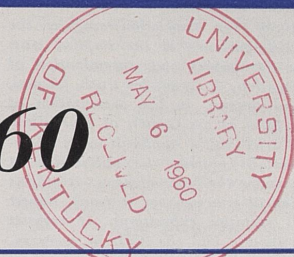


The Kentucky Press

February, 1960



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-SIX
NUMBER FIVE



President Tom Adams admires the silver engraved pitcher which honored Adron Doran, the 1959 Outstanding Citizen

Official Publication Kentucky Press Association

The Kentucky Press

Volume 26, Number 5

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

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

Kentucky Chamber of Commerce
Newspaper Managers Association
Sustaining Member

National Editorial Association

Associate Member

National Newspaper Promotion Association

Printed by The Kernel Press

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

Kentucky Press Association, Inc.

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

District Executive Committee

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

Kentucky Press Service, Inc.

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

Board of Directors

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

+ As We See It +

Eight points of performance for a responsible press were given by Robert H. Estabrook, editor of the editorial page of the Washington (D.C.) Post, recently: He said with no attempt to be inclusive, that a responsible press . . . 1) will recognize the quintessential importance of full information presented as completely, as fairly and as brightly as it knows how to do . . . 2) will fulfill its opinion function by providing informed, provoked editorial comment . . . 3) will have a soul; will understand and convey through its own behavior the abiding truth that newspapers are more than mere "businesses," even though they must be successful businesses in order to fulfill their broader obligations. . . 4) will do more than merely mirror the society as reflected in the daily news budget of tragedies, failures and accomplishments; will help to raise the level of culture . . . 5) will be suspicious of power in all forms, public and private; will respect dissent and will avoid becoming identified with favorites. . . 6) will understand that in the competition with electronic journalism it must provide a depth of background that is not provided elsewhere. . . 7) will concentrate upon better training of its reporters and editors . . . 8) will remember the Eleventh Commandment: Thou shalt not take thyself too seriously.

In a preface to his delineation of a responsible press, Mr. Estabrook indicted journalism for many shortcomings. He said an arrogance, pomposity and deception have often seemed to displace humility and simple devotion, and the result may cause thoughtful critics to wonder whether the exalted status of the press is fully deserved.

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Investigation by U.S. Labor Dept. was reported by a weekly. The publisher reported that the agent remarked his next stop was another newspaper and that the office was paying special attention at present to newspapers.

All newspapers with circulation over 4,000 or those with circulations less than 4,000 and job printing making up more than half their gross income are subject to federal wage and hours laws. The best defense is to keep clear records. Any publisher who has specific questions about these laws is welcome to contact Central Office which will try to provide answers.

One possible reason for newspaper examinations at present might be to collect information for Congress which is currently considering new legislation. One of the aspects of the new proposal regards whether to discontinue the exemption of small newspapers or to change the law so they would be covered too.

Weekly newspapers have received a letter from Weekly Newspaper Representatives which discusses the need for more research and promotion of the weekly newspaper as an advertising medium and asks publishers to make a pledge to support the work with annual financial contributions.

After digging for facts and producing the slide-sound presentations, WNR is convinced that more unknown facts must be uncovered and analyzed if the weekly newspaper field is to hold its place in the competitive advertising world. "The Front Stage in Selling" and "The Case of the Coverage That Wasn't" were produced by WNR personnel (most of the work was done on a professional basis. That is the reason WNR is asking newspapers for financial support for a program of research and promotion which will help all hometown newspapers. More "sales tools" are needed to help newspaper advertising salesmen get results when selling in today's highly competitive national advertising field.

The plan calls for a contribution equal to 50c per month, for each cent of your national line rate (which is one-fourteenth of your inch rate). If your national line rate is 6c (84c per inch), your annual contribution would be \$36.

Frank C. Forbes, President of WNR, in talking about this new program said, "The old saying, in union there is strength, was never more applicable than it is in this situation. Your investment by itself isn't enough even to cover postage to the advertising agencies who are your prospects. But all of us making similar small investments can build a fund that can do a real selling job through more research and promotion."

It seems to us that this fund raising drive makes sense. The weekly newspaper is by no means an impoverished medium and the vast numbers of weeklies make it ridiculous that WNR should operate without adequate funds for research and promotion.

• • • • •

Middle age is when our tripping becomes less light and more fantastic.

• • • • •

The Press is indebted to the Burkhardt father and son, and to Charles Adams and Henry Craig, Division of Publicity, for the pix of the mid-winter meeting in this issue.

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If Congress grants the money, the Census Bureau plans weekly reports on consumer spending and estimated retail sales. One aim is to measure "deferable consumer expenditures," such as the purchase of appliances, furniture, and the like. The statisticians believe they can help prevent recessions by measuring consumer spending trends promptly.

FEBRUARY

Doran

Awards, proment, round tabl prizes, equi banquets, report and receptions a most informative the history of th tion.

The 91st Ann the Association, uary 28-30, got o day night with a music by pianist singing. This w serious business the meeting.

After an invc Daley, editor of t an address of w Bruce Hoblitzell sion got under w L. Adams reporti nar series and co committeemen fo year. Secretary-M ported the year's Office and the ganization.

Later in the r one daily round sented, moderat tive committee. interest rangi culation to new new personnel in

Arthur "Red" luncheon group selves in order which exist in ou tor said newspap the public about other means of to the people. I news must be rep news organizati through which t about their local ways work to guar exist, he emphasi tralized governme

During the F Plummer, directo of Journalism, wa "Most Valuable cited for the con to the success of t during the past y Friday afternoon report of the Sch tion by George Jo meeting of the

Doran Named Kentuckian Of Year At 91st Meeting

Awards, prominent speakers, entertainment, round table discussions, pigeon race and prizes, equipment displays, shop talk, banquets, reports on business, luncheons, and receptions all added up to one of the most informative and enjoyable sessions in the history of the Kentucky Press Association.

