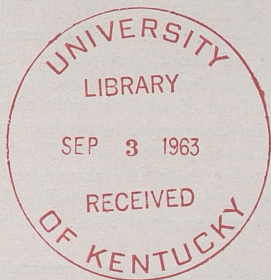


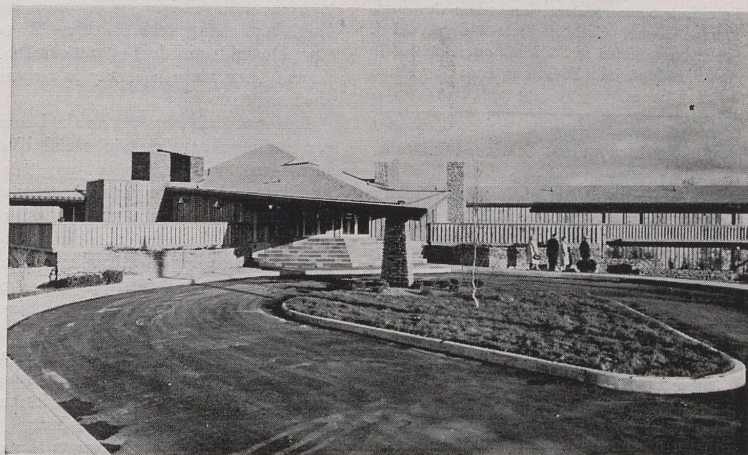
The Kentucky Press

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

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



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



Kentucky's Showcase: New Lodge And Facility, Butler State Park, Carrollton

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1963

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The Kentucky Press + As We See It +

Volume 29, Number 9

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

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

National Editorial Association
Associate Member
National Newspaper Promotion Association

Publication Office
School of Journalism
University of Kentucky

Kentucky Press Association, Inc.

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Jobs For Kids

The undersecretary of labor, John F. Hennings, sees in the youth unemployment problem, already critical, one of the most explosive social questions facing the country. He reports that in the next two or three years millions of teenage youngsters will be thrown on the labor market with little or no training and that there will be no jobs for them unless they receive additional training.

(Editor's Note: We are pleased to reprint this editorial by Alexander F. Jones, Executive Editor, Syracuse (N.Y.) Herald-Journal, because, we agree, that he had touched upon a vital problem concerning our youth today.)

One of the things that makes my back hair stand up is to have federal or state labor department or social welfare executives sound off about unemployment of young people just out of high school, or who have dropped out of school in their teens. For these are the people, more than any others, who are responsible for the laws on the books today, both federal and state, which make it practically impossible for anyone to hire youngsters from 15 to 20 years old.

The laws on the books today governing so-called child labor are responsible, more than any other factor, in creating juvenile delinquency and youth unemployment problems. They have made it impossible for either big industry or small business to hire youngsters without going through so much expense and red tape that employers have thrown up their hands.

Child labor laws were originally passed to prevent slavedriving violators of human laws from using real children—11 or 12 years—in mills and loft operations for long hours. They are a necessity in an enlightened society.

But once such laws are on the books you can be absolutely certain social bleeding hearts—mostly spinsters of uncertain age and their male counterparts whose outstanding characteristics are thick glasses and dandruff—will be before the legislative committees demanding additional restrictions.

Add to this the necessity of the employer having to pay social security, unemployment insurance, make out reports on working hours and working papers and the hazards of the employment and a dozen other red tape requirements, and he decides the advantages are not worth the effort.

A boy of 15 years who wants to work in vacation time and cannot get a job because

he cannot get working papers is just another kid on the streets looking for excitement—and sometimes looking for trouble.

Don't blame the business men for not hiring him. They can't.

But I do know that a boy who is spending his summers earning his first real money is gaining something that he will never lose—pride and a sense of independence. And if he is continuing on after vacation he can often get as good training on the job as in school.

I often wonder if these social welfare officials know anything about boys.

It is a wonderful thing to rattle the money in your pocket that you have made yourself. The summer I was 13 I had a job pulling weeds for the Vaughan Seed Company at 50 cents a day.

The next summer—at 14—I got 75 cents a day as water boy on a sewer gang and this was increased to a princely \$1 a day when I promised the mayor I would unload any more dynamite. The next summer I was a \$1.25 a day pulp scaler at the papermill—in the big money. And then, out of high school at 16—I ran a country week for Mr. Drumb, who had to go to Hot Springs for his rheumatism.

Millions of American men can tell the same story and tell it with pride. Child labor, hell.

Before Mr. John F. Henning or any other labor or welfare department official can blame employment of American youth on automation or any other reason they should take a good look at the obstacles thrown in the way of employers today who would like to help deserving youngsters but who are not permitted to work to do so.

If there is anything that is badly needed in the way of legislation in New York State it is a reform of our juvenile working laws.

* * * * *

Frankfort Circuit Judge Henry Meigs upheld the constitutionality of the 1960 Board Statute which forbids billboards within 660 feet of rights-of-way of interstate highways and turnpikes. He cited a similar Massachusetts case in which judicial sanctification was extended to the preservation of natural scenic beauty—and given the same importance as property rights along all highways. Quoting two authorities, he said: "The proposition that the display of outdoor advertising in public places may be restrained in the interest of taste and fitness and scenic beauty seems to be affirmed by the court's opinion" and "Beauty may be queen but she is not an outcast beyond the pale of protection or respect." At the same time, The Press hopes that some relief will be granted in some form to the interests of towns, vacation spots, motels, and other businesses that do suffer from the statute.

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29 Teachers Enroll In First KPA 'Newspaper' Short Course At UK

Twenty-nine public school teachers went home this month with hundreds of new ideas about using newspapers more effectively in their teaching programs when school opens this Fall. They were participants in the first short course on the "Use of the Newspaper in the Classroom" offered through the joint efforts of the Kentucky Press Association and the University of Kentucky's School of Journalism.

Forty hours of panel discussions, group projects, viewing of special aids and films, were combined with independent study projects, and concluded with a concentrated study of the press of Kentucky and its relationship to the problems of education.

The values and merits of both daily and community newspapers were discussed and brought into perspective as a vital part of the education of the student leading to his preparation for adult life and professional activities. "The need to know" what is going on today, nationally as well as locally, gave even more emphasis to the need for using the newspaper.

Experienced journalists combined their knowledge with that of the members of the School of Journalism, University educators, and business men to bring out the full story for the need for complete communication. In all areas discussed, it was evident that there is need for more and better use of the available channels of communications.

