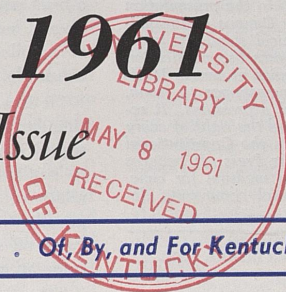


# The Kentucky Press

January, 1961  
Convention Issue



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



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Publication Office:  
School of Journalism  
University of Kentucky  
Lexington

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VOLUME TWENTY-SEVEN  
NUMBER FOUR



Dr. Kelly Thompson, Kentuckian Of The Year, receives his silver cup from President Westpheling as President-elect Adams approves

Official Publication Kentucky Press Association



# The Kentucky Press

Volume 27, Number 4

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.

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*Berea Citizen, Berea*

John B. Gaines, *Vice-President*

*Park City News, Bowling Green*

Victor R. Portmann, *Secretary-Manager*

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*Messenger, Brandenburg*

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*Herald-News, Hardinsburg*

Landon Wills, *Second Vice-President*

*McLean County News, Calhoun*

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*University of Kentucky, Lexington*

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*Chairman, William T. Davis, Lyon County Herald, Eddyville; Maurice K. Henry, Daily News, Middlesboro; Niles O. Dillingham, Progress, Dawson Springs; Ro Gardner, Courier, Hickman; Robert Fain, Shelby News, Shelbyville; Officers ex-officio.*

# Western's Kelly Thompson Named Outstanding Citizen

Past President Enos Swain, presiding for Chairman Fred B. Wachs, presented the Outstanding Kentuckian at the close of the Saturday luncheon, saying:

"Our Kentuckian of the year, 1961, was born in Lebanon, Marion County, two years after a new little college was founded by Kentucky at Bowling Green. He was graduated from Lebanon high school in 1928 and entered as a freshman that fall at the Western Kentucky College, which by that time had become a 22-year-old little college.

"He has been there ever since, except for a brief period as a Navy man in World War II, and has risen from freshman to president of a college, which, now in its 54th year, can no longer be referred to as 'little.'

"It is a great tribute to this man, almost singular and without parallel, that he possessed the qualities to rise from freshman, to student recruiter, to director of public relations, to assistant president, to acting president, to president, without leaving and going off some other place for a time to become an expert.

"The five years which this man has been in the president's chair have been the most eventful years in the history of this school. An almost endless parade of changes has taken place at Western State. The entire structure of the school—curricula, faculty, organization, campus, physical plant—has been surveyed, enlarged, overhauled, and reshaped to meet the school's responsibility in the changing world of today.

"This man has seen to it that Western has continued to develop its tradition without losing its sense of responsibility or the distinctive features of friendliness and wholesomeness that were incorporated into its structure by the founder, Dr. H. H. Cherry. He has kept Western a college dedicated to preparing men and women for service in life in a swift-moving world without ever sacrificing those intangible assets which make the famous 'Western spirit.'

"He has mapped a plan for the future which calls for the new \$1,500,000 science building now under construction; a new \$2,500,000 physical education building to be started in the near future; and a new training school. These buildings will provide the necessary classrooms to take care of the skyrocketing enrollment which has more than doubled in the past five years. In addition, his plan calls for additional dormitories, an extension to the library and expanded facilities for the feeding of the ever-growing student body. While he has

been involved in the vast plans for Western he has never forgotten that boy or girl who needs a helping hand.

"In civic affairs he has been a leader his life. He has served as Governor of the Kentucky-Tennessee District of Kiwanis International after having twice served as lieutenant-governor of the District's Division No. 2. He has served on innumerable state education and civic committees. He has headed many civic endeavors in Bowling Green and in every case demonstrated successful leadership.

"He has served as president of the Kentucky Association of Colleges and Secondary Schools. He is an active member of the Kentucky Education Association and of the National Education Association. He is serving as a member of the Kentucky Civil War Centennial Commission.

"His activities in the field of athletics have been outstanding as he led in the organization of the Ohio Valley Conference and continually strives for sane and sound policies in the administration of an athletic program. He is known far and wide as a public speaker and is constantly invited to address various organizations, not only in Kentucky but far beyond his native state borders.

"Always a popular figure in educational, journalistic, and sports circles throughout Kentucky and the nation, it gives me great pleasure, on behalf of your committee, to present for the award, Kentuckian of the Year, 1961, Dr. Kelly Thompson, President, Western State College."

Kelly Thompson, as he prefers to be known among his myriad of newspaper friends—long an active member of KPA—was called to the platform and was presented the traditional engraved silver pitcher and certificate by President Westpheling.

In his acceptance speech, he stressed strongly the rising tide of students that will attend college and the need for a long-term plan to take care of them, the physical plants of our higher institutions, an able and competent faculty, and an augmented curriculum to meet modern and future expansion.

Julian Goodman, son-in-law of Mr. and Mrs. W. T. Davis, publishers of the Lyon County Herald, Eddyville, has been promoted to vice-president of the National Broadcasting Company. He will be in charge of news and public affairs for NBC television. Congratulations.

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## DuBois Address Highlights Mid-Winter Convention

A request for more cooperation with Latin American countries and a personal message from the Prime Minister of Peru were delivered by Jules DuBois to the Friday luncheon gathering of the 92nd annual mid-winter meeting of the Kentucky Press Association in Louisville. DuBois, Latin American correspondent for the Chicago Tribune, delivered a tape-recorded plea from Prime Minister Pedro G. Beltran of Peru, in which the government official stated he was determined to keep the free press of his nation from falling into the hands of Communist controlled elements there.

The recording, delivered as a summation of a presentation on Latin America by DuBois, had been placed on tape the previous Wednesday. Beltran, former publisher of the newspaper La Presna, urged the members of KPA to close ranks with other free newspapermen to preserve freedom in the Western Hemisphere. Noting that Peru severed diplomatic relations with Cuba in December, he reported Cuba had been spending \$20,000 a month to provide a pro-Communist revolution in that country. In his message Beltran said the Western Hemisphere faces a great fight to combat Communist inroads in Latin America.

DuBois, just returning from a week-long tour of South America, reported the actions of the United States in that area is good but the program needs to be stepped up. Latin Americans, he said, need a program to counter the "smoke screen" which is sent up by the Communist bloc when some diplomatic conditions favor their side. He suggested the U.S. should take advantage of the mistakes made by the Communist people and give the other side of the argument.

DuBois predicted the downfall of Castro and his Cuban followers was a certainty and was only a matter of time until the end of his control would come. He repeated an assertion made earlier, that the U.S. could have helped control the Communist bloc in Cuba by not backing the fallen Batista unit in the beginning. This would have allowed an orderly changeover in governments and would have prevented Castro from getting the backing of all the anti-Batista forces.

An absolute economic boycott of Cuba, DuBois continued, would help in the destruction of the Castro government. Strong measures, began by the Eisenhower administration, should be continued by the new Kennedy group in an effort to freeze out the Cuban economy.

Russia will give full support to Castro, the correspondent said, but will stop short

of causing a war. Organized resistance is increasing and is in a state of mobilization at the present, he said. When the counter-revolution begins, all Latin America should be mobilized to occupy Cuba and put an end to Castro. Otherwise, DuBois pointed out, there will be the greatest blood bath this country has ever known as Castro tries to hold on to power.

DuBois, who has covered Latin America for 14 years, said U.S. prestige is "undergoing a moment of great expectancy. Latin America is looking to Kennedy for leadership. There is great hope that Kennedy will provide the impetus to development projects in Latin America."

DuBois covered the Castro revolution that ended successfully in 1959. He wrote a book sympathetic to Castro, but later he fell into disfavor with Castro.

In other activities of the Association, Thursday night resulted in a buffet dinner with 140 persons attending. During and after the meal there was hospitality and general socializing with the enjoyment of all. The unexpected bad weather neither discouraged the "first-nighters" nor the lively rounds of professional talk which always accompanies the meetings.

Friday morning witnessed the return of the group to business with President Paul Westpheling presiding. Dr. Herbert S. Waller, Rabbi of the Congregation Adath Israel, pronounced the invocation which was followed by a lively and warm welcome by Louisville's mayor, Bruce Hoblitzell. The mayor emphasized the need for close working relationship of both the press and government and encouraged more cooperation between the two groups. Vice-president Foster Adams responded for the association.

This was followed by the president's report and the appointment of convention committees.

Jim Browitt, Kentucky State Fair director, outlined for those present the plans of the fair officials for the coming year. He emphasized the need of creating a warmer feeling for the fair from the rural areas of Kentucky and asked the full support of the state's newspapers in this program. Moving of more activities of the week, he continued, to Freedom Hall would serve the purpose of centralizing the activities into one area and get people better acquainted with the building. The purpose for this is to displace the idea that it was a cold building and to get more warmth into it.

The fair director then outlined a plan for a Kentucky Daisy Mae Contest which, he hoped, would become an annual event.

These young ladies would be brought in from each county in the state for the contest and would serve as guides and junior hostesses for the events around the fair area.

Browitt also said more of the entertainment aspects of the occasion would be moved to the front of the area with an increase of hippodrome type activities. He told the group that efforts have been successful in bringing rodeo activities to the fair with permanent enshrinement of the world's champion rodeo trophies to be in Freedom Hall. He also speculated on the possibility of the national finals in rodeo activities and contests being held at the Fair grounds in the future.

Press day at the fair will be held on opening day, he said, with the hope of gaining the backing and sponsorship of the small press of the state. In addition to this, Browitt promised special features written about the happenings of the fair and more direct work with the smaller newspapers and radio stations.

Commissioner William Scent, State Revenue Department, was next on the program with general comments regarding the reporting being done by the press of the state in relation to the sales tax program.

William J. Oertel, executive director and secretary of the Ohio Newspaper Association, then related the experiences of his group in obtaining a "right to advertise" law in Ohio. He pointed out that such legislation in his state has worked successfully and has resulted in a decrease in unacceptable advertising due to greater vigilance by responsible advertisers and media of advertising.

Friday afternoon contained the meeting of the School of Journalism Foundation, eleventh annual meeting of the Kentucky Press Service, and a presentation of a new promotional film now being used by WNR. Harvey Walters, Atlanta, Georgia, was present to explain the working of WNR and what can be expected from the national operation in the future.

Approximately 325 persons were on hand for the banquet on Friday night and enjoyed the meal along with the following entertainment which was furnished by the Courier-Journal and Times. The dancing which followed was a pleasant change of pace from the business sessions and reports of the day.

Guy Easterly, LaFollette, Tenn., vice president of National Editorial Association, related the growth of the parent organization and asked for the continued support of



## Good Attendance Prevails In Spite Of Bad Weather

KPA in ever growing functions of the national weekly newspaper organization.

A panel on office supplies as a adjunct to the printing business was discussed by J. LaMarr Bradley, Providence; Jane Bird Hutton, Harrodsburg, and Cecil Wilson, Barbourville. L. F. Smith, president of the Call Publishing Company, DuQuoin, Ill., told the group the possibilities of the central printing plant are unlimited. His firm regularly published one daily and eight weeklies each week. This is, he said, handled on a contract basis and charges are made according to the amount of work required by the several newspapers. Usually the charges were from \$25 to \$40 per page.

The executive committee recommending, under constitutional requirements, the secretary presented the names of three individuals for associate membership in the association. On motion, duly seconded and unanimously carried, they were elected. Our new members are: Morris W. Rice, Cincinnati, representing the Ludlow Typography Company; Charles M. McIntosh, Lexington, editor of the IBM Lexington News; and Miss Cattie Lou Miller, Commissioner of Public Relations, State Capitol, Frankfort.

Although the Executive Committee reported "no action" on the application of the Louisville Defender, which had written every newspaper in the state apprising them that such an application would be submitted, Ro Gardner brought the application on the floor at the meeting. Mrs. Martha Comer, Maysville Independent, moved, seconded by Mrs. Francele Armstrong, Henderson Gleaner and Journal, that a vote should be taken by the attending membership, one vote for each active member newspaper in attendance. The motion was passed by voice vote. Past President William L. Dawson, Oldham Era, La Grange, moved that the vote be taken by written secret ballot, seconded by Mrs. Armstrong, and duly carried.

President Westpheling appointed Mrs. Comer, Fred Burkhard, and Frank C. Bell as tellers. The ballot was spread and the secretary reported that the vote for membership stood, Yes—12, and No—27. Westpheling announced that the application was denied at this time.

An amendment to the KPA Constitution was introduced by the following resolution as passed by the Executive Committee:

Whereas, the Kentucky Press Association is a growing institution, and the conduct of its regular business affairs is increasing every day; and

Whereas, many legitimate expenses exceed the expenditure of sums over \$100; and

Whereas, the Constitution, in Article V. Section 3, provides that "He (the secretary-treasurer) shall submit to the Executive Committee for approval any item involving expenditure in excess of \$100"; and

Whereas, the strict interpretation of this provision would render a hardship in the conduct of the ordinary business; and

Whereas, by action of a previous Executive Committee, a motion had been passed to the effect that the Secretary-Manager, exercising due diligence and care for the benefit of the Association, should be permitted to abridge said Constitutional requirement in payment of legitimate expenses in excess of a \$100 item; and

Whereas, our auditors recommended that this verbal permission should be extended and confirmed in writing until . . . formal action can amend that section of the Constitution;

Therefore Be It Resolved, that Article V. Section 3, should be amended so that portion of the section shall read, "He shall submit to the Executive Committee for approval any item involving expenditure in excess of \$500"; and,

The amendment shall be submitted to the Mid-Winter convention for ratification, and, accordingly to the Constitution, if passed at the first reading, to be re-submitted to the Mid-Summer convention for final approval, and thus made a part of the Constitution.

The convention ratified the proposal and ordered that the amendment should be submitted again for final approval at the mid-summer convention in June.

Reports of standing committees and election of officers concluded the regular business meeting of the Association. The noon luncheon was the last official function of the annual gathering. During this time the Outstanding Kentuckian of the Year was introduced.

Following nominations by past presidents, members of the traditional nominating committee, W. Foster (Pap) Adams was elected president to succeed Paul Westpheling, John B. Gaines was advanced to the office of Vice-President, Fred J. Burkhard was elected chairman of the Executive Committee, and Victor R. Portmann was re-elected secretary-manager to begin his 20th term of office.

President Adams named his district members of the Executive Committee to assist Mr. Burkhard as William T. Davis, first;

Larry Stone, second; Basil Caummiser, third; Frank C. Bell, fifth; George Trotter, sixth; Warren R. Fisher, seventh; George Joplin III, eighth; James T. Norris, Jr., ninth; Maurice K. Henry, tenth; State-at-large, S. C. Van Curon and Edwards M. Templin; and immediate past president, Paul Westpheling.

Announcing the continuance of the new tradition, President Westpheling presented an engraved julep cup to Basil Caummiser as "the KPA member, who as chairman of the mid-winter convention committee, helped me the most during 1960."

John Courtney, state director, U.S. Savings Bonds Division, presented President Westpheling with a handsomely engraved certificate to the Association for meritorious service of its members in the sales of bonds. He also presented a silver "Minute Man" to Secretary Portmann who has served as a member of the State Advisory Committee since 1942.

\* \* \*

### Annual President's Report

At this time, I would like to make a few brief comments to you that will serve as a summary of my past year as president of your Press Association.

We have had a busy year. This association now handles more than \$200,000 in funds a year through KPA, KPS, and other corporations, so you can realize that our small office force of four people—only two full-time—is often hard pressed to keep up with desk work, reports, checks, and general business.

While your president doesn't do these things personally, he is concerned over their operations inasmuch as you charge him with a certain amount of responsibility in the operation of your central office. I think you should. I think every president should consider it a matter of his personal concern.

If our income doesn't seem to justify expense for more full-time people in our office, we have nevertheless studied the situation at some length and have tried to do the best we could.

Back last winter, before we could get into this problem of improving our internal operational efficiency, we had two items thrust on the agenda that required priority.

Following last winter's convention at Brown, the new Board and I met and a resolution signed by 10 past presidents was adopted calling for an audit of our office to

(Please Turn To Page Four)



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# Adams, Gaines, Burkhard Will Lead KPA In 1961



KENTUCKY PRESS ASSOCIATION OFFICERS, 1961—(Seated l. to r.) John B. Gaines, Park City News, Bowling Green, Vice-President; W. Foster Adams, Citizen, Berea, President; (Standing l. to r.) Victor R. Portmann, Secretary-Manager, University of Kentucky; Fred J. Burkhardt, Casey County News, Liberty, Chairman of the Executive Committee.

W. Foster Adams, editor of the Berea Citizen and superintendent of the Berea College Press, was named the 77th president of the Kentucky Press Association during the Mid-Winter meeting. "Pap", as he is better known in press circles around the state, follows Paul Westpheling in the office. He has served the organization as chairman of the executive committee, vice-president, and unofficial sergeant-at-arms for a number of years.

A native of Lewis County, Adams grew up along the Ohio River with his father, wharfmaster at Vanceburg. Upon completion of his high school work, however, he worked in the steel industry until time came for a tour of duty with the Navy during World War I. The early 1920's saw his entry into the newspaper business as a linotype operator for his father-in-law, William Grote, on the old Vanceburg Sun. From there he went to Pikeville for several years and, in 1926, became associated with Berea

College and the Citizen. This relationship with the paper has continued to the present with one exception—he was superintendent of the college laundry for nine years during the 1940's.

In 1951 "Pap" was named to his present position as editor of the Citizen and superintendent of the College Press. He regularly writes a column for his paper called "The Pilot House", one of the best read features in his publication.

Adams has also been active in civic organizations in his community. He is a member of the Masonic Lodge, a past president of the Kiwanis Club, a director of the Berea College Hospital, and for the past two years has served as president of the Berea Credit Union. He is a member of the Berea Lions Club and had the honor of being chosen "The Most Valuable Citizen" by that group. He is a member of and teaches an adult Sunday School class at the Berea Christian Church.

## Dailies' Friday Session Discusses Discount Plan

The daily newspapers met Friday afternoon to discuss the C.I.D. plan with an active, informed panel of John Gaines, Bowling Green; Doug Cornett, Courier-Journal; Warren Abrams, Courier-Journal; and Maurice K. Henry, Middlesboro.

In September, 1959, The Courier-Journal and the Times introduced Continuity Impact-Discounts, the C-I-D plan, a new concept in the use of newspapers that offered newspaper advertisers frequency-volume discounts. Now seventeen months later C-I-D plans are breaking out all across the nation, and also many newspapers especially among the smaller dailies are coming up with group discount plans.

Advertising discounts may be new for the newspaper industry but they have been going on for many years in the radio, television, magazine and outdoor advertising industries.

Most newspapers national lineage picture has decreased in recent years. Radio, magazine and television have made terrific inroads while the newspaper people sat back waiting for a miracle to happen.

Today the advertising agencies are seeking out the C-I-D and group discount newspapers. This can be called the year of national advertising decision.

On December 10, 1960 Editor and Publisher said there are 24 dailies offering discounts with the total expected to hit 50 by March, 1961. The Editor and Publisher crystal ball was slightly blurred when they read it just five weeks ago because Advertising Age—reported on January 9th that there are now 52 C-I-D daily newspapers and 60 with frequently or bulk discounts. Cornett reported over 20 more newspapers in the past week have added C-I-D plans. This report of one week ago did not take into account the groups of dailies with the long dormant daily newspaper one order one bill plan with group discounts. For example only two weeks ago 33 Pennsylvania dailies banded together with a package plan that enables national advertisers to earn a 26.7% discount on 1000 lines minimum ads.

The national ad picture is changing rapidly and newspapers that stand still will become static while those who adopt new visions can keep abreast of the demanding changes and demands.

Fourteen Kentucky daily newspapers were represented at the discussion.



## Convention Notes —

(Continued From Page Two)

see where we stood. This audit—the first in years—was rather time consuming and was finally finished and delivered during the summer.

Then, the new Sales Tax law demanded our immediate and combined attention while all of its regulations pertaining to printing and allied fields were being formulated. We felt very happy that the Administration was willing to let us collaborate on some fair regulations, and those now in effect are essentially the ones that the KPA committee drew up and revised. The urgency and importance of these regulations took a lot of time and I am indebted greatly to Doug Cornette and the other members of this committee who did so much work and spent so many days on this job.

We had a splendid summer meeting at Cumberland Falls, with four outstanding speakers on the program. Your praise on that meeting was most generous.

Because your officers felt that no member paper should be discouraged from attending this winter meeting due to expense, we decided to shift our winter '61 meeting to the Sheraton, whose management agreed to extend due bill privileges to papers of any size throughout the state.

While we left the Brown with the regret that accompanies leaving familiar surroundings over a period of years, I hope the change will be a most pleasant one for all of you. We have enjoyed excellent cooperation from Manager Wallace and his hospitality will augment our full and, we hope, informative program we have in store for you today and tomorrow.

But before I conclude; back a minute to our internal affairs. An audit of our 1960 business for the calendar year was not completed in time for this meeting as I had hoped, and will have to be sent you when it is completed shortly. Such an audit should help your officers run the internal affairs of this association on a better business-like basis.

A budget for 1961 is being prepared as a guide to handling and spending funds.

Over the past year I have received much help from Chairman Tom Adams and his Central Office committee, and recommend that this strong Central Office committee remain in existence both as an aid to the president and the office efficiency itself.

My sincere thanks to all of those who have performed so well and so unselfishly on all of the tasks that I have asked of them during the past year. In return, I have done my best to help KPA become a better,

## Most Valuable Member



Basil P. Caummisar

stronger association geared to the interests of all publishers throughout Kentucky.

Paul Westpheling, Jr.

\* \* \*

## Secretary-Manager's Report

The year past has been the busiest in both KPA and KPS than in any year in the past. Our office force has been extended to the utmost in providing the services requested, and routine, for our members. I will touch only here today on the highlights.

Meetings: Both the mid-winter meeting at Louisville and the mid-summer meeting at Cumberland Falls showed increased attendance which reflects the increasing concern and participation of our members in the affairs of KPA and KPS, and our two auxiliary organizations, the Foundation and Sports Fund. The programs were interesting through participation of our own members in roundtables and panel. Comments on these meetings have been carried in the Kentucky Press and Bulletin. Incidentally, the mid-summer meeting of 1961 will be held at the Kentucky Dam Village State Park on June 8-10. Please mark your calendars and future book accordingly.

Three seminars were held at Morehead State College, Union College, and Kentucky Dam Village with good attendance at all three meetings, but many publishers, who should have attended, were rather conspicuous by their absence. What can we do to improve attendance at these important seminars? You will be asked to express opinions on continuance of the seminars this year with suggested topics.

Internal organization: The Board has

acted promptly on recommendations of our auditors on accounting and bookkeeping in the Central Office. New systems of bookkeeping are in operation for our two major organizations, and firm controls established. Miss Garrison was officially appointed assistant treasurer and all checks now carry her countersignature. In the future, monthly statements of profit and loss will be carried in the Bulletin.

The Kentucky Press: The monthly magazine is gaining in stature—and advertising revenue. Approximately \$400 has been added to Association revenues. Efforts and plans for increased interest in the contents of the magazine are being carried out today—and we plan further improvement in the future.

The Bulletin: More than 160 pages in the Bulletin were forwarded our members in 1960. We hope that the information contained therein has helped our members in their office procedures and back shop production. Your suggestions for the improvement of both the Press and the Bulletin are earnestly solicited and will be given prompt consideration.

Foundation: It is gratifying that through the Foundation, eight highly qualified students are enrolled in the School of Journalism and one in the Ashland extension center. There is further gratification in that these students are taking active part in journalistic activities and have received better than average grades in their studies. We wish to thank the publishers of the daily newspapers that have made direct payments of \$100, or more, in Plan 2, that enable our scholarship students to pay for their tuition and books each semester. The School of Journalism has found part-time work for these students which enable them to earn all, or most, of their living expenses. The fund under Plan 1 which, in the future, through interest will provide scholarships, is slowly growing. However, we regret that only a few newspapers are participating in this program and solicit the interest of others in enhancing this worthwhile program.

Legal matters: It is indeed gratifying that we announced the successful conclusion of our legal defense of the suit (Ligon et al.) which attacked the publication financial statute. The suit was concluded by a consent degree by both parties. Our legislative committee is to be commended on the exacting work that was done during the life of the suit in 1959 and 1960.

The sales tax: When Henry Ward announced that sections of the Sales Tax regulations affecting printing and publication problems would be formulated through joint conferences, our special sales tax committee did yeoman work in several long and important meetings, in formulating regula-

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## Convention Notes —

tions that were satisfactory to the Graphic Arts printing industry, our newspapers, and the Sales Tax Commission. We should extend our thanks to our active committee, to Henry Ward for his high interest and sympathetic consideration of our problems, and to Commissioner William Scent for his tolerance and understanding.

**Printing School:** After the resignation of Mr. Howell, some delay was noted until his qualified successor could be placed in charge. Mr. John Blair is now in charge and 10 students are regularly enrolled. Again, may we emphasize that newspapers at the nominal cost of \$429, total expenses, can send a student to the Mayo School for 11 months training in either shop work or linotype. The two year course, on either subject, or one year on both, is recommended.

**Microfilm:** Our microfilm laboratory is active in filming 65 contract papers currently. More than a score of backfiles, ranging some over 50 years, have been filmed or are in the process of being filmed as certain years are brought in. The microfilm project offers our state newspapers the most safe and economical method of preserving back and current files; we sincerely solicit those newspapers who have hesitated in microfilming their files—in many cases, because they do not possess a reader—but point out that, once in film, they will possess a permanent record for posterity as well as possessing a sales potential. Write us for contracts.

**NEA:** Our relations with NEA are cordial, and we are happy that our publishers show confidence in the national organization and the work that it is doing, especially as our legislative watchdog on the national level. We show almost 100% membership, either as affiliates, or 16 newspapers as sustaining members to the augmented program.

**Contests:** It is gratifying that more state newspapers are entering the different classifications in our annual contest each year. Information concerning the 1961 contest should reach you early in February. An innovation this year saw two outside-the-state publishers, prominent publishers from Ohio and Tennessee, spending two full days in the Central Office, judging the classifications. We hope to continue this practice this year, and hope that every member newspaper will enter some, or all, of the contests. At the same time, we urge our members to enter the NEA contest. Frankly, as a judge on three different occasions, in Chicago, we saw many newspapers that would possibly be second-best to our own Kentucky newspapers. Let's have a record entry list in 1961 in both KPA and NEA

contests; you can select your entries for both contests at the same time.

**KPS:** 1960 marks our highest year in advertising schedules—and revenue. Nearly \$190,000 in gross advertising was forwarded our state newspapers. Of course, we must recognize that some of this advertising revenue accrued from the political campaigns, both primary and general, but surely helped to swell the coffers! At the same time expense on schedule procedure increased—as well as extra long hours on the part of the office force. A full report will be forwarded later.

In closing, I express highest appreciation to the officers and executive committee for more active participation in association affairs, to the members for their increasing interest in our trade association that does things, and to the office staff that never complained when the going got long and tough. Our pledge, reiterated, to do all we can, with your help, to make KPA one of the best trade associations in the nation.

\* \* \*

## Necrology Report

We come now to that pause in our annual program of business and pleasure when we give loving thought and the tribute of memory to those members of the Kentucky Press Association, and their close associates, who have departed this life since our last winter meeting.

We approach this moment in full realization of the fact that the true and ultimate goal of our lives is not the attainment of material wealth, nor of worldly recognition, nor of posthumous fame.

Rather it is service to God and to country, and to the people of our several communities who look to us for fulfillment of the responsibilities which we bear.

Those whom we commemorate today each played their several parts in performing those duties, as opportunity was given them. They have completed the course and have answered the final call which, soon or late, must come to all.

In recording our sorrow at their departure from our midst, we now extend to all of their relatives and friends our deepest sympathy and condolence. We commend to them the healing faith which we share in the promises of God that we shall meet again in the Life Everlasting that lies beyond the grave.

May we all now stand in a minute of silent prayer in memory of these departed?

These deaths occurred in the year now past:

Benjamin F. Forgey, KPA president in 1919, publisher of Ashland Independent, died Sunday, March 20.

Samuel F. Matheny, former co-publisher of the Stanford Interior-Journal, March 12.

Reuben D. Petrie, owner and publisher, Todd County Standard, Elkton, March 6.

Joe S. Reister, Lexington correspondent, Courier-Journal, March 26.

Norvin A. Perry, Sr., former publisher, Carrollton News-Democrat, August 20.

James T. Whitmer, night editor, Owensboro Messenger-Inquirer, October 9.

Henry Arrowood, founder of Paintsville News and Courier-Journal writer, November 12.

George M. Fuqua, vice president, Owensboro Publishing Company, and business manager of Owensboro Messenger and Inquirer, December 14.

Bryan W. Collier, former assoc. editor, Louisville Times, December 18.

Mrs. Elizabeth Gaines, widow of C. M. Gaines, publisher of Park City Daily News, February 13.

Miss Mary Jane Jones, co-owner of Glasgow Republican, February 5.

Paul H. Gasser, former sports editor, Owensboro Inquirer, March 3.

Henry T. Duncan, editor of old Lexington Press, June 23.

Mrs. Alfred S. Wathen, Sr., wife of former publisher of Bardstown Standard, July 9.

James W. Willis, former publisher, Irvington Herald, and KPA Life Member, Sept. 2.

M. A. Embry, former editor, Hart County News, October 1.

McDowell A. Fogle, former editor of Hartford Herald and Ohio County News, November 26.

Kenneth Paul Williams, compositor, Ashland Independent, November 14.

\* \* \*

## Resolutions Adopted

The Kentucky Press Association thanks the officers and program committee for their work in preparing for the 92nd mid-winter meeting.

We thank the Sheraton Hotel staff for its cordial and competent handling of our sessions, and the Lexington Herald-Leader and Louisville Courier-Journal, co-hosts for the Friday afternoon party.

We particularly appreciate those guests who added to our program, including:

Jim Browitt, manager of the Kentucky State Fair.

William E. Scent, Kentucky Commissioner of Revenue.

William J. Oertel, Executive Director, Ohio Newspaper Association.

Jules DuBois, Chief, Latin American Bureau of the Chicago Tribune.

Harvey Walters, Chairman, Operating Committee, and Treasurer, Weekly Newspaper Representatives.



## Convention Notes —

Guy Easterly, Vice President, National Editorial Association.

L. F. Smith, Jr., of the Call Publishing Company.

We thank all of the others who, by their attendance, support, and active participation, contribute to the program and continued progress of the Kentucky Press Association.

Be it further resolved that the KPA forward its sincerest appreciation to Prime Minister of Peru, Pedro G. Beltran, for his intense efforts in resisting communism and for the interest and courtesies extended to KPA. We will accept his charge to inform the citizens of Kentucky of the grave situation facing Latin America and all the free world.

The Kentucky Press Association, Inc., affirms the aims and purposes of the Declaration of Responsibilities of the Association of Better Business Bureaus and strongly urges its entire membership to accept and assist in the implementation of the principles embodied therein.

The declaration sets forth basic principles which it believes must be adopted and implemented by all major forces concerned, including advertisers, advertising agencies, media and the Better Business Bureaus, for a significant advance in the process of voluntary self-regulation to improve confidence in advertising through the elimination of deceptive or misleading practices.

\* \* \*

### Microfilm Report

The Kentucky Press Association's Microfilm Center in the School of Journalism Building, University of Kentucky, established in 1955 in co-operation with President Donovan, U.K., the president of KPA, and through a special fund of \$20,000 from Governor Wetherby, is today microfilming 65 daily and weekly newspapers under contract. All Kentucky newspapers, excluding those under contract elsewhere, are currently being microfilmed, but prints are furnished only to those under contract.

The Center has shown a steady and reasonable growth, and certainly can be rated as a successful project of KPA. We feel that our newspapers, especially the smaller weeklies, are gradually turning to microfilming.

The secretary's office will gladly furnish contract copies and cost estimates to any member of the association.

Personnel employed in the Microfilm Center is paid through U.K. library funds, a policy which has been followed from the beginning. In return, the Center microfilms

many documents for the U.K. library. At the moment it is questionable whether the "newspaper" part of the Center could sustain itself financially without the payroll support of the library.

Currently, the University is expanding its library facilities through a large construction program and is allotting space for a new microfilm center, and will be glad to permit the KPA part of the microfilm project to be centered in the new and much larger location. Your committee has conferred with university officials on the subject, and although opinions vary to some extent, the committee has been assured that the microfilm center, located in the new library extension, would retain its KPA identity and that a suitable plaque recognizing the center as a newspaper-sponsored project would be erected in that area of the new library.

Our present quarters on the second floor of the Journalism Building at U.K. are somewhat crowded, and the possibilities for growth seem limited. Since the library building is only a few feet from the journalism building, and since all newspapers are directed to the library, it would seem feasible that the University's proposal to relocate the center is basically feasible and economical.

Meanwhile, we respectfully urge that our new officers and executive committee give a complete study to this matter during the coming year. At this time all costs of operation and revenue are not available. From information available it would seem that revenue from newspapers would have to be materially increased if the KPA attempted to operate a microfilm center without library financial aid.

We recommend no formal action, for or against, relocation of the center until our new officers have had the opportunity to discuss the entire economic picture with department heads at the University and obtain assurance that, in the event of relocation, the KPA interests in the center will continue to be of primary concern.

W. C. Caywood, Jr., Chairman  
Enos Swain

\* \* \*

### Printing School Report

Mayo Vocational School's printing department resumed classes Sept. 15, 1960 with a new instructor in charge—John Blair from Ft. Scott, Kansas. Mr. Blair and family moved to Paintsville at the beginning of the school term. He is a competent letter press printer and linotype operator and machinist, and now is taking an extension course from UK on grading evaluation.

He has a class of ten trainees. One will graduate in July. Two others will finish

their first year's work in July. One has accepted employment in Washington. The others are new students.

Blair has developed a system of instruction which, he believes, will give the trainees a well rounded training in the fundamentals of printing from hand composition to linotype operating and maintenance and from hand presses to automatics, also some book binding. He devotes of last six months of the 22-month course to linotype operation and maintenance. The school has three linotypes for line composition and three for use in teaching maintenance. A total of \$2,600 worth of new mats have been ordered.

Though primarily a letter press printer, Mr. Blair says he is getting the school's offset equipment in readiness to teach the fundamentals of offset before the present class is graduated.

The school has Little Giants and a Kally B automatic but needs a Kluge and Heidelberg, which Mr. Ramsey says he will approve for purchase.

The school has a large Miehle to teach cylinder hand feeding and press work, but the press is larger than needed and could be exchanged for a smaller cylinder press that would be better suited for teaching purposes. Can you trade?

Mr. Blair, until this teaching experience, has been a working printer in newspapers and commercial shops, but appears to be doing a good job in teaching; at least, he commands the respect of the trainees, and has his students interested in the craft. Right now, in this phase of his teaching career, he believes that a unit of ten students is about all one instructor can handle competently, but says he hopes to add a few to the class later, as he gets all equipment in working order.

He has taken his class on field trips to visit nearby plants, and plans soon to take them to observe the offset printing plant of Ashland Oil & Gas Co. in Ashland.

If applications justify, Mr. Ramey says he will be glad to employ another instructor.

Your attention is again directed to the fact that any newspaper could send a trainee to the school at the really nominal cost, including all expenses, of \$429 a year. This is an excellent opportunity for any newspaper publisher, through mutual agreement, to insure continuity of personnel in his back shop.

Earl W. Kinner

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### Legislative Report

Your legislative committee reports three events that concerned it during the past year:

Financial Publication Law: As amended

## Conver

in conference Municipal Le groups, and t legislature fou tute and pass opposition.

Open Meet duced, our p committee to "executive" m and intent wa bill was vetoed request.

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Convention Notes —

Willis Re-elected KPS President

in conference with officials of the Kentucky Municipal League, state official interest groups, and this reporting committee, the legislature found favor in the revised statute and passed the same with but token opposition.

**Open Meetings Bill:** After being introduced, our proposed bill was amended in committee to include permissive closed, or "executive" meetings so that the meaning and intent was lost. After final passage, the bill was vetoed by Governor Combs at our request.

**Permissive Advertising Bill:** Our bill, similar to the Ohio statute, that would have made it illegal for boards, or commissions, to pass regulations that would limit, or deny, the right to advertise to any reputable business that was engaged in any legal sale, or service, was soundly defeated by lobbyists.

We recommend, and will pursue, the re-introduction of these last two bills in the next legislature, and request the full and active support of all state newspapers, now and until their final passage. Information and suggestions for your complete support will reach you from time to time.

S. C. Van Curon, Chairman

The 12th annual meeting of Kentucky Press Service, Inc., was called to order by President James M. Willis. After a brief statement of accomplishments of the past year, he called on the secretary-manager for a brief report. The secretary gave a brief summary of the year's activities, and stated that the financial statement, as covered by the annual audit, would be forwarded all members in due time.

Editors Fred J. Burkhard, Paul Westpheling, and Landon Wills were appointed as the nominating committee.

In the discussion that followed, Westpheling stated that the proposal of one executive board for KPA and KPS could not be legally consummated because of the different tax status of the two organizations. He recommended that there should be more frequent meetings of the officers and board for the conduct of KPS business, and that the procedure of an annual audit be continuously followed. President Willis sug-

gested that the KPA and KPS boards meet together at least four times a year.

The report of the nominating committee was presented, and on motion that the slate be elected by unanimous vote, duly seconded and carried, the following officers for 1961 were elected: President, James M. Willis, *Brandenburg Messenger*; First Vice-President, George M. Wilson, *Breckinridge Herald-News, Hardinsburg*; Second Vice-President, Landon Wills, *McLean County News, Calhoun*; Secretary-Treasurer, Victor R. Portmann; and Assistant Secretary-Treasurer, Perry J. Ashley.

Members of the Board of Directors: W. T. Davis, *Lyon Co. News, Eddyville*, chairman; Maurice K. Henry, *Daily News, Middlesboro*; Niles O. Dillingham, *Dawson Springs Progress*; Ro Gardner, *Hickman Courier*; and Robert Fain, *Shelby News, Shelbyville*.

President Willis then introduced Harvey J. Walters for his address.

Foundation Renames Officers

President George Joplin III called the annual meeting of the School of Journalism Foundation of Kentucky to order by urging that more state publishers should support the Foundation by pledges, either large or small. He called upon the secretary-process agent who gave the annual accounting of the Foundation and passed out printed reports of the financial condition.

As time was limited, the president called for the report of the nominating committee who recommended that all officers should be re-elected and members of Class Two of the Board of Directors should be re-elected for the prescribed term of three years. On motion of James M. Willis, seconded by Landon Wills, and unanimously passed, the

secretary was instructed to cast one ballot for the nominees. These officers include:

President, George Joplin III, *Somerset Commonwealth*; Vice-President, Lawrence W. Hager, Jr., *Owensboro Messenger-Inquirer*; Secretary-Processing Agent, Victor R. Portmann, *University of Kentucky*; Treasurer, Enos Swain, *Danville Advocate-Messenger*; and Chairman of the Board, Fred B. Wachs, *Lexington Herald-Leader*.

Directors, Class Two (terms expire January, 1964): William E. Crutcher, *Rowan Co. News, Morehead*; Lawrence W. Hager, Jr.; Maurice K. Henry, *Daily News, Middlesboro*; Fred B. Wachs, *Alfred S. Wathen, Kentucky Standard, Bardstown*; and Paul Westpheling, *Fulton Co. News, Fulton*.

In Memoriam...

Dorothy Leigh Harris (Mrs. James W.) Ewing, former managing editor of the old Henderson Journal, died December 5, 1960, at the age of 57, after an illness of nine years. She was a daughter of the late Leigh Harris. She received her bachelor's and master's degrees from Northwestern University School of Journalism and served as assistant instructor in contemporary thought. In her senior year she was woman's editor of the *Daily Northwestern*, a member of Theta Sigma Phi, president of the journalism senior class, and a beauty queen. Returning to her home town, she was managing editor of the *Journal* before the consolidation.

She was married to James W. Ewing in 1935. He is present mathematics teacher at the Seneca high school, Louisville. Besides her husband, she is survived by her sister, Mrs. Francele H. Armstrong, and two nephews, Donald, of Lexington, and James, of Nigeria, Africa.

Mrs. Brainard Platt, 74 years of age, widow of a former assistant to the vice-president and general manager of the *Louisville Courier-Journal*, died January 20 in Louis-

ville. Her husband, active in Louisville journalism for nearly 45 years, died on Christmas Day, 1933. Two sons, a sister, and four grandchildren survive her.

Joplin Family Wins Hi-Fi

The George Joplin III family was thrilled when George's number was drawn as winner of the grand prize, a portable Hi-Fi, at the Saturday luncheon. Through the courtesy of our new associate member and his wife, Mr. and Mrs. Ralph Baird, this wonderful gift was presented in the

name of the S&H Stamp Company, and will be a long-reminder of an interesting mid-winter meeting. Our thanks to our news association member.

Twenty-four other conventioners were the recipients of the useful door prizes that were given at the meals and business sessions.

It is regretted that the inclement weather and condition of the roads kept many away from the convention. We will order better weather for the 1962 meeting.



## Oertel Urges Concerted Action On Permissive Legislation Bill

The work of the Ohio Newspaper Association in the field of "right to advertise" legislation was discussed by William J. Oertel, executive director of ONA. "Kentucky has a real opportunity to take a big step forward for freedom of enterprise and public information by obtaining legislation to guarantee the "right to advertise," he said.

By establishing the freedom of anyone to advertise without undue restriction by any state agency, Oertel declared, the state legislature could uphold Kentucky's long history of freedom and strengthen it. He pointed out that such legislation in Ohio has worked successfully and has resulted in a decrease in unacceptable advertising due to greater vigilance by responsible advertisers and media of advertising.

The Ohio law provides for revoking the state license of any business or professional person convicted of false or fraudulent advertising. It also provides that otherwise no state agency "shall have the power to make rules which would limit or restrict the right of any person to advertise." The law, he stated, was endorsed by bankers, retailers, advertising clubs, and agencies, newspapers, radio and television, and by the public and business generally. There was almost no opposition and the legislation received 141 of 143 total votes cast in the Senate and House of Representatives of the Ohio General Assembly.

"When advertisers and media are given the full responsibility of self-restraint, such a "right to advertise" law allows another step in the direction of more freedom and less government control is taken. Placing added restrictions on freedom and our economy merely ham-strings business enterprise and moves us a step closer to socialism," he declared, adding that we need in America to expand and improve our system of freedom if we are to continue to be the model for a free world.

"Business in our free nation operates best with the fullest possible amount of responsible freedom," Oertel stated, "and advertising likewise must be free of undue restrictions if our economy is to be strong and healthy."

The basis of the right to advertise as written in the Ohio statutes, is founded on the following legal documents:

Article I, U.S. Constitution: Congress shall make no law respecting an establishment of religion, or prohibiting the free

exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the Government for a redress of grievances.

Article I, Section II, Ohio Constitution: Every citizen may freely speak, write, and publish his sentiments on all subjects, being responsible for the abuse of the right; and no law shall be passed to restrain or abridge the liberty of speech, or of the press.

Ohio's Right to Advertise Law: Sec. 119.061. Every agency authorized by law to adopt, amend or rescind rules shall have the power to suspend the license of any person, over whom such agency has jurisdiction within the purview of sections 119.01 to 119.13, inclusive, of the Revised Code of Ohio, following a conviction of such person under section 2911.41 of the Revised Code of Ohio. Except as otherwise expressly provided by law existing as of the effective date of this Act (November 2, 1959), no agency shall have the power to make rules which would limit or restrict the right of any person to advertise.

Ohio's Fraudulent Advertising Law: Sec. 2911.41. No person, firm, or corporation shall directly or indirectly make, publish, disseminate, circulate, or place before the public, in this state, in a newspaper, magazine, or other publication, or in the form of a book, notice, handbill, poster, circular, pamphlet, letter, sign, placard, card, label, or over any radio station, or in any other way, an advertisement or announcement of any sort regarding merchandise, securities, service, employment, real estate, or anything of value offered by him for use, purchase, or sales, and which advertisement or announcement contains any assertion, representation, or statement which is untrue, or fraudulent.

No person, firm, or corporation, shall, in any manner, or by any means of advertisement, or other means of communication, offer for sale any merchandise, commodity, or service as part of a plan or scheme with the intent, design, or purpose not to sell the merchandise, commodity, or service so advertised at the price stated therein, or with the intent, design, or purpose not to sell the merchandise, commodity, or service so advertised. Nothing in this section shall apply to any visual or sound radio broadcasting station or to any publisher or printer of a newspaper, magazine, or other form of

printed advertising, who broadcasts, publishes, or prints such advertisement in good faith without knowledge of its false, deceptive, or misleading character.

Whoever violates this section, shall be fined not less than two hundred nor more than one thousand dollars or imprisoned not more than twenty days, or both.




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## Washington Notes--

By THEODORE A. SERRILL  
Executive Vice-President

**KENNEDY:** John F. Kennedy, a reporter who got away and became President, takes office today as something of an enigma insofar as his attitude toward newspaper problems is concerned. Despite all the publicity he has received and the contradictory advice he has solicited but will not necessarily follow, nobody really knows what kind of a president he will make.

On the one hand the record shows his past espousal of liberal causes and his 100 percent Congressional voting record by AFL-CIO standards. On the other hand he has surrounded himself with men who appear to be hard-headed and practical, none of them recruited from the ranks of Americans for democratic action.

Already some of the left-wing Democrats are disenchanted and fear that Kennedy will prove to be a conservative president. The business community has been encouraged by his conduct since the election. Congress appears to be enthusiastic about most of his key appointments and apparently in a mood to deal sympathetically with the White House legislative program.

Kennedy's intention to be a strong and active president, coupled with the wait-and-see attitude of Congress, make it appear that the White House will determine the nation's course to a greater degree than in the recent past. There will be a short shake-down period but before long the course to be followed should become evident.

**ADVERTISING:** Internal Revenue Service announced today that a hearing will be held February 17 on proposed regulations relating to the new cooperative advertising law. NEA and ANPA both protested these rules and will send representatives to the hearing to ask that the proposed definition of newspapers be clarified.

The proposed definition disregards the postal laws, which press groups have urged be followed. The language would possibly allow shopping papers which carry news to qualify for the benefits of the law. The statute concerns only products subject to excise taxes, such as appliances.

Federal Communications Commission is preparing to give final approval to a 3-year test of pay TV, in Hartford, Conn. FCC's staff has been directed to prepare the papers for OK by the Commission. The experiment is bound to have strong implications on the future of TV as an advertising medium, and will therefore be watched closely by competing media.

Rep. Eugene Siler (R., Ky.) has reintroduced his annual bill to ban advertising of

alcoholic beverages in interstate commerce. The bill (H.R. 2297) was referred to the House Interstate Commerce Committee, which has held hearings on this proposal in the past. Prohibition groups have been backing this same bill since it was first sponsored by the late Sen. Arthur Capper (R., Kan.) more than a decade ago.

**POSTAL RATES:** Postmaster General J. Edward Day made an impressive first appearance on Capitol Hill. It took him only 25 minutes to win the unanimous approval of the Senate Post Office Committee, and only 10 more minutes for Deputy PMG H. William Brawley to satisfy his former bosses. Routine confirmation by the Senate is assured.

Day showed an awareness of the postal rate problem but a disinclination to tip his hand. Asked if he felt that the P.O. should pay its way, Day showed he had done his homework by referring to the controversy over what allowances should be made for public welfare costs of the P.O. He said that reducing the deficit is a primary problem and that he will discuss the matter with President Kennedy.

Asked if he would "hesitate to recommend increased postage" if this course is found to be necessary, Day responded: "No, sir." Chairman Olin D. Johnston (D., S.C.) reminded the nominee that his committee is unanimous on the policy question and urged this be studied before reaching a decision on rate increases.

Other top members of the P.O. team, mentioned in this bulletin a week ago as prospective choices, have all been officially announced now, including Assistant PMGs Frederick C. Belen, Robert Burkhardt, and Ralph W. Nicholson. The selection of Mike Monroney, Jr., as Assistant to the PMG, has also been made official.

Former President Eisenhower's 1962 budget went beyond the predicted "whopping increase" in postal rates and soared into the stratosphere. He asked Congress to raise rates \$843 million a year but gave no hint of how this lofty target could be reached. What's more, he asked for Congressional passage by April 1, 1961. His budget for the current fiscal year will be in the red unless this is done.

Democratic leaders scoffed at the Eisenhower budget and awaited word from Kennedy. Sen. Johnston said he would ignore Ike's request and protested that the \$63 million allowed for public service costs "does not even scratch the surface of these costs."

Our new NEA Executive Vice President paid a courtesy call on Sen. Johnston and had a brief chat on postal problems. The Senator stressed the need for P.O. officials to set a proper figure for public welfare

costs to be subtracted from the deficit before seeking a rate raise. He also indicated that he believed both political parties think another rate boost of some sort is required.

**TV SUBSIDY:** Sen. Mike Mansfield (D., Mont.) has introduced a three-part plan for election reform, including S.227: "A bill to reimburse political parties for radio and television expenditures in presidential election campaigns." Up to \$1 million would go to each major party, and up to \$100,000 to minor parties whose candidates received between 1 and 10 percent of the votes cast.

Sen. Mansfield explained that \$1 million buys less than 10 hours of a full national radio and TV network. Asked by a reporter why he singled out broadcast media for a subsidy and ignored newspapers, the new Senate Majority Leader said that it had not occurred to him to include newspapers but that this might be something for committee consideration. The bill was referred to the Senate Rules Committee.

Politicians have been toying for some years with the notion of financing political campaigns from the Federal Treasury. It is doubtful that broadcasters would approve the Mansfield plan, and certain that the press would disapprove of a subsidy for either broadcast media or newspapers.

**OUTLOOK:** Reports from the Department of Commerce indicate official optimism as to the outlook for both the newspaper and commercial printing industries. Newspaper circulation "should continue to expand," the report said, and "advertising dollar volume should be somewhat higher in 1961 than 1960." The printing field, according to Commerce, should witness "continued growth" this year but at a somewhat lower rate than in the recent past. "Sharp competition in the coming year is expected to reduce net income," the report warned.

**PRINTING WAGES:** A Department of Labor report shows pay scales of union printing trades workers in cities of 100,000 and up rose 8 cents an hour in the year ended July 1, 1960. This was an increase of 2.3 percent. Hourly scales in book and job shops were up 10 cents in the same period, and the industry-wide average was 9 cents.

The survey found that seven out of eight printing craftsmen covered by the study got a raise during the 12-month period, ranging from a low of 6 cents to a high of 12 cents. Average union scale last July was \$3.08 per hour, with the figures for individual trades ranging from \$2.75 for press assistants to \$3.98 for photoengravers.

These figures exclude such fringe benefits as vacation pay and do not include overtime payments. Nor do the figures reflect scales of apprentices, or premium rates paid under special circumstances.



## Revenue Commissioner Scent Asks For Better, More Factual Reporting

Errors in the reporting by some newspapers of figures released by his department in relation to the new state tax program were pointed out by Commissioner William Scent, State Revenue Department, during his talk to the Friday morning session of the KPA meeting. He stated:

"Permit me to give you a simple exercise in logic. Perhaps there are those who believe the legal age to buy and drink whiskey and beer should be lowered to twelve years. After all, a person twelve years of age has to pay adult fare on a bus or train.

"That comparison is, of course, obviously false and illogical. It could only be ignorant—and it would immediately be recognized as false by all of your readers—with or without your editorial comment.

"I wish the fiscal facts of State Government could be made equally obvious to your readers, especially to those seeking nomination and election to the 1962 Kentucky General Assembly. Without identifying personalities, I would like to read recent statements made to the Press by two legislators.

"The first was made by a present member of the General Assembly who voted for House Bill 75, the Act that levied the Sales Tax. He has asserted that the Sales Tax can be removed from food and medicine without program cutback or new taxes is excess.

"The second statement reads as follows, and I quote: 'These are vital (1) I am for system, the health and welfare benefits for the deserving, job opportunities through industrial expansion, and roads and highways.

