

The Kentucky Press

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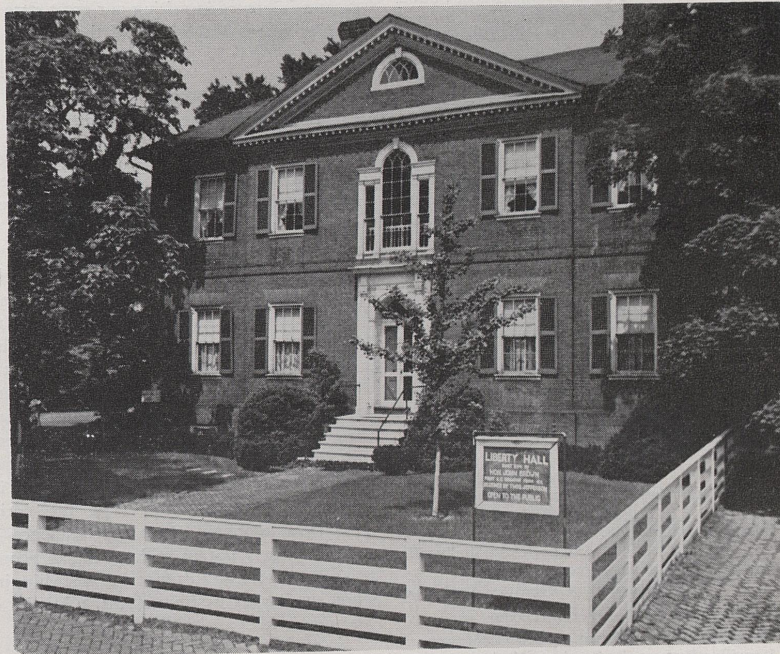
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



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Publication Office:
School of Journalism
University of Kentucky
Lexington

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VOLUME TWENTY-SEVEN

NUMBER THREE



Kentucky's Showcase: Liberty Hall, Frankfort

Official Publication Kentucky Press Association

The Kentucky Press

Volume 27, Number 3

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

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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 Caumisar, 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.

Kentucky Press Service, Inc.

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+ As We See It +

We, of the Central office staff, hereby subscribe to our 1961 resolutions: 1. To give full and complete service to requests by our members, through letter, phone, and telegraph; 2. To make the Kentucky Bulletin and the Kentucky Press vehicles of highest information and interest to our members and to further the best ideals of Kentucky journalism; and, 3. To pledge interest and cooperation in the many ideals and plans to help our state toward the goals of highest economic development and full and complete educational opportunities for an enlightened citizenry through factual newspaper columns.

We urge every KPA member to adopt, and keep, these resolutions: 1. To attend the conventions and seminars during 1961; 2. To answer faithfully all requests for information from the Central Office; 3. To help build up the School of Journalism Foundation in an effort to create greater educational opportunities for qualified boys and girls; 4. To work closer with our high schools in the field of journalistic endeavors and to urge the school staffs to attend the press conference at the University in March; 5. To contribute news and factual articles to the Kentucky Press and Bulletin; and, 6. To seek out and print the truth for enlightenment of our citizens.

If we all keep these resolutions, our Press Association will attain greater heights and greater influence in raising our great state to a place among the leaders of the nation.

* * * *

'Right To Advertise' Bill Planned For Next Congress

The battle for "Right to Advertise" legislation will be taken to Congress at its next session, said Morton J. Simon, associate general counsel of Advertising Federation of America, in a Huntington (W. Va.) advertising club speech. "Right to advertise legislation would guarantee that no state agency, bureau, board or commission can limit, restrain or prohibit any advertising, provided only that the industry, business or product is itself legal in that state and that the advertising be truthful," said Simon, an author, lecturer and research specialist in problems of advertising. "Such legislation is necessary because advertising is needed not as an industry in itself but to protect the entire American economy. Loss of confidence in advertising is not as widespread as people think. Advertising cannot be the whipping boy to distract us from other industrial or economic ills."

* * * *

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

Advertising is paid for by increased distribution plus savings achieved through increased production. The question "Who pays for advertising?" is an old one but the new answer was supplied in a recent promotion ad of Russell T. Gray, Inc., an advertising agency.

"We are often asked that question, and strangely enough there are still some skeptics who can't or won't understand this powerful sales tool. There's a little story that explains it better than any way I know.

"Once upon a time there were three manufacturers of mouse traps, and competitors set the retail price at 30c. Manufacturing cost was 15c each. None of the three mouse trap makers advertised. One day one of the manufacturers decided to advertise. He found that he established brand recognition and reached a wider audience and broader market. During the second year his sales grew so much that he increased production. This permitted him to install new, more efficient machinery and he cut production to 9c a trap. Dealers cut their retail price from 30c to 25c. Manufacturing profit jumped from 33-1/3 to 50% and dealers made 66-2/3% instead of 50%. Brand recognition was built up so that the demand for brand forced the two non-advertising manufacturers out of business.

"Who paid for the advertising? Not the manufacturer, because he increased production and cut costs. Not the dealer—he did the same thing. Not the consumer, because he bought the trap for less. That somebody had to pay for the advertising is a hard, cold fact, yet it is one of the most misleading facts in business. The answer lies in a combination of two things. The manufacturers who didn't advertise paid for it, and the economic gain made possible by increasing production paid for it.

"Advertising is a factor in distribution and is paid for through the increase in distribution and the savings the increased production makes possible."

* * * *

Our congratulations to Miss Cattie Lou Miller on her appointment as Commissioner of the state Department of Publicity, and on her selection of Miss Helen Henry as her assistant. In the new public relation setup at the State Capitol, Paul Brannan, Paris Carlisle publisher, was re-assigned to the Civil War Commission, and the Governor accepted the resignation of Charles E. Adams, who returns to his publisher duties on the Gallatin County News, Warsaw.

* * * *

A salesman in approaching a prospect should create an immediate favorable sensation in the mind of the prospective purchaser. This can be done by appealing to his desire for profit and to his curiosity.

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Prominent Speakers, Socializing To Highlight Meet

Highlights of the 92nd mid-winter meeting of the Kentucky Press Association will be addresses by prominent, nationally known speakers. Heading the list will be Jules DuBois, Chief of the Latin American Bureau for the Chicago Tribune, a Cuban correspondent for over 14 years. He was a principal speaker at the annual National Editorial Association meeting in Minneapolis. His Friday luncheon address will be on the U. S. and its relations in Latin America, especially Cuba.

Backing up DuBois will be William J. Oertel, secretary-manager of the Ohio Newspaper Association, on the topic of restrictive legislation. Oertel has led a successful fight in Ohio against restrictive advertising legislation which has resulted in present laws in that state against societies, commissions, and agencies restricting advertising by professional groups.

Sales tax results and uses will be discussed on Friday morning by William J. Scent, State commissioner of revenue. Harvey J. Walters, secretary-manager of the Georgia Press Association, will speak on the services which WNR provides the weeklies and will also show the latest film presentation being used by WNR. Walters is now chairman of the operating committee and treasurer of WNR.

Guy Easterly, LaFollette (Tenn.) Press, will be on hand Saturday morning to discuss the future of the National Editorial Association with the group. Easterly is presently vice president of NEA, an honorary member of the University of Kentucky chapter of Sigma Delta Chi and, for many years, an active member of the Tennessee Press Association.

Included in the Saturday morning's program will be panels and roundtables on Office Supplies and the future possibilities of the central printing office. Committee reports will precede the election of officers.

The Saturday luncheon will feature the annual presentation of KPA's Outstanding Kentuckian of the Year award. This is always one of the most popular happenings of the meeting.

Entertainment will be plentiful, as usual. Thursday evening will have a reception for the ladies and buffet for the entire membership. Friday evening's lighter side will be a cocktail party and the annual banquet followed by a floor show and dance. Several firms and individuals have indicated they will sponsor the usual hospitality rooms for the enjoyment of those attending the sessions.

Overall, it looks like a most informative and entertaining program. Advance registration should be made immediately so as to avoid the confusion of this detail during the meeting.

As an added inducement for the early arrivals on Thursday, here's the menu for the buffet luncheon that should please the most exacting gourmet's demands: Roast Round of Beef, Lyonnaise Potatoes, Seafood a la

Newburg, Kentucky Corn Pudding, Chicken Tetrazinni, Assorted Cheese, Salami and Braunsweiger, Macaroni Salad, Green Bean Salad, Fruit Salad, Tuna Salad, Pickled Beets, Spiced Cauliflower, Cole Slaw, Cottage Cheese, Marinated Herring, Imported Bristling Sardines, Stuffed Celery, Deviled Eggs, Pickles, Olives, Garden Relishes, Aspic Mould, Spiced Fruit, Assorted Breads, Assorted Desserts, and Assorted Beverages.

Washington Writer Shows Infringements On The People's Right To Know

The following article by Robert Crater, Scripps-Howard writer, points up a minor infringement on the people's right to know:

WASHINGTON—Newspapers seeking out chiselers in the new medical aid for the aged program will be thwarted by a congressional roadblock. They will not be permitted to inspect names of those getting the aid.

Congress, in a little-note action this summer, hung a curtain of secrecy between the public and aid books. The decision was made behind closed doors of the Senate Finance Committee, agreed to by the House and signed into law by President Eisenhower.

"It was felt that a person's medical problems shouldn't be exposed to the public," said Charles Hawkins. Hawkins is assistant to Commissioner William Mitchell of Social Security Administration, which administers the program of medical aid to persons 65 and older.

'No Such Result'

The American Newspaper Publishers Association, in a letter to Chairman Wilbur Mills of the Ways and Means Committee, said similar excuses were made by welfare officials when other federal-aid programs were started during the New Deal.

"Opening the records has produced no such result, but on the contrary has served to eliminate from relief rolls many who by no stretch of imagination were entitled to relief," ANPA General Manager Stanford Smith wrote Chairman Mills.

"Certainly, it can be amply demonstrated that newspapers have shown no desire whatsoever to publish these lists in an effort to humiliate, and that welfare officers have not been thronged by the curious."

Excludes Chiselers

The secrecy argument by welfare officials prevailed until the Jenner Amendment in

1951 opened the books for public inspection in states which passed laws to prevent misuse of the information.

"This generally has resulted in the worthy needy being assured of aid to the exclusion of chiselers and has also served as a check on maladministration of the Act," Smith said.

Congress singled out the new medical aid for the aged program in its secrecy decision. Thanks to the 1951 Jenner Amendment, states still have the right to open up books of such programs as aid to dependent children, the blind and disabled.