A look at the two weeks program would reveal:

Monday, June 17—Mrs. La Nelle Woods, Lexington Lafayette Junior High School, demonstrated, with a group of her students, the meaning and end results of the classroom use of newspapers. Mrs. Alberta Atkinson, Fleming County High School, Flemingsburg, told of the numerous opportunities which teachers have to apply this specialized communication tool to the educational program. Perry Ashley, Director of the short course, reminded the educators of the need for a better understanding of the complex process of communications and the need for the student to know and understand these processes as they effect his life.

Tuesday—Robert Thorp, School of Journalism, served as moderator on the discussion of the role and responsibilities of the press. Ed Templin, Lexington Herald-Leader, explained the daily's part on dissemination of news, while Victor Portmann,

KPA secretary-manager, discussed the value of the weekly press to its community.

Wednesday—J. A. McCauley, School of Journalism, discussed the specialized interests which readers have in newspapers and lead into the topic of departmentalization of news within the pages of the newspaper. Hugh Morris, Courier-Journal, explained the difference between fact and opinion reporting and how to recognize the two different styles. He asked the group not to blame the newspaper for what was said during political campaigns, but to blame those who said it. S. C. VanCuron, Frankfort State Journal, reminded the teachers that no one but the local newspaper really cares what goes on in any particular community. Therefore this is the only medium recording the life and history of that community.

Thursday—A tour of the Herald-Leader lead many of the teachers to remark about the complexity of publishing a paper. Some said they had no idea so much effort went into the making of a seven-cent product. Ed Templin was host for the day.

Friday—Robert Rodes, UK School of Diplomacy, related the need for good communications in the field of international relations. Ben Reeves, Courier-Journal, said the reporting of national and international news was the primary responsibility of the daily newspaper.

Monday, June 24—Dr. Malcolm Jewell, UK Political Science Department, explained the formation of public opinion. Ed Wilder, Executive Secretary, Lexington Chamber of Commerce, said business men rely heavily on mass communications, and particularly newspapers, in the operation of their businesses. Tommy Preston, Cynthiana Democrat, portrayed graphically the wealth of information which the community newspaper collects and supplies to its readers.

Tuesday—Niel Plummer, director of the School of Journalism, and La Nelle Woods, said newspapers could be used most effectively in the teaching of English and the language arts program of the school.

Wednesday—Dr. Lewis Cochran, UK Physics Department, said reporting about science is much more complete than the reporting of science. He explained the extreme difficulty in transforming highly technical materials into a language which could readily be understood by the reading public. Mrs. Evelyn Orme, Lafayette Junior High School, gave a demonstration on using

newspapers in the teaching of general science.

Thursday—Graphic presentations were graphically presented by Hugh Haynie, Courier-Journal cartoonist. He related his experiences of pictorial reporting and the pitfalls which accompany such a task.

Friday—Reports on special projects on which each teacher had been working. These projects were designed to be a working plan which the teacher could use in her teaching program. These reports are being compiled into a booklet to be distributed to the high schools of Kentucky this Fall. William C. Caywood, new School of Journalism staff member, is editing the booklet.

Twelve of the teachers attending the workshop were sponsored by newspapers and businesses. These persons and their sponsors are: Dorothy Cooper, Joan Gillispie, Evelyn Livisay, Sally Moore and Arlyn Rippey, all of Lexington and sponsored by the Herald-Leader; Doris Harrod, Frankfort State Journal; Coy Parsley, Bowling Green Daily News; Sally Kinney, Cynthiana Democrat; George Blakey, Wall Street Newspaper Fund; Reva Chrisman, Newspaper Fund; Mildred Kuster, Southern Bell; and Helen Fern, Fleming-Mason FECC.

Teachers attending as part of their regular summer curriculum and unsponsored were: Peggy Arnold, Covington; Jane Butler, Lexington; Anna Clark, Paris; Helen Cooke, Lexington; Robert Hall, Campbellsville; Susan Laverty, Ontario, Canada; Jane Martin, Cynthiana; Patsy Mastin, Florence; Paul Owings, Dayton; Sandra Purdy, Wickliffe; Beatrice Raley, Lebanon; Mary Roach, Lexington; Clay Salyer, Dayton, Ohio; John Stidham, Synthiana; Naomi Stubbs, Lexington; Charles Tye, Parksville; Decora Williams, Lexington, and Ted Kuster, Paris.

Two Sales Of Interest

Two important sales of interest to the nation's newspapers were announced: The Stamps-Conhaim-Whitehead mat service company has been purchased by SCW, Inc. (the initials of the company), headed by George A. Bolas, Chicago. Whitehead and Stamps remain with the new company which promises many new improvements for services to newspapers; Don Robinson, owner and publisher of The American Press for the past five years, announced its sale as of October 1 to Michael & Ginsberg, Wilmette, Ill., publishers of two trade magazines serving the vending machine industry. Don will remain as "consultant publisher" for a number of years and will operate a company under his own name to handle sale of premiums to newspapers, a service now conducted by the Press.

Mid-Summer Meet Mixes Business With Pleasure

By PERRY J. ASHLEY

A record 270 Kentucky Press Association members and families turned out to enjoy the well-rounded program, recreation, and hot sunshine during the 94th annual Mid-Summer meeting, held at Kentucky Dam State Park.

Highlighting the business program, Michael Reingold, merchandising director for Old Mister Boston distilleries, explained to the group why his company has chosen community newspapers to promote its products.

Personal recognition by the publisher, coupled with "on target" circulation, headed the list of qualities leading to selection. He explained that the ad got more favorable attention from the publisher since competition from larger companies was not as keen in the field of community publishing. This, in turn, Reingold added, helps with local merchandising as the local publisher, with a personal interest in the products which were advertised in his paper, would check to see that the local retail outlet carried the product.

"On target circulation," he continued, "means we could select papers covering small geographical areas to match our distribution pattern. We could support locally good salesmen and retail accounts without the waste circulation built into larger papers."

Other points which he said were important to a successful promotion was the large amount of local news handled; every column read thoroughly by the local subscribers, thereby getting attention to the ad; the ad rubbed elbows with local ads; smaller ads were found to be effective, giving more budget to place more advertisements in that and other areas; and a lower ad rate with less advertising competition.

"As is indicated," Reingold stated, "we wish to advertise in a newspaper that is a respected member of the community, welcomed into the home as a friend in whom a certain warm faith and believability is confidently placed. We wanted our advertising to work hard, to sell hard, but to do so in the warm and friendly climate of a good, well-printed, well-managed newspaper."

In evaluating an individual newspaper, he said his company looked for:

- Paid circulation of at least 1,500 copies.
- Minimum of six pages with 50 to 60 percent news of the community.
- Should have photos of local people and events.

- Should have a healthy classified ad section.

- Should contain local chain store, department store, supermarket advertising as well as national co-op ads.