The 91st Annual Mid-Winter meeting of the Association, held in Louisville on January 28-30, got off to a good start on Thursday night with a buffet supper followed by music by pianist Rene Hoffman and group singing. This was a prelude for the more serious business which was to come during the meeting.

After an invocation by Dr. Chauncey Daley, editor of the Western Recorder, and an address of welcome by Louisville Mayor Bruce Hoblitzell, the Friday morning session got under way with President Thomas L. Adams reporting the success of the seminar series and commending the officers and committeemen for their support during the year. Secretary-Manager Portmann then reported the year's activities of the Central Office and the financial status of the organization.

Later in the morning, three weekly and one daily round table discussions were presented, moderated by members of the executive committee. Topics varied widely in interest ranging from photography and circulation to news gathering and recruiting of new personnel into the field.

Arthur "Red" Motley then told the luncheon group they must improve themselves in order to close information gaps which exist in our nation. The Parade editor said newspapers must supply materials to the public about national affairs which no other means of communication can bring to the people. He said not only national news must be reported thoroughly, but state news organizations should be formed through which the public can know more about their local affairs. The press must always work to guard the freedoms which now exist, he emphasized, and not rely on centralized governments to protect these rights.

During the Friday luncheon, Dr. Niel Plummer, director of the University School of Journalism, was awarded the first annual "Most Valuable Member" award. He was cited for the contributions which he made to the success of the seven seminar programs during the past year.

Friday afternoon's program contained a report of the School of Journalism Foundation by George Joplin III, the tenth annual meeting of the Kentucky Press Service,

James Willis, Brandenburg, presiding, a report by Secretary Portmann that 126 weeklies and 22 dailies are now members of KPA-KPS and more round table discussions moderated by the members of the Executive Committee.

Mrs. W. E. Crutcher, Morehead, was awarded the first prize in the pigeon race during the Friday banquet hour. Mrs. Francele Armstrong was given the second prize and Mrs. Fred Wachs, Lexington, won third. Balloon fashioning and musical variety were then followed by dancing.

The highlight of the Saturday morning session was the recognition of Adron Doran, president of Morehead State College, as the Outstanding Kentuckian of the Year. Dr. Frank C. Dickey, president of the University of Kentucky, in his laudatory address, emphasized the work of Dr. Doran, especially in the Southern Regional Educational Association, which merited the honor. Committee Chairman Fred B. Wachs presented the engraved water pitcher and certificate to the citizen of the year and to his lovely wife.

The morning agenda included an address by Ed Schergens, Tell City, Ind., president of the National Editorial Association, in which he explained the services of the national body to its members and the extreme importance of the Washington office in legislative research and participation. James M. Willis, state NEA chairman, followed with the Kentucky report of membership.

Paul Westpheling and Perry Ashley reported on the possibility of a clipping service being installed in conjunction with the service already offered by KPA and KPS. Dr. Plummer related that the success of the seminar series was due, in a large part, to the spontaneous response which was received by those attending the meetings, and recommended that similar seminars on other selected topics should be held in 1960.

Reports of standing committees were heard: S. C. Van Curon reported briefly on the progress of the legislative committee; William E. Crutcher, chairman of the Mayo School of Printing committee, reported that the school needed a competent instructor as Mr. Howell had resigned. He asked for recommendations for possible instructors should be made to the committee; Past President W. E. Dawson gave the Necrology report. Chairman Landon Willis presented the resolutions which were unanimously adopted.

The Secretary reported three applications for active membership, approved by the executive committee, and one for associate

membership. The applicants, duly elected by the convention, include the Edmonson News, Brownsville, Jack Meloan, publisher; The News-Enterprise, Ludlow, Charles R. Summe, publisher; and The Marion Falcon, Lebanon, Mattingly and Whitlock, co-publishers. William C. Pratt, Goss Printing Co., Chicago, was elected to associate membership.

Election of officers, always an important item for the organization, included Paul Westpheling, Fulton News, president; W. Foster Adams, Berea Citizen, vice president; and John B. Gaines, Bowling Green Daily News, chairman of the executive committee. Victor R. Portmann was re-elected to the position of secretary-manager for the 19th time, a post which he has held since 1942. President-elect Westpheling named the following members as the executive committee for the coming year: Frank Bell, Bedford; W. T. Davis, Eddyville; James T. Norris Jr., Ashland; Basil Caummissar, Louisville; Warren Fisher, Carlisle; George Joplin III, Somerset; Fred Burkhard, Liberty; Maurice Henry, Middlesboro; S. C. Van Curon, Frankfort; Larry Stone, Central City, and George Trotter, Lebanon.

The meeting was concluded with an informal reception at the Governor's mansion in Frankfort.

School of Journalism Foundation

President George Joplin III, presiding at the first annual meeting of the School of Journalism Foundation of Kentucky, Inc., reported that four newspapers were already participating in the scholarships under Plan One. Six newspapers were participating under Plan Two, and two publishers, George Wilson and James Willis, had established a scholarship for some bright student from their respective counties of Breckinridge and Meade.

Under Plan One, which provides a direct grant of \$100 per semester to selected students, the Lexington Herald-Leader established two scholarships for the second year, the Ashland Independent one scholarship for the second year. The Louisville Courier Journal and Times, this school year, established two scholarships and the Paducah Sun-Democrat, one scholarship. These six scholarship enables six well-qualified students, boys and girls, to continue their curricula studies as majors at the University of Kentucky.

Under Plan Two, which established a trust fund, administered by the Citizens Union National Bank and Trust Company,

Lexington, has been benefited by monthly pledges from the Park City Daily News, Bowling Green, the McLean County News, Calhoun, The Menifee County Journal, Frenchburg, the Hazard Herald, the Lebanon Enterprise, and the London Sentinel-Echo. These pledges have been made in monthly amounts from \$2 to \$10. The Somerset Journal and Somerset Commonwealth made a yearly pledge of \$150 for the fund.

The President made an appeal to the newsmen present to make their pledges to the growing fund. To make administration of the pledges easy, the newspaper can request that their pledges be deducted from earned advertising checks each month, or selected period, by Kentucky Press Service.

After some discussion and favorable comment, President Joplin appointed a committee with Martin Dyche, chairman, for nominations for officers for 1960, and six directors to replace those who had been elected in 1959 for the one-year term. The committee recommended that all incumbent officers be elected for the ensuing year and nominated the six directors to succeed themselves for the term of three years. Those elected by acclamation were:

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

For Directors: Mrs. Martha Comer, Maysville Independent; John B. Gaines, Park City Daily News, Bowling Green; Miss Jane Bird Hutton, Harrodsburg Herald; Amos Stone, Central City Argus Messenger; Enos Swain, Danville; and Cecil Wilson, Barbourville Advocate.

Kentucky Press Service, Inc.

Many community publishers attended the tenth annual meeting of Kentucky Press Service, Inc., Secretary Portmann presented his annual report of the activities of the Service and the annual financial statement which showed a gross advertising business of more than \$216,000 for 1959, and a sustaining fund of more than \$17,000 to insure payment monthly of all accounts. Each newspaper was furnished with a printed financial report.

After a roundtable discussion, which included many questions directed to the officers, President James M. Willis, presiding, appointed a nominated committee with Martin Dyche as chairman. This committee returned the following nominations which, on motion, duly seconded, were elected by acclamation:



The KPA Official Family: Seated (l to r) Victor R. Portmann, secretary-manager; John B. Gaines, chairman of the executive committee; Paul Westpheling, president; W. Foster Adams, vice-president; Thomas L. Adams, retiring president. Standing (l to r) S. C. Van Curon, Frankfort State Journal; Maurice Henry, Middlesboro News; Fred Burkhard, Liberty News; George Joplin III, Somerset Commonwealth; Warren R. Fisher, Jr., Carlisle Mercury; Basil Caumisar, Louisville Courier-Journal and Times; James T. Norris, Jr., Ashland Independent; William T. Davis, Eddyville Herald; and Frank C. Bell, Bedford Democrat, all members of the executive committee. Members absent at the time were Larry Stone and George Trotter.

President, James M. Willis, Mead County Messenger, Bradenburg; First Vice-President, George M. Wilson, Breckinridge Herald-News, Hardinsburg; Second Vice-President, Bennett Roach, Shelby News, Shelbyville; Secretary-Manager-Treasurer, Victor R. Portmann, School of Journalism, University of Kentucky.

Directors—Enos Swain, Danville Advocate-Messenger, chairman; William T. Davis, Lyon County Herald, Eddyville; Maurice Henry, Middlesboro Daily News; Niles O. Dillingham, Dawson Springs Progress; and Rumsey E. Garrison, Anderson News, Lawrenceburg. Officers are ex-officio.

Resolutions

Members of the Kentucky Press Association have enjoyed a stimulating and refreshing session in their 91st Mid-Winter meeting.

To President Tom Adams, who added unique and beneficial features to the program, and to all who contributed to the success of the program, we express our hearty thanks.

We especially commend the president, the central office staff, and others who worked on the project, for conceiving and carrying through to a high point of success

the series of regional seminars.

To the staffs of the colleges who made valuable contributions to the seminars, we express our gratitude.

We appreciate the service to the convention of the college public relations workers and the photographic equipment representatives.

We thank Loftus Green of the Pigeon Fanciers Clubs of America for conducting, without pay, the pigeon derby.

We welcome the progress indicated by increased interest in the Association, high attendance at meetings, and new memberships. We urge all active members to continue efforts to increase this association activity and to give full support to NEA, because cooperative effort can help us all. May we go forth from this enjoyable meeting, fortified with information, and filled with inspiration, to a year of dedicated service to our communities, our state, and our nation.

Landon Wills, Chairman
Maurice Henry
Jerry Ringo

Committee On Necrology

In keeping with a custom of long standing, we are asked to pause for a few

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Times; William I
Glasgow Republi



Secretary Paul Westpheling, Jr., retired from the Journal; George C. Bell, Mercury; and others absent.

ments as we record the names of those who, associated with us in the work of the Fourth Estate for many seasons, have during the past year laid down the working tools of their profession to answer the final summons from their Creator.

Many of our associates were known best in their respective communities; some held acquaintanceships in a wider area; the activities of others spread throughout the length and breadth of the entire Commonwealth. However known, the impact of their lives on others had its influence for good. Little things and big things endeared them to innumerable friends who in their passing have suffered irrevocable loss.

"I watched a sail until it dropped from sight
Over the sounding sea. A gleam of white,
A last far-flashed farewell, and like a
thought
Slipped out of mind, it vanished and was
not.
Yet, to the helmsman standing at the wheel
Broad seas still stretched beneath the glid-
ing keel.
Disaster? Change? He felt no slightest sign
Nor dreamed he of the far horizon line.
So may it be, perchance, when down the tide
Our dear ones vanish. Peacefully they glide
On level seas, nor mark the unknown
bound.
We call it Death. To them, it's Life be-
yond."

The list is much too long. The Grim Reaper in his rounds did not spare the roll of our Past Presidents. Only a few weeks ago Russell Dyché, after a long and active career in the newspaper field passed to his reward. He was known to you all, if not personally, by reputation, confidence and affection. His devotion to the promotion of state parks demanded much time and thought and energy and to this work he dedicated many of his later years.

"As one by one, the autumn's leaves fade in
the forest deep;
So, one by one, to each of us comes the
touch of sleep.
As one by one, the roses burst into the
morning light,
So, one by one, our souls shall wake again
beyond the night."

To the friends and relatives of our departed comrades and associates we tender our heartfelt sympathy and affirm our faith that He who tempers the wind to the shorn lamb looks down with infinite compassion and gentle mercy upon them in the time of their sorrow and bereavement:

Dr. Thomas W. Rainey, 87, Assoc. Editor, Lexington Leader; Chester Williams, 52, makeup supervisor, Ashland Independent; John W. Wheler, 83, co-owner, Paintsville Herald; Harry R. Miller, 57, linotype operator, Falmouth Outlook; William D. Dickerson, 88, former publisher, Glasgow Times; William H. Jones, Jr., Ed. & Pub., Glasgow Republican; H. Dolphus Rogers,

production manager, Lebanon Enterprise; John Netherton, linotype operator, State Journal.

John G. Stoll, Publisher, Lexington Herald-Leader; Lee Arnold, Advertising Manager, Wickliffe Advance-Yeoman; J. Leo Fentress, 78, Former Pub., Central City Argus; J. Albert Dear, Publisher, Henderson Gleaner-Journal; Bernice Cornette, wife of Douglass Cornette, Courier-Journal and Times, Louisville; Russell Dyché, 75, Publisher, London Sentinel-Echo; and Barry Bullock, 77, Assoc. Editor, Louisville Courier-Journal.

In concluding this report we suggest that all stand and in a moment of pause pay tribute to those who have gone to claim their eternal reward.

"Now the laborers' task is over;
Now the battle day is past.
Now upon the farther shore
Land the voyagers at last.
Father, in Thy gracious keeping
Leave we now Thy servants sleeping."

W. L. Dawson

Paul Westpheling, Jr.

Paul Westpheling, Jr., Publisher of the Fulton County News, was named President of the Kentucky Press Association at the Mid-Winter meeting in Louisville, succeeding Tom Adams, circulation manager of the Lexington Herald-Leader.

Westpheling, 46, has been a member of the Executive Committee for the past nine years and a Kentucky publisher since 1947.

A native of St. Joseph, Missouri, Westpheling graduated from the School of Journalism of the University of Missouri in 1936 as an advertising major. Following graduation he was employed on the News-Press and Gazette in his home town for a year, and then left to work successively on the Effingham (Ill.) Daily Record; the Gallatin (Tenn.) Examiner; the Racine (Wis.) Day and the Clarksdale (Miss.) Register and the Press.

It is a standing joke in the family that Mrs. Westpheling "advertised" for him, which she literally did. As business manager of the Clarksdale Daily Register, she placed an ad in the Auxiliary for an ad man and he came down from Wisconsin to take the job. After two years in Clarksdale and a year of married life, the Westphelings and Mr. J. B. Snider began publication of a new afternoon daily there but his association with it was short-lived, being called into military service six months later. Four years of duty with the Army included a year each in Italy and the Philippines.

In 1946, Westpheling returned to newspaper advertising as a salesman on the staff of the Washington (D.C.) Post, and in 1947 Mr. and Mrs. Westpheling bought the Fulton County News and moved to Ken-

tucky to live. In July, 1952, he was named to the Board of Directors of Radio Station WFUL in Fulton, and in 1956 the Westphelings bought controlling interest in the station.

The new KPA President is a member and past president of the Fulton Rotary Club, a member of the Board of the Fulton Chamber of Commerce, secretary of the Fulton Electric Plant Board, and an active Army reservist with the rank of Captain. A member of the American Federation of Musicians, he has been a professional pianist since college days. He is a member of Delta Tau Delta Social Fraternity and Alpha Delta Sigma Advertising Fraternity.

Mr. and Mrs. Westpheling have two children: R. Paul III, age 12, and Mary Jo, age 10.

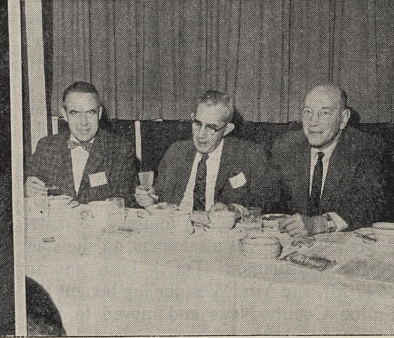
The Post Office Department has prepared a new set of charts to be used in an effort to persuade Congress to raise postal rates again this year. These charts have been shown to at least one sympathetic business group. The presentation bears down heavily on the need for higher second-class rates.

The charts allege second-class mail now loses \$300 million a year and claim that taxpayers now pay 75 percent of the handling costs for this class of mail. They also indicate that the P.O. has lost \$4.9 billion since World War II on publications, and note how many schools, roads, and hospitals could have been built for that amount.

These figures are easy to refute because they are based entirely on the P.O. Cost Ascertainment System. This accounting method has been discredited as a base for making rates on many occasions, even by postal officials. However, for propaganda purposes to support a rate increase these disavowals are forgotten.