Menifee County Journal Libel Suit Dismissed

A \$120,000 libel suit against the Menifee County Journal by the Menifee County Board of Education and county Superintendent has been dropped after being before the court since February, 1958.

The suit grew out of a charge by the Journal, edited by Jerry Ringo, that school records were not made available to a group of citizens from the county. The following week the Journal reported, the citizens group was allowed to inspect the records they wanted to see.

Since the original date of the litigation, some of the members of the school board have resigned, or their term of office expired. The suit was dismissed with prejudice, meaning it cannot be reopened.

Charles E. Adams, publisher of the Gallatin County News, Warsaw, has resigned as executive director of the State Tourist and Travel Commission, a post which he has held during the past year. Adams was president of the KPA in 1956.

Rate Directory Reveals Circulation Gains In 1960

The 1961 Kentucky Directory and Rate Book, just released from the printer, indicates that Kentucky newspapers made a gain of 2% in 1960 circulation figures over 1959, and a total gain of 5.1% in the past two years. Circulation quoted in the new Directory for the Metropolitan group—Covington, Lexington, and Louisville—shows a daily circulation of 535,419 and Sunday editions, Lexington and Louisville, of 415,313.

The community daily group, twenty-two newspapers, indicate a total daily circulation of 17,378. Eleven, with Sunday editions, mark a total circulation of 121,481. Community weeklies and semi-weeklies mark a total circulation of 324,150. Total circulation of all state newspapers for any one day reaches 1,034,947 subscribers, or one subscriber for every three inhabitants. Based on households, Kentucky newspapers reach almost one newspaper per family.

Newspaper changes during 1960 include the publication of three new papers, all weeklies: The Letcher County Community Press at Cromona, Charles Whitaker, publisher; The Earlington News, Earlington,

Joseph Howard, publisher; and the planned Frankfort Crusader, Frankfort, Joe Oglesby, publisher. We understand that a new weekly has been established in Adair county but have no direct information concerning the publication.

Four newspapers changed to offset: The Glasgow Times, Carroll Kniceley, publisher; The Menifee County Journal, Frenchburg, Jerry Ringo, publisher; The Greenville Leader, Andy Anderson, publisher; and The Mountain Eagle, Whitesburg, Thomas E. Gish, publisher. These changes bring a total of six offset newspapers in the state, the Georgetown Graphic, Archie Frye, publisher, and The Jefferson Reporter, Richard and Lewis Conn, publishers, were established earlier.

The Leslie County News, Hyden, and the Manchester Courier, Manchester, ceased publication.

Consolidations include the purchase of the Lincoln County News which was consolidated with the Interior Journal by Richard Ferguson, publisher, and the Journal

was changed from a semi-weekly to a stronger weekly edition. Thomas E. Preston consolidated the Cynthiana Log Cabin and The Democrat into one publication under the name of The Democrat. Thomas Purdom changed the name of the Tribune-Democrat, Mt. Olivet, to The Robertson County News. George Trotter purchased the Marion Falcon and consolidated it with the Lebanon Enterprise.

Kerby Jennings, Murray Democrat, changed his tri-weekly editions to a six-day daily.

Ownership changes include the purchase of the Crittenden Press, Marion, by Evans Mick from Charles E. Pepper; the Greenville Leader by Andy Anderson from Charles W. Taylor and associates; and the Bath County News-Outlook, Owingsville, by Russell L. Metz from Paul I. Lewis.

Some changes were made in national advertising rates, justified by the circulation increases, but, on the whole, the national rate structure was maintained. The composite rate for the metropolitan newspapers is \$1.42 per line for the daily editions, \$1.01 for the Sunday editions. Composite rate for the community dailies, daily and Sunday editions identical, is \$1.705 per line.

Composite rate for the weeklies and semi-weeklies is \$77.87 per line. Composite cost of all Kentucky newspapers, dailies and weeklies, totals \$77.87 per line, or \$1,133.93 per column inch. Accordingly, an advertiser, who wishes to place a ten-inch ad "across the line", would be charged \$11,339.30... advertising that would bring results.

The Kentucky Press Service, Inc., for the first eleven-months period of 1960, has placed \$166,282.95 in national, regional, and state advertising in Kentucky newspapers. Final payments for the year should approximate \$180,000.

The Directory and Rate Book will be forwarded to national and regional advertising agencies and important advertisers. This information, which took many hours of preparation, is conducive to increasing advertising lineage in our state newspapers, especially through the convenience and labor-money savings that is influencing advertising agencies in using the one-order, one-bill, one-check plan of Kentucky Press Service and Weekly Newspaper Representatives. Advertising volume in 1961 should show a substantial increase, national and regional.

The 1960 Directory will be forwarded all member newspapers in the near future. Save for further reference. Advise the Central Office of potential advertising accounts that should have a copy of the Directory.

Use Of Time Clock As Record Urged

The following pointers are taken from a talk given by Archie Hicks, California publisher, before the Oregon Press Association:

Commercial printing can be a profit-producer or a parasite—you have to find out which yours is. Five pointers on the job side I try to follow are:

1. Charge to printing department that which is printing.
2. Use equipment suited to the jobs you get or get jobs suited to your equipment.
3. Don't compete with the "housewife with a duplicating machine" type of operation in her field.
4. Don't keep machinery that is no longer producing.
5. Determine productive and non-productive time.

A time clock is the best investment you can make. Install it or them under the "insurance" excuse (that is, to prove a person was actually working at the time of an accident, etc.) if you are concerned about employee relationship. The time clock will tell you more—and I'm sure shock you more—into the realization that some jobs take longer than you thought and more money should be charged.

Time some sample jobs—or specific jobs or maybe all of them—and you will be sur-

prised. Use the 100's wheel clock because the miute wheel clock takes too much time to compute and the 10's wheel can lose you five minutes on a clocking.

Editors and publishers all know the value of pictures and the bit about pictures being worth a lot of words applies equally well to management records. Use graphs and charts to give you a quick picture of your business.

Establish a good relationship with your banker, whether you need him or not. Educate him about your business problems and needs and keep him informed of your financial position. You will find this effort well spent when you do need his help.

Mark F. Ethridge, vice president and publisher of the Courier-Journal and Times, was named this month as Louisville's "man of the year" by the Advertising Club of Louisville.

Letcher is the second county in the State to produce a new weekly newspaper this month. The Community Press, Cromona, issued its first issue on November 14, with an eight page paper and a four page picture insert. The paper, published on Monday, is edited and published by Charles Whitaker.

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**California Court Decision
Regulates Use Of Nameplate**

A California Superior Court decision of prime interest to newspaper and other periodical publishers concerning secondary meaning of a publication's name was handed down by Judge Robert Kneeland in Santa Ana, California, recently.

The case involved Charles O. Voigt, publisher of the Orange Daily News, who was awarded injunctive relief restraining The Daily News of Garden Grove, a neighboring city, from using the newspaper title "The Daily News" in the geographical area in which Voigt's paper is circulated.

The Orange Newspaper, a daily since 1909, is formally named "The Orange Daily News," but, as evidence in the three-week-long trial indicated, the shorter or secondary name, "The Daily News," was used by the Orange paper in referring to itself throughout the years.

The shorter name, for instance, was often used in the ears of the paper, in by-lines, in house ads, on billboards, and under photographs. Likewise, as brought out in the trial, the shorter or secondary name also was constantly used by the general public and advertisers throughout Orange County, where the newspapers were published.

As brought out in the trial, the Garden Grove newspaper did not use any geographical place-name in the flag, but just "The Daily News".

Voigt brought suit, contending that because both newspapers circulated and solicited business in the same geographical area, specifically Orange County, the adoption of the name "The Daily News", by the Garden Grove paper was unfair business competition and caused confusion in the public's mind.

The court granted the injunctive relief on unfair business practices grounds.

Women like to look into a mirror, except when pulling away from a parking place.

Dix Winston, former member of the editorial staff of the Paducah Sun-Democrat, has been appointed deputy commissioner in the State Parks Division.

Among those named by Lt. Gov. Wilson Wyatt to act as an advisory committee for exploring the educational possibilities of television are Nathan Lord, general manager of radio-television station WAVE; Bill Small, TV-news director of WHAS; Ed J. Paxton, Jr., vice president and managing director of WPSD-TV, Paducah, and Len Press, Lexington, head of the radio and television film department, University of Kentucky.

Kernel Wins SDX Award

For the fourth time in the last five years, the Kentucky Kernel, University of Kentucky's student newspaper, has received an award in nationwide competition sponsored by Sigma Delta Chi, professional journalistic fraternity. This month the Kernel received a first place award in straight news writing in the SDX 1960 Student Newspaper Contest.

Five stories were entered in the competition by the Kernel. Two dealt with cases of students caught cheating, one was written on the night of the Thanksgiving holiday riot, one was about preclassification troubles, and one told about a fraternity hazing incident.

The award was given for news stories written last year when Bill Neikirk was editor and Bob Anderson was managing editor. Neikirk is now a graduate student at UK and Anderson is editor of the student newspaper.

Four SDX awards have been picked up by

Rafferty New Voice Editor

Emil Aun, editor of the Voice of St. Matthews for the past eight years, has resigned that position to devote his time to the writing of his third novel. He will be followed as editor of the Voice by William Rafferty, formerly with the Ravenswood News and Associate editor of Inside West Virginia. Under the direction of Aun, the Voice was named the Best All-Round weekly newspaper in the KPA contests in 1959.

Sidney M. Robards, former city editor of the Courier-Journal, has been promoted to director of public affairs with the Radio Corporation of America.

the Kernel since the UK chapter of the organization was re-established in 1955. In 1956, the Kernel received second place award in straight news writing, 1958 produced first place in editorial writing, and, 1959, second place in editorial writing.

You Are Invited To Visit The

LUDLOW

Headquarters Suite During The
KPA Mid-Winter Meeting
Colored Slide Showing And Display On

BRIGHTYPE

And Its Application In Your Plant

Latest Typefaces And Developments From

Ludlow Typograph Company

Charles V. Creek Morris W. Rice

Agency Executive Devises Unusual Scoring System

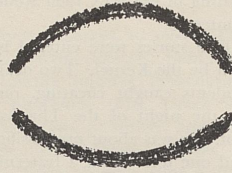
From ad agency executive, David Ogilvy, comes an unusual scoring system for a mechanical (or physical), rating of newspaper advertising that your sales staff might want to pass along to retailers (as is or in a more positive form), for use in checking their own advertising.

At starts with a score of 100. Points are then deducted according to the number at the end of each item on the following check list:

1. If the graphic technique obtrudes itself between the copywriter and the reader, deduct 17 points.
 2. If the illustration is lazy—if it does not work hard at selling the product, deduct 11 points.
 3. If it requires more than a split second for the reader to identify the kind of product being advertised, deduct 10 points.
 4. If the brand name is not visible at a glance, deduct nine points.
 5. If the layout looks more like an advertisement than an editorial page, deduct seven points.
 6. If the illustration lacks "story appeal"—something interesting happening—deduct six points.
 7. If a drawing is used instead of a photograph, deduct six points.
 8. If the layout is cluttered or complicated, deduct five points.
 9. If there is more than one place to begin reading, deduct four points.
 10. If type is used self-consciously for purposes of design, deduct four points.
 11. If the body copy is set in reverse, or in a tint, deduct four points.
 12. If any illustration appears without a caption, deduct three points.
 13. If the illustration is defaced in any way, e.g., by having the headline run into it, deduct two points.
 14. If the illustration is any shape other than rectangular, deduct two points.
 15. If the headline is set in more than one type face, deduct two points.
 16. If the body copy is set in a sans serif face, deduct two points.
 17. If the measure is wider than 40 characters, deduct two points.
 18. If long copy is not broken with cross-heads, deduct two points.
 19. If the first paragraph is more than 12 words, deduct one point.
 20. If the paragraphs are squared up, deduct one point.
- On the content side, Mr. Ogilvy decries (1) any advertisement which is obviously

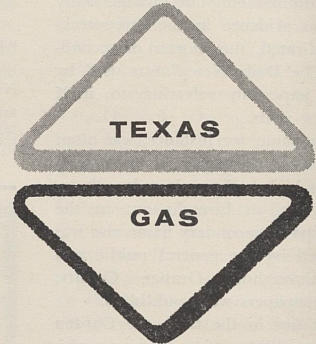
dishonest, (2) an advertisement which would obviously be considered indecent or blasphemous by more than 5 percent of the readers of the publication in which it appears, and (3) any advertisement which is an obvious imitation of another advertiser's advertisement.

In 1896, "Dorothy Dix"—Mrs. Elizabeth M. Gilmer—began her column of personal advice in a daily newspaper. It was the first popular "advice to the lovelorn" feature in newspapers. Today, most newspapers offer helpful and informative features on personal problems.

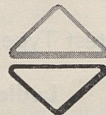


To a newspaperman, this always means "close up"

To homes and industries in the Big River Region, this always means an abundance of efficient natural gas



When the temperature goes down on cold winter days, gas demand goes up. But it is physically impossible to quickly pipe enough additional gas from producing fields to meet the added requirements of customers hundreds of miles away. In order to have gas readily available, Texas Gas stores huge quantities of it underground near large market areas for just such cold-weather needs. Pumped there during the summer months, it is ready to augment the normal pipeline capacity at a moment's notice. At present, Texas Gas has five underground storage fields capable of supplying an additional peak-day capacity of 200 million cubic feet of gas. Texas Gas is now studying and developing additional underground gas storage facilities as further assurance to its customers of its ability to supply their needs during the most critical weather conditions, and to increase the year-round efficiency of its pipeline system.



TEXAS GAS

TRANSMISSION CORPORATION

General Offices: Owensboro, Kentucky

SERVING THE BIG RIVER REGION

State Press Association bulletins 1959-1960 — AD No. 6

DECEMBER
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Washington Notes--

REP. BOGGS: Rep. Hale Boggs (D. La.), originator and chief sponsor of legislation on tax deductibility of advertising costs, was a breakfast guest of President-elect Kennedy recently. He told reporters their conversation centered on measures which will be before the House Ways and Means Committee, of which Rep. Boggs is a ranking member. He did not disclose whether the deductibility question was discussed.

Unlike most Kennedy callers these days, Rep. Boggs is not considered a likely candidate for a post in the new Administration. At least there was no mention of such a possibility in his doorstep press conference. If he should resign from Congress, it would be a hard blow to supporters of the Boggs bill. While there are a half dozen other sponsors of the same measure, none are so influential as the Louisianian.

Rep. Boggs has announced his intention of reintroducing the deductibility bill in 1961. Many organizations, including NEA, have lined up behind the proposal. However, opposition from labor leaders remains a major stumbling block to passage.

ADVERTISING: The Advertising Committee of the Department of Commerce, at its regular quarterly meeting, agreed to urge continuance of the group under the incoming administration. Another meeting was set for February and Secretary Mueller promised to urge his successor, Luther Hodges, to continue the activity. The committee comprises 15 heads of trade associations in the advertising field, and includes two newspaper representatives. It was started back in the Truman administration, allowed to lapse when President Eisenhower took office in 1953, then was revived last year. The chairman is Frederic R. Gamble, of 4 A's.

Results of the committee's efforts have not been overwhelming but it scored at least one notable success when Secretary Mueller strongly backed the Boggs ad deductibility bill. In fact, Mueller went even further and advocated a law to make all ad costs tax deductible. On the other hand, the committee was not able to persuade the Secretary of Commerce to oppose postal rate increases.

A NEW BOOK: "The Spenders," states the case for advertising, and answers the attacks made in other recent books. The author is Steuart Henderson Britt, now a Northwestern University professor but a former agency executive. As a professional psychologist, Britt explains why so many people have anti-advertising attitudes.

