and the analysis of Kentucky safety activities by the National Safety Council recommend: An increased court conviction rate in Kentucky; an increase in the total officer strength of the Kentucky State Police; annual inspection of vehicles; re-examination of licensed drivers; and driver education in high schools. These are just a few of the things which must be done to reduce significantly Kentucky's death toll.

There are many other things that need to be done. Of tremendous importance is the need to bring day by day, week by week, the story of safety to our readers and to motivate them to drive more carefully. It is a part of our public trust to try to alter the thinking of the persons who are committing the traffic violations that are causing eighty percent of all traffic deaths. It is a challenging task.

We are certain that you will play a significant part in achieving the needed accomplishments. — Edwards M. Templin, Chairman

#### Pat Magee Injured

Pat Magee, publisher of the Wickliffe Advance-Yeoman, was seriously injured on January 2, while helping service the plant's press. While moving between the machine and the wall, he was caught by the flywheel. Reports are that he is badly bruised, but no broken bones, and will be out of circulation for several weeks.

## In M

Mrs. W

Mrs. W. Herbert F. Park City L. January 25. She is also

Mrs. Bert

Mrs. Bert Pulitzer Prize at her Harl. 16. She was Dr. J. W. N.

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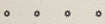
Just tell the Press."



## In Memoriam...

### Mrs. Winnie Ross Wallace

Mrs. Winnie Ross Wallace, mother of Herbert F. Wallace, managing editor of the Park City Daily News, Bowling Green, died January 25 at the advanced age of 86 years. She is also survived by a daughter.



### Mrs. Bertha W. Nolan

Mrs. Bertha W. Nolan, sister of two-time Pulitzer Prize winner Don Whitehead, died at her Harlan home on Thursday, January 16. She was the widow of Harlan physician, Dr. J. W. Nolan.

### Insurance Coverage

Insurance coverage—a subject we just have to keep harping about. The 1958-59 Comprehensive Survey showed half of WPA publishers (out of 117) were underinsured for fire, and almost half carried no public liability coverage at all, states the Washington Bulletin.

Since then, we've been advising you to save money, and remove "gaps" in the coverage you have, and remove "gaps" in the coverage you have, by consolidating your policies into one—or two—with a good company.

What's a good company? Best's Insurance Guide has key ratings, and is a standard, dependable way to separate out the insurance "dogs." Check with a local agent about this; or write the office and we'll check for you.

Here is a handy-dandy chart showing a minimum insurance program for a weekly newspaper publisher:

1. To protect the buildings: Standard fire policy (you might ask about manufacturing special hazards, and extended coverage).
2. To protect what's in the buildings: A standard fire policy. Perhaps, valuable records policy and—if you keep cash around in sizeable quantities—fidelity insurance.
3. To protect the automobiles: Auto physical damage insurance.
4. To protect against responsibilities imposed by law: Comprehensive general liability policy; automobile liability insurance.
5. To protect against interruption of income: Business interruption insurance, extra expense insurance.

John B. Gaines, publisher of the Bowling Green Daily News, has been named a member of the board of directors of the Citizens National Bank, also located in Bowling Green.

Just tell them, "I saw it in the Kentucky Press."

### Ohio County Messenger Wins Publication Suit

The Ohio County Messenger, Beaver Dam, won a judgment in the Ohio Circuit Court stating that newspaper is the one of the largest bona fide circulation for Ohio County. In rendering the judgment in favor of the Embry Publication, the court said the Messenger had "the largest bona fide circulation of any newspaper printed, published and circulated in said publication area—Ohio County."

The contest arose in 1962 when a question was presented as to which of the county's two weekly newspapers, the Ohio County Messenger or the Ohio County News, should be used to report the financial proceedings of the county treasurer in a year-end report. At that time the Embry Newspapers, publishers of the Ohio County Messenger, asked the court for restraining orders against Miss Bess Alford, treasurer of the City of Beaver Dam, and Earl R. Johnson, treasurer of Ohio County.

The suit against Miss Alford would compel her to publish in the Messenger a statement of public funds expended by the City of Beaver Dam. Johnson, in turn, would be enjoined from publishing an itemized financial statement in any newspaper other than the one published at Beaver Dam. The Messenger contended that Johnson falsely ascertained for himself that the Ohio County News, Hartford, was the newspaper with the largest circulation in Ohio County.

The conflict arose over compliance with KRS 424.220, which stipulates that counties and cities must make annual financial reports of moneys collected and expended during the past fiscal year.

### Faulty Valve Brings Firemen

A faulty valve on one of the newspaper's heating units almost caused the Russell Springs News Journal a disastrous fire. Editor Andy Nordfleet writes that the gas blower, which heats his back shop, acted up on Friday. A repairman checked it over the weekend, reported only a collection of soot and relighted the heater for use the following week.

On Sunday night, however, one of the Journal's employees stopped at the office to check on the machine and was confronted with a room full of sickening gas fumes and smoke. She made her way to the cut-off valve and turned it off. Checking again on Monday, workmen found the bad valve and replaced it. What happened to the newspaper? It didn't miss an issue.