Senate P.O. Committee has approved S. Res. 209 which would authorize a \$75,000 investigation of postal and Civil Service matters. The resolution now awaits action by the Senate Rules Committee, and passage by the Senate itself.

Original Promotions Prove Successful. Retailers should always be on the outlook for ideas which can spark traffic and give sales a boost. One new idea is: The closed door "party promotion" held on the sales floor is becoming very popular. A limited group is invited to a "party" after normal store hours. Ice cream, cake, sandwiches, coffee, etc., are served while the group watches product demonstrations and learns about merchandise features.



President

Greetings! What a pleasure it is to see you each month, and to hear from you. He promptly resigned after 26 years he had been with the KPA to write a book for the "Press," and when I was elected President I wondered how long it would be more than I could handle. This organization, with its many friends, is flowing through the channels of the KPA. It is happening almost daily. This endeavor in this field is a more important review for us each month.

You may know that the Executive Committee is composed of representatives of the KPA. It is an effort to explore the possibilities with satisfaction that the KPA Legal Publication Committee is concerned over the introduction of the KPA. It is an effort to throw out some small ideas that are acceptable, and which will be lost in a friendly conference before success is achieved.

A four-man committee of Al Wathen, Doug Curon and Ed Tomlinson was formed. The ML committee formed. They covered they were. After this meeting, a proposed amendment was discussed on both sides and emergency. The KPA emergency session and we went over the "give" involved in some additional work. It was handed back to the KPA to work out with the KPA. The production in the KPA is a little and the KPA. Doug Cornette's committee should end—or do it. The controversy which has

Our committee is working on this important matter and we thank you for our thanks and appreciation.

We are also at the KPA series and will announce the KPA shortly. The KPA Office will be closed after it is present at the meeting.

President Paul Presents-

Creetings! When I suggested to Vic that I would like to send a personal message to you each month, we must have startled each other. He promptly wrote back that "for 26 years he had been urging the President of KPA to write a monthly column for the Press," and when I received that information I wondered if I might be biting off more than I could chew.

Be that as it may, your KPA is a sizeable organization, with much activity in constant flow through the central office. Something is happening almost continually, and I will endeavor in this column to underscore the more important matters as they come into review for us each month.

You may know that last fall the Executive Committee sought to meet with representatives of the Municipal League in an effort to explore some of the points of dissatisfaction that the ML voiced over the Legal Publications Law. Our gravest concern was over the threat of some bill being introduced in the Legislature that would tend to throw out the whole law just because some small provisions of it were not acceptable, and we felt that nothing would be lost in a friendly discussion of these differences before such action might be introduced.

A four-man committee of KPA composed of Al Wathen, Doug Cornette, S. C. Van Caron and Ed Templin met with a similar ML committee Feb. 8 in Louisville and discovered they weren't too far apart after all. After this meeting our committee drafted a proposed amendment calculated to satisfy both sides and end this continuing controversy. The KPA Executive Board met in emergency session in Frankfort Feb. 11th and we went over the certain amount of "give" involved in the amendment. With some additional changes, our re-draft was handed back to our committee for final workout with the ML and subsequent introduction in the General Assembly. We gave a little and they gave a little, but as Doug Cornette commented "the agreement should end—or diminish greatly—the controversy which has raged over the law."

Our committee has spent many hard days—and nights—working on this very important matter and they are certainly due our thanks and appreciation.

We are also at work on a new Seminar series and will announce subject and schedule shortly . . . an audit of the Central Office will be completed and provided you after it is presented at the spring Board meeting.

Sincerely,
Paul



The food line at the Executive Mansion during Governor Combs' reception to KPA

Newspapermen's typographic instincts are sound, says Dr. Irving Taylor of the University of Texas, after making a study in readability. He points out:

1. Newspapers are currently adopting 9-point body at a rapidly growing pace. The study shows 9-point outscores 7- and 8-point by an appreciable margin.

2. Printers use a rule of thumb that the optimum line length is 1½ times the length of the lowercase alphabet. The study shows 16 picas as the ideal column width; the figures coincide almost completely in 8-point. To achieve this, editors more and more frequently are using 1½ column measure for body type.

3. Newspaper designers believed that one point of leading was best for body type. The study shows that one point leading for 7-through 10-point contributes more to readability than one-half or two points of interlineal spacing.

4. Corona is the most popular newspaper body face. The study shows, by actual measurement, that this face leads in comprehension by the reader, high visibility and low fatigue, for the highest "efficiency factor" of the common types studied.

Says Jackson Burke, director of typographic development for Mergenthaler Linotype Company, "This study of type is comparable to studies of nutrition decades ago. We found vitamins, calories and other measurable factors in nutrition by analyzing the human instinct that, through trial

and error, had decided that a good diet included meat, starches, fruits and vegetables, even though no one knew why.

"In this study we are evaluating printers' instincts in the hope of pinning down tangible elements of typography so we can design type most effectively."

The study was conducted by Dr. Irving Taylor, well known casual psychologist, while he was on the faculty of Pratt Institute in New York. He continued with corroborative research at the University of Texas.

In administering the tests to hundreds of college students and adults at Pratt, New York University, and Texas, he used not only validated conclusions of previous research in reading but also the newest scientific equipment.

The research, which continues, is sponsored by Mergenthaler Linotype Company which pioneered scientific study of readability of type in the 1940's. This resulted in the well known Luckeish-Moss report.—*The American Press.*

The music's outlandish—the lyrics don't fit—it's crazy and tuneless—but boy, what a hit!

Russ Scofield, now of the Miami News, formerly of the Lexington Herald-Leader, was advanced to the office of executive vice-president of the Newspaper Advertising Executives Association.



Integrity...

INTEGRITY is a word that is cherished by every newspaper in America because it is the key to reader acceptance and confidence.

INTEGRITY is a word that has also been cherished by the Sperry & Hutchinson Company since its founding in 1896. It is the key to the confidence that 25 million American families have in S&H Green Stamps — and the key to the fine relations that S&H enjoys today with more than 70,000 merchants throughout the nation.

America's Only
Nationwide
Stamp Plan

SOUTHEASTERN DISTRICT
THE SPERRY AND HUTCHINSON COMPANY
419 Comer Building • Birmingham, Alabama

FEBRUARY, 1960

KENTUCKY PRESS

BR

IND

... HE

... pays annually farmers

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Federal taxes a

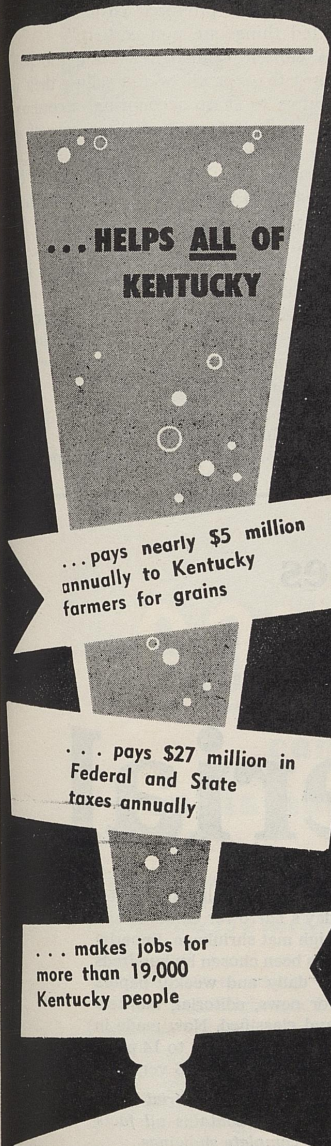
... makes more than Kentucky p

KENTUCKY PRESS FOUNDATION

U. S. BR

1523 HEYBURN BU

**KENTUCKY'S
BREWING
INDUSTRY...**



**... HELPS ALL OF
KENTUCKY**

**... pays nearly \$5 million
annually to Kentucky
farmers for grains**

**... pays \$27 million in
Federal and State
taxes annually**

**... makes jobs for
more than 19,000
Kentucky people**



**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION**

1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

Another bill to nullify the controversial Internal Revenue Service rules on tax deductibility of advertising costs has been introduced, this time by a key Republican member of the House. The author is Rep. William E. Miller (R., N.Y.), a newly-elected Chairman of the Republican Congressional Committee. The group has the task of electing Republicans to the House. The Miller bill is H.R. 10,272. Its title describes its intent: "A bill to amend the Internal Revenue Code of 1954 so as to provide that lawful expenditures for legislative purposes shall be allowed as deductions from gross income." It was referred to the House Ways and Means Committee.

Rep. Miller made a statement about his bill, pointing out that the IRS regulations adopted December 29, 1959, covering lobbying expenses and institutional advertising, contain "broad, ambiguous terms" which are not defined and which supply "no guidelines" for determining what expenses are non-deductible.

"Because of these ambiguities," he said, "there is widespread concern that such administrative interpretation may have the effect of inhibiting freedom of expression of views on matters of government."

Pointing to the Constitutional guarantees of free speech and a free press, Miller said: "The tax laws should not be invoked as an indirect means of curtailing any of these basic freedoms of expression." (NEA took this same position in its testimony against the IRS rules when first proposed.)

While not well known nationally, Rep. Miller is regarded as a "comer" by GOP leaders. He is in his fifth term in Congress, and is the second-ranking minority member of the House Judiciary Committee. He was District Attorney of Lockport, N. Y., before coming to Washington. He is 46 years old.

The Miller bill is identical with an earlier bill introduced in May, 1959, by Rep. Hale Boggs (D., La.). The Boggs bill, H.R. 7123, has been getting some publicity lately. This week Rep. Boggs inserted in the Congressional Record two newspaper editorials praising his bill. So the Boggs-Miller proposal is now bipartisan, and both authors are in key spots.

In view of all the broadcasting scandals being aired in and out of Congress, the climate hardly seems right at this time for any pro-advertising legislation to have much chance of passage. Nevertheless, this legislation is important to many important people and bears watching for that reason. Goal of proponents is Ways and Means Committee hearings.

The Boggs-Miller language would have to be expanded to meet the whole problem of making all ad costs deductible, but this

does not seem impossible if hearings can be held to explore the entire situation.

Federal Communications Commission sent Congress a draft of legislation aimed at ending "payola" and rigged quiz shows in broadcasting. The draft deserves attention by other media because it would give FCC jurisdiction not over the networks but also over advertising and agencies. Congress is almost sure to pass some legislation in this area and it seems likely that an effort will be made to go beyond the radio and TV fields and affect other media.

Increases in newspaper advertising linage and circulation and a resultant increase in revenues appear in prospect for the newspaper publishing business in 1960, the Business and Defense Service Administration, U.S. Department of Commerce, reported this week. Continuing a trend evident since 1958, increased use of color advertising is expected to account for a significant part of the increase in revenue.

An interesting part of the report was that in 1959, Montpelier, Vermont, became the only state capital in the United States without a daily or weekly newspaper. The report also recounted the many local strikes that occurred during 1959, including the 47-day stereotypers' union strike in San Jose.

The steel strike had a serious impact on the newspaper publishing industry, it was also pointed out. Nevertheless, the report continues, advertising revenue for 1959 will exceed that of the previous year. Final figures are not available, but the first 11 months show an increase over the similar period of 1958 of 6.9 per cent.

The report shows impressive gains were recorded, particularly for classified advertising, which was up 16 per cent, and financial advertising, up 18 per cent. Most spectacular was a 24.9 per cent increase in color advertising. It was reported in November that 800 newspapers now have ROP color facilities, a 64.6 per cent gain since 1951.

As for 1960, the U.S. Department of Commerce report says: "The outlook for the newspaper publishing business is an optimistic one. Circulations should continue to expand with the population growth and it is anticipated that total advertising will increase by 6 per cent. Based on these factors, it is anticipated that total value of shipments for this industry will exceed \$4 billion, an increase of 6.2 per cent over 1959."

Nearly everyone reads a newspaper nearly every day. It follows that practically every sale of every product in this country will be made to a newspaper reader.

COMMUNITY PRESS SERVICE
"SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

\$10 TRADE-IN ALLOWANCE on Genuine

LINOTYPE

MOLD DISKS

MERGENTHALER LINOTYPE CO.

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

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS



This Handy Knife Is Worn Like a Ring

ALL SIZES \$2.40 PER DOZ.
 25c EACH
Handy Twine Knife Co.
 Upper Sandusky, Ohio

STOP Costly Estimating Mistakes!



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

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

Hoping devoutly it will be read and heeded, we quote from an article by Josephine Ripley in The Christian Science Monitor, "Tricks of the Dishonest Trade":

"Every day all across the country thousands of Americans are taken in by phony bargains, lured by 'bait and switch' advertising, beguiled by slick-sounding 'earn money at home' schemes. Bait-and-switch advertising offers a sensationally low-priced item to draw the customer into the store. Once he has come up to the 'bait' the salesman talks down the advertised item which he has no intention of selling if he can possibly help it, and switches the customer to a higher-priced item. Another trade deception is fictitious pricing: advertising an item as marked down from a far higher price when actually it is being sold at the regular price or very little below. Both gimmicks are illegal and the Federal Trade Commission cracks down hard on them.

"Tragic victims of one of the most alluring rackets are housewives who fall for 'earn money at home' schemes. It is all so easy—sometimes just a matter of paying a few dollars to be placed on a preferred employment list; the 'employment office' soon

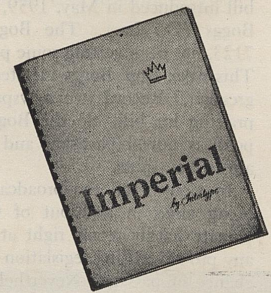
disappears and so do the few dollars. Or may be a job of gilding Christmas cards—purchasing the cards, which may be later repurchased, or rejected as 'not up to standard.' Or buying a knitting machine with promise that the knitted products will be purchased. In most cases the company goes out of business after a certain number of sales, and the promised customers for the knitted things are non-existent."

A current campaign alerting the public against these practices and calling their perpetrators to sharp accounting, according to Miss Ripley, stems from "exposure of quiz show frauds and a growing revolt against misleading and 'nauseating' television commercials and the high-pressure salesmanship of disc jockeys whose palms have been greased by payola."

Our concern with all this is that if we, the media, do not alertly and conscientiously police our own advertising, government is going to do it for us. From regulation to restriction to censorship are short-steps to the bier of our Free Press.

The almighty dollar commands a lot of respect. But it doesn't go as far as politeness

32 pages of facts about **Imperial**



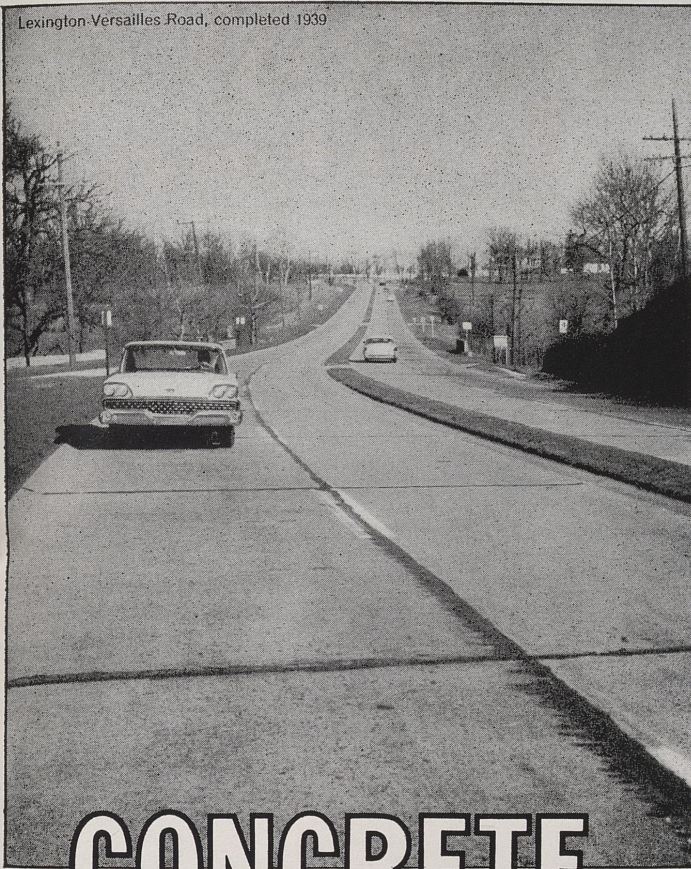
Designed specifically for today's narrower columns and high mat shrinkage, Imperial has been chosen by hundreds of daily and weekly papers for news, editorial, markets and classified. Now made in 10 sizes from 5½ to 14 point in regular and TTS versions.