"I strongly oppose the unnecessary, such as the sales tax on grocery food, medicine and essential clothing (this is like stealing from the needy and unfortunate), and the excessive taxes collected by this state administration. (About a \$40 million dollar surplus above the amount requested to finance the veterans' bonus, educational program, health and welfare benefits, industrial expansion and roads and highways.)"

"I say the foregoing statements are just as false and misleading as the statement concerning the legal age for buying and drinking whiskey and beer. Unfortunately, once in print, they are not obviously false to your readers.

"I make no claim that our state tax structure is not subject to review and revision—or, that the sales tax must not be amended. Clearly, all taxes are subject to review and

budget they must balance and the services revision at any time by the Legislature. But I do contend that it is the responsibility of the candidates for the Legislature to discuss and review state taxes in the context of the they pledge to provide.

"I know the fiscal facts of state government are not as sensational and interesting to the reader as purchases, patronage, big trucks and yellow tagged cars. But aren't fiscal facts even more important to the progress of the Commonwealth? Doesn't the Press have as great a responsibility to expose the shallow pretensions of the candidate for public office as it does to expose the shady dealings of the occupant of public office?"

"I must admit that the Department of Revenue is partly responsible for some of the erroneous impressions concerning general fund receipts since the sales tax went into effect. For years we have reported our general fund and road fund receipts for each month on a comparison basis with the same month in the immediate preceding fiscal year. So long as our tax base remained relatively unchanged, this was a very fair and informative way to evaluate and report general fund receipts.

"However, as soon as we started receiving revenues from the sales tax, the comparison became meaningless for the reason that the tax base—and the expenditure side of the budget—have been drastically altered by the 1960 tax legislation. The old method of comparison is just as meaningless as comparing the receipts for October of 1960 with those of October of 1930.

"We in the Revenue Department were slow in realizing this and reported general fund receipts for October and November on the old comparison basis. Our mistake was bad enough—but it was further compounded by an error made by the press for two months in a row.

"Let me read from a news story dated November 17, 1960. The second paragraph of that story reads, 'General fund receipts amounted to \$55,946,384—up 54 percent from the \$36,269,040 recorded a year ago for the July-October period.'

"Now listen to the lead paragraph of the same story, 'General fund receipts for Kentucky more than doubled the first four months of this fiscal year because of the new sales and use tax, revenue figures showed today.'

"The same type of error was made in a

December 13 story on November receipts. For two months in a row a substantial part of the Kentucky press told their readers that a 50% increase is equal to doubling. These errors were called to the attention of members of the press but to the best of my knowledge no corrections were made.

"In the department's press release for the month of December, we changed the basis of comparison. Instead of comparing receipts for the first half of 1960-61 with the corresponding period in 1959-60, we compared the six months receipt with the official estimates for the same period. I quote from that release: 'General Fund receipts of \$100,244,485 were one-half of one percent above the official estimate of \$99,726,620.'

"How did one large daily handle its story that was based on the aforementioned press release? I quote from last Saturday's issue of that paper: 'Kentucky collected 52 percent more money for its general fund during the first half of fiscal 1960-61 than during the same period a year ago.'

"The foregoing quote is factually correct but it does create a false impression by emphasizing irrelevant facts—a false impression that may lead the public to believe the candidate who says that a surplus of revenue will permit a substantial reduction in state taxes.

"Elimination of waste and practicing of economies—that, of course, is the old reliable pain killer of the political patent medicine pedler who vows to save the public 100 million dollars by unspecified economies practiced on a 50 million dollar program.

"Let's look at the budget appropriations for the last year of the biennium—the year 1961-62. How is the general fund dollar there divided?"

Education will receive 65.5 percent of the general fund dollar, health and welfare will get 20.8 percent, agriculture and conservation—1.6 per cent. That is a total of 87.9 percent for education, health and welfare, and agriculture and conservation. Only 8.9 percent (or \$19,200,000) will go to general government. In short, twenty million dollars are subject to economies.

"Even if we eliminate general government (abolish the courts and many county offices, do away with the departments of revenue, finance, parks, banking, insurance and several others) we still cannot fully offset the revenue loss of approximately 25 million dollars that would accompany the exemption of food and medicine from the sales tax.

"I am not saying that a candidate for public office should not advocate the exemption of food and medicine or anything else from the sales tax, or refrain from sponsoring

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## That's What The Judge Said - - -

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

Getting a school to teach often developed some spirited competition, especially among young ladies, back in the 1880's, so one can imagine that the editor was not particularly surprised when the brother of a disappointed would-be teacher handed him a "card" to be published as an advertisement. In brief, the "card" explained that one O.V.R. (name given in full) had told a lie about the school appointments, which sorely troubled the young woman (the writer's sister) and all in all, he concluded, "I regard this conduct in him as uncalled for, ungentlemanly and detestable, as his statement was fallacious. Signed A.E.T." (Full name given.) The "card" was published as presented.

O.V.R. sued the editor for libel, whereupon the editor arose to point out that the publication complained of was a paid advertisement, written by another, submitted for publication by another, and published over the writer's own signature, and that, in his opinion, ought to just about take care of the situation.

Did it? No.

"The fact that the card was written by a person other than the appellee (editor) does not exonerate them from liability, for it is the publication that is the gravamen of the action. Nor can the appellee shelter, in a case like this, behind 'freedom of the press,'" said the court. It developed this "freedom of the press" concept further by pointing out that the press had only the same rights and privileges of the individual—and "in no case has a citizen the right to injure the rights of others—among the most sacred of which is the right to a good name and fame—their rights are as absolute as his, and neither can injure the rights of the other. This negation extends to the denial of the citizen's right to speak, write or print that which tends to injure the character or reputation of another, unless it is, in fact, true. As said, the gravamen of libel consists in its publication."

The editor who thus published libelous advertisement, even though it is signed by the writer of the libelous material, "must answer in damages." 11 Ky. Law Rep. 586; 88 Ky. 603; 11 S.W. 713.

## Those were the days . . .

(From the back files of the Kentucky Press)

### 30 Years Ago

The annual mid-winter meeting was held in Dicker Hall, the assembly or "club" room of the College of Engineering, University of Kentucky, with Herndon J. Evans presiding.

Miss Edna Bennis, Lancaster, has purchased the Georgetown News and will assume editorship on the first of next month.

"I am publishing a newspaper because of the kick I get out of it and not with the insane idea of becoming wealthy," Harold L. Dahl, editor of the Berea News, the city's newest journalistic enterprise, said in discussing his project.

The Green River Independent of Mundsfordville, made its first appearance on New Year's Day. Robert Darling, former assistant editor of the Hart County News, is editor and publisher.

### 20 Years Ago

Russell Dyche, editor and publisher of the London Sentinel-Echo, was elected president of the Kentucky Press Association at the closing session of the 72nd mid-winter meeting at Louisville, being the fifty-seventh editor to serve since its founding in January, 1869, at Frankfort.

More than 210 persons registered during the three-day session of KPA, the largest gathering ever held in its history.

### 10 Years Ago

Douglas D. Cornette, assistant to the General Manager of the Courier-Journal and Times, was elected the sixty-seventh president of the Kentucky Press Association during the 82nd annual mid-winter meet. He succeeded Joe LaGore, Paducah Sun-Democrat. Bennett Roach, Shelbyville, and Enos Swain, Danville, were named vice president and chairman of the executive committee.

Paul Bryant, head coach at the Univer-

## Convention Notes —

such exemptions upon election to the Legislature. But I do state without equivocation, that it is the duty of the candidate for public office and the public official to discuss taxes and services together. They are like 'Love and Marriage.' You can't have one without the other. If a candidate for office advocates a substantial reduction in the sales tax, or any tax, he has a duty to tell the voters in detail what services he proposes to reduce or eliminate, or what new or increased taxes he would enact. If he fails to meet this duty, he is a political fraud and unfit for public office.

"It is the responsibility of the revenue department and other departments of state government to make available to the press full, accurate, and relevant information concerning state fiscal operations. And it is your duty as members of the Kentucky press to properly interpret and report this information to your readers so that they may separate the wheat from the chaff when tax reduction is promised to them.

"I believe that the fiscal operations of state government can be accurately reported, interpreted and debated by the press, candidates for office and public officials without infringing upon anyone's right to be politically for or against the present state administration. At least, we have all been taught to believe that our system of state government permits us to change occupants without having to tear down the house of government."

city of Kentucky, was named the recipient of the 1951 Outstanding Citizen award. Gov. Lawrence Wetherby made the presentation.

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At the close of the meeting, the entire group moved by motor caravan to the Executive Mansion, Frankfort, where Governor and Mrs. Wetherby were gracious hosts at a reception for the association members.

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Dean Kenneth Olson, School of Journalism, Northwestern University, discussed the present publication trends in the various countries of Europe before the KPA meeting.

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Offices of the News Journal were damaged by smoke and water when fire recently destroyed a furniture company at Campbellsville.

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Maurice K. Henry has been appointed general manager of the Middlesboro Daily News, to succeed C. H. Arundel.



## Newspaper Support Needed For Growth Of WNR

If weekly newspapers have learned any one thing during the past eight years, it is that there is no shortcut to national or general advertising. So stated Harvey Walters, chairman of the WNR Operating Committee and treasurer of the organization.

In presenting the case for Weekly Newspaper Representatives, he said:

"Eight years ago, Weekly Newspaper Representatives, Inc. owed Georgia publishers \$25,000. Within 18 months all of this money had been paid back to the association, and other debts had been paid to other associations, and WNR has continued operating in the black since that time. Some of you can remember earlier experiences even more unpleasant, dating back to the 1940's when NEA first stepped into the rep business with the old Newspaper Advertising Services.

"Along with your manager, Vic Portmann, I have been sitting in on the more recent WNR board and operating committee meetings who were elected by the managers. My term on this committee is limited to five years, and I have just two more years to serve.

"I believe you already know that the publishers and managers of the five-man operating committee and board are made up of volunteers. In 1953, the publishers and managers involved were still traveling to some WNR meetings at their own expense, or at the expense of their state associations. This was done to give the struggling young organization a chance to get its breath, financially.

"Let's take a look at just a small part of Homer Givens annual report to NEA in Minneapolis: Today, WNR has its main office in New York City using 10,000 square feet of space. Forty-one people are employed there to process advertising to approximately 7,500 weekly newspapers across the country. The monthly rent in New York is \$2,250, but in New York a street address is as important as a roof over your head, so we—the weekly newspapers of America—have good offices (but not fancy ones) at 404 Fifth Avenue—an area looked upon with respect by the top 10 advertising agencies of the country.

"From these offices, on a very meager budget, some of the finest weekly newspaper promotional materials about our medium are produced each year. This past year, all of the publishers of smaller newspapers were invited to make voluntary contributions to a cause we know as The War Chest. Out of about 8,500 publishers who could have given something, only 640 dug

down to produce a kitty of \$20,000 for research and promotion in the year ahead . . . for the entire industry.

"Of course, if we can get you gentlemen to allow WNR an additional 1 percent commission on gross billings, we will produce an additional \$33,000 per year income. But not all of this can be used for research and promotion. A good part of the new income is needed to meet the same rising costs which you are having to meet locally. And part of it is needed to keep our sales program in your behalf strong and expanding. And part of it must be used to build a reserve that will permit this organization to keep its doors open during periods of financial stress. And of course, part of it certainly should be used to supplement the rather small \$20,000 for research and promotion, now being raised in an annual campaign, through voluntary contributions.

"I say small \$20,000 because advertising agencies want fresh facts and figures about our hometown markets. They want these to be made palatable through colored slide film presentations, narrated by Fifth Avenue commentators on tape or recording disc. When I stop to think that our daily newspaper brothers pay from 1 to 2 million dollars per year into the kitty of the great Bureau of Advertising, for the very same purposes I have outlined here, I am amazed—and I am proud beyond description—because of the WONDERFUL story being told about our smaller newspapers by Warren Grieb and Joe Amodeo and that little band of dedicated people at 404 Fifth Avenue, and by the people in the four branch offices: Detroit, Chicago, Los Angeles, and Atlanta.

"There ought to be a branch office right now in Dallas, Texas, and there will be, in my opinion, if you gentlemen will continue supporting your WNR as valiantly as you have these past two or three years. I believe the 1 percent will enable us to open an office in Dallas. Of course, there are more pressing needs which must have first priority, but remember that we have only one full-time WNR salesman in the entire South—East and West. To be sure, he has an office manager in Mrs. Nicholson, but Dave Richardson must travel, when funds permit, from Jacksonville, Florida to Houston, Texas, Memphis, Tennessee and Birmingham, Alabama. If we can get us a good man in Dallas, Dave can spend more time selling for the Southeast, which he should do, and the new man can concentrate on the oil-rich Dallas agencies, and on every other Southwestern city.

"You know, you don't sell national advertising like you sell Belk Stores or Piggly Wiggly on a local contract for six months or a year. The biggest and one of the best state accounts we have ever sold for our small papers in Georgia required three solid years of hard work. I'm talking about the 41 rural electric co-ops of the state. And as far as I am able to discern, these 2 columns by 10-inch ads will continue appearing in 125 of our newspapers for many, many years to come. They run every other week.

"And this is the kind of selling we ask WNR to do for us, year in and year out. At the last NEA meeting I sat in the audience and listened to Bob Moore of the New York office tell how he had called on the Camel cigarette agency, off and on for a period of years. I think we're going to get some more cigarette advertising, and from more than one cigarette manufacturer. But more presentations are indicated, more calls by our official representatives, and more time for these things to be planned and executed, on our behalf. If weekly newspapers have learned any one thing during these past eight years, it is that there is no shortcut to national or general advertising. We have learned that national business goes where it is invited, and stays where it is well-treated, and where it is invited to return, again and again.

"We have learned that some of our own fraternity have acted as our own worst enemies. You know the story as well as I do, but I can't resist quoting again that one paragraph from a letter of the Camel agency to WNR's Bob Moore, immediately after the Camel ads appeared in our papers:

"Paradoxically, one of our biggest problems in the campaign was dealing with those weeklies who, for some strange reason, would not accept an order from you (WNR) and insisted upon contacting us direct, thus causing more work for all concerned."

"I realize that Kentucky stands far out in front of many states in its general attitude toward its own state advertising service and that of Weekly Newspaper Advertising Service, Inc. . . . but you have asked me to talk about 'How WNR Can Serve Weekly Newspapers Better,' and I tell you that WNR's service to you in the next twelve months will be in direct proportion to the support you render WNR, through your willingness, individually and collectively, to underwrite the necessary expenses of your own dynamic and efficient national advertising representative.

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become: In 1957 General Motors and other leading automobile manufacturers eliminated media preference questionnaires from the local dealer picture. 1956 had been a year of over production, and 1957 promised to be the year when small newspapers would be forever sacrificed on the altar of "Suburbia"—the NASIOUS concept, still popular, that major manufacturers can saturate the nation by using the media in only 87 major metropolitan markets, despite the fact that 40% of the country's buying power continues to reside in towns of 10,000 or less population.

"Notice what WNR did at its first emergency board meeting that year: The jobs of nine key clerical workers were terminated immediately in the New York office, with only two weeks notice. (Some of these had been loyal workers for several years.) Arrangements were made to immediately sublease one-half of the 10,000 square feet of floor space in the New York offices. The new Atlanta office, which had been open less than one year, fired its one-girl secretarial staff, and moved out of the William Oliver Building into the suite of offices of the Georgia Press Association. But the new Southwestern salesman for WNR stayed on the job, making the rounds of the agencies, just as he had always done. Like other WNR salesmen, he had orders not to incur any travel expense, so we doubled up on trips out of the city, and used my car, or the car of some newsprint salesman to get from one city to another—in your behalf.

"All salesmen working for WNR were told to eliminate such things as the buying of lunches for ad prospects and agency people, but all were told to step up their sales activity, especially in the field of non-automotive accounts. Only two salesmen lost their jobs with WNR that year, and these were men who had not been too happy there in the first place, or who had not produced sufficient new business to warrant serious consideration for continued employment.

"I am not exaggerating when I tell you the operating budget of the entire organization was cut by 50% at our first meeting. This was the efficiency that existed three and one-half years ago. It is the same efficiency that exists today in the organization which you gentlemen own and control through your duly elected NEA and WNR representatives.

"Now, how about the dynamics I mentioned?: Cutting expenses is one thing, but what did WNR do to get us some business? What is it doing today to get more business for your newspaper?

"Early in 1957, General Manager Warren

Grieb secured appointments for personal interviews with the heads of all major automotive manufacturers and their advertising agency personnel, in Detroit. Warren locked himself in a room for two weeks and wrote the script for "Roads and Wheels," the first sound-film sales presentation ever to be produced in your behalf for the giant automotive industry.

"That was my first regular year on the WNR Board, so I was one of several invited to help show the new presentation to men like Huffstедder of General Motors, and Toni DeLorenzo of the same organization. On a Monday we had a full morning with the GM executives. That afternoon we talked with the GM agency personnel. Tuesday we had all day with Ford, and Wednesday with Chrysler Corporation, and so on.

"You know the results, and they were less than six months in coming. Auto advertising returned to many community newspapers. Instead of returning enmasse, they did just as they told us they would do. Instead of placing their ads in newspapers in all dealer towns, they placed them only in dealer towns where autos were being sold. In Georgia our list declined from 125 to about 80. We were successful in selling them on a continuation of the use of small town newspapers, but from that date, and forever after, they would be more selective. From that date on, WNR's non-automotive business has been increasing and while automobile has continued to decline a bit each year.

"A year later, WNR produced one of the most thrilling film strips I have ever seen on the subject of hometown newspaper markets. It is called "The Case Of The Coverage That Wasn't."

Fully documented in every respect, this film has been shown to ever major advertising agency in the country.

"I think you will be interested in a few final figures: In 1960, WNR and its five branch offices sold more than 200 new accounts for weekly newspapers. Most notable of these accounts was Camel, which accounted for about \$450,000 gross billing. In addition, we had the Gasoline Tax Education Committee account which billed \$80,000, Dow Chemical for \$50,000, International Harvester for \$60,000, and Chrysler-Imperial \$40,000—to mention only a few. These accounts alone total \$680,000. The other business not here mentioned will bring our total "new business" figure for 1960, to approximately \$1,000,000.

"We will soon ask state associations for an additional 1% in commissions, and ultimately, this means it is being asked of the individual publisher. We sincerely hope that you will see your way clear to endorse our

request. I believe it will be Springtime before such an increase can become effective, but we want you to have a selling and servicing organization that is second to none, and we want this for you, because we believe you deserve it."

The convention was shown a film presentation entitled "Partners In Profits" that is intended for presentation to any community group of business men. This slide-film presentation can be procured by any NEA member for showing in his home territory. Contact the Central Office for information.

A flash-card presentation to be shown businessmen, reproduction of the slides, is also available. NEA sustaining members have received their own copy of this excellent "table talk" and will use it in their approach to their local business men. Your Central Office can loan its copy to any interested editor on written request.

The Ohio Newspaper Association reports a meeting held in that state, sponsored by certain groups, in an apparent drive for more "consumer protection." The Ohio State Bar Association, certain Better Business Bureaus, Legal Aid Societies, etc., were said to be cooperating in the move, although some of the representatives present were not in accord with all ideas advanced and opposed more government control. As might be expected, the theme of such meetings is stricter controls and more licensing. There's always someone ready to jump up with the statement that "There ought to be a law . . ." Undoubtedly many such meetings as that in Columbus are held elsewhere over the country with some of them very much in private. Today we have many persons recognizing the fact that this country is already overregulated. More regulation usually means less freedom for business and for advertising, and there are many regulations which the country could well get along without. Newspapers should keep forward an eagle eye toward such meetings with an aim to exposing the purely selfish motives of many of those who are seeking more and more regulation.

You'll never be popular if you spend all your time taking advantage of your right of free speech.

Of the nation's 3,150 weekly and small dailies, 802 have their paper printed outside of the publishing office, according to American Press Magazine.

The J. C. Penny Company has recently established a new series of awards for news on women's fashions. The newspapers judged best will receive prizes of \$1,000 for first place, \$500 for second and \$250 for third.



# “Your Right to Know”

The men who wrote the American Bill of Rights put first things first. In writing the First Amendment to the Constitution they were wise beyond their own troubled time. They adopted the principle that any people—to be and to remain free—must be *informed*. And to be adequately informed they must have unshackled sources of information. So by the constitutional guarantee of a free press, they gave clear assertion of every citizen's right to know.

“YOUR RIGHT TO KNOW” is also a basic concept in the operations of S&H. Pursuant to this policy, S&H invites and welcomes inquiries of the press and public regarding its affairs. S&H also advertises extensively in weekly newspapers and other media to inform citizens frankly and fully about every phase of its business.

If you, as a member of the Press, would like to know more about S&H and the role of trading stamps in our economy, please write us. We will consider it a privilege to honor “your right to know.”



*America's No. 1 Stamp Plan Since 1896*

The Sperry and Hutchinson Company

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## NEA Vice President Easterly Outlines Plans For Expansion

A plea for better newspapers which are worth more to the community as a whole was made to KPA members by Guy Easterly, vice president of the National Editorial Association, at the Saturday morning session of the recent KPA meeting. Easterly is also publisher of The Press, LaFollette, Tenn.

"We have learned in the Atomic Age that we must make better community newspapers," Easterly said, "that we must be worth more to our community, or we have no right to exist." There will always be community newspapers, he asserted, even though they might not be printed in their respective community.

NEA is also on the move, Easterly continued, to a bigger and better trade association. This move includes aid in the way of trade helps, legislation, magazine, conventions, study missions, advertising, publisher services, promotion, studies and surveys, workshops, information and leadership in community services.

It is necessary in this modern age, he continued, that we do publish and print modern newspapers as our communities are not, and will not, be satisfied with newspapers which are of a 1896 vintage. It is to give guidance in such matters that NEA can serve a vital function. If our newspapers are to keep step with community progress, they must have all the trade help which is available.

As an indication of what the national organization is doing for the community, Easterly pointed to a bill in the last session of Congress which would have increased the postal rates by as much as 525 percent in some instances. The legislative committee of NEA worked to secure the defeat of this bill. NEA is interested, too, the Tennessee publisher said, in all legislation on purely public matters and gives guidance to lawmakers, who realize that in the grass-roots community and its press still lies the heart of America.

NEA is constantly on guard to preserve the freedoms which are enumerated in the First Amendment to the Federal Constitution, he stated. "Representing, as we do, the smaller communities of our own nation, we represent the untrammelled freedom that was once the boast of our fathers."

Easterly promised the group improvement in the NEA magazine, The National Publisher; proposed to make the national

conventions more informative and attractive with more publishers taking part in the program; more promotion and research, and help to the weekly with community services. This work, of course, is to need the backing of the state organizations, both financially and morally.

"We must build then," he concluded, "community newspapers financially, civically and spiritually strong under the leadership of our state and national newspaper associations. It is such leadership that we envisage for the National Editorial Association, which must be strong in the same manner. We invite you to keep your shoulder to the wheel—push just a little harder—and your NEA, which is on its way, will roll a little faster."

### Discounts Are Legitimate

Charges that secret discounts were being made to advertisers for favorable space contracts, both color and black and white, have been vigorously denied by publishers and trade associations.

If discounts have been made, they are within the policy of many newspapers which are now giving space discounts, usually based on a twenty-six-week schedule, and are considered as a legitimate space discount for national advertising, conforming to similar space discounts allowed display advertisers, and carried by many on their regular rate cards.

The Courier-Journal and Times are leaders in this new approach to space contracts by national advertisers, which innovation is gaining favor among many of the leading dailies. Some 65 of the larger newspapers now offer this discount, considered economically sound. This new approach surely squashes the charges of favoritism.

(Bureau of Labor Statistics will supply a free copy of the 53-city survey upon request, including separate figures by trades and by cities. A more detailed report will be published later.)

**METRO** NEWSPAPER SERVICE  
80 MADISON AVE., N.Y., N.Y.  
Means PLUS BUSINESS for Your Newspaper  
Lawson Spence Representative

**ALL KENTUCKY BENEFITS...**

**from our state's brewing industry**

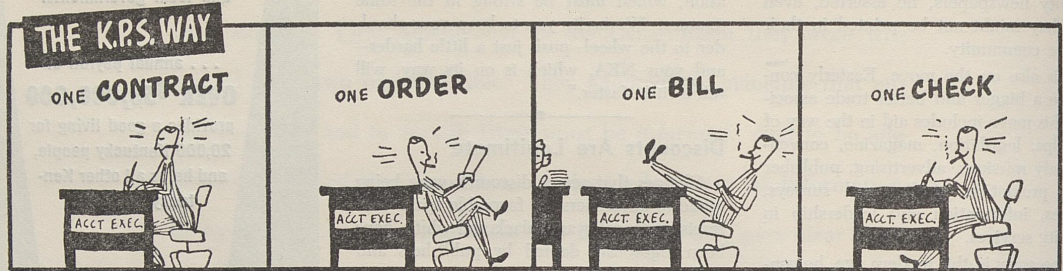
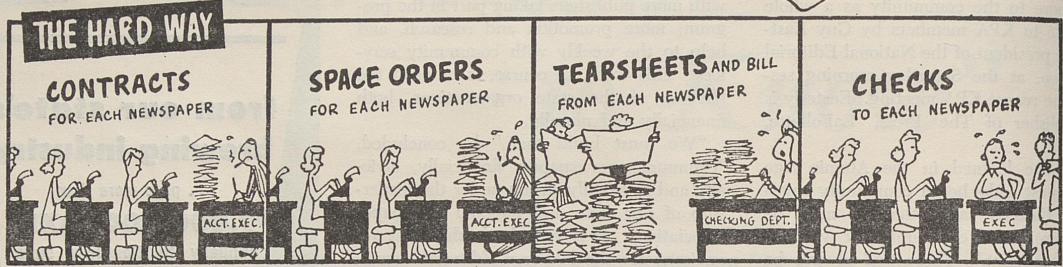
... pays more than **\$7,000,000 TAXES** annually to Kentucky state and local governments.

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

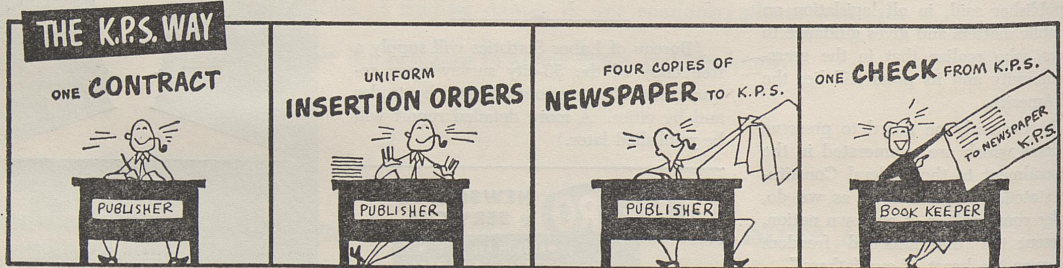
**KENTUCKY DIVISION U. S. BREWERS FOUNDATION**  
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.



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



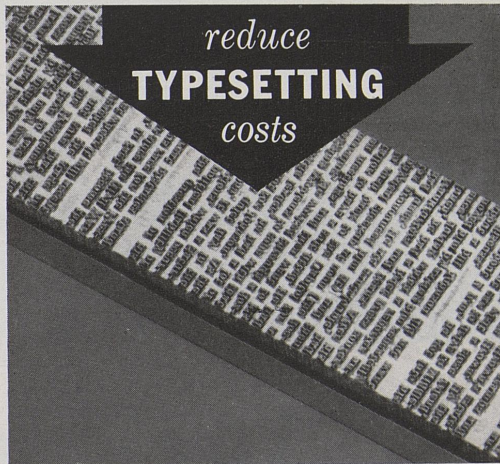
*this is how K.P.S. helps the publisher*





Use more pictures in ads, features, news, and . . .

Boost your linecasting machine output and . . .



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**SCAN-A-GRAVER®**

...with Fairchild  
**TELETYPESETTER®**



Photo-advertising and photo journalism—imaginatively conceived with the help of the versatile Fairchild Scan-A-Graver—lead to increased ad linage, reader interest, and circulation. With a Scan-A-Graver you can produce quality engravings in quantity right in your own plant—simply, quickly, reliably, and economically. New "Illustrator" model (shown) produces sharp, low-cost halftones same size as original copy or enlarged to 1½ to 2 times. For greater versatility, Fairchild Scan-A-Sizer® automatically enlarges or reduces continuously up to 4 times from original copy.



Your linecasting machines operate at maximum rated capacity, automatically and continuously, with Teletypesetter. This can mean as much as 2 or 3 times greater type output than with manual operation! TTS® increases the return on your linecasting machine investment, eliminates peaks and valleys of stop-and-go manual operation, smooths out production, and helps you make deadlines easily. Teletypesetter equipment comprises Perforator (shown here) where operator prepares tape, and Keyboard and Operating Unit, attached to the linecasting machine.

MAIL THE COUPON FOR COMPLETE INFORMATION

**FAIRCHILD** GRAPHIC EQUIPMENT  
Division of Fairchild Camera and Instrument Corp.  
District Offices: Eastchester, N. Y.; Atlanta, Ga.; Chicago, Ill.; Los Angeles, Cal.; Toronto, Ont.

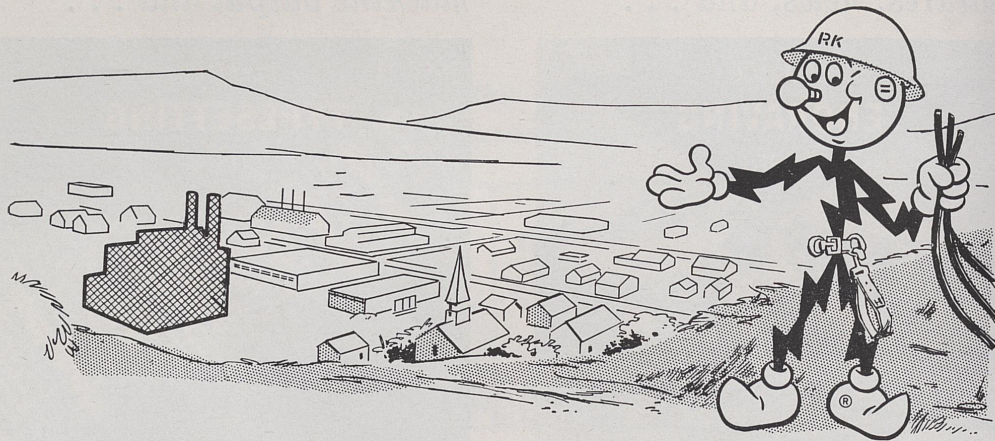
Fairchild Graphic Equipment, Dept. FGE10,  
Fairchild Drive, Plainview, L. I., N. Y.

Please send the following:

- "Pictures Like These" (Scan-A-Graver)   
"More Type in Less Time" (TTS)

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





## When The Site Is Chosen The Power Is *There*

Industries searching for a new location must take many things into consideration: an adequate labor supply, nearness to raw materials and markets, transportation, housing, schools, churches for the employees, and the attitude of the community toward industry.

Some have specific needs; water of a particular softness and temperature, rail sidings, airports. Fixed-price sites are vital.

But there's one thing industries and their site location consultants tell us they never worry about in KU's service area. They know there's an ample supply of dependable, low cost power. And that power is *there*. What's more, the reserve is ample for their expansion plans.

That's another of the big reasons KU-served communities get the nod when industries visit Kentucky.

**KENTUCKY UTILITIES COMPANY**  
WORKING FOR A BETTER KENTUCKY



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