"The basic reason so many people are against advertising is emotional," Prof. Britt declares. "All forms of advertising and sales

promotion are trying to get people to react—to do something they might not do just on their own. In a sense advertising must be 'upsetting' to be effective . . . and we hate to be upset." "The Spenders" is published by McGraw-Hill at \$4.95.

NEA IN CONGRESS: A third NEA member who will serve in the 87th Congress is Rep. Charles A. Mosher (R., Ohio), Publisher of the Oberlin News-Tribune. He is a former Ohio state senator, a past president of the Buckeye Press Association, and a former member of the NEA Legislative Committee. His paper has won several NEA awards. In four terms in the Ohio Senate, Mosher has taken a leading part in the enactment of two "open meetings" laws, the pioneering right-to-advertise statute, and the repeal of a movie censorship law. He is a member of Sigma Delta Chi.

Other NEA newcomers to Congress are Reps. John R. Ashbrook, also an Ohio Republican and Publisher of the Johnstown Independent, and Paul Findley (R., Ill.), Publisher of the Pike County Republican in Pittsfield, Ill., and the Independent Press in Griggsville, Ill. Still another newcomer with a newspaper background is Rep. Robert G. Stephens (D., Ga.) who is general counsel for the Georgia Press Association. He is from Athens, Ga., and has served in the Georgia House of Representatives.

Two former newspaperboys were President-elect Kennedy's first Cabinet appointees, Connecticut Governor Abraham A. Ribicoff, named Secretary of Health, Education and Welfare, and North Carolina Governor Luther Hodges, appointed Secretary of Commerce.

DEPRECIATION: 1961 legislation to rewrite the tax laws regulating the depreciation of business property will gain some added steam from the Treasury Department survey taken this year. A preliminary report on findings of the study will be released later this month, in time to influence reform efforts in Congress. A final report will be expedited but cannot be issued until 1961.

Publishers participated in the survey, which involved a cross section of 6,000 large and small firms. Responses have been received from 80 percent of the big companies, and a smaller share of the little business concerns. Newspaper associations have been agitating for more liberal depreciation rules for many years.

A Treasury announcement noted that depreciation reforms have been achieved in many other countries in recent years, and added: "The underlying objective of this type of reform is to provide a better tax climate for expanded business activities in the direction of job-creating investment, more


(Please Turn To Page Seven)

**ALL
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brewing industry**

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

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

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

That's What The Judge Said - - -

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

The 1926 primary in the West Kentucky town had been hot and close—and the result was contested. All along the way there had been news. Even before the result was tested in court there had been oral and printed rumors suggesting that in at least two precincts persons were counted as voting when they had not voted. Now at last came the hearing in court to challenge the result of the primary and the editor covered the session, reporting the presentation of depositions of 48 witnesses "who did not vote in the election, but who were counted by the election officers as having voted."

An election official in one of the precincts about which there had been rumors felt offended, being of the opinion that the earlier reports of irregularities coupled with the court report on the 48 depositions suggested that he had been guilty of counting and certifying fraudulent votes.

The court didn't see it his way, stating:

"The words sued on do not impute any crime or wrongdoing to the officers in any precinct. They merely show that 48 persons testified that they did not vote in the election, although they were counted by the election officers as having voted. There is nothing in the article to show what precinct these voters lived in, or to connect this in any way with the precinct in which the appellant served. The fact that there had been previous articles referring to this precinct is not material, unless there was enough in this article to connect it with the previous articles."

The court was unable to find any implication of wrongdoing by the election officers; no indication that any officer knowingly or willingly certified fraudulent votes.

"There is nothing here imputing any conduct to the plaintiff bringing him into ridicule," added the court, "for all the facts stated may be true and yet he be entirely blameless."

South Lead In Pulpwood

The South led the world with a record pulpwood harvest in 1959. Value of pulpwood produced in the South as raw material for the pulp and paper industry totaled \$455,002,000, an increase of 12% over 1958, according to H. J. Malsberger, general manager of the Southern Pulpwood Conservation Association, in Atlanta. This value was based on a 12-state pulpwood production survey by the U.S. Forest Service Experiment Stations in Asheville, N. C., and New Orleans, La., in cooperation with SPCA. "The South harvested more pulpwood last year than all of the remainder of the United States; more than any other single country and more than any other area of comparable size in the world," states SPCA news release of Nov. 22.

"Truthful publications of what actually occurs in courts are to be encouraged rather than discouraged and such publications will not be adjudged libelous when words used do not fairly and naturally impute a crime or impute such misconduct as would subject the party to contempt or ridicule."

225 Ky. 628, 9 S.W. 2d 999.

Next month: The case of the libelous advertisement.

MAIL THIS COUPON AND GET THE FACTS

... about 2 profit-boosting aids for your newspaper!

Fairchild Graphic Equipment, Dept. FGE-11
Fairchild Drive, Plainview, L. I., N. Y.

Please send me the following:



"PICTURES LIKE THESE." I understand this 16-page illustrated booklet gives helpful tips on how I can boost my newspaper's ad lineage, reader interest, and circulation by making photo-advertising and photo-features with *local pictures* really pay off... describes how with a Fairchild Scan-A-Graver® (like the new Illustrator model shown) I can get all the quality halftones I can use, conveniently, easily, quickly, and at low cost, too.