Ask for the Imperial booklet which contains all facts and complete showings.

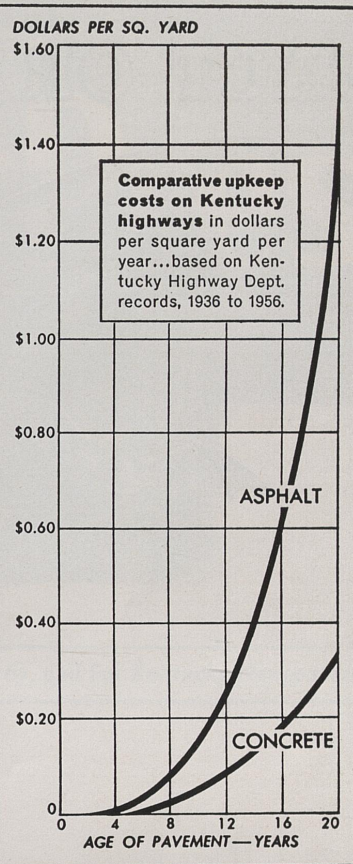


Intertype Company

A Division of Harris-Intertype Corporation
 360 Furman Street, Brooklyn 1, New York



Lexington-Versailles Road, completed 1939



CONCRETE

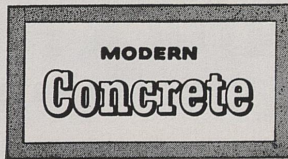
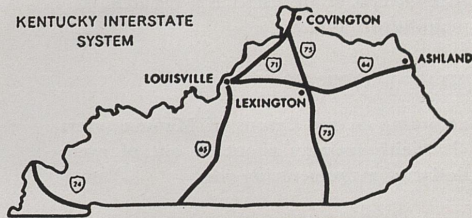
can save Kentucky \$20,200,000 on its new Interstate Highways in 20 years!

A study of Highway Department records for the heaviest traveled roads built in Kentucky since 1936 proves concrete costs 75% less for upkeep than asphalt.

The same rate of savings can be applied to our state's new Interstate Highways. In 20 years concrete can save \$31,600 per four-lane mile, or a grand total of \$20,200,000 on the System's entire 640 miles.

Remember, too, while the Federal Government pays 90% of the original construction cost, it does not pay one single penny for upkeep. You pay it—along with all the other Kentucky drivers. The money comes from the state road fund that is financed by the tax on every gallon of gasoline you buy.

That's why concrete's true economy and quality are so important—why every mile of Kentucky's Interstate System should be paved with modern concrete.

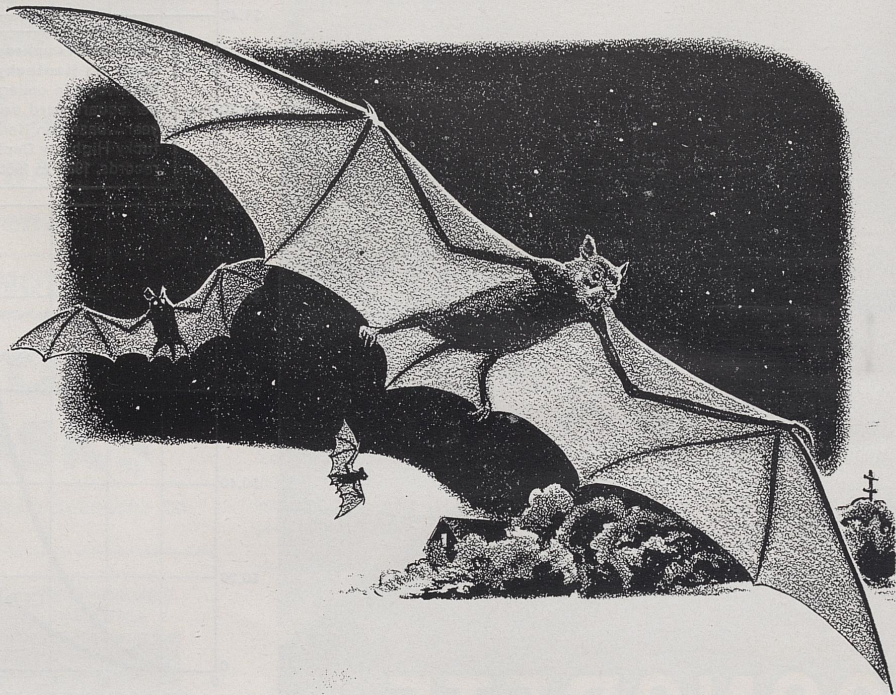


PORTLAND CEMENT ASSOCIATION

805 Commonwealth Building, Louisville, Kentucky

A national organization to improve and extend the uses of concrete

FACT OR LEGEND?



Some Folks Think
that bats can see at night.

THE FACT IS

They fly blind. Nature equipped bats with radar.

Some Folks Think

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

THE FACT IS

according to the Census of Manufacturers electricity averages about 1c out of every dollar of manufacturing cost.

People may talk about electric power running up manufacturing costs, but you sure don't hear that inside **industry**. For instance at Standard Products Company, Lexington, electric power represents only **one-half of one mill** in each dollar of manufacturing cost.

Industries know that the cost of electricity is a small fraction of total production costs. Their first concern is with the dependability of their electricity, and with the availability of ample power for expansion. That's why no progressive community with the desire to develop industrially can afford anything less than the most dependable electric service, the assurance of ample power for expansion, and regulated, uniform rates for all industry.

KENTUCKY UTILITIES COMPANY

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Lexington

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