- Should have an editorial page, a publisher's or editor's column. This is evidence of a paper attempting to render community service, performing its traditional role as spokesman for law, justice, and right.

- Should have a minimum, and best a complete absence of, syndicated, publicity-service boilerplate.

Reingold said the company had realized more sales by using the community press than through any other of the printed media.

Thomas Waller, Paducah (Kentucky) lawyer, warned the newsmen present not to expect a person who had won a political office to become "perfect overnight," but to recognize the fact this was the same man, with the same limitations, as before the election. Public officials should not be castigated because of small failings, but should be praised for the outstanding work which they do. The local press, he continued, should seek ways and things which are around them of which they can approve. This would help build and promote a better local and state atmosphere.

He announced that the state Bar Association was to give an award to the newspaper who contributes most to the fair and honest administration of justice in Kentucky.

"I look for the day when the press and politicians," Waller stated, "can deal more charitably, honestly and fairly with public officials. I don't want a perfect, gestapo-type government where every action is completely regulated according to a pattern."

The final session, a publishers' idea exchange, brought out many new and profitable ideas which can be used. New ideas advanced were:

George Wilson, Hardinsburg—sold his historical file to a local insurance company. It has been running for five years now. Also publishes a series of "tips" for club and organizations reporters for the handling of their news releases. This was later compiled into a booklet, the cost of which was covered by a local dry cleaning firm for an ad on the back page.

Earle Bell, Morganfield—converted the classified page to nine columns. This nets additional revenue each year.

Howard Ogles, Franklin—began a business page, with at least half of the space sold to firms with directory type advertising,

on which the news releases of the local businesses were run. The ads were sold on a six months and twelve months basis with a net result of about \$3,000 added yearly revenue.

Martin Dyche, London—established an office supply business next door with a full time salesman. This not only increased the sale of office equipment but helped the volume of job printing through the efforts of the salesman.

Warren Fisher, Carlisle—offers prizes to school children drawing the best Christmas scenes. These drawings were then sold to local merchants to be used in their ads.

Al Wathen, Bardstown—placed complete job work in pigeon holes near the front door where local customers could pick up, without an employee of the newspaper needed to handle them. This had cut down on the time consumed by the newspaper personnel in getting the work into the hands of the consumer.

Louise Hatmaker, Hazard—finds her merchants like the idea of special editions and buy space readily in these "extras."

The two day meeting was climaxed with the presentation of the annual newspaper production awards during the Friday night banquet.

KPA President Fred Burkhard and Vice President George Joplin presided through the business sessions.

* * * *

Resolution Adopted

WHEREAS the postal-rate legislation passed by the 87th Congress, while raising rates for most users of the mails, reduced the rates for publications of rural electric cooperatives to one-fourth the regular charges for second-class mail; and

WHEREAS all other users of second-class mail, including newspapers, must pay three 10-percent increases, starting January 1, 1963, and

WHEREAS the changes granting special low rates to rural electric cooperatives were not even discussed in the postal bill hearings:

NOW, THEREFORE, BE IT:

RESOLVED, that the Kentucky Press Association, while recognizing the great contribution of the rural electric cooperatives to farm electrification, finds this special additional subsidy an unfair burden on other publications and taxpayers; and be it further

RESOLVED, that the secretary of the Kentucky Press Association is directed to send copies of this resolution to the members of the Association:

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RESOLVED, that the Kentucky Press Association be authorized to send copies of this resolution to the members of the Association:

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Convention Notes —

bers of the Kentucky Congressional Delegation; and be it further

RESOLVED, that the Kentucky Congressional Delegation be asked to support H. R. 4794, a bill to amend the postal service and Federal Employees Salary Act of 1962; and be it further

RESOLVED, that the secretary of the Kentucky Press Association also is directed to send copies of this resolution to the National, Regional and State Press Associations of the United States.

* * * *

Contest Prizes Awarded

Fierce competition in the 17 classifications of contests in the 1963 Production Contests of the Kentucky Press Association is evidenced in the close race for the Sweepstakes awards in both the daily and weekly divisions. The awards, Plaques to first place winners and certificates, were presented at the banquet at the 94th annual Mid-Summer meeting at Kentucky Dam State Park, June 6-8.

The Sweepstakes plaque, Daily Division, was won by the Middlesboro Daily News, Maurice K. Henry, publisher. The Frankfort State Journal ran close for second place, closely followed by the Henderson Gleaner & Journal in third place with Honorable Mention accorded the Corbin Tribune and the Park City News, Bowling Green.

Three weeklies tied for Sweepstake honors among the weeklies: The McLean County News, Calhoun, Landon C. (TV) Wills, publisher; the Cynthiana Democrat, Thomas L. Preston, publisher, and the Somerset Commonwealth, George Joplin III, publisher. They received triplicate plaques. Place winners: Central City Messenger/Times-Argus, Larry and Amos Stone; Hazard Herald, William P. Nolan; and Honorable Mention, Anderson News, Lawrenceburg, R. E. Garrison, and Somerset Journal, Mrs. Murray K. Rogers.

Best All-Around Division

Weeklies: Class I (Up to 2,000) Plaque, McLean County News; second Sturgis News, E. C. & E. A. Calman; third, McCreary Co. Record, Stearns, C. W. Hume; Honorable mention, Hancock Clarion, Hawesville, Bernice and Don Wimmer, and Sebree Banner, Reginald O. Catlett.

Class II (2,000-3,000) Plaque, Somerset Journal; second, Lawrenceburg News; third, Union Co. Advocate, J. Earle Bell; Honorable mention, Russell Springs Times-Journal, Andrew Norflect, and Caldwell Co. Times, Homer W. Nichols.

Class III (3,000 and over) Plaque, Hazard Herald; second, Cynthiana Democrat; third, Somerset Commonwealth; Honorable Mention, Central City Times-Argus, and London Sentinel-Echo, Martin Dyche.

Class VI (Offset) Plaque, Voice Of St. Matthews, Al J. Schansberg; second, Jefferson-town Jeffersonian, David Schansberg; third, Bath Co. News-Outlook, Russell L. Metz.

Dailies: Class IV (under 12,000) Plaque, Frankfort State Journal, Albert Dix; second Middlesboro Daily News; third, Corbin Daily Tribune, John L. Crawford; Honorable Men-

tion, Henderson Gleaner & Journal, Walter Dear, and Glasgow Daily Times, Carroll Knicely.

Dailies: Class V (over 12,500) Plaque, Park City Daily News, Bowling Green, John B. Gaines.

