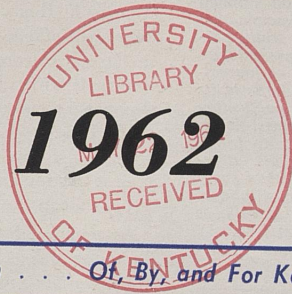


The Kentucky Press

April, 1962



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



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The Kentucky Press + As We See It +

Volume 28, Number 7

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

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

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

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association

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.

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KPA Executive Committee Passes Postal Resolution

As stated in the minutes of the spring meeting of KPA Executive Committee, in the April 15 Bulletin, a long discussion concerned the postal rate bill and its effect on the newspapers of the nation. Two vital points received a thorough examination and scrutiny, the proposed surcharge section and the present status of the free-in-county provision.

Of the first, advices from Washington state that the fight of NEA and other national trade organizations in their testimony, and the testimony of our representative, Maurice K. Henry, and spokesmen for other state associations, have had great influence on the senate committee and the surcharge section is virtually "dead." Senator John Sherman Cooper did yeoman service to KPA at the hearing and has pledged continuing support in future hearings and on the floor against this section, a position which is duly recognized in the appended resolution.

As reported by Maurice Henry and the Kentucky delegation to the hearings, the free-in-county provision in the present Post Regulations on Second Class mailing provisions is entirely misunderstood and interpreted by Capitol Hill. Practically all Congressmen and Senators had believed that newspapers could mail every issue to all in-county subscribers free of postage. As we all know, free-in-county does not exist in postoffices that have letter-carrier delivery, and further, newspapers must pay postage on the advertising portion of all papers.

During the discussion it was evident that if the surcharge provision was passed and free-in-county continued under present conditions, newspapers would pay a higher postage rate each issue even up to 400 per cent difference. The nation's weekly press individually would experience various degrees of monetary difference in the comparison of the surcharge and free-in-county proposals as evidenced by a survey made of Wisconsin newspapers—comparable to Kentucky papers. This survey pointed up that the free-in-county provision favored newspapers published in the center of the county while those published near the fringe with circulation extended into nearby counties would be materially hurt by the surcharge even with some circulation included in free-in-county.

At this moment, 17 state press associations have urged abolishment of the free-in-county provision (two have opposed the proposition), making use of the proposal as a "trading point" against the surcharge section. NEA is making a nation-wide survey

of the newspapers as to their opinions on the abolishment of the free-in-county section of the present regulations and at the last report, more than 90 per cent of the returns indicate the abolishment of the free-in-county if the surcharge was eliminated.

After weighing all facets of the problem a motion was unanimously passed by the Executive Committee that Maurice Henry, chairman of KPA postal committee, draw up a resolution which would emphasize the Association's position on the matter, and also, to write an editorial to be forwarded to all members relative to the status quo of free-in-county mailing with a request that it be used in all editorial columns. The resolution states:

The Executive Committee of the Kentucky Press Association goes on record endorsing the principle of removal of "Free in County" as related to second-class mailing of newspapers. Kentucky newspapers are willing to pay their fair share of postal costs as related to newspaper mailings and urges the Congress to give a fair and just charge to the Post Office Department public service charges, and to effect at once the \$300 million economy that the Deputy Postmaster General has stated can be effected without impairing the postal services. Kentucky newspapers reaffirm their belief that postal charges should always be on pound or editorial-rate charge rather than unjust surcharges.

Further, Kentucky newspapers go on record that with the removal of the "Free in County" procedure that then each newspaper will be a full-paying postal user—customer, and that each newspaper will pay at rate increases during the past years higher than any other type of mail. Thus, with fair assessment of the Post Office Department's public service charges, \$300 million postal economies, and the removal of "Free in County" privilege, newspaper rates should remain at their present rate in order to insure the continuing financial stabilization of the home newspaper and to not silence the newspaper's voice of expression in communities of all sizes.

This resolution is to be forwarded to the Kentucky United States Senators and the members of the Kentucky delegation in the House of Representatives, and to members of the U.S. Senate Post Office Committee. Passed this 14th day of April, 1962, by unanimous action of the Kentucky Press Association Executive Committee.

Yearly circulation of books in U.S. public libraries is in excess of 200 million books.

U.S. publications distributed a total of 15,344,151 per issue in foreign circulation in 1960.

Vic

It was tucky on profession students long and nalism. T nouncement with the Journalism dinner and the UK S dent chap Two hu heard Dr. tucky Ker ing about



Vic Portmann Honored At SDX-Journalism Dinner

By PERRY J. ASHLEY

It was truly "Vic Portmann Day" in Kentucky on Thursday, April 19, as newspapers, professional associates, friends, and former students turned out to honor him for his long and dedicated career to Kentucky journalism. The occasion was the recent announcement of Vic's change of work status with the University of Kentucky School of Journalism after 35 years in teaching. The dinner and testimonial was sponsored by the UK School of Journalism and the student chapter of Sigma Delta Chi.

Two hundred and thirty-five persons heard Dr. Niel Plummer quote the Kentucky Kernel of September, 1927, as saying about Vic's arrival on campus that "a

number of important changes were being made in the Journalism department." "All of us know well by experience extending over these 35 years in Kentucky," the School of Journalism director said, "that whenever and wherever Vic Portmann has been involved—in the University, in Lexington, in the Kentucky Press Association, and in the numerous national committees on which he has served or in the offices he has occupied—important changes have indeed taken place. Things just seem to happen when Vic Portmann is around."