Newspapers produce more sales per dollar of advertising cost.

### Herman Phelps Retires As Lexington Herald ME

Herman W. Phelps, a Lexington newspaperman for 48 years, has retired from the position of managing editor of the Lexington Herald. His retirement signalled the end of a career which began in 1915 as a copy boy and carried him to the chief duties of managing the news staff.

Harry E. Reiser, another long-time newspaperman for the Lexington publications, will follow Phelps to the managing editor's position. Reiser has been city editor of the Herald for over 22 years.

Shortly after his start on the Herald, Phelps became a baseball writer, covering the Ohio State League games. The league folded in midseason, and he became Paris correspondent of the Herald, commuting by interurban and using the Paris police chief's car as his headquarters. He soon got back in the Herald office, however, as a proofreader, which was to be followed as a cub reporter, sports writer, state and sports editor, and city editor.

Then, in the early 20's, he became telegraph editor, followed again, by news editor and managing editor. In all, Phelps "called the shots" for nearly 40 years in the Herald newsroom. While concentrating on all phases of news, he has maintained a great interest in his hobby—sports. He has written a special column, The Demon Dopester, in which he has predicted the outcome of national football games each fall. Since beginning in 1927 with the column, he has maintained a .790 percentage of accuracy on the outcome of games.

In spite of formal retirement, due to impaired eyesight, many feel "The Demon" will still help make the Herald a better newspaper in the future.

The Shelbyville News office was the scene of a brazen robbery when an unidentified man held up and robbed a local citizen. According to Logan Hunter, the victim, he had stopped to read the News' bulletin board, located outside the newspaper's office door. He felt something in his back and immediately obeyed the command to "give me your money." Twenty-five dollars was taken from his billfold. The robber was not identified.

Rear lights are your rearguard for night driving. Professional drivers check their lights before dark and on every night-time stop. Every driver should check his lights at least once a week, and more often if he does much night driving.

(Continued From Page One)

media, thus making the securing of a jury impossible.

"With the recent national tragedy of the assassination of our President and then the killing of the assassin, we are brought to a realization that such killers cannot be tried in any of our 50 states under the decision of the United States Supreme Court. The long period of publicity over radio, television and in the newspapers was carried to everyone in this country. The problem is, in the last analysis, whether the shocking resentment of the people following such events may be relied upon by the defendants to prevent the State from prosecuting such persons. It would be impossible to find a jury of intelligent men who have not some knowledge of and expressed some opinion about the events.

"There must be some reasonable limitation upon the abstractions of the United States Supreme Court when applied to the practicalities of everyday life."

This makes the second time since the Irvin decision that it has been relied upon and rejected in Indiana-based cases. The other was decided June 13, 1961 by the U.S. Court of Appeals involving the conviction of seven Terre Haute gamblers. There, the court agreed that the publicity was prejudicial, but found that it did not make it impossible to secure jurors. . . .

Following similar circumstances, Texas lawyers will ballot next month on a proposal aimed at discouraging attorneys from seeking publicity or "trying cases in the newspapers." They will vote in a mail poll on a proposed revision of Canon 17 of the state bar code of ethics. If revised the canon would state that lawyers "should not publicize or aid and abet in any way the publicizing of anticipated, pending or completed litigation by newspapers, radio, television or otherwise."

Recently a state bar grievance committee investigated a complain that a lawyer talked too much to reporters about the Jack Ruby case. However, state bar officials discussed proposals for strengthening the canon before the Ruby case. Some lawyers take the position they should say nothing to reporters about a pending case . . . that newspapers should restrict their coverage to official proceedings. Others say they should have the right to make comments, pointing out that police officers are not subject to the canon and make statements about criminal cases. Also that a defense attorney should have the right to reply to statements by officers.

**New Business Manager Appointed At Madisonville**

Bailey Anderson, co-owner of two west Kentucky commercial printing firms, has been named business manager of the Madisonville Messenger. A native of Providence, he began his printing career as a printer's devil on the Providence Journal-Enterprise. After serving in the Army Air Corps during the war, he returned in 1947 to establish the American Printing Company. He will still maintain his interest in commercial printing.

He never said a word to us at our meeting, but we picked up this bit of information from the Texas Bulletin:

Landon Wills, editor of the McLean County (Ky.) News, who will be a featured speaker at TPA's Mid-Winter Meeting, January 25, will make two talks in Austin. The Austin Professional Chapter of Sigma Delta Chi has scheduled Wills for their dinner meeting on Thursday, January 23. Wills, a native Kentuckian, who has been editor and publisher of the McLean County News since 1946, has won forty-odd Kentucky Press Association prizes including Best Weekly Editorial page six times, sweepstakes twice, best column, best news photographs, freedom of information award and award for greatest service to education.

His topic is "A Last Look At A Vanishing Breed."

**Career Booklet Available**

The second edition of the ANPA Foundation Booklet, "Finding A Successful Career In The Daily Newspaper Business" is available, and should be used by all daily newspapers in connection with Career Days, Newspaper in the Classroom, and other high school contacts. It is one positive answer to staff recruitment problems.

The booklet describes, thru text and pictures, the opportunities for young people in newspaper editorial work, business management, circulation, advertising, promotion, and production. This new edition includes some minor changes in incorporate suggestions from newspapers and to replace some of the original pictures with more attractive ones.

The booklet is available to interested newspapers, and others, from the ANPA Foundation at \$20 per 100 copies, or 20 cents percopy, postage paid. Single copies are provided free upon request to students and guidance counselors.

**CALENDAR OF EVENTS**

**APRIL**

16-17—West Kentucky Press Association, Kentucky Dam State Park, Gilbertsville.

**JUNE**

4-6—Mid-Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

8-19—Newspaper in Classroom Short Course, School of Journalism, Lexington.

Ink knife substitute that will not injure rollers. Kitchen cake spatula of plastic or rubber.

**COMMUNITY PRESS SERVICE**  
SERVING AMERICA'S WEEKLY NEWSPAPERS

- EDITORIAL FEATURES
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A COMPLETE NEWSPAPER ADVERTISING SERVICE  
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Over 3,500 Newspapers Recommend the "LINER PLAN"  
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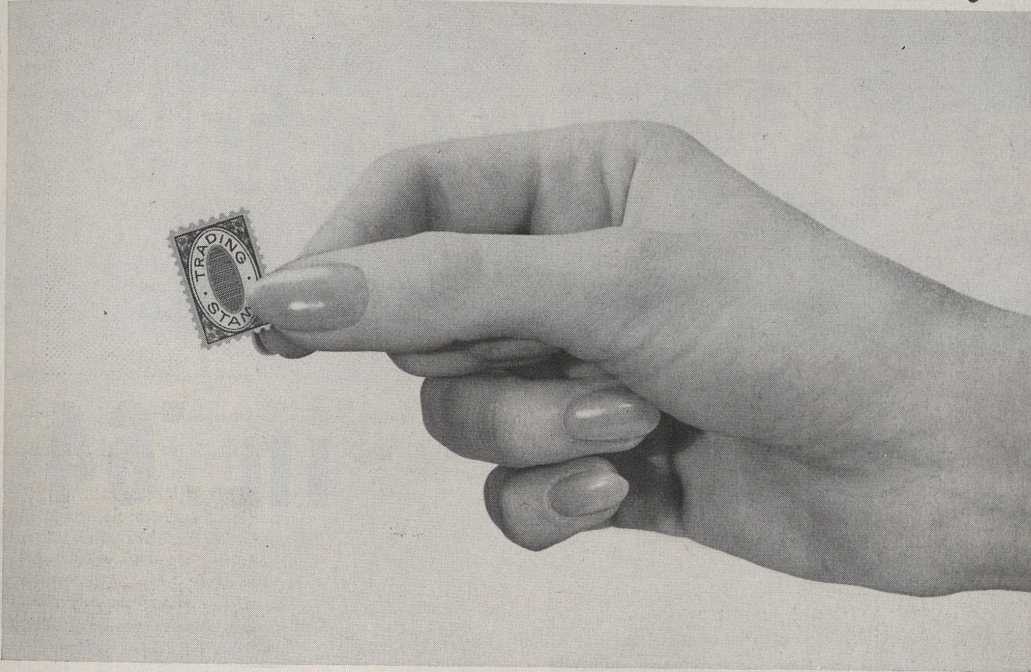
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RIAL

MPANY

6, Utah



## Only a tiny piece of paper—but it's worth \$1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little “extras” of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated \$500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another \$500,000,000, ranging from over \$120 million for transportation, warehousing, and redemption store operation, to more than \$90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000

workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

*Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.*

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.



AN AMERICAN WAY OF THRIFT SINCE 1896



# WATT'S AHEAD

## in '64

Now is the time for economists, analysts and other self-styled seers to tell the world of things to come.

We have no crystal balls at KU, but we can make one definite guarantee to KU customers: *they will be watts ahead in '64.* That's because everyone at KU recognizes that one of the important factors in Kentucky's economic growth is ample, dependable power—electric power that is *there* when needed for home, farm, or industry.

Kentucky Utilities Company must anticipate increased power demands, and must build plants and transmission lines ahead of time. It has the experience and resources to

provide all the power needed in KU's service area today—or in the future.

KU service is even more dependable because generation and transmission facilities are tied into regional and national power grids. This means that, regardless of the emergency, electricity from neighboring companies can be routed into our statewide system for delivery to KU customers.

In 1963, completion of the new generating unit in the E. W. Brown Station increased system capacity from 612,000 kilowatts to 792,000 kilowatts. Since our peak demand was only 608,000 kilowatts, we feel safe in saying *our customers are watts ahead for '64.*

Electric Power  
Industrial Development  
Community Development

**KENTUCKY UTILITIES COMPANY**

An Investor Owned Electric Company

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