Writing Division

News Story: Dailies—Plaque, Corbin Tribune; second, Middlesboro Daily News; third, Frankfort State Journal; Honorable Mention, Park City Daily News and Glasgow Times. Weeklies—Plaque, Anderson News; second, McLean Co. News; third, Voice Of St. Matthews; Honorable Mention, Hazard Herald, and Russellville News-Democrat, Mrs. Bryne A. Evans.

Feature Story: Dailies—Plaque, Middlesboro Daily News; second, Frankfort State Journal; third, Park City Daily News; Honorable Mention, Corbin Daily Tribune, and Mayfield Messenger, Ray Edwards. Weeklies—Plaque, Somerset Journal; second, Mt. Vernon Signal, Elmo Anderkin; third, Cynthiana Democrat; Honorable Mention, Hancock Clarion, and London Sentinel-Echo.

Hometown Column: Dailies—Plaque, Mayfield Messenger, Walt Apperson; second, Glasgow Times, Fred Troutman; third, Frankfort State Journal, Jim Hawkins; Honorable Mention, Middlesboro Daily News, Maurice K. Henry, and Henderson Gleaner & Journal, Francele L. Armstrong. Weeklies—Plaque, McLean Co. News, Landon Wills; second, London Sentinel-Echo, Logan Elwell; third, Somerset Commonwealth, George Joplin III; Honorable Mention, Central City Times-Argus, Larry Stone, and Shelby Sentinel, Shelbyville, Else Matthews.

Sports Column: Dailies—Plaque, Park City Daily News, Bert Borrone, second, Corbin Tribune, Jim Lee Crawford; third, Mayfield Messenger, Jack Anderson; Honorable Mention, Middlesboro Daily News, Julian Pitzer. Weeklies—Plaque, Central City Times-Argus, Bobby Anderson; second, Cynthiana Democrat, Tommy Preston; third, Hazard Herald, Shelby Warren; Honorable Mention, Somerset Journal, John Fitzwater, and London Sentinel-Echo, Tom Liesenhoff.

Religious Editorial (Awarded by Salvation Army War Cry): First, \$50, to Landon Wills, Calhoun News, "A Little Christian Compassion"; second, \$25, to Francele L. Armstrong, Henderson Gleaner & Journal, "Windows Of The Soul"; third, \$15, Rev. Robert Wallace, Middlesboro Daily News, "Were You And I There"; fourth (tie), \$10, Ellis Easterly, Middlesboro Daily News, "Community Thanksgiving", and Roscoe I. Downs, Hancock Clarion, Hawesville, "The Best Gift Of All".

A special presentation by the Kentucky Farm Bureau News of a plaque and \$100 as "Communications Award" was given to Samuel Guard, editor of The Breeders' Gazette in appreciation of his efforts in promoting the best interests of Kentucky agriculture throughout the year.

Editorial Excellence: Dailies—Plaque, Mayfield Messenger; second, Middlesboro Daily News; third, Corbin Daily Tribune; Honorable Mention, Henderson Gleaner & Journal, and Glasgow Times. Weeklies—Plaque, Cynthiana Democrat; second, Russellville News-Democrat; third, Somerset Commonwealth; Honorable Mention, Sturgis News, and McLean Co. News.

Pictorial Division

News Photo: Dailies—Plaque, Henderson Journal & Gleaner; second, Park Daily News; third, Middlesboro Daily News; Honorable

Mention, Frankfort State Journal, and Mayfield Messenger. Weeklies—Plaque, Somerset Commonwealth; second, Lawrenceburg News; third, Hazard Herald; Honorable Mention, McLean Co. News, and Voice of St. Matthews.

News Pictures: Dailies—Plaque, Frankfort State Journal; second, Middlesboro Daily News; third, Corbin Times; Honorable Mention, Henderson Gleaner & Journal, and Mayfield Messenger. Weeklies—Plaque, Somerset Commonwealth; second, Lawrenceburg News; third, Jeffersontown Jeffersonian; Honorable Mention, Hazard Herald, and London Sentinel-Echo.

Production Division

Front Page: Dailies—Plaque, Corbin Tribune; second, Frankfort State Journal; third, Park City Daily News; Honorable Mention, Henderson Gleaner & Journal, and Glasgow Times. Weeklies—Plaque, Lawrenceburg News; second, Somerset Commonwealth; third, Kentucky Standard, Bardstown, A. S. Wathen; Honorable Mention, Sturgis News, and Somerset Journal.

Editorial Page: Dailies—Plaque, Middlesboro Daily News; second, Henderson Gleaner & Journal; third, Frankfort State Journal; Honorable, Park City Daily News. Weeklies—Plaque, McLean County News; second, Cynthiana Democrat; third, Central City Times-Argus; Honorable Mention, Sebree Banner, and Bath County News-Outlook.

Women's-Society Page: Dailies—Plaque, Frankfort State Journal; second, Corbin Daily Tribune; third, Middlesboro Daily News; Honorable Mention, Glasgow Times, and Park City Daily News. Weeklies—Plaque, Central City Messenger; second, Sebree Banner; third, Somerset Commonwealth; Honorable Mention, Hazard Herald, and Somerset Journal.

Sports Page: Dailies—Plaque, Park City Daily News; second, Frankfort State Journal; third, Middlesboro Daily News; Honorable Mention, Henderson, Henderson Gleaner & Journal, and Corbin Tribune. Weeklies—Plaque, Central City Times-Argus; second, Somerset Journal; third, Cynthiana Democrat; Honorable Mention, Kentucky Standard, Bardstown, and Somerset Commonwealth.

Classified Page: Dailies—Plaque, Glasgow Times; second, Frankfort State Journal; third, Henderson Gleaner & Journal; Honorable Mention, Middlesboro Daily News, and Corbin Tribune. Weeklies—Plaque, Somerset Commonwealth; second, Central City Messenger; third, Voice Of St. Matthews; Honorable Mention, Jeffersonsown Jeffersonian, and Lebanon Enterprise.

General Advertising: Dailies—Plaque, Mayfield Messenger; second, Henderson Gleaner & Journal; third, Middlesboro Daily News; Honorable Mention, Corbin Tribune. Weeklies—Plaque, McLean Co. News; second, Dawson Springs Progress, Niles O. Dillingham; third, Central City Messenger; Honorable Mention, Lebanon Enterprise.

Ethics-Standards Division

Community Service: Dailies—Plaque, Henderson Gleaner & Journal; second, Middlesboro Daily News; third, Frankfort State Journal. Weeklies—Plaque, Cynthiana Democrat; second, Hazard Herald; third, Voice Of St. Matthews; Honorable Mention, Caldwell Co. Times, and Somerset Commonwealth.