"MORE TYPE IN LESS TIME." Sure, I'd like to find out in this 24-page descriptive booklet how to get double the type output from my linecasting machines... how I can run them continuously, at their top rated capacities, and automatically, with Fairchild Teletypesetter®... how simple it is to tape-set type on the TTS Perforator (shown) and feed it into the Operating Unit attached to the linecasting machine... and how TTS® eliminates stop-and-go operation.

Name _____
Company _____
Street _____
City _____ Zone _____ State _____

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

Those

(From the back)

The KPA was sending out recruiting agencies... raising matter... papers.

Our genial... cial, Secretary J... by having his... adorn the front... Publisher and R...

Tom Walla... Times, address... of the Kentuck... tion which ha... College.

D. M. Hutto... ald, an author... has been hono... man of a com... Goodwill Indu... tional and fi... Shakertown. O... Barry Bingham... ney, Frankfor... Harrodsburg;... ton, and Mrs.

More than... high schools, m... of the Kentuck... tion at the U... roundtables o... zine and yearl...

Joe LaGore... ducah Sun-De... of the Associa... tucky at the... November 17... ber of the ex... tional Associa... Association.

A new ne... Times, Sandy... that town fro... ley Enquirer... editor.

Editor R. I.

Those were the days...

(From the back files of the Kentucky Press)

30 Years Ago

The KPA went on record this month in sending out requests to the national advertising agencies to cease sending "free" advertising matter and publicity to our newspapers.

* * * * *

Our genial friend and hard-working official, Secretary J. Curtis Alcock, was honored by having his picture and short-write-up adorn the front cover of the United States Publisher and Printer in the December issue.

* * * * *

Tom Wallace, editor of the Louisville Times, addressed the eighth annual meeting of the Kentucky High School Press Association which has assembled at Georgetown College.

20 Years Ago

D. M. Hutton, editor, Harrodsburg Herald, an authority on early Kentucky history, has been honored in his selection as chairman of a committee to cooperate with the Goodwill Industries in sponsoring an educational and financial campaign to restore Shakertown. Other committee members were Barry Bingham, Louisville; H. V. McChesney, Frankfort; Judge Charles A. Hardin, Harrodsburg; Mrs. Frank L. McVey, Lexington, and Mrs. L. G. Davidson, Lancaster.

* * * * *

More than 285 delegates, representing 50 high schools, met in the annual convention of the Kentucky High School Press Association at the University, to attend a series of roundtables on phases of newspaper, magazine and yearbook production.

* * * * *

Joe LaGore, managing editor of the Paducah Sun-Democrat, was elected chairman of the Associated Press newspapers in Kentucky at the annual meeting in Louisville, November 17. He was also elected a member of the executive committee of the national Associated Press Managing Editors Association.

* * * * *

A new newspaper, the Elliott County Times, Sandy Hook, is being published for that town from the plant of the Sandy Valley Enquirer, Grayson, William R. Bagby, editor.

* * * * *

Editor R. R. Pitchford, Scottsville Citizen

Times, presented his readers with a historical review of that enterprising city and its development as chronicled by the newspaper during one-half of a century of publication.

* * * * *

In memory of his father, Barry Bingham, publisher of the Louisville Courier-Journal and Times, presented a gift of \$10,000 to the University of Kentucky to establish a 4-H camp in Washington County. The camp is to be named "The Robert Worth Bingham Memorial".

* * * * *

Publisher John L. Crawford, Corbin Daily Tribune, recently caught a wall-eyed pike in Norris Lake which he alleged was 25 inches long and weighed more than five pounds.

10 Years Ago

A Cynthiana paper, published 113 years ago, was found recently in a Pendleton county house by a retired mail carrier, Harvey Hoffman. The weekly paper, the Western Visitor, was dated June 10, 1837, and listed William and James T. Campbell as owners. Subscription price was \$2 per year and it cost only \$15 a year to run 12 lines of advertising or less a week.

* * * * *

A subscription that has run in one family since the newspaper was established in 1876, according to the reader, was renewed recently by the Carlisle Mercury.

* * * * *

John B. Gaines, publisher of the Park City News, Bowling Green, was recently elected for a term of three years on the Executive Board of the Southern Newspaper Press Association.

* * * * *

Kentucky's second graphic offset weekly newspaper, "The Graphic", has been established at Georgetown by Archie S. Frye, former editor-manager of the Georgetown News and Times.

* * * * *

Purchase of the Nicholasville News by the Jessamine Journal was announced on December 12. Delmar Adams, owner and editor of the Journal, said he had taken over management of the News plant and equipment and that the Journal will continue to publish each Friday. The News, a Wednesday newspaper, will be discontinued with this week's publication.

In Memoriam...

George M. Fuqua

George M. Fuqua, vice president of the Owensboro Publishing Company and business manager of the Owensboro Messenger and Inquirer, died Wednesday, December 14, after a long illness.

He entered the newspaper business in 1907 when he joined the Owensboro Messenger, then owned by the late Urey Woodson. He became business manager and continued in that position when the Messenger and Inquirer merged in January, 1929, becoming vice president of the publishing company at that time. In 1936 he helped organize the Owensboro Broadcasting Company, which launched radio station WOMI.

(Continued From Page Five)

efficient and competitive plant capacity, and fuller achievement of the nation's productive potential."