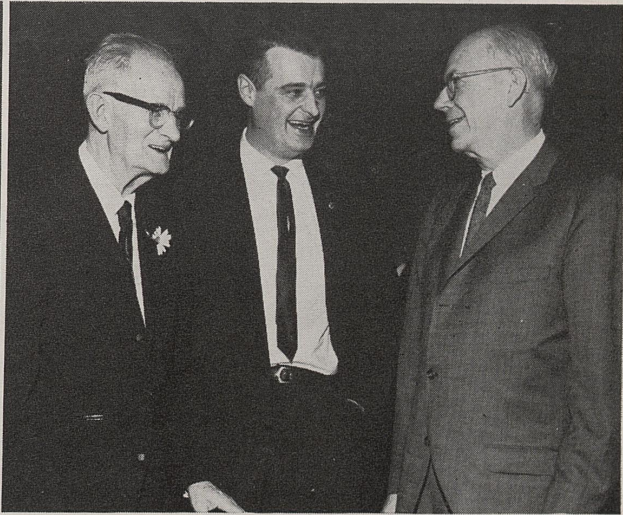
"Even today," Dr. Plummer continued, "I can assure you Vic Portmann is one of the liveliest men you will ever meet who is becoming a professor on change of assign-

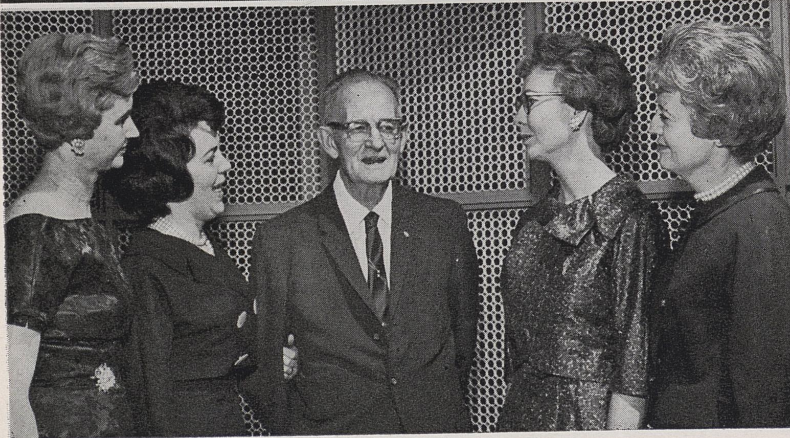
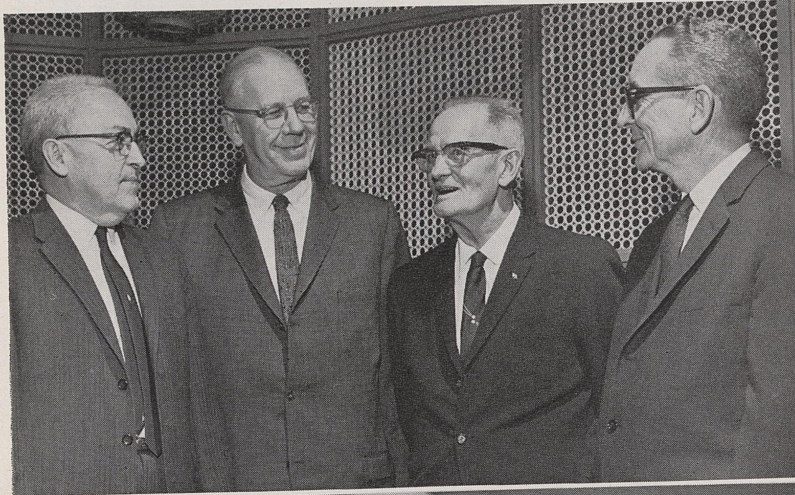
ment. But legends build up around a man who is active and who is doing things."

In concluding his review of Vic's activities with the School of Journalism, Plummer told of the flood of letters which has been received from friends and students. In reviewing some, he read one from a former student who succinctly said:

"There's a hell of a legion of us Portmann men to wave you on your way . . ." Said another: "I really don't believe that you are retiring, but just using this as a means of getting to a big party and of being able to spend more time with us country editors . . ."

And from a respected University administrator:





"May I take this opportunity to congratulate you (Professor Portmann) on the great work you have done over the many years. You have been one of the great teachers of the University as well as the distinguished secretary-manager of the Kentucky Press Association . . ."

Responding for KPA, Enos Swain, publisher of the Danville Advocate-Messenger, described Vic as the "Big John" of the Kentucky Press Association. Swain told the Holiday Inn dinner group that KPA had progressed from a social gathering into a hard-working professional organization under the direction of Vic. He outlined many of the accomplishments which had been brought about—the Kentucky Press Service, the microfilm center, establishment of the School of Journalism Foundation, the crippled children's fund, and well-rounded annual meetings. Swain also told of the encouragement which the honoree had given to bringing up the standards of Kentucky newspapers in makeup, progressive advertising rates, more attention to typography, participation in community development, and his fight for better newspaper laws in the state. He became secretary-manager of the Association in 1942.

However, Swain continued, Vic had always been objective, fair, independent and of even disposition. It is hard to imagine, he concluded in a humorous vein, "that so much has been accomplished in a part-time job by an absent-minded college professor."

"Today Vic Portmann has the distinction," Swain suggests, "of being one of the few Kentuckians, if not the only Kentuckian ever born in Currie, Minnesota. And I propose in recognition of this, that we send from this meeting a telegram to the State of Minnesota:

TELEGRAM

U.S. Employment Service,
Minneapolis, Minn.

Sirs:

If you have for export in the woods of your southwest counties any unusual type of character, who can read and write, set type, and mark proof, and sell ads, compose letters, and keep books, and run a job press, and read copy, and write headlines, and sell subscriptions, and make a speech, and prepare editorials, and take pictures, and who can teach others to do these things, and who can make friends, and build community relations, and help serve the best interests of a town's schools, and hospitals, and churches, and clubs, and who can raise funds, and conduct contests, and arrange programs, and run a convention, and who can teach others to do these things; provided he is always objective, fair and independent, has a good even disposition,

a sense of humor or contentment can teach them him with 3 c the barrel, a can make a such stuff, a talent for jou

P.S.—He may play cards, but these subject P.P.S.—Good He ended h and Mrs. Po record player

Buren Mc was constant how he becom he said, "ha friendship d money could main speaker manager and Street Journal ma Delta Chi

A veteran Vic replied th has always be ary core of d his work had was "proud, part of the te

Among thos tion from a dis Stanley, and w and his daug Sanford Neely came to help lip. His youn just started ran Georgia, and duty.

Wayne Greg chapter of Sig the dinner.

To those who I

May I expre for your letter greetings on the party, and you dinner. Espec members and Journalism and Chapter Sigma efforts to make able milestone I assure you th always have a tinuous pleasur

a sense of humor, and is not ruffled by failure or contaminated by success, and who can teach these virtues to others—vaccinate him with 3 ccs. of printer's ink, straight from the barrel, and ship him to Kentucky. We can make a Kentuckian out of a man of such stuff, and furthermore he may have a talent for journalism.

Yours cordially,
Sigma Delta chi

Kentucky Press Association

P.S.—He may know how to tell stories and play cards, but it is not necessary to teach these subjects in Kentucky.

P.P.S.—Good looks not required.

He ended his remarks by presenting Vic and Mrs. Portmann with a hi-fi radio and record player from Vic Portmann "fans."

Buren McCormick told those present he was constantly being asked by young men how he became wealthy. "Prof. Portmann," he said, "has far more wealth with the friendship displayed here tonight than money could ever buy." McCormick, the main speaker for the evening, is general manager and editorial director of the Wall Street Journal and national president of Sigma Delta Chi.

A veteran educator and newspaper man, Vic replied that journalism instruction at UK has always been a team effort of a "visionary core of deep thinkers." Declaring that his work had been exaggerated, he said he was "proud, yet humble, to have been a part of the team."

Among those who attended the celebration from a distance were the professor's son Stanley, and wife Jodie, from Franklin, Ky., and his daughter, Georgia and husband, Sanford Neely, from Kingsport, Tenn., who came to help their dad keep a stiff upper lip. His younger son, Lieut. Joslyn, had just started ranger training at Fort Benning, Georgia, and could not be excused from duty.

Wayne Gregory, president of the student chapter of Sigma Delta Chi, presided over the dinner.

• • • •

To those who I am proud to call "friend":

May I express my deepest thanks to you for your letters, messages, and personal greetings on the occasion of my "retirement" party, and your honoring presence at the dinner. Especially, do I thank the staff members and personnel of the School of Journalism and the members of Kentucky Chapter Sigma Delta Chi for their untiring efforts to make the party another unforgettable milestone on that "road of 35 years." I assure you that Mrs. Portmann and I will always have a pleasant reminder and continuous pleasure when we play that beau-

Magee Elected President Of West Kentucky Group

By J. EARLE BELL

M. J. (Pat) Magee, publisher of the Advance Yoeman, Wickliffe, was named president of the West Kentucky Press Association at the group's spring meeting held Friday and Saturday, April 13-14, at Kentucky Dam Village. Magee succeeds Ro Gardner, publisher of the Hickman Courier. Landon Wills, publisher of the Calhoun News, was elected vice president, and Ben Boone II, publisher of the Elkton Standard was retained as secretary-treasurer. These three officers, together with past presidents Gardner and J. Earle Bell, Morganfield Advocate, comprise the executive committee.

The organization voted unanimously to set definite spring and fall meeting dates, and decided on the third Saturday in April for the spring outing and the third Saturday in September for the fall meet. The fall meeting will be held at Pennyriple State Park, Dawson Springs, September 15.

The WKPA group also sent a telegram to the Kentucky Press Association committee-men, in session at the same time at Lake Cumberland, urging that mid-winter meetings be moved back to Louisville. For the first time in 30 years the mid-winter meeting was moved in January of this year to Lexington. Most WPKA members agreed Louisville is more easily accessible than Lexington.

Numerous WPKA members were not present at the meeting during the weekend because they were on the KPA executive committee, meeting concurrently at Lake Cumberland.

Our Cover Picture

Vic Portmann and Buren McCormack admire the hi-fi record player and records which were given by Vic Portmann "fans" at a testimonial dinner in his behalf. The occasion was the recent announcement by the University of Kentucky of Vic's change of work status after 35 years as a journalism educator.

McCormack, general manager and editorial director of the Wall Street Journal, was the principal speaker for the evening.

tiful hi-fi Magnovox which you so generously presented to "a retiring professor." I hope always in the future to continue to merit your expressions of goodwill and friendship as truly I've just changed my "work status" to continue in service for the University and KPA.

VICTOR R. PORTMANN

DON'TS On Lotteries

The safest rule about printing anything at all even remotely connected with a lottery, is DON'T. Courts have generally ruled that to call something by another name doesn't change anything if people still know what you are talking about. On this point the solicitor general has said:

"It has been our experience that the fact that 'Bingo', or 'Bunco', or 'Kenno', or whatever name might be applied to this game—is a lottery, is ordinarily apparent to all. The difficulty arises because of a misunderstanding that an announcement or advertisement of such a game is acceptable in the mails as long as full details are not included. In other words, it is believed by some that if the announcement merely carries such words as 'Party' or 'Games' or 'Big Game Wednesday Night' or just the printing of the familiar dollar sign, that such an announcement does not contravene the law. This, of course, is not the case. If the matter under consideration is, in fact, an advertisement of a lottery, the omission of the scheme's details renders it none the less objectionable."

The postal law above also forbids mailing newspapers "containing any list of prizes drawn or awarded by means of any such lottery . . . Whether said list contains any part or all of such prizes." This part is of special interest to newspapermen who wonder whether they should publish the winners of the Irish Sweepstakes. Newspaper items of these winners are held non-mailable. This also applies to announcements of winners in other lotteries, regardless of who the promoters are.

The above does not hold for newspaper stories "which have a news value in their own right, and in which the lottery element is only incidental to a newsworthy event."

Your Cleanup Opportunity

Next time you have a chance to catch your breath and want to keep the back shop busy, have the boys throw all those old forms into the melting pot and redistribute all of that standing type in the cases. There is scarcely a shop anywhere that doesn't have dozens of old job forms and old advertising around that haven't been used in months. Metal is valuable. So is space.

Standing type that is not used slows down efficiency, gets in the way and collects dirt. Why don't you set the pace for spring cleanup in your community with a little cleaning and painting? If you have some used or surplus machinery you want to get rid of send a list to the Kentucky Press. We'll run an ad at no charge for members.

KPA Joins National Groups To Promote Boggs-Hartke Bills

Concerted action by trade associations are directed toward elimination of the ban on tax deductibility of certain types of institutional advertising as contained in the 240-page tax reform bill passed by the House in hearings before the Senate Finance Committee now in progress.

Buried in Section 3 of House Bill 10,650 are the words "in connection with any attempt to influence the general public, or segments thereof with respect to legislative matters, elections, or referendums," which would disallow deductions for such advertising. Ironically, this language appears in a section which liberalizes current restrictions against deducting costs of other types of lobbying.

This Section 3, as passed by the House, has long been under attack by the Boggs bill, supported by all trade associations, including NEA and KPA, by convention resolutions. To reaffirm its position, the KPA Executive Committee, at its spring meeting, passed a supporting resolution herewith appended.

Testifying for ANPA at the Senate committee hearing, M. W. Armistead, chairman of its Federal Laws Committee, urged substitution of language of S. 467, introduced by Senators Hartke and Kerr (which is the same as the House Boggs bill), averring that "this amendment will clearly permit a business to choose its own way to tell its story to the legislative branch of the government and to the public, free from penalty on the method it chooses." He further based his contention, speaking for the entire newspaper industry, on the premise that "Under the present state of law, as interpreted by the U.S. Supreme Court, Federal authorities have set themselves up as censors of information disseminated in the form of advertising and as judges of what messages to the public constitute necessary advertising relating to the taxpayer's business."

The amendment has the support of Douglas Dillon, Secretary of the Treasury, who, in the Senate committee hearing, asked that Section 3 be scrapped, not so much (but in effect) to help the ad industry but to kill the whole part of the House bill dealing with legislative expenses. He said, in reference to the whole section, "The Treasury is opposed to this substantial change in the law."

Editorials supporting the Boggs-Hartke bills have appeared in many newspapers in

Kentucky and the nation. KPA, in passing the supporting resolution, believes that now is the time for all state newspapers, by editorial comment, and by letters to Senator Thruston B. Morton, and other members of the Senate Finance Committee, to gain support for the all-important amendment which is a re-affirmation of the right of freedom of the press and of free enterprise.

Our resolution of April 14 states:

RESOLUTION

Whereas, the Senate Finance Committee of the U.S. Senate is considering, and holding hearings on the House-passed tax reform bill, especially that section relating to advertising costs based on legislative matters, and the recommendation of Secretary of the Treasury Douglas Dillon; and

Whereas, publication media in general have opposed any restrictions on advertising concerning legislative matters which involve tax deductibility of expenses of appearing before legislative bodies, contacting individual law-makers, transmitting legislative information between an association and its members and membership dues to groups engaged in lobbying;

Therefore, Be It Resolved, that the Kentucky Press Association goes on record in opposing any section of the tax reform bill which will prohibit the deduction of advertising expense as so outlined above, and we urge that the Senate Finance Committee make every effort to oppose such a measure as was contained in the House bill.

Be It Further Resolved that a copy of this resolution be forwarded to the National Editorial Association for use as it sees fit in presenting the views and wishes of community newspapers.

KPA urges its members to write to the members of the Senate Finance Committee immediately; these include Senators Harry F. Byrd (Chairman), Robert S. Kerr, Russell B. Long, George A. Smathers, Clinton P. Anderson, Paul H. Douglas, Albert Gore, Herman E. Talmadge, Eugene J. McCarthy, Vance Hartke, J. W. Fulbright, John H. Williams, Frank Carlson, Wallace F. Bennett, John M. Butler, Carl T. Cuttiss, and our own Thruston B. Morton.

Remember when you used to go to bed with the curfew? Today they just blow it to wake you up.

RESOLUTION

Whereas, the National Editorial Association, the American Newspaper Publishers Association, and other trade associations have gone on record to persuade the Treasury Department to allow faster depreciation on printing and publishing equipment and to establish realistic standards for tax write-offs of machinery used by newspapers; and

Whereas, hometown newspapers constitute the market used equipment discarded by metropolitan dailies and the unrealistic values forced by tax considerations have caused excessive high costs, plus compounding the problem of depreciating used machines; and

Whereas, the Treasury Department has been reviewing its depreciation rules with a view of revising its outmoded "Bulletin F";

Therefore Be It Resolved that the Kentucky Press Association goes on record to support the efforts of the national trade organizations in requesting speedy action on this depreciation problem, and further, urge that the printing industry be given top priority consideration in this matter.

Handling Pesky Gripes

The employee who gripes may be doing you a favor. It's human nature to gripe and it is almost invariably a symptom that something is wrong. But, as in medicine, the symptom does not always clearly identify the disease. Experienced personnel may suggest that you evaluate a gripe before setting out to cure or amputate its cause.

First—Who's griping? The perennial squabblers? The man bowed down by personal problems? Or someone with a legitimate complaint? Second—Beat them to the punch. Much griping can be prevented by soliciting criticism. Think of it this way: one man's gripe is another man's suggestion box contribution. Make it easy for your employees to tell you when something is wrong. Third—Have a plan for handling complaints. The average worker is a reasonable person. If you treat his gripe with respect, you are winners. Finally—Do something about them. The smallest gripe can become a grievance. It can activate other complaints. There is a human tendency to exaggerate a complaint if nothing is done about it.

In every healthy company there is stress on employees. Where there is stress there are bound to be people "popping off." And the absence of these "minor explosions" too often indicates the existence of pressure that could blow the roof off. (From *Management's Business*, February, 1962.)

Senators

Chairman announced that hearings on the bill will be held at least until Monday at a hearing room. A frustrated Senator had waited in vain for the bill to appear after the 13th. "We'll be here," Senator Johnston said.

At the same time, Senator Monroney tried to get the bill through the Senate in a matter of days. He had several hearings on the bill, but it was supposed to be passed. A loss will be suffered if the bill is delayed. Senator Johnston said that the bill did not set a date for the hearing.

At the same time, Senator Arnold Olsen said that the House Post Office bill was a witness to the fact that the bill reported to the House would fall called for an increase in the price of the per-copy surcharge on the House floor in the House.

Rates were raised on the floor. Senator Thurmond compared the speech of the administration with the rule so big that it would be a financial hardship on the dailies and could test the policy of dragging the States onto the subject of the bill. It comes before the House in the next decade. Congress has raised the rates by 150 percent for publishers, as much on the second," said Senator Kuchel.

Senator Kuchel said that the bill on the excessive rates and asked if it is served by these small papers and editorials of the kind which quoted from the legislative Chairman.

Among those who said he thought the bill was "worthy of very

Senate Postal Bill Hearing Drags

Chairman Olin D. Johnston has announced that Senate Post Office Committee hearings on postal rate increases will last at least until Mid-May. He made this disclosure at a hearing this week when he promised a frustrated magazine publisher, who had waited in vain to testify, that he could appear after a European trip ending May 13. "We'll be going that long I know," said Sen. Johnston.

At the same hearing, Sen. A. S. Mike Monroney tried without success to expedite matters and to set a target date for concluding hearings. He pointed out the bill is supposed to take effect July 1 and that the loss will be \$2 million a day if passage is delayed. Sen. Johnston assured him that "hearings will be completed on time" but did not set a date for the next session.

At the single hearing held this week, Rep. Arnold Olsen, a freshman member of the House Post Office Committee, appeared as a witness to plead for moderation in second class rate increases. He pointed out that the bill reported by the House committee last fall called for three annual 5 percent increases in second class rates, and the penny-per-copy surcharge was substituted on the House floor in January.

Rates were also discussed on the Senate floor. Sen. Thomas H. Kuchel made a prepared speech charging the Kennedy Administration with sponsoring "a new rate schedule so big that it would mean extreme financial hardship for thousands of small dailies and country weeklies. I wish to protest the policy of the Post Office Department in dragging the publishers of the United States onto the economic scaffold every time the subject of increased postal revenue comes before the Congress. Over the past decade Congress has increased second class mail rates by 89 percent, and third class rates by 150 percent, a terrific cost increase for publishers, many of whom spend nearly as much on third class mail as they do on second," said Kuchel.

Sen. Kuchel referred to NEA testimony on the excessive cost of the projected increases and asked: "I wonder what purpose is served by putting the continuance of these small papers in jeopardy." He appended to his remarks a long list of articles and editorials on the rate situation, including one from the Christian Science Monitor which quoted from testimony of NEA Legislative Chairman Bernard E. Esters.

Among those joining the colloquy was the Majority Whip, Sen. Hubert H. Humphrey, who said he thought the Kuchel points "worthy of very, very careful consideration."

He said he believed rates must be raised but that he would like to make sure that the increases "would not do an injustice to free enterprise and the free press that means so much to the educational and commercial life of our nation."

The Post Office Department issued a biennial report required by law and utilized the occasion to summarize all its arguments for higher mail rates. The 115-page book, entitled "Survey of Postal Rates," argued that rates must go up because "there is no practical alternative." The booklet defended the second class surcharge and claimed it is needed to offset an all-time high loss on publications.

* * * *

RESOLUTION

Whereas, Senator John Sherman Cooper gave unstintingly of his time and efforts to the Kentucky Press Association, the National Editorial Association, and the nation's community newspapers, before and during the hearing before the Senate Post Office Committee on Postal Rates, and gave valuable advice and assistance to our representative, Maurice K. Henry; and

Whereas, in public statement, Senator Cooper has stated his opposition to the excessive proposed surcharge on newspapers and periodicals, and further promised every assistance in removing this proposed surcharge from the Senate bill on Postal Rates in committee and on the floor of the Senate;

Therefore, Be It Resolved, that we extend our thanks and appreciation for these efforts for and in behalf of the community newspapers of the United States to Senator Cooper for and in behalf of the members of the Kentucky Press Association.

Be It Further Resolved that a copy of this Resolution be forwarded to Senator Cooper, and spread upon the minutes of this meeting.

Good Year For Our Industry

Department of Commerce foresees a good year for the commercial printing industry. Gross receipts during 1962 are estimated at \$7.3 billion, a 7 percent increase over last year. In 1961, business volume rose only 3 percent over the previous year. Printing employment last year climbed only 0.2 percent.

If you're ashamed of your gas mileage, do as others do—fib about it.

Veteran A. C. Hopewell Now Out Of Circulation

A. C. Hopewell, veteran mail-subscription manager for the Louisville Courier-Journal and Times, is retiring after 51 years of active work in newspaper circulation. In 1911 he began a long career with his first job as a carrier for the Louisville Post. He later became circulation manager on the Herald-Post, before reaching the C-J and his present position in 1928.

His career in mail circulation has taken him to all parts of Kentucky and Southern Indiana, through a variety of changing economic conditions and modes of doing business. He recalls the selling job which a newspaper had during the days of depressions when a subscription was sold for a "jug of molasses, old shotgun, chickens, eggs or other assorted items." These products were brought in to the Louisville plant and sold to employees and friends for the price of the subscription.

In reflecting on the present, as compared to the past, Hopewell notes that trained men are selling the newspaper on the merits of the publication instead of using premiums or other "gimmicks" to sell the reading public.

Asked about the future, Hopewell says things are indefinite but he will probably "do a lot of loafing."

Mills F. Boone Jr. has been named to fill the vacancy with the retirement of Mr. Hopewell. The new mail-subscription manager is a graduate of Winchester High School and the University of Kentucky. He joined the C-J in the circulation department in 1954.

National Home Improvement Council has prepared a series of ad mats for Home Improvement selling. It is also producing an 8-page tabloid supplement along with House Beautiful magazine which will be sent to newspapers this month. NHIC's address: 79 Madison Ave., New York 16, N. Y.

National Retail Hardware Association is making available to its members a promotion and advertising kit tying in with I.R.H.A. Hardware Week (April 26-May 5). Kit contains newspaper mats, banners, poster, easels, etc. NRHA's address: 964 N. Penna. St., Indianapolis 4, Ind.

National Clean-Up Paint-Up Fix-Up Bureau has published a kit containing materials spotlighting the Home Improvement Market. Included are newspaper mats (free to newspapers) and posters and window streamers (available at cost to retailers). The Bureau's address: 1500 Rhode Island Ave., N.W., Washington 5, D.C.

CALENDAR OF EVENTS

MAY

9—Eastern Kentucky Turnpike Conference, Natural Bridge State

JUNE

7-9—Mid-Summer Convention, Cumberland Falls, Corbin.