Freedom Of Information: Dailies—Plaque, Middlesboro Daily News; second, Frankfort State Journal; third, Henderson Gleaner & Journal. Weeklies—Plaque, McLean Co. News; second, Hazard Herald. (Only five entries in this contest).

Check These Facts For Your Protection

(Based on recent review by ANPA Counsel)

The status of the newspaperboy—that is whether he is an independent contractor or an employee—depends upon the control exercised either through a contract, or otherwise, over the operations of the boy.

In court decisions, industrial board decisions, and otherwise, the determining factor has always been the amount of actual control exercised, regardless of the terms of contract, over the newspaper carrier by the newspaper, its circulation department, supervisors or otherwise. It does no good to declare in a contract that the newspaperboy is an independent contractor if the operating conditions nullify the very terms which would make him an independent contractor.

The real independent contractor newspaperboy buys his newspapers at wholesale and sells them at retail, the difference between the retail and the wholesale rate being the profit of the boy. Routes may be leased by the newspaper to a newspaperboy in the same way that an automobile manufacturer may lease territory to one of its independent dealers. Just as the automobile manufacturer does not exercise control over the manner in which the dealer does business, so the newspaper may not exercise control over the manner in which an independent contractor newspaperboy conducts his business.

His status can be changed to that of an employee by the exercise of supervision even though that supervision be through verbal and not written orders; other factors involved are:

Requirement that a carrier agree to deliver sample copies or paid-in-advance copies free of cost to the newspaper can change his status from independent contractor to employee.

Requirement that the newspaperboy must deliver copies to news dealers without charge to the newspaper can change his status.

Requirement that his successor must be instructed on the route for a given period of time without reimbursement can change his status.

Requirement that he must deliver newspapers on other than his own route can change his status.

Giving instructions as to how the routes must be serviced can change this status.

The right to fire can change his status although the contract can contain a provision for termination, on notice, from either party to the contract.

Newspapers desiring to maintain the independent contractor status of their carrier boys should watch carefully not only the

terms of the contract but the actual operating conditions under which the boy conducts his business if they wish to have industrial boards and courts hold the newspaperboy as an independent contractor and not an employee.

In July, 1938, a ruling was secured from the Bureau of Internal Revenue as to the status of newspaperboys for purposes of Social Security at that time. Based on the operations of the carrier boys of the Flint, Mich., Journal, the Bureau of Internal Revenue July 11, 1938, ruled that boys operating under the contract used by that newspaper and under conditions as specifically described were independent contractors.

Just an important reminder to the advertising department—hang on, by filing, all mats, especially national advertising. Even your local merchants may want to re-use a mat used last year.

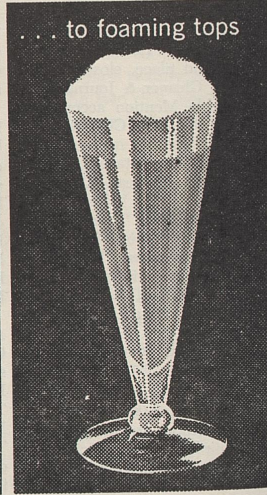
Convention Notes —

Newspaper Promotion: Dailies—Plaque, Herderson Gleaner & Journal; second, Middlesboro Daily News. (Only two entries). Weeklies—Plaque, Cynthiana Democrat; second, Centri City Messenger; third, Hazard Herald; Honorable Mention, Jeffersontown Jeffersonian, and Sturgis News.

“Let’s Get Acquainted” series currently running in Waynesboro (Va.) News-Virginian, is attracting considerable attention. Series presents “daily visits,” with profile of “the people who make your News-Virginian ‘click.’” For example, in a two-column presentation, the paper had a picture and profile on Charles E. Tait, sports editor, giving his background, affiliation war service, etc. The effective discussion starts out with a heading “It’s People . . . Not Machines Who Are Primarily Responsible” for our “daily visits to your home.”



From tangy hops



. . . to foaming tops

IN KENTUCKY

BEER IS A NATURAL

As natural as the wholesome grains and tangy hops from which it is brewed, beer is Kentucky's traditional beverage of moderation—light, sparkling, delicious.

And naturally, the Brewing Industry is proud of the good living it provides for so many folks in Kentucky. Not only for employees of the Brewing Industry itself, but also for the farmers and other suppliers of beer's natural ingredients. In Kentucky, beer belongs—enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC.
KENTUCKY DIVISION

Elizabeth To Mayor

After being family for 81 W. H. Marri corporate st News to May er of the Inst sonnel weekly

The News mers, often cal nism, from when Mr. M owner-publi member of th remain as edi

The corpor the sale includ no change is of the plant. as mayor, gain as correspond Journal and v the sports d Times.

Mr. Marri who still lives born, will con torial comm front page f many years. We welcome participation i

Dire Predict

This predict Minnesota Un ture, causes s flection as well newspaper pub 1,000 or few survival during For those with survival are al nities in the 2 relatively good happen to be sparsely-popula is simply this recognize the p American citize tradesmen, the organizations? long-time pers the face-to-fac garious-minded though faced w problems.

If success m does the head, world.

Elizabethtown News Sold To Mayor Leonard Bean

After being owned and guided by his family for 81 of its 94 years of existence, W. H. Marriott, who owned most of the corporate stock, sold the Elizabethtown News to Mayor Leonard T. Bean, publisher of the Inside The Turret, Ft. Knox personnel weekly.

The News was edited by Harry A. Summers, often called "Dean" of Kentucky journalism, from 1882 until his death in 1937 when Mr. Marriot, his nephew, became owner-publisher. Marriott had been a staff member of the paper since 1907. He will remain as editor.

The corporation is being liquidated and the sale included plant and equipment while no change is contemplated in the operation of the plant. Bean, serving his second term as mayor, gained his newspaper experience as correspondent for the Louisville Courier-Journal and was a former staff member of the sports department of the Louisville Times.

Mr. Marriott, a Hardin county native, who still lives in the house where he was born, will continue to write his pithy editorial comment column which has been a front page feature "on everything" for many years.

We welcome Hayor Leonard to increased participation in Kentucky journalism.

Dire Prediction

This prediction from a rural study of the Minnesota University Institute of Agriculture, causes some serious thought and reflection as well as a directive to our smaller newspaper publishers. Quote: "Places with 1,000 or fewer people have little or no survival during the next quarter century. For those with 1,000 to 2,500, chances for survival are about three in ten. Communities in the 2,500 to 5,000 range have a relatively good chance to survive if they happen to be the largest trade center in a sparsely-populated county." Our comment is simply this: Do the analysts fail to recognize the personal loyalty of small-town American citizens to their community, their tradesmen, their local social and economic organizations? The "country store" with its long-time personal relationships, especially the face-to-face daily contacts of a gregarious-minded society, will prevail even though faced with severe economic survival problems.

If success made the heart swell like it does the head, this would be a far better world.

The typographical error is a slippery thing and sly;

You can hunt until you're dizzy, but it somehow gets by.

Till the forms are off the press it is strange how still it keeps;

It shrinks into a corner and it never stirs or peeps.

The typographical error, too small for human eyes.

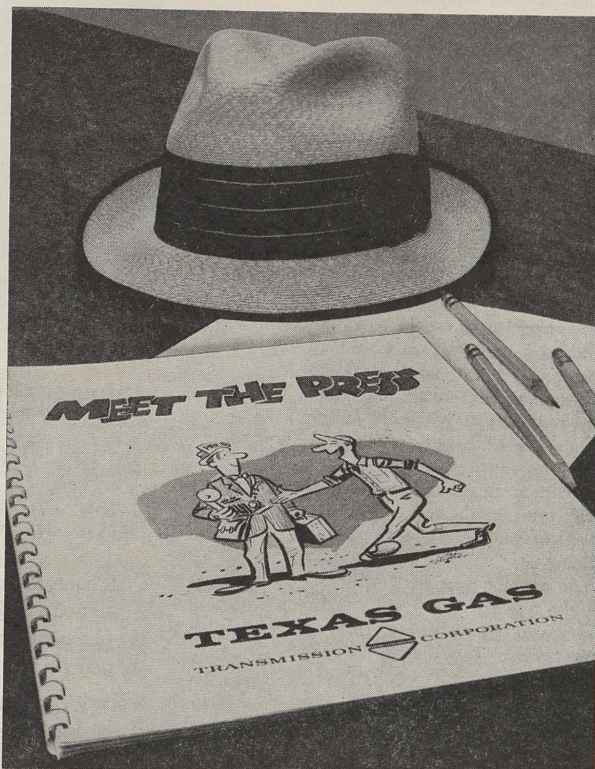
Till the ink is on the paper, when it grows to mountain size.

The editor stares with horror, then he grabs his hair and groans;

The proofreader drops his head upon his hands and moans.

The remainder of the issue may be clean as clean can be,

But the typographical error is the only thing you see.



This is your press card at Texas Gas

A company's press relations are tested not when things are going well, but when they're at their worst... during an emergency, for instance. That's why we've prepared our booklet, "Meet the Press", and distributed it to Texas Gas employees. ■ "Meet the Press" is your advance "Press Card" at Texas Gas. It tells our employees how they can best help newspapermen on those occasions (very rare, we're glad to report) when something goes wrong. ■ *Be courteous, the booklet says. Stick to the facts. And above all, cooperate. "Give the newsman a fair shake, and look at the situation from his point of view."* ■ We've sent a copy of the booklet to each editor along our nine-state pipeline system, but perhaps we missed you. Just write John Potter... he will be glad to send you your Texas Gas "Press Card."

TEXAS GAS

TRANSMISSION CORPORATION
P. O. Box 1160 • Owensboro, Kentucky
Tel. MU 3-2431

SERVING THE BIG RIVER REGION

From the International Association of Electrotypers and Stereotypers, Inc., comes the following points that sum up the requirements of the electrotypewriter or the composing room operators, most of which are as good to weekly as to daily shops.

1. Handle type and cuts with care; place each page or form in its own galley; wipe with rags that are clean and free of metal chips.
2. Use high spacing throughout, including machine composition.
3. Cast properly. Untrue width and height produce poor electros when defective materials spread under molding pressure.
4. Rules should be .916 high; center faced, high shoulder rules are required for best results. Don't use nicked or broken rules.
5. Avoid mixing new and worn foundry types; don't use worn, battered or broken type.
6. Leave dead metal all around cuts, except where surrounded by type; also within cuts where there is an open area more than 1/2 inch square.
7. Block cuts on solid metal base where possible, securely nailed or glued. Block including cuts should be planed level at .918 height and squared on all four sides.
8. Make certain mortises have vertical sides. Justify type tightly and evenly, line by line to avoid pulling out or spreading during molding.
9. Examine cuts for scratches; repair before sending to foundry.
10. Cases should be square on at least two sides and not spring. They should not rock on level surfaces.
11. Forms should be square, justified and solid.
12. Use high material throughout.
13. Use type high quads to protect all open areas.
14. Use type high bearers at least 1/2 inch wide.
15. Plane carefully for level surfacing. Don't slide planer across face; lift each time.
16. Inspect back of form for bits of metal under type or cuts that can cause high areas. Make last minute inspection for scratches.
17. Whenever two or more separate jobs or pages are locked in one case, separate bearers should be used to indicate each page or job. They should be 3/8 inch or 1/2 inch wide.

—◆—
Newspaper advertising brings the merchants "showcase" into your home.



Increase Efficiency and Profits on Phone Orders for Classified Ads with an Automatic Call Distributor

The Automatic Call Distributor is specially designed to aid in handling large volumes of telephone orders and inquiries, such as in the Classified Ad Department of newspapers.

With this service, calls are handled faster, more customers are served, and there's less chance of customer complaints.

Fewer calls will go through the switchboard, so fewer operators may be needed to handle the regular volume of business calls.

Incoming telephone calls are more evenly distributed among your personnel, and, because you serve customers faster and more efficiently, you promote repeat business.

For information about how an Automatic Call Distributor may fit your particular needs, call the Telephone Business Office. A Communications Consultant will be happy to discuss your needs without obligation.



Southern Bell

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Internal Revenue Act Section Affects Future Newspaper Sales

The new Internal Revenue Act, especially Section 1245, affects the sale of every newspaper with depreciable tangible property, whether bought recently or years ago. In case of their sale, each will be exposed to the Act for "recapture" of depreciation accumulated after December 31, 1961. It is of immediate concern to all individual proprietors, partnerships, small and large corporations, states Joe Terry of Wolf & Company, KPA's official consultant. Full information is available on request.

This section will affect all newspaper property sales unless it can be corrected or amended in response to pressure from the field. Write your Congressman and tell him that Section 1245 is unfair and inequitable; that it will take a lot of the incentive out of owning a small newspaper; that there is no reason to change the former rules for selling small businesses in which all excess of the selling price over depreciated book value would be subject to capital gains tax only.

The Press recommends that any publisher, who hopes eventually to sell his newspaper to buy a larger one, or plans to retire, should consult with a qualified accountant, or an attorney with tax experience, about this new law. Give him figures from your operation, and together work them out so you can ascertain what your tax bill would be when you sell. Marion Krehbiel, Kansas newspaper broker and consultant, states, "The publisher who wants to retire is going to find that his tax situation is so unfavorable that retirement for him will actually be out of the question."

Krehbiel goes on to state (certified by Wolf & Company) that under the old law, the seller of depreciable personal property, if he sold it in excess of its depreciated book value, could claim such sale was subject to the capital gains tax of not more than 25 percent of the gain. Under the new act, seller must pay at income tax rates for that part of the excess of the sale's price over the depreciated book value.

Krehbiel's figures of a specific newspaper sale show that a property bought in 1948 for \$100,000 (\$80M in depreciable physical assets, and \$20M in good will), sold in 1956 for \$120,000. Total tax under the old law was \$16,000. If the publisher wished to sell out and retire in 1970, 14 years later, for \$150,000 (which would be possible by that time) he would have a total tax liability

of \$44,374. To carry it one step further, the man who bought this newspaper in 1970 for \$150,000 and sold it in 1980 for the same price would have a probable total tax liability of \$76,986.

At this point we should point out that the newspaper mentioned above had an unusually high percentage of depreciable physical assets. It is more likely that the average weekly would have about half of its selling price in plant and equipment, the other half in good will, potential, and so forth. But even so, the tax bill from Uncle Sam under the new setup would be staggering—and of course this new law applies to many other businesses (farming, for instance) many of which do have a high proportion of their value in depreciable assets.

It has been suggested that incorporation of a newspaper property may be one way out since sale of stock falls under capital gains. One expert says this is true, but adds that the publisher might have trouble finding a buyer, since the buyer wants to set up his own values for depreciation and he can't do it as a rule if he buys the stock. But another taxman points out that in Section 334 (b) (2) of the new act there is a "relief" provision, allowing a "stepped-up" basis of depreciation to the new owner in a stock transaction. This "relief" section is so long and complicated, and so filled with chances for various interpretations, that it is in stark contrast to the former, relatively simple system of regarding a newspaper sale as a bulk sale, with the excess over depreciated book value taxable under capital gains.

Here again, we see the phenomenon of the "rules of the game" becoming so involved (intentionally?) that the individual man, and undoubtedly the individual, unspecialized attorney or accountant, can't understand it unless he makes it his full-time job. With this much more complicated tax law, government has moved again into a position where it can make many more interpretations. We can be sure that these interpretations will net the government more money—since, after all, this is the prime responsibility of the IRS.

We aver again, every publisher should make it his immediate action to contact his Representative and ask his assistance in getting Section 1245 modified or amended. Every publisher has much at stake in this law.

CALENDAR OF EVENTS

JULY

17-21—National Editorial Association Annual Convention, Olympic Hotel, Seattle, Washington.

SEPTEMBER

28—Fall Executive Committee meeting, Phoenix Hotel, Lexington.

OCTOBER

24-26—National Editorial Association Fall Meeting and Trade Show, Claridge Hotel, Memphis, Tennessee.

JANUARY

14-16—Mid-Winter Convention, Phoenix Hotel, Lexington.

Any shop that does \$500 commercial printing volume a year, or more, needs the Franklin Price catalog as a guide to correct estimating and fair pricing. New and renewal subscriptions may be placed through Central Office. First year's lease price is \$24.50, while renewal is \$19.50 annually.

Two other specific tax factors affect the future sale of businesses owning tangible personal property, "Investment Credit" and "First Year Depreciation Allowance." In a nut shell, under the first, if the buyer acquires assets only, he can depend on obtaining a further tax advantage to the extent of the 7 percent Investment Credit on \$50,000 of used property purchased during the year. However, the 7 percent credit previously claimed is not available to the buyer of the capital stock.

Depreciation Allowance is available to the buyer if he acquires assets only, and he is entitled to use the First Year 20 percent Depreciation Allowance. The stock buyer is NOT entitled to such claim.

This FREE TRIAL Offer—



Will prove you can realize greater offset profits. 650 pages of values. Revised as needed.

Write for 60-day FREE TRIAL

PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City 6, Utah

Newspaper Advertising

Advertisers and agencies were urged recently to devote the same continuous effort to advertising in newspapers that they put into other media. Speaker was Publisher J. Warren McClure of Burlington (Vt.) Free Press at annual meeting of American Association of Advertising Agencies. He said that to realize the full potential of newspapers it is necessary to approximate the 26-week or 39-week effort devoted to a television show or a major broadcast spot campaign.

Far too many national newspaper advertising campaigns rest on as few as seven ads a year, he said. Also, Mr. McClure pointed out, advertisers and agencies too often ask newspapers for expensive marketing advice to help in "promised" campaigns that never materialize. A better planned and more continuous national effort in newspapers would be cheaper and far more effective, he said.

◆
 "The only security of all is in a free press. . . . No Government ought to be without censors; and where the press is free no one ever will." Thomas Jefferson.

President Kennedy has again proposed a Federal unemployment compensation system, to be financed by *higher taxes on employers*. The tax base, now \$3,000, would rise to \$5,200 by 1966 and the "net Federal Tax would be increased 0.3 percent.

The White House recommendation came as Congress was completing action on a bill to make a small cut in 1963 unemployment taxes under temporary legislation passed in 1961. The present rate of 4. percent will be cut to .25 percent because more funds are being collected than is needed to pay benefits after using up state payments, thus making it possible to receive benefits for one full year. Rate of benefits would be 50% of weekly wages initially, and 66% by 1970.

Figures published in the Wall Street Journal show that \$12.3 billion were invested in advertising in 1962. This is an increase from \$11.8 billion the previous year. About 10% more was spent in television, a total of \$1.7 billion. Newspapers the largest segment of the total, received \$3.8 billion, up 4.7%. Network radio direct mail and outdoor suffered decrease in ad expenditures.

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

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.

CIRCULATION NEED A BOOST?
 Over 3,500 Newspapers Recommend
 the "LINER PLAN"
Liner Circulation Service
Time-proven Integrity and Reliability
 221 N. LaSalle St., Chicago 1, Illinois
 — Since 1906 —

See FAIRCHILD...for performance-proved products and expert service — Fairchild's economical, cost-reducing equipment is designed to meet the needs of profit-minded publishers.

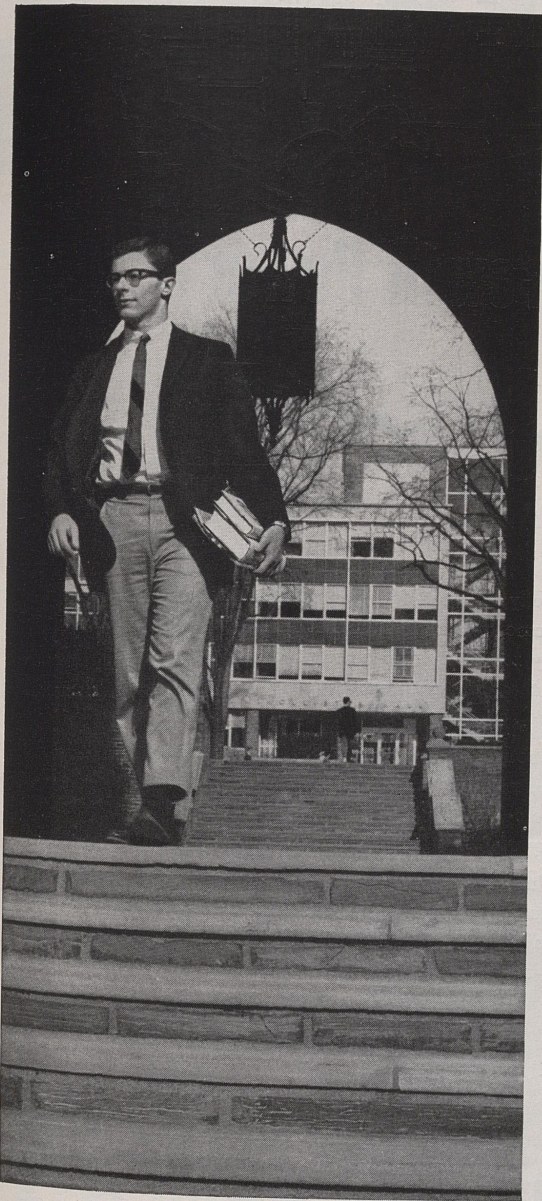
- Reduce typesetting costs as much as 40% with the Fairchild Teletypesetter.® The only integrated system of matched components for tape operation of linecasting machines.
- Set headlines and display type in 13 sizes from one font...fast...with the Morisawa Photo Typesetter. One, compact easy to operate unit.
- Make high-quality halftone engravings economically right in your plant with a Fairchild Scan-A-Graver.® Four models available to meet individual needs of both daily and weekly newspapers.
- Increase earning power with a high speed, precision-built Color King® web perfecting offset press. Offer quality color to advertisers at low cost.

Newspaper publishers, it's good business to see Fairchild first!

<p>FAIRCHILD</p> <p>GRAPHIC EQUIPMENT <small>A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION</small> <small>DISTRICT OFFICES: EASTCHESTER, N.Y. • LOS ANGELES • ATLANTA • CHICAGO • IN</small> <small>CANADA: FAIRCHILD CAMERA & INSTRUMENT OF CANADA LTD. TORONTO, ONT.</small> <small>OVERSEAS: FAIRCHILD CAMERA EN INSTRUMENTEN MIJ., N.V. AMSTERDAM</small></p>	Fairchild Graphic Equipment, Dept. SP-1 221 Fairchild Avenue, Plainview, L. I., N. Y. Let me have the facts on: <input type="checkbox"/> Scan-A-Graver <input type="checkbox"/> Morisawa <input type="checkbox"/> Teletypesetter <input type="checkbox"/> Color King
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Victor
 at Corr
 played

Do scholarships alone pay a student's way?



Unfortunately no, say the heads of leading universities. They point out it takes considerably more than tuition to meet the cost of putting a boy through college. Recognizing their responsibility to help meet the rising cost of higher education, many business firms have enlarged their scholarship programs to include supplemental grants to the schools chosen by scholarship winners, in addition to the scholarships themselves.

One of the firms which supports a broad program of aid for education is The Sperry and Hutchinson Company. S&H National Scholarship winners receive up to \$1000 each year for four years and may choose their own schools and courses of study. The colleges chosen receive unrestricted grants of approximately one-half the amount awarded to the scholars for each year the student is in attendance on his scholarship.

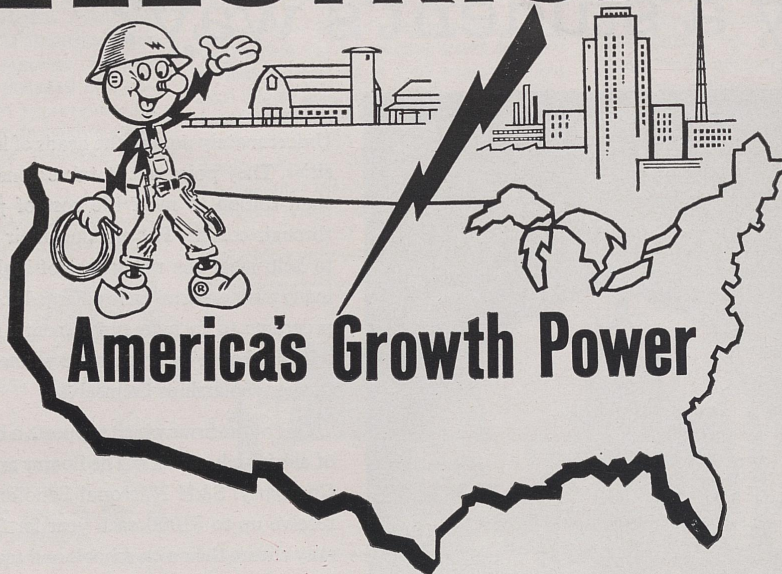
The Sperry and Hutchinson Company considers these scholarships and grants part of its contribution to the future of this country. S&H Scholarship winners are talented young men and women who might not otherwise have the opportunity to obtain a college education. They are selected on the basis of need, high school achievement, college aptitude, quality of character and leadership, and probable contribution to society.



AN AMERICAN
WAY OF THRIFT
SINCE 1896.

Victor Baras of Sheboygan, Wisconsin, one of this year's winners, is using his \$4000 S&H National Scholarship to study at Cornell University. Victor was a straight-A student at North High School in Sheboygan, a National Merit Scholar, played football, graduated as president of his class, and wrote perfect-score college entrance examinations.


ELECTRICITY



In the United States, electricity is taken for granted, like the air we breathe. If you move into a new home, you expect the electricity to be *there*, at your fingertips. Or if an industry requiring huge amounts of power moves into your community, the power is *there*, when the doors open. No one gives it a second thought.

In other parts of the world, both east and west of the Iron Curtain, invariably where the power supply is state owned or state controlled, this is not so. An electrified home is apt to be a bare bulb in each room, and electricity is severely rationed. A new industry simply intensifies this rationing.

It is no accident that the United States generates more electric power than the rest of the world combined. Her investor-owned electric companies plan ahead and build ahead to keep the power flowing. Electricity is America's growth power, and will continue to be so long as it is free to *keep growing*.

 Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY An Investor Owned Electric Company

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