FREE PRESS: The U.S. Supreme Court declined to review a Kentucky decision against the Louisville Courier-Journal and Times. The paper had sought a copy of a confession made in a judge's chambers by a man accused of murder. The state court ruling left standing held that the paper should have obtained a court order granting access to the confession.

MINIMUM WAGE: Rep. Adam Clayton Powell (R., N.Y.) who expects to accede to the chairmanship of the House Labor Committee in January, has called a meeting of that group for December 12. Among the decisions to be reached is the type of minimum wage bill which will be rushed out of committee for early passage. Newspapers will be affected not only by the amount of the increase but also by the decision on retention of the small paper exemption and a proposed narrowing of the newspaperboy exemption.

NEWSPAPER DEFINITION: The Treasury allowed December 1 to pass without issuing its proposed definition of newspapers for purposes of the new law on cooperative advertising. This statute, which exempts from excise tax funds spent in newspapers and broadcast media, takes effect January 1 and the usual 30-day period for comment imposed a deadline that was not met. The regulations are still expected by New Year's Day.

Over a period of four years, prime spot television rates have climbed 43 percent while newspaper rates have gone up only 15 percent.

Roaches Move To Florida

Bennett Roach, publisher of the Shelbyville News, has announced his retirement from active management of the weekly and is in the process of moving to Florida. The News will continue under the editorship of Bob Fay, Roach's son-in-law.

Bennett and Mrs. Roach, who have built a home at 154 Citrus Ave., Dunedin, Fla., state "they will cordially welcome friends in KPA who come that way this winter."

Bennett has been active in press activities in the state for a number of years. He was president of KPA in 1952.

New Frankfort Newspaper

A former Frankfort State Journal reporter has begun the publication of a new weekly newspaper in Frankfort. The new edition to publishing ranks, the Frankfort Crusader, is edited and published by Joe Oglesby.


Oglesby also was formerly city editor of the New Albany (Ind.) Tribune and worked for the Louisville Times, the Jeffersonville (Ind.) Evening News, radio station WAVE, and the Spencer Magnet. The Crusader news staff includes R. S. Penn, Ken C. Meade, and Mrs. Helen Oglesby.



Newspapers have changed, too!

Just as the modern telephone bears little resemblance to the old-timey phone, so have newspapers undergone considerable change and modernization.

There have been tremendous strides forward in the newspaper field. We will continue to contribute to this trend by providing services fitted to newspapers' changing needs.

Southern Bell 
 "Thanks for Calling"

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

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

COMMUNITY PRESS SERVICE
 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES

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METRO **NEWSPAPER SERVICE**
 80 MADISON AVE., N.Y., N.Y.
 Mean's **PLUS BUSINESS**
 for Your Newspaper

Lawson Spence Representative

STOP
 Costly Estimating
 Mistakes!

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

Write for
 60-DAY FREE TRIAL
 PORTE PUBLISHING COMPANY
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\$20 TRADE-IN ALLOWANCE on
Genuine
 • **LINOTYPE** •
ASSEMBLING ELEVATORS
 MERGENTHALER LINOTYPE CO.



WELCOME
TO THE



**SHERATON
HOTEL**

4TH & WALNUT

YOUR CONVENTION HEADQUARTERS

HOME OF THE FAMOUS

JIM PORTER'S

TAVERN

Named for the 7' giant with the 8' gun



**FEATURING
PORTERSIZE**



**CHARCOAL BROILED
STEAKS • CHOPS**

(Come for lunch and dinner too.)

COCKTAILS

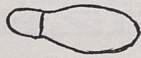


**America's largest selection of
Kentucky Bourbon Whiskies**

Join the bourbon connoisseurs 11:30 A.M. - 3 P.M.
5 P.M. - 1 A.M.



WHO'S IN CHARGE OF FOLLOW - UPS?



We heard a story the other day.

Two small towns, both about the same size, were 25 miles apart. Members of their Chambers of Commerce attended a state meeting where they heard a speaker describe in some detail how nearly any small town, after a study of community needs and purchases, can build itself into a shopping center.

Less than two years later the merchants in Town B discovered they were losing business steadily to Town A. Town A had become the shopping center the speaker had suggested, and no matter what Town B did now, it would be two years behind.

Someone in Town A had followed-up the speaker's recommendations.

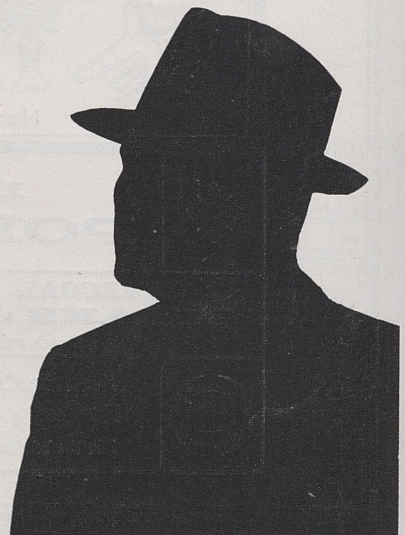
Someone in Town B had not.

Whether your community is interested in becoming a shopping center, in industrial development, or in tourism, it's not the ideas that count so much.

Someone, or some group, must follow them up.

It's not a go-it-alone job. Your state chamber, your state industrial development team, and Kentucky Utilities Company are always ready to help. Why not take the initiative? Ask for the help you need.

**KENTUCKY
UTILITIES
COMPANY**



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VOLUM
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Off