SEPTEMBER

15—West Kentucky Press Association, Pennyrite State Park, Dawson Springs.

OCTOBER

14-20—National Newspaper Week.

IDPA Conducts Study On Frequency Discounts

Volume and/or frequency discounts have not produced an increase in national advertising revenues for 28 newspapers recently subjected to study by the Inland Daily Press Association. For the purposes of the study Inland compared lineage figures of the 28 "discount" newspapers with those of 28 "non-discount" newspapers of similar size for the years 1959-1960 and 1961. The three-year study period was used to see how the two groups compared with each other after a full year of advertising sales under the discount plan.

One year after the 1959 base period both groups showed a gain of approximately 1% in total national advertising lineage. The second year both groups showed lineage losses with the "discount" group losing 10% and the "non-discount" group losing 12%. After these percentages the "non-discount" group gained 3% in revenue volume in 1960 as compared to only 2/10% for the "discount" group. In 1961 the "non-discount" group dropped 5% in dollar volume as compared with a 6% decline for the "discount" group. The IDPA study concedes that the sampling may be too small and the study period of too short duration to justify long term conclusions.

In a survey recently completed by the University of Iowa School of Journalism, it was found that nearly half of the new freshmen enrolling in journalism come from communities of 10,000 or less population. Of this group, only nine per cent want to live and work in town of that size following graduation.

Help For Small Businesses

New rules and changes in tax laws and regulations are included in a new booklet, "Tax Guide for Small Business," prepared by the Internal Revenue Service. Income, excise and employment tax problems are explained in non-technical language with many examples showing the application of tax laws. Priced at 40c a copy, the booklet may be ordered from local IRS offices or from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D. C.

The University of Miami has notified Carroll Seghers, a photographer, that he has been barred from the campus where he photographed luxuriating students for illustration of a Saturday Evening Post article, "The Troubles at Suntan U.," which did not picture Miami as university officials would have it pictured.

A survey by the House Special Government Information Subcommittee (Moss) the telephone monitoring practices of federal agencies discloses that 33 percent monitoring, 21 without regulation and with inconsistent regulations.

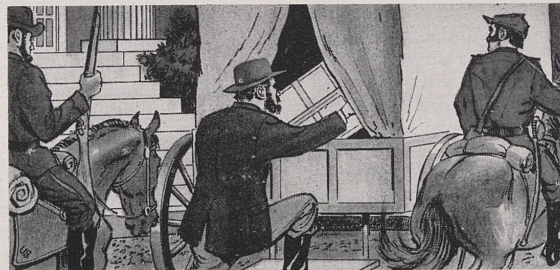
"Big Brother may not be watching you," concludes a committee print issued by the Committee on Government Operations, his secretary probably is listening in on telephone calls to government agencies.

The subcommittee recommended that monitoring be by clear, written regulations and that eavesdropping be banned through requiring notification to the unsuspecting caller that a recording device is in use and that other persons are listening on the line. FBI Digest.

Peary's discovery of the North Pole is the first great news story to be sent to newspapers by radio.

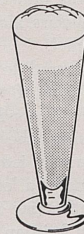
It happened 100 YEARS ago

The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN KENTUCKY, Confederate troops under General Kirby Smith seized Frankfort on September 3rd and held the Kentucky capitol until October 4th. Governor Robinson escaped to Louisville with the state's valuable archives.

In those days as now, beer was Kentucky's traditional beverage of moderation. Beer still provides enjoyment for Kentucky people, and a good living for many of them—not only for the 20,000 people employed by the brewing industry, but also for farmers and other suppliers of materials brewers use. TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
LOUISVILLE

Band Con...
Build Schoo...

The United... concert before... tucky audienc... in the Univers... appearance of... the newspape... area in an ef... which are no... of Journalism... children's fun...

Edwards T... mitteeman an... Lexington He... tendance of m... formance of w... be earned for... organized the... promotional m... all of the part... "We all dee... support of the... membership is... ism," Dr. Niel... the concert. "A... help us prepar... ice in Journali... KPA are prese... arships each y... host for the af... band to the au...

George Jopli... arship foundati... tion with the... personal effort... show. He said... advance the fun... it was establish...

In reviewing... wrote in the L... just about the... viewer has hear... ago. Lt. Antho... the band's conc... is a marvelously... ductor and a sh...

Templin said... following newsp... ran stories for t... The Barbour... Enterprise, Ber... News-Journal, C... Carlisle Mercury... Tribune, Cynth... Advocate-Messer... Flemingsburg G... Democrat, Frank... burg Journal, C... town Graphic, H... Herald, Irvine F... son Times, Lanc... reneburg News...

Band Concert Will Help Build Scholarship Fund

The United States Navy Band played in concert before an enthusiastic Central Kentucky audience on Palm Sunday, April 15, in the University of Kentucky coliseum. The appearance of the group was sponsored by the newspapers of the central Kentucky area in an effort to supplement the funds which are now available for KPA's School of Journalism Foundation and the crippled children's fund.

Edwards Templin, KPA executive committeeman and promotion manager of the Lexington Herald-Leader, reported an attendance of more than 4,000 for the performance of which better than \$1,000 will be earned for the combined funds. Templin organized the program and prepared the promotional materials which was used by all of the participating newspapers.

"We all deeply appreciate the continuing support of the Kentucky Press Association membership is giving the School of Journalism," Dr. Niel Plummer commented after the concert. "Additional scholarship aid will help us prepare more young people for service in Journalism," he added. Members of KPA are presently underwriting ten scholarships each year. Dr. Plummer served as host for the afternoon and introduced the band to the audience.

George Joplin III, chairman of the scholarship foundation, expressed great satisfaction with the concert and the tremendous personal effort which Templin put into the show. He said work of this character would advance the fund and the purpose for which it was established.

In reviewing the concert, Lew Horton wrote in the Lexington Herald, "This was just about the finest band concert this reviewer has heard since Sousa—some 50 years ago. Lt. Anthony Mitchell, who has been the band's conductor only since March 1, is a marvelously capable musician and conductor and a shrewd builder of programs."

Templin said he would like to thank the following newspapers who sold tickets and ran stories for the event:

The Barbourville Advocate, Beattyville Enterprise, Berea Citizen, Campbellsville News-Journal, Campton News, Carlisle Sun, Carlisle Mercury, Clay City Times, Corbin Tribune, Cynthia Democrat, Danville Advocate-Messenger, Falmouth Outlook, Flemingsburg Gazette, Flemingsburg Times-Democrat, Frankfort State Journal, Frenchburg Journal, Georgetown News, Georgetown Graphic, Harrodsburg Herald, Hazard Herald, Irvine Herald, Irvine Times, Jackson Times, Lancaster Central Record, Lawrenceburg News, Lebanon Enterprise, Lib-



Dr. Niel Plummer, left, and Edwards Templin, right, chat with Navy Band Conductor, Lt. Anthony Mitchell, before the musical group gave a Palm Sunday concert in UK's Memorial Coliseum. Proceeds from the performance will be used for scholarships in journalism and the crippled children's fund.

erty News, London Sentinel-Echo, McKee Sun, Manchester Enterprise, Maysville Public Ledger, Maysville Independent, Monticello Outlook, Morehead News, Mt. Sterling Advocate, Mr. Vernon Signal, Nicholasville Journal, Owingsville News-Outlook, Paris Enterprise, Paris Kentuckian-Citizen, Richmond Register, Somerset Journal, Somerset Commonwealth, Versailles Sun, West Liberty Courier, Williamstown News, Winchester Sun, and The Kentucky Kernel.

Promotion Tip

Here's an idea which is reported to work well. Make an agreement with your local theater manager to give one free movie ticket to each youngster below the age of 10 who comes in to list his birthday in a column you run. The idea has these advantages:

Since few parents permit children below 10 to go to the movies by themselves, the movie owner has a good chance of selling one or two tickets to adults and interesting them in future movies.

The newspaper gets a good source for a birthday column which has high readership and also gains the appreciation of the youngster. It increases interest of children in newspapers.

Public Service Funds Under Close Scrutiny

Bill H. R. 10526 providing funds for the Treasury-Post Office Departments for fiscal 1963 is in conference following Senate passing March 29.

Senate approved \$4,528,100,000 for the Post Office Dept., an increase of \$159.6 million over 1962, \$34.5 million over the House-approved amount, and \$25,594,000 under the estimates for 1963. No funds were appropriated for public services performed by the Department.

In a floor statement March 28, Sen. Robertson (Va.), chairman, Senate Appropriations Subcommittee, had this to say on non-allocation of public service funds:

Regarding the budget request of \$247.8 million for "Payment for public services," the committee agreed with the House in disallowing this request because of pending legislation on the subject. The committee in its report did, however, specifically reserve the right to consider the matter at a later date in the event the substantive legislation does not remove the responsibility of the Appropriations Committees to fix the amount for public services.

A person can get just as drunk on water as on land.

If you can't get behind a movement for the good of the community, the least you can do is get out from in front of it.

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

STAMPS CONHAIM
 A COMPLETE NEWSPAPER ADVERTISING SERVICE
 For Daily and Weekly Newspapers
 101 FIFTH AVENUE, NEW YORK 3


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

COMMUNITY PRESS SERVICE
 SERVING AMERICA'S WEEKLY NEWSPAPERS

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

100 East Main St. Frankfort, Ky.

It's not how busy you are . . .



It's what you charge that counts

Write today for 60-Day FREE TRIAL

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ASSEMBLING ELEVATOR

as low as

\$77.30

WITH TRADE-IN

Comparable values on other Genuine Linotype Parts.

Mergenthaler LINOTYPE

Those were the days . . .

(From the back files of the Kentucky Press)
 30 Years Ago

The executive committee approved, for the first time, \$100 for the first prizes in the annual newspaper contests, with winners of the other prizes to receive suitably engraved certificates.

Five categories were opened to newspapers in the annual contest. They were best all-round, best front page, best editorial, best news story, and best advertising composition.

20 Years Ago

Delmar Adams, former associate editor of the Campbellsville News-Journal, purchased the interest of Stansel Fain in the Jessamine Journal, Nicholasville.

Thomas L. Adams, circulation manager of the Herald-Leader, was elected vice president of the Central States Circulation Managers Association at a recent meeting of the group in Chicago. The association is composed of newspaper circulation managers of Kentucky, Indiana, Michigan, Illinois, Wisconsin, Iowa, Minnesota, North Dakota and South Dakota.

George A. Joplin Jr., editor of the Somerset Commonwealth, was elected president of the Somerset Chamber of Commerce.

Now under wartime conditions, newspapermen across the state were advised to train women to take the place of men who were likely to be called to active duty.

Thomas R. Underwood, editor of the Lexington Herald, attended a conference on censorship problems in Washington.

5 Years Ago

Ray Edwards, Decatur, Ala., has purchased the Mayfield Messenger from Frank O. Evans.

A citation for outstanding contribution to public safety has been awarded the Madisonville Messenger by the local Veterans of Foreign War post. Managing Editor Edgar Arnold Jr., was presented a plaque for the paper's promotion of safety in traffic, fire prevention and other safety projects.

Barry Bingham, editor in chief of the Courier-Journal and Times, is one of three

newspapermen named to a committee to select Neeman fellows for 1957-58.

Alfred S. Wathen, Jr., WPA president, addressed the Kentucky Medical Association at Lexington on the subject of "The Press and Local Medical News."

The Kentucky Press Association, in continuation in its drive to aid crippled children, presented a check for \$4,132 to the Kenton-Boone Chapter of the Kentucky Society for Crippled Children. The money was to be used to purchase equipment for the local treatment center.

East Turnpike Meeting

East and Central Kentucky newspapermen will note with interest that Kentucky turnpikes—East and West—will be discussed and projected at a public meeting at Natural Bridge State Park, May 9. Called "Turnpike Conference" it will be an afternoon-long session to give community leaders and all interested citizens reports on construction progress of the routes and to receive information about their future worth to the state, Governor Combs said.

Appearing with Governor Combs at the meeting will be Lt. Gov. Wilson Wyatt, who will talk about industrial potential the routes will bring; L. Felix Joyner, executive director and treasurer of the Kentucky Turnpike Authority, who will tell how the routes are financed; Commissioner of Agriculture Emerson Beauchamp, who will outline the significance of the turnpikes to agriculture; Highway Commissioner Henry Ward, who will give an up-to-the-minute construction report; and Tourist and Travel Director Charles Warnick, who will describe the tourist and travel potential of the turnpikes. A question and answer session will follow.

Governor Combs in urging attendance of all interested persons, said he thought the sessions would be extremely valuable to state and county officials, county and home agents and other agricultural leaders, chamber of commerce personnel, and newspaper, radio, television, and radio editors.

A similar conference was held for Western Kentucky persons in Madisonville April 24.

The best paper is still made from the first used by the Chinese in their paper making. Most of today's paper is made from wood of spruce or pine, however.

Trading Stamps and Public Opinion

The public opinion and marketing research firm of Benson and Benson of Princeton, New Jersey, recently completed its Fifth Annual Poll on trading stamp saving for The Sperry and Hutchinson Company. The study shows the following:

TRADING STAMPS MAINTAIN NATIONWIDE POPULARITY

Trading stamps continue to be highly popular with consumers all over the United States. Members of 40,900,000 of the nation's estimated 53,800,000 households regularly save trading stamps to redeem them.

Women lead men — not by much

Women: 44,100,000 of the nation's 56,553,000 women save stamps to redeem them (78 percent).

Men: 39,100,000 of the nation's 52,834,000 men save stamps to redeem them (74 percent).

Youngest families — biggest savers

People of all ages save stamps, but the younger families are more inclined toward saving them.

84 percent of households 21 to 34 years of age save stamps.

78 percent of households 35 to 49 years of age save stamps.

68 percent of households 50 and above save stamps.

Stamps popular with all occupations

Trading stamps are saved by consumers throughout the United States, and are popular with people of every occupation, income and education level.

71% of farm families: Of the 5,918,000 farm families in the United States, 4,202,000 (71 percent) save trading stamps to redeem them.

83% of skilled and semi-skilled workers: Among these households, 14,700,000 (83 percent) of a total of 17,716,000 save stamps to redeem them.

75% of professional and managerial: Of the 12,928,000 households headed by someone in the

professional or managerial area, 9,700,000 (75 percent) save stamps to redeem them.

78% of clerical and sales people: 5,200,000 (78 percent) of the 6,703,000 households headed by someone employed in clerical or sales work save stamps to redeem them.

74% of service and labor people: Among 6,225,000 service and labor households, 4,600,000 (74 percent) save trading stamps to redeem them.

Legislative control — not favored

People polled do not favor legislative control which would hamper merchants who wish to give stamps. Only 6 out of any 100 can be found who would condone government action to eliminate trading stamps.

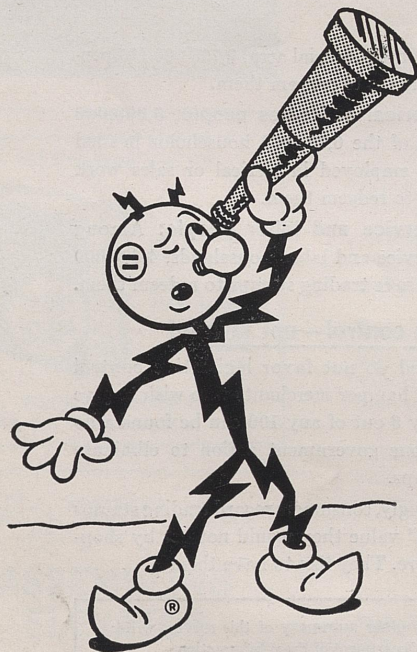
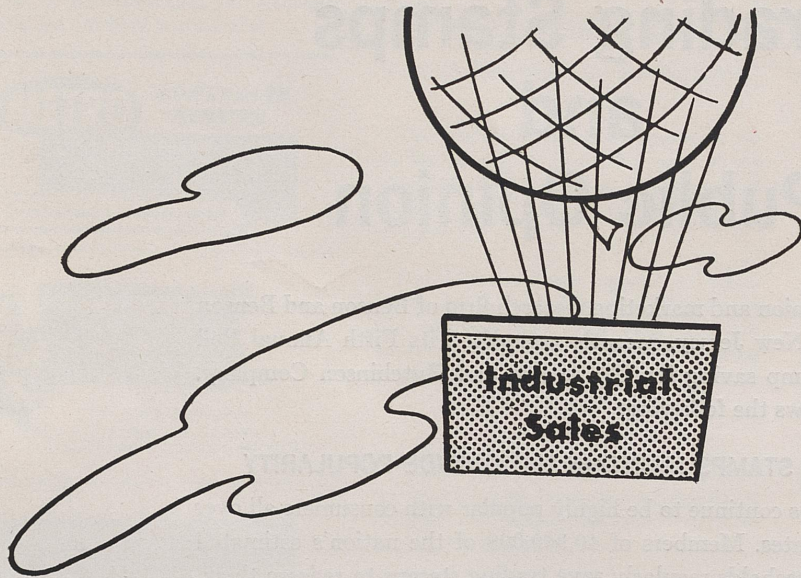
Overwhelmingly, consumers regard trading stamps as an "extra" value they would not get by shopping elsewhere. They like to have them.

For a complete summary of this survey, write:
Department of Press Information
The Sperry and Hutchinson Company,
114 Fifth Avenue, New York 11, New York.



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The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati 41, Ohio



Soaring to New Records

The growth of electric power sales to industry is one of the best measurements of an area's economic development. As industrial power sales grow, so grows the economy.

KU's industrial power sales have more than tripled in the last 10 years in the 77-county area the company serves.

How does that compare with other areas?

So healthy has been the growth in the use of power by new and expanding KU-served industries that it has far outstripped that of industry served directly by the Tennessee Valley Authority which reported its industrial sales had doubled in the past decade.

We're growing with a growing Kentucky. The power to serve the industrial growth of the past decade was *here*, ready. And when Kentucky's industrial growth triples again in the next 10 years, that power, too, will be *here*, ready.

⚙️ Electric Power
⚙️ Industrial Development
⚙️ Community Development

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