

# 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

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1965 Officers And Executive Committee

# The Kentucky Press

Volume 31, Number 4

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Kentucky Press Association, Inc.  
Kentucky Press Service, Inc.

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

Member  
Newspaper Managers Association  
Kentucky Chamber of Commerce  
Better Business Bureau, Lexington  
Sustaining Member  
National Editorial Association  
Associate Member  
National Newspaper Promotion Association

Publication Office  
School of Journalism  
University of Kentucky

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## + As We See It +

### Panel Will Study Postal Rate Raises

The Johnson administration has shelved for further study its plan to seek a rate increase for second- and third-class mail. The decision was explicit in a Post Office Department announcement that an advisory panel had been formed "to study postal rates and to make recommendations to the President in a three-month period."

The panel consists of four business executives, one ex-Congressman, one Professor who used to be with the Budget Bureau, and one union official. Members are Walker Cisler, President of Detroit Edison Co.; Robert Ramspeck, who spent 16 years in Congress before serving the Air Transport Association and Eastern Airlines; Robert H. Rawson, Vice President of Empire Plow Co.; John W. Snyder, Executive Vice President of Overland Corp. and Secretary of the Treasury under President Truman; Prof. Robert C. Turner of U. of Indiana, a former Assistant Director of the Budget Bureau; Mrs. Mary Roebing, Chairman of the Board of Trenton Trust Co.; and James A. Suffridge, President of the Retail Clerks International Association.

The only one of these people who could possibly qualify as a postal rate expert is Ramspeck, who served on the old "Carlson Committee" established by the Senate Post Office Committee back in 1953. This group produced the postal policy report which led eventually to the Postal Policy Act of 1958.

No chairman was named for the advisory panel, which will name its own leader. However, Cisler was listed first in the announcement and P.O. officials expect he will be named chairman. He has served as a consultant to a half dozen government departments and agencies and is an industry leader in the atomic power field.

Postmaster General John A. Gronouski said the panel's findings would assist him in making recommendations to President Johnson.

Gronouski announced, after conferring with Johnson a month ago, the administration's intention to ask Congress for "a modest increase in second- and third-class postal rates."

These classes include newspapers, periodicals, advertising material and other high-volume mail.

The announcement made no mention of the proposed rate increase. Thus the panel is expected to give equal attention also to first-class and parcel post rates.

The second- and third-class rate increases will not appear in the President's proposed budget, which goes to Congress Monday, it was learned.

### Cig Advertising Under Fire

Cigarette advertising curbs will be an issue in Congress during coming months, despite the industry's voluntary code which is now in effect. Chairman Warren C. Magnuson (D., Wash.), of the Senate Commerce Committee told the Senate on January 15, "we wish to set the hearings within the next 30 days."

Sen. Magnuson's bill (S. 559) would require every package of cigarettes to carry a conspicuous warning saying, "continuous smoking may be hazardous to your health." The label would also be required to state "average tar and nicotine yield." Print or broadcast advertising of cigarettes would not be covered by the Magnuson bill.

A much stiffer bill, regulating cigarette advertising as well as labeling, will also be before the Senate committee. This is the proposal of Sen. Maurine B. Neuberger (D., Ore.), a veteran crusader against smoking. Her bill (S. 547) declares in its opening paragraph: "Congress hereby finds and declares that the unrestricted promotion and advertising of cigarettes in interstate commerce, in the light of the conclusive evidence that cigarette smoking is injurious to health, constitutes a grave threat to the public welfare."

The Neuberger bill would require health warnings on the package, plus "average yields of incriminated agents," and ban ads that "tend to make cigarette smoking attractive to children." The bill would empower the Federal Trade Commission to regulate cigarette advertising and labeling. Mrs. Neuberger is a new member of the Senate Commerce Committee and thus well placed to push her bill.

In June, 1964, FTC issued rules requiring health warnings on labels and in all other ads. The House Commerce Committee persuaded FTC to delay until next July the effective date of the rules, on grounds there was insufficient time to legislate in 1964 but that a bill would be passed this year. Several anti-cigarette advertising bills are pending in the House but thus far there has been no announcement of hearings.

Most newspapers are aware that doctors and hospital staffs consider that advertising violates their professional ethics. A Wisconsin newspaper has found a way to get around this objection. The newspaper sells a tri-annual, full-page ad, promoting blood bank donations. Physicians and hospitals sponsor the promotion for \$10 per signature.

Counting mats in the linecaster: Make gauge from a piece of 2-pt. rule and an old keyreed. Drop it into the channels at the rear of magazines.

# Monte Carlo Party Attracts Record Attendance

Opening with the traditional Wassail Bowl at the reception in the Sycamore room, Stouffers Louisville Inn, the 96th annual KPA mid-winter meeting got off to a flying start. Following the toothsome buffet dinner, replete with viands to tempt even the dieters, soon the cry of "make your play, ladies and gentlemen" at the frolicsome Monte Carlo party drew the largest opening attendance in history.

Chairman Al Shansberg, enlisting members of the St. Matthews Junior Chamber of Commerce as croupiers, staged exciting hours for 183 followers of Lady Luck. Two auctions of prizes, articles of general use, donated by KPA members as prime examples of the products of local manufacturers, many and varied, were held with lively bidding in play money. Some forty items were put on the block.

Chairman Al, and his committee, extend thanks to the members and their local businessmen for their generous contributions for the auctions. The proceeds of the evening of fun went to the Junior Chamber of Commerce for their philanthropy fund, and a smaller amount to the School of Journalism Foundation student scholarship fund. The convention indeed got a good start with the auctioneer's gavel.

## Friday Business Session

Rabbi Herbert S. Waller, Adath Israel Temple, opened the business session, Friday morning, with invocation. Mayor William O. Cowger welcomed the guests in extending the traditional keys of the city to them. The first address on "Our Highway Program of the Future" was given by Commissioner Henry Ward. His remarks, found in another column, aroused considerable interest and repartee from his attentive audience.

In the enforced absence of Commissioner Cattie Lou Miller, Bob Beasley, Assistant Director of Travel Division, Department of Public Information, gave an outline of the Department's plan for the future and thanked the members for their generous help in keeping the State's travel program before the public. At the conclusion, a beautiful color film, which has been shown and will be shown in many travel shows over the nation, of the Louisville Derby Festival, focused attention of all on the beauties of the state. Another travel film of spots of historic interest will soon be released. All films can be procured on request for community showing.

Executive Editor Norman E. Isaacs of the Louisville Times and chairman of the KPA Freedom of Information committee,

gave an interesting and thought-provoking outline of the problems involving pre-trial publications and the latest move with the Louisville Bar Association to adopt principles of publication that would be fair to all sides and the public's right to know. His address will be found in another column together with the resolution of action adopted by the membership.

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(Note: Because of length and lack of space, Norman Isaacs' excellent address on Pre-Trial Publication and Proposed Principles must be held over to the February issue. We planned to use it in this issue.—The Editor)

\* \* \* \* \*

Dr. John W. Oswald, President of the University of Kentucky, extended a gracious invitation to all state communication media to attend the Communications symposium at the University on Friday, February 5, the reception and Centennial dinner to follow, and the symposium on mass education on Saturday morning. He thanked the press for its continuing support of the University and its many sectors.

Introduced by Lieut. Judson Edwards, Department of Public Safety, as he discussed the KPA safety committee's cooperation in 1964 and outlined the continuing program for the coming year, a subduing and sober film, simply entitled "4:28", brought the need of minute-round safety factors, including the drivers, to his audience. Many expressed the belief that the film should be shown to every citizen of the Commonwealth, especially the new and younger drivers, in the drive for highway safety. Our newspapers are pledged to this support.

Publisher Albert S. Dix, Frankfort State Journal, chairman of Kentucky's Advertising Council on Mental Retardation, explained the needs and program of this committee and asked the help of state newspapers to publicize its program and interests.

An address on its comprehensive program, headlined "Speak Up For Kentucky" was forcefully outlined by Public Relations Director George F. Smith for the Kentucky Rural Electric Cooperative Corporation. He explained its program to help the people of the state in 1965 and solicited the aid of all newspapers in bringing the program to their readers. His discussion was illustrated with slides.

Thomas Watkins, director of the Kentucky Chamber of Commerce's industrial development committee, thanked the press

for its cooperation of the past and asked full cooperation of all in bringing more industries to the state.

The ladies were entertained with a tour through the plant of the Louisville Courier-Journal and Times in the morning, and a tour of the Hubbuch in Kentucky furniture mart in the afternoon.

The Friday luncheon was highlighted by the presentation of the President's Cup for meritorious service to the Association by President Joplin to Douglas D. Cornette, Louisville Courier-Journal, for his untiring work on the legislative committee. The interesting an informative address by Stewart Hensley, UPI State Department correspondent, kept an attentive audience and brought forth questions at the end, only curtailed by the meetings to follow. His complete address will be published in the February issue.

The daily roundtable brought "SRO" to the crowded Sycamore room where addresses by Fred Luigart, Lexington, on covering the important news events, and Keith Fuller on "Technical Improvements In Wire Service Transmission." Luigart covered Washington for the C-J the past year and Mr. Fuller is the Assistant General AP Manager, New York.

The business session of Kentucky Associated Press followed with discussion of business problems. At its conclusion, Ed Shannon, associate editor of the Henderson Gleaner-Journal, was elected chairman of the Kentucky organization, succeeding James Lee Crawford, Corbin Times-Tribune.

The scheduled business meetings of the Foundation and Press Service found that a quorum was not present and the meeting adjourned. All officers and board members of the two organizations, according to the constitutions, will continue in office until their successors are chosen.

The reception around the swimming pool attracted the guests until the call for the banquet ensued. No speeches were scheduled, but a surprise visit by Governor Edward Breathitt and Senator Robert Kennedy, New York, gave a pleasant interlude as both spoke briefly. The floor show by the Walsh family group of Chicago brought rounds of applause for their musical presentations. The dance that followed closed a very busy day.

## Saturday Morning Session

Saturday's activities opened with a special showing to KPA members only of the beautiful, poignant, and even sad film of the



*KPA Candid Shots*

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## Astronaut Scott Predicts Moon Trip In 1970

tragic events in the short, active life as President, official and with his family, of "John F. Kennedy: Years of Lightning—Day Of Drums." We were indeed privileged to witness a story that will be conveyed to many countries across the sea.

At the following business session, after President George's swan song, S. C. Van Curon and Doug Cornette gave a brief legislative committee report, stating that, following the action of the mid-summer convention, steps were being taken to procure an active representative at the 1966 legislative session, and our own legislative program, if any matter comes up, will be started during the summer months.

W. Foster Adams, in the absence of Perry Ashley, read the report (published elsewhere) on the 1964 seminars and meetings. The report showed that KPA enjoyed a very busy year in meeting with many members of the association. Archie S. Frye, chairman, added a few words to those of the report on the KIPA meetings.

Chairman Larry Stone spoke briefly on the 1965 Production Contests, stating that information on the contests would reach the members early next month. In the absence of Chairman Homer Nicholas, who was ill, Secretary Portmann read the Necrology report which was followed by a moment of silent prayer. He also gave brief financial statements of our organizations.

The Executive committee recommending, the Secretary presented the application of the Louisville Defender, Frank M. Stanley, Sr., editor, for active membership, and moved acceptance. Seconded by Doug Cornette, question was called for, and the Defender was accepted with a few scattered "no's."

Lawrence W. Hager, Jr., invited the Association to hold its 1965 summer meeting, or any future meeting, in the city of Owensboro, with a strong description of that city's many attractions. Colored slides of adequate accommodations were shown. The invitation was referred to the Executive Committee for action at its formal spring meeting.

W. Foster Adams presented the resolutions committee report which was adopted by unanimous vote. Nominations for officers for 1965 were requested. Past Presidents, traditional members of the nomination committee, offered the following names for the offices:

President, Maurice K. Henry, Middlesboro Daily News; Vice President, Larry Stone, Central City Messenger and Times-

Argus; Chairman of the Executive Committee, Edwards M. Templin, Lexington Herald-Leader; and Secretary-Manager (for his 23rd consecutive term) Victor R. Portmann. All were elected by acclamation. The meeting adjourned sine die to the luncheon tables.

After dessert, Past President Keen Johnson, in well chosen words, presented Dr. Robert R. Martin, President of Eastern State College, with an engraved silver pitcher and certificate as the 1964 Outstanding Kentuckian. His remarks are published elsewhere.

Capt. David R. Scott, one of America's 28 astronauts, in his interesting and informative address, stated that "Russia is probably still ahead of us in the race to outer space right now, but we'll catch up with them and put men on the moon by 1970." He said that the National Aeronautics and Space Administration's manned space program will culminate in "one of the greatest journeys of mankind" when the Apollo project takes men to the moon.

The Mercury phase of the project, which included the first orbital flight of astronaut John Glenn, has been concluded, and the Gemini phase has begun.

Gemini will practice rendezvous and docking of capsules in space, and such "extracurricular activities" as having the astronauts leave their capsule while in space, Scott said.

Apollo, the final phase, will send three men to the moon, put two on the lunar surface for four hours, and return all three—plus 80 pounds of moon rocks—before 1970, he declared.

The earth package to do this, resting on a Saturn rocket, will stand 365 feet high, weigh six million pounds, and require 7.5 million pounds of thrust.

The package will be assembled at the launch site in a building that could house Chicago's huge Merchandise Mart and the Pentagon, and which will have a door large enough to admit Louisville's 800 Apartments, Scott said.

He concluded his remarks with a description of the intensive training that the astronauts were undergoing in all parts of the world in preparation for the moon flight and other projected space activities. As he had to catch an early plane, the question-and-answer period was cut too short. All present were given a new perspective on America's space program.

Retiring President Joplin introduced his successor, Maurice K. Henry, who outlined

plans for the coming year, including a comprehensive program of sectional seminars in which all publishers and their staffs were invited and expected to attend. Closing the 1965 mid-winter meeting, President Henry announced his district executive committee as:

Chairman, Edwards M. Templin (sixth); William T. Davis, Eddyville Herald; first; George M. Wilson, Hardinsburg Herald-News, second; Al J. Schansberg, Voice of St. Matthews, third; Howard Ogles, Franklin Favorite, fourth; Frank C. Bell, Bedford Democrat, fifth; Warren R. Fisher, Carlisle Mercury, seventh; Louis DeRosett, Columbia News, eighth; James T. Norris, Jr., Ashland Independent, ninth; R. Springer Hoskins, Harlan Enterprise, tenth.

State-at-Large: S. C. Van Curon, Frankfort State Journal; James Lee Crawford, Corbin Times-Tribune; and Warren Abrams, Courier-Journal and Louisville Times. Immediate Past President, George Joplin III, Somerset Commonwealth.

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#### Resolutions Passed

WHEREAS this convention has been one of the most enjoyable in the history of the Kentucky Press Association due in great part to the effective planning and tireless work of Warren Abrams and his associates of the Louisville Courier-Journal and Times and the Convention Committee;

AND WHEREAS the Kentucky Press Association is desirous of fully recognizing Mr. Abrams, the host newspapers and the many others who have contributed to the success of the 96th annual Mid-Winter meeting of the association;

AND WHEREAS substantial assistance came from the Stouffer Louisville Inn which provided excellent food and fine accommodations and, furthermore, placed at our disposal the dedicated services of Basil Caumisar who saw to it that all hotel services extended to our members were in the very best tradition of Kentucky hospitality;

AND WHEREAS Al J. Schansberg of the Voice of Saint Matthews, ably assisted by members of the St. Matthews Junior Chamber of Commerce, presented the night at Monte Carlo party, one of the most enjoyable and profitable opening night features in the history of the association;

AND WHEREAS John O'Connor of the United States Brewers Association provided the traditional Wassail Bowl, Ralph Baird and the S & H Green Stamps organization furnished the always popularly received door prizes distributed at various ses-

## Committee Reports Indicate Active Year For KPA

sions of the convention and the grand prize at the Saturday luncheon; various organizations, including the Louisville Courier-Journal and Times, which operated hospitality suites; Mrs. Warren Abrams and others representing the Louisville hosts who so graciously conducted tours of the Louisville newspaper plant and the display galleries of Hubbuch of Kentucky; our secretary-manager and his staff including Perry Ashley and Miss Florida Garrison who handled so capably the many important details of the convention; the Louisville Chamber of Commerce which furnished personnel who helped to staff the convention registration desk; the distinguished speakers who contributed so substantially to the program content of this meeting, and hundreds of others who worked openly and behind the scenes to make this 96th annual Mid-Winter meeting one of the best in the history of the association;

NOW, THEREFORE, BE IT RESOLVED: that sincere and deep appreciation be expressed to each and every one of the aforesaid individuals and organizations.

AND BE IT FURTHER RESOLVED: that copies of these resolutions, after being formally entered in the minute book of the Kentucky Press Association, be copied and sent to all of those to whom we are so deeply indebted.

Unanimously passed by the Convention.

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Whereas: Concern has been expressed by members of the legal profession, various newspaper and broadcast media, governmental agencies and the public at large with regard to the apparent conflict in the right of fair trial and the right of a free press, be it therefore resolved:

That the President of the Kentucky Press Association be directed by this convention assembled to appoint a representative to meet with a representative of the Kentucky Association of Broadcasters and the Kentucky Bar Association and other interested parties in an attempt to evolve a set of principles which would attempt to assure the maximum protection of each of these rights both to individuals and to the public served by the press.

Be it further resolved this appointed representative be directed to report the results of his discussions to the membership and that before any binding agreements are reached they shall be ratified by the membership of the Kentucky Press Association.

President Henry appointed a committee to wait on call, individually or collectively,

for the proposed joint meeting. Mr. Isaacs is chairman, members—James T. Norris, Jr., Al J. Schansberg, Warren R. Fisher, William H. Jones, and Secretary Portmann.

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### Seminars Report Given

By PERRY J. ASHLEY

In all, some 231 Kentucky newspapermen and their special invited guests participated in or attended seminar-type meetings during the 1964 calendar year. If records were available from past years, I am sure this would be some sort of a record in attendance. Two new programs were added during the past year: the Kentucky Intercollegiate Press Association and the Offset Clinic.

The reactivated Intercollegiate Press Association is one program in which all members of KPA should be proud. Fifty-one collegiate editors and advisers met at Morehead State College on October 30-31 to discuss the problems which arise in the college press. With the help of 15 practicing newsmen, many of the problems of reporting, ethics and business were discussed. All of the students, representing 13 Kentucky Colleges, who were present, agreed the program was worthwhile and are looking forward to the Spring meeting in Lexington. All college staffs are eligible for KPA membership, collegiate division. Five are new members.

The Offset clinic, based mostly on the mechanics of making better negatives and plates, was also heralded as a good beginning and something which could be continued in the future. Twenty-one publishers, editors, or their dark room technicians attended the November 21 session in Lexington. The program was conducted through the help of representatives from Eastman Kodak Company.

Newspaper in the Classroom, finishing its second year with a bang, has really caught the fancy of the teachers who have enrolled during the past two summers. This past June, 20 public school teachers participated in the program and gave enthusiastic remarks about the value of the program. What the final results will be from such a venture, no one can say. But we do know we have sent 50 teachers home from two sessions with a completely new perspective on the newspaper industry.

I think at this point we should recognize the efforts and response which editors, publishers and journalism educators have given to all of the programs reported so far. The Central Office and the School of Journalism have enjoyed the wholehearted support of

the newspaper personnel in all of these programs. I think it need not be said that these ventures would not be possible without the backing of the newspaper industry in the State. The teachers who have joined in our program and the young people in KIPA now know that you as newspaper men are vitally interested and concerned with their problems. We have gained many new friends along the way.

In addition, our regular seminar series has just completed its sixth year, during which approximately 30 to 35 regional programs have been held. In 1964 some 125 persons attended local meetings which were held at Kentucky Dam Village, Lake Cumberland State Park, Jenny Wiley State Park and the University of Kentucky. These popular sessions are valuable because they give the editors and publishers a chance to sit down to discussions of local problems and to talk over general problems on a more informal basis.

During the coming year you can look forward to the following programs:

1. Regular KPA Seminars—Our 7th season of seminars are now in the planning stage. At least four of them will be held in late March and April.

2. Kentucky Intercollegiate Press Association—A program is planned for April in Lexington.

3. Newspaper in the Classroom—The two-week short course for public school teachers will be held at the School of Journalism during summer school. This will be the third year. The dates are June 7-18. Now is the time to begin selection of your local teacher to participate in this program. In addition to the program, the Courier-Journal and Times will resume their newspaper in the classroom session again this summer. We should welcome them back to the ranks. This will give us the chance to reach at least twice as many public school teachers during the year.

4. An unusual and different program will be held at the School of Journalism on February 5 and 6 in conjunction with the opening of the University's Centennial. This program, which you have already been invited to participate in, will stress the role of electronics and research in the field of Communications. This will be a high-level symposium and the Seminar Committee hopes you will take advantage of it.

5. Miscellaneous programs—Other programs will be sponsored as the demand arises for them. For instance, there is the possibility of a followup to the offset clinic.

KPA

# Robert R. Martin Named Outstanding Kentuckian

We have the promise of help from the chemical companies when we need it.

All in all, it has been a busy and, I hope, a profitable year. It is certainly a pleasure to work with such an interested group of persons as those who make up the membership of KPA.

### Necrology Report

The Kentucky Press Association would like to stop to notice and memorialize the death of the following members and friends of the Association:

January: Mrs. Winnie Ross Wallace, Bowling Green News; Mrs. Bertha W. Nolan, Harlan, sister of Don Whitehead; and Marshall G. Peak, former publisher, Oldham Era, LaGrange.

February: Guy Easterly, LaFollette, Tennessee, former president of NEA and member of Kentucky chapter of Sigma Delta Chi; W. H. Gibson, Albany, father of A. B. Gibson, Albany News.

March: Jonathan W. Bingham, Louisville, son of Barry Bingham; W. H. Shaffer, Mt. Carmel, Ohio, former editor of Kentucky Times-Star; Robert Rice Hall, Lexington, advertising manager, Herald-Leader.

April: Phillip M. Sutterfield, Lexington, father of John Sutterfield, Georgetown, and J. E. Stanford, executive secretary, Kentucky Farm Bureau, Louisville, KPA Associate Member.

May: Dellmont Utley, Madisonville, father of Ralph Utley, Central City.

June: Albert Larmauch, Hopkinsville, farm editor, New Era; Franklin Corwin Swift, Frankfort, well known Kentucky newspaperman; and C. E. Carpenter, Owensboro, founder of McLean County News.

September: James E. Rison, retired circulation director, Courier-Journal and Times, Louisville.

December: Jerry McNemey, Louisville, Sports Department, Courier-Journal; Fred R. (Barney) Ballard, Nashville, Tennessee, former Associated Press staff member; and Mrs. Viola Buchanan Alcock, Danville, widow of J. Curtis Alcock, former secretary of KPA.

January, 1965: Jack Meloan, Brownsville, co-founder and publisher, Edmonson County News.

Let us stand for a silent prayer for these departed from our midst.

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### Cornette Outstanding Member

Douglas Cornette, Courier-Journal and Times vice president, was awarded the

president's cup as the "Outstanding Member" of the Kentucky Press Association. In making the award, President George Joplin cited the work which Cornette had performed during the past session of the General Assembly in getting the libel laws revised.

Joplin said Cornette has "acted as a watch dog for the Association during the entire term of the Legislature" and not only successfully guided the libel law to enactment but also called KPA officers attention to other matters which should be studied.

In accepting the award, Cornette said he had "had a love affair with KPA since 1936." He was president of the Association in 1951 at which time he helped reorganize the structure of the Association, including founding of the Kentucky Press Service.

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### Kentucky Press Service, Inc.

Officers and members of the board who will serve KPS for 1965 include: President, George M. Wilson, Hardinsburg Herald-News; First Vice President, Landon Wills, McLean Co. News, Calhoun; Second Vice President, William T. Davis, Lyon Co. Herald, Eddyville; Secretary-Manager, Victor R. Portmann; Chairman of the Board, Martin Dyche, London Sentinel-Echo; Maurice K. Henry, Middlesboro Daily News; Niles O. Dillingham, Dawson Springs Progress; Robert Fay, Shelby News, Shelbyville; and Tommy L. Preston, Cynthiana Democrat.

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### School Of Journalism Foundation Of Kentucky, Inc.

Officers who will serve in 1965 include President, George Joplin III, Somerset Commonwealth; Vice-President, Lawrence W. Hager, Jr., Owensboro Messenger Inquirer; Treasurer, Enos Swain, Danville Advocate-Messenger; Secretary-Process Agent, Victor R. Portmann, Central Office; and Chairman of the Board, Fred B. Wachs, Lexington Herald-Leader.

Members of the board, for a term of two years: William E. Crutcher, Morehead News; Lawrence W. Hager, Jr.; Maurice K. Henry; Fred B. Wachs; Alfred S. Wathen, Kentucky Standard, Bardstown; and Paul Westpheling, Fulton Co. News, Fulton.

Members of the board, for a term of three years: Martin Dyche, London Sentinel-Echo; Douglas D. Cornette, Louisville Courier-Journal & Times; George Joplin III; Joe La Gore, Paducah Sun-Democrat; James T. Norris, Jr., Ashland Independent; and Landon Wills, McLean Co. News, Cal-

houn.

All officers and board members will serve until their successors are elected.

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### By Past Pres. Keen Johnson

President Joplin, ladies and gentlemen of the Kentucky Press Association:

There has been a vast improvement in the quality and influence of the Kentucky Press Association since I served as its president 40 years ago. I congratulate you young men who have immensely improved the character and quality of the newspapers of the Commonwealth.

In 1948 you initiated a plan to recognize an outstanding Kentuckian each year. Because of the prestige of the Kentucky Press Association this has come to be a highly-coveted award. Each year you have conferred this distinction upon men of high caliber.

I appreciate the privilege accorded me of being permitted to present the award to the Kentuckian you have chosen to honor this year. It is a pleasant assignment because I have an exalted esteem and an affectionate regard for this man.

He is an eminent educator of pronounced ability. He is a man of deep conviction and devotion to duty.

Except for an interruption of 41 months when he served his country in the military service, he has dedicated his life to the task of reducing illiteracy in Kentucky and to providing an opportunity for public education for Kentucky's youth.

This man you have chosen to add to the roster of exceptional Kentuckians has pursued his role as an educator with intense zeal and enthusiasm. Under his leadership the college of which he is president has attained unprecedented growth. He has arranged to finance the construction of more than 28 million dollars worth of new buildings in the last four years in an effort to provide facilities for the multitudes of young Kentuckians who turned toward the college he directs in such number as to almost double its enrollment in the last four years. He had the wisdom and the vision to foresee this development and the ingenuity to make his institution responsive to the needs of the Commonwealth.

This dynamic educator has a notable record in public service in his State. He is a man of scholarly attainments who, after a successful experience as a classroom teacher and principal, became associated with the State Department of Education. He then sought the office of Superintendent of Pub-

## Joplin Turns Gavel Over To New President Henry

lic Instruction to which position he was elected by an immense majority.

He participated importantly in the drafting and enactment of the Minimum Foundation program which has accelerated the progress of public education. As State Superintendent he gave vigorous leadership in advancing public school improvements.

This man to whom you extend your accolade is a rare combination of scholar and administrator. As a public administrator he discharged the duties of Commissioner of Finance for a time prior to assuming the presidency of the college at which 25 years earlier he had served as president of the senior class and designated as "Most Likely to Succeed." Twenty years later there was conferred upon him the designation of outstanding alumnus of Eastern Kentucky State College.

While this man, whose identity you may have guessed, has been building dormitories and classrooms, his chief concerns have been those of elevating scholastic excellence, raising the competence of the college faculty and expanding and improving the curriculum. These he has accomplished to a marked degree.

Yet this man you have chosen to receive the "Outstanding Kentuckian Award" is no egghead. He is a very human person who is interested in other people and enjoys the companionship of such as you who compose the Kentucky Press Association.

So it is with great joy that I, on behalf of KPA, present to this great American, Dr. Robert R. Martin, this superior Kentuckian, this handsome silver pitcher and certificate of award.

\* \* \* \* \*

### *Joplin's Farewell Address*

There comes a time during the tenure of each president of the Kentucky Press Association when he must sing his swan song. According to tradition it is supposed to be done gracefully and gleefully. But this year sincerely it cannot be done. It is with regret that I step down as president of KPA for I have enjoyed every minute. It sounds selfish and I guess I am being selfish, but we have started some programs, reactivated others during the year which I want to see continued. They are all for the benefit of KPA and for you as members.

Right here let me interject that many of the accomplishments could not have been achieved without the full cooperation of a majority of members of the association and especially the leadership and work of the officers, directors and members of the cen-

tral office staff.

As you will recall, hardly had the January, 1964, meeting ended before I started calling on you for help. That was when the State Legislature convened and KPA was sponsoring a bill—SB 119—the libel law bill changing retraction requirements. It was only through the work you did at home contacting senators and representatives and the lobbying by Legislative Committee Co-chairmen S. C. Van Curon and Doug Cornett that our bill was signed, sealed and delivered.

But while we were trying to get just one bill through the Legislature we had to fight off enactment of some 12 others which were considered detrimental to the interests of KPA members.

Introduction of the anti-KPA bills, coupled with the long session of the Legislature, made it obvious that if KPA were to continue its effectiveness in Frankfort and protect its interests that it would in future sessions of the Legislature need to have a representative on the scene at all times. This was the recommendation of the Legislative Committee . . . and which was adopted at the summer meeting. It was also the recommendation of the committee that KPA's legislative program for 1966 be formulated this spring (1965) and concerted efforts be made during the year to win its approval before the Legislature goes into session next January.

From the Battle of Frankfort we went into the district seminar program, conducting these two-day meetings at five locations from Kentucky Lake to Jenny Wiley State Park at Prestonsburg. The programs were informative and thought-provoking, participation in discussions was exceptionally good, but attendance left something to be desired. Less than 150 editors, publishers and members of their staffs registered for the seminars. And this was our program of taking KPA to the "front door" of the member newspapers.

Vice President Maurice Henry and members of the Executive Committee from Eastern Kentucky, Jim Lee Crawford and R. Springer Hoskins, planned and presented one of the most outstanding mid-summer convention programs in history. And KPA'ers filled and overflowed Cumberland Falls State Park.

Many of the KPA committees were active during the year. Especially notable were: Newspaper in the Classroom Committee which conducted another special course at the UK School of Journalism last summer;

the Traffic Safety Committee which met on several occasions with representatives of the State Department of Public Safety to develop and implement a program promoting highway safety through member newspapers. Incidentally, some phases of this program are being carried over into 1965 and soon you will be receiving suggested editorials and matted editorial cartoons for your possible use;

The Offset Printing Committee, working through the Central Office, sponsored a special course at the School of Journalism for editors, publishers and members of their staffs. This was the first one; others are planned; the Newspaper Contests Committee made revisions to the KPA contest regulations and made recommendations concerning the National Editorial Association Contests.

One of the highlights and chief accomplishments during the year was achieved through the efforts of Archie Frye and Perry Ashley. The old Intercollegiate Press Association, defunct since World War II, was reactivated. A preliminary meeting was held last spring and the first general session was held in the Fall with a good representation of college staff members from all over the state. Officers were elected and the KIPA again is active.

And just this week, members of the Freedom of Information Committee met here in Louisville with representatives of the Kentucky Bar Association to discuss methods of reporting police and trial stories.

There have been other activities—the Government Workshop in Washington, the NEA meetings in New York and Chicago, the Kentucky Education Association convention, Press Day at the State Fair, Kentucky Day at the World's Fair—in which representatives of the Kentucky Press Association participated.

This past year has been a good year. National and state advertising obtained through ANR, KPS, and KPA have been at an all-time high. Business has been good for the most part. But most important, we are here today. We have lived through another year and it's good to be alive in '65.

There can be no doubt about Warren Abrams, Al Schansberg, Don Towles and others in the Louisville area spending many hours arranging the program and activities for the mid-winter convention. All phases have been interesting and informative, and I might add, some have been quite humorous and profitable. And where else can you find a more genial host than Basil Cumm-



# Henry

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missar here at Stouffer's Louisville Inn?

As your president, I have tried to visit as many of your plants as possible. Didn't make it to all, but did visit more than 140. And I still want to drop in on the other 40 one of these days.

As I said earlier, I sincerely regret that this year has passed by so rapidly and that the time has come for me to step down. I have enjoyed it and I believe some accomplishments have been made to benefit KPA. I appreciate the confidence you bestowed in me and the cooperation you gave me. Thank you for letting me serve as your president.

\* \* \* \* \*

### President Maurice Henry

President Maurice K. Henry is Publisher of the Middlesboro Daily News; General Manager of Radio Station WMIK; President of the Tri-State Outdoor Advertising Company and former President of the Kentucky Chamber of Commerce.

The Middlesboro Daily News was named by the Kentucky Press Association in 1963 as the Sweepstake winner among Kentucky community daily newspapers. In 1962 the National Editorial Association awarded the Daily News top national recognition for a series of editorials published earlier. Since 1950 the Daily News has won 76 state, regional, and national newspaper awards.

The Middlesboro Publisher is Treasurer and Trustee of the Appalachian Regional Hospitals; Director, Kentucky Industrial Finance Authority; Director, Kentucky Civil War Commission; and Director, Kentucky Travel Council. In July, 1961, Henry led a Kentucky delegation of business and professional people on a People to People Goodwill Mission to Poland, Hungary, and the Soviet Union.

In 1960 he was Director of Publicity for the Republican Party in Kentucky and Senator John Sherman Cooper. In January, 1963 he was named Outstanding Member of the Kentucky Press Association for 1962 and in June, 1963 was awarded the Alumnus of the Year Award for 1962-63 by Bridgewater College.

Henry was born in Daleville, Virginia, was a former principal in the Covington, Virginia School System, and served as a Lt. Commander of the United States Naval Reserves during World War II. He took part in four invasion landings as a member of the Staff of Admiral Richard Connolly; served as Educational Service Officer, Potomac River Command, Washington, D. C.; and as Registrar of the United States Armed Forces Institute (USAF) at Madison, Wis.

He has been a Kentucky Chamber director for ten years and is a Past Chairman of the Community Chest and the Red Cross

## Henry, Stone, Templin, Portmann To Guide Association In New Year



Board of Middlesboro. He has served as the President of the Middlesboro Chamber of Commerce and currently is serving his third three-year term as a director.

Henry is currently Chairman, Middlesboro Industrial Commission. This community activity with fellow citizens has helped gain for Middlesboro two national industries in the past sixty days. He received a B.A. degree from Bridgewater College in Virginia and an M.A. degree from George Peabody College in Nashville, Tennessee. He married the former Helen Patricia Kincaid of Middlesboro and they have a daugh-

ter, Kay, speech therapist in the Middlesboro School System. The Henrys have one grandson, Scott Ballard.

He is a member of the Sigma Delta Chi, national journalism fraternity, and is a member of the Episcopal Church for which he has served as a vestryman.

\* \* \* \* \*

Convention Notes: Candid photos by Fred J. Burkhard . . . Door prizes were well distributed this year with Herndon J. Evans carrying off the capital prize of a rotisserie. Door prizes were furnished by the S & H Company through the courtesy of Ralph

## Commissioner Ward Outlines Proposed Highway Program

By HENRY WARD  
Highway Commissioner

You're wanting—at least I hope you are wanting—facts about the proposed \$176 million bond issue which the citizens of Kentucky will vote on in November. So here are some facts about what I consider a vital proposition which you can report in fulfilling the public's right to know and your obligation to let them know.

1. The bond question is a business proposition, pure and simple. Do we borrow money to complete a huge capital construction undertaking and pay off the loan through increased profits, or do we fail to enlarge to meet competition and thus become smaller and less profitable in the market place?

2. Highway building is capital construction and capital construction is designed to pay for itself and produce increased earnings over a long period of time, not a short period.

3. All funds from the two previous bond issues will be exhausted by the middle of this year, leaving no state funds with which to match federal aid.

4. Since 1956, bond funds have been used to match more than \$544 million in federal appropriations.

5. During the next five years we estimate that Kentucky will receive about \$568 million in federal funds, if we can achieve the ability to provide the state's matching share.

Baird . . . Pap Adams made a good sergeant-at-arms . . . Unfortunately, to the regret of many, the water in the pool was too cold for comfort; one could regulate her own heated water/steam in the Sauna baths . . . Big money at the Monte Carlo party and some did get rich??? Some of the ladies, returning via taxi from the Hubbuch tour, were discussing their winnings at our Monte Carlo. One told of "taking" the blackjack dealer for \$14,000; others were bragging of their big winnings. The driver turned around and said, "Ladies, where is that game?" . . . We heard that one blanket, presented to Miss Garrison, cost \$60,000. Florida is grateful to the many who contributed to the pot . . . The service at Stouffers could not have been better, thanks to Basil . . . This was our largest meeting—and we were blessed with good weather and roads.

6. Of the \$568 million, we estimate that \$168 million in new federal funds will be forthcoming for the Appalachia Area development program.

7. Since 1956, revenue to the Road Fund has increased from \$71 million to \$105 million, 3.32 per cent increase.

8. This historical upward revenue trend and a look to the future assures us of sufficient revenue with which to amortize bonds.

9. Since 1955, beginning of the accelerated highway program, construction costs have risen by 18 per cent. This upward trend, because of the prosperity phase we're in, is also expected to continue. Point—if we don't borrow to build now, costs of construction in the future will be as high as amortization costs. And we wouldn't have the use of the roads while we're waiting.

10. Revenue has continued to increase in relation to the completion of Interstate roads, turnpikes and other major federal-aid improvements. As we complete more of these, they will generate more revenue.

11. Two cents of the seven cents per gallon tax on gasoline goes into improvement of secondary roads. In 1956 a total of \$15.4 million was available for the purpose; in 1964, after completion of more than 500 miles of the Interstate and Parkway system, this has increased to \$21.5 million—proof that more and better main roads generate more revenue for secondary roads.

12. The bond issue money will be used only on federal-aid participation projects.

13. Can the Highway Department possibly match forthcoming federal funds without approval of the issue? No. However, we could fire every employee and utilize the \$33 million annual payroll. Impossible—no people, no program. Or we could abolish all maintenance which costs \$30 million each year and turn state into huge wasteland bisected by super highways. Our own people then wouldn't be able to get on or off them. Or we could abolish the rural road program which costs about \$32 million a year. This would soon put your communities back to the horse-and-buggy, mud-road era.

14. You can see that the financial ability for continued expansion must come from outside sources—borrow money and increase the economic base. Trying to prune a lot of programs a little bit in order to enlarge the trunk or root system is not practical, because each phase of the Department's

operations is at its minimum now. Try to cut anywhere and we're cutting into the trunk which in a short time kills the entire plant.

15. Other states are passing bond issues—and they're our competitors for travel and industry. Ohio overwhelmingly approved \$500 million for highway purposes; West Virginia, \$200 million. In fact, a recent official estimate by the U.S. Department of Commerce shows that nationwide current receipts for highways by all units of government in 1965 will be supplemented by one and one-third billion dollars from the sale of bonds.

### New Medicare Proposals Would Raise S.S. Rates

Medicare's price tag has risen since this bill just failed of passage last year. The 1965 bills—H.R. 1 by Rep. Cecil King D., Calif.) and S. 1 by Sen. Clinton Anderson (D., N.M.)—would pierce the 10 per cent ceiling on total Social Security taxes by employees and employers, which has formerly been regarded as the limit.

The bills will lift not only the rate but the taxable base. In 1966 and 1967, the employer and employee would pay 4.25 percent on the first \$5,600 of income. The present base is \$4,800. In 1968, the tax bite would rise to 5 percent and the final jump would come in 1971, to 5.2 percent. The self-employed rate would rise similarly to a 1971 peak of 7.8 percent.

Early action on the King bill has been promised by Chairman Wilbur D. Mills (D., Ark.) of the House Ways and Means Committee. Passage of some sort of Medicare bill this year is regarded as almost a sure bet despite more than a decade of past failures.

All men are created equal—and endowed by their creator with an insatiable urge to become otherwise.

Washington (D.C.) Post Nov. 1 increased Sunday edition price from 20c to 25c. Daily edition price remains 10c. Seven-day carrier delivered price is 60c. Post is seven-day, circ. morning 435,282, Sunday circ. 532,376.

Lansing (Mich.) State Journal Nov. 1 increased mail rates to R.F.D. readers from \$16 to \$18 annually; in Michigan outside R.F.D. remains \$24; all other zones from \$28 to \$30. Single copy price remains 10c daily or Sunday; seven-day carrier home delivered price remains 50c. State Journal is seven-day circ. evening 72,309, Sunday circ. 72,079.

Don't fail to pull periodic checks on standing ads to see if they need resetting. This goes for local standing signs also. And by all means, get those national ad signatures exactly like the agencies request. These could cost you money if neglected.

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FACT-FEATURE WRITING**

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University of Kentucky

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— Since 1906 —

**Adv. Conference, Feb. 2.**

Two advertising groups will hold a joint Washington Conference on February 2 and 3, followed the next evening by the annual "Silver Quill" dinner of the American Business Press. Direct Mail Advertising Association will have Postmaster General A. Gronouski as a breakfast speaker on February 2, followed by a panel discussion of postal problems.

DMMA will join with the Advertising Federation of America for a luncheon session featuring a "high administration official," rumored to be President Johnson. AFA will have an ad panel that afternoon including five government officials, among them Mrs. Esther Peterson, Special Assistant to the President for Consumer Affairs. Others slated to participate include Chairman Paul Rand Dixon of FTC and Sen. Magnuson. Highlight of the second day program will be a reception for members of Congress and administration officials.

The first news cartoon of 'Uncle Sam' appeared in the New York Latern, a comic weekly, on March 13, 1852.

Newspapers which face the problem of what data should be on the name tag of each subscriber, easily solved in most cases by the simple figures "Jul 64", may be interested in the complex problems that plague the high-circulation publications. For instance, the versatile editor of The Imperial Magazine was curious about the complex name tag on his Kiplinger Changing Times and asked for a breakdown and meaning of

Jul 64 K361666FATCI900W9 246

The reply, promptly explained was: Jul 64—Expiration date of subscription; K36—State number; 1666—City number; FAT—1st, 3rd and 4th letters of surname; C1900—1st and 3rd letters of street name; 2nd, 3rd and 4th digits of street number; W—first initial of subscriber's first name; 9—for separation of duplicate subscriptions; 2—cash orders; 4—renewal; 6—June issue.

When printing light-colored inks with rollers which have been used for dark inks on forms which contained cuts, wash rollers thoroughly and then run up a white ink. Dampen a rag with kerosene or gasoline and wash up again but not too thoroughly. Do not use much cleaning fluid on second wash-up. White ink will flow into the imperfections in the rollers and prevent the darker accumulations from bleeding out and mixing with your light color.

**PO Inspector Shows  
Undue Officialness**

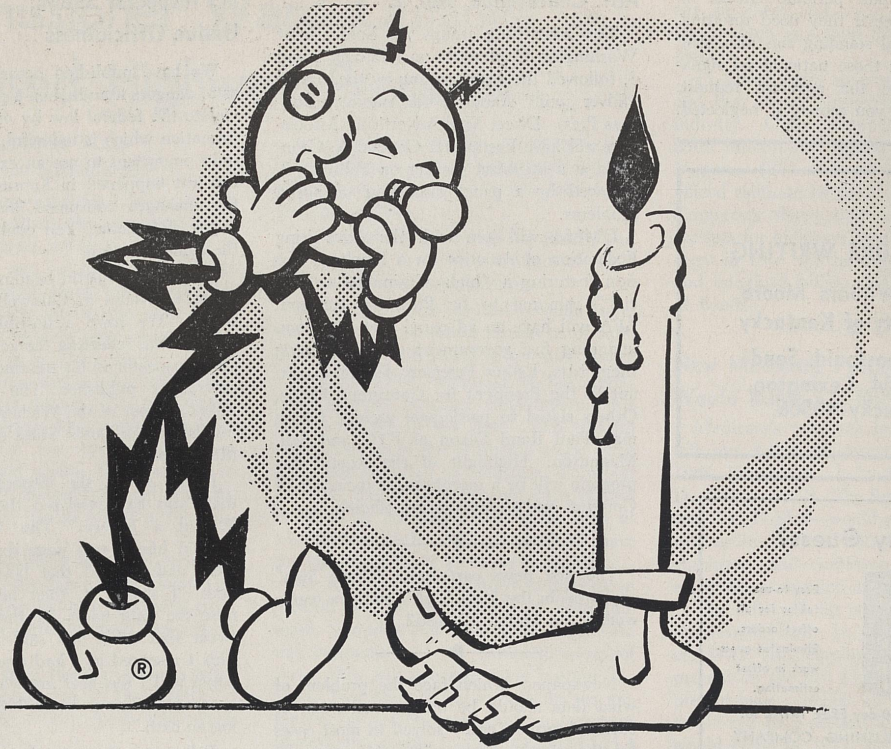
We have published occasional warnings as to dangers if and when a publisher might violate the federal law by using lottery information which is unlawful. We think it is quite important to use an example of what has just happened in Kansas, about which the manager consumed five and a half pages of bulletin. You could have exactly the same situation.

Under the bulletin heading of Kangaroo Court Convenes in Caldwell, the manager states: "We have a horrible example, in our opinion, reflecting the actions of a post-office inspector in his treatment of a Kansas newspaper publisher. The inspector was Agent Cooper of the Wichita office and the publisher was Doyle Stiles of the Caldwell Messenger."

Boiled down, the inspector told Doyle that "you have violated the law by publicizing a lottery." The inspector then handed him a two page duplicated document and insisted that he sign it. Doyle said: "I signed it, then he asked me to raise the right hand. He then asked me to swear that all I had said was the truth. This I resented as I had already signed his paper and I feel that my word and my signature is sufficient within itself without taking an oath."

Following that meeting, the postoffice sent a warning to all Kansas newspapers, including the news story that caused the furor and copy of the typewritten form which Doyle had been asked to sign. KPA asked for an opinion from the American newspaper Publishers Association, which was decidedly critical of the inspector's action. After going into lengthy detail the ANPA said that in its opinion "Doyle Stiles should not have signed anything nor should he have held up his right hand and been sworn in and repeated after the postal inspector. It is utterly impossible for any publisher to swear what will be published in the future in his newspaper and the request for same is out of order to say the least."

Where plastic engravings are used the engravings are in what might be called "standard sizes": One-column by a little less than three inches; two-columns by about five inches; and three-columns by six inches. By keeping a piece of clear plastic cut to each of these sizes it's a simple matter to lay the piece on the layout and draw an outline to indicate where cut will go. This can be particularly helpful where plastic cuts are to be mounted in an ad at an angle.



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The more of them you have in your store, the more merchandise you sell.

The more of them you have in your shop, the more work gets done.

The more of them you have in your factory, the greater your production.

This all adds up to greater profits for you.

Modern lighting is designed to give your business every advantage by offering the customer a comfortable shopping atmosphere and helping him enjoy his stay. You can create dramatic, sales producing effects with lighting that's properly placed. You can lead the customer

right to any special item with spotlighting.

In well lighted factories and shops the worker feels more relaxed, makes fewer mistakes, produces more. When he is comfortable, he enjoys his work, and he likes his job. Employee attitudes can be improved through the use of modern lighting.

Proper lighting is lighting especially designed for your particular needs.

There is a KU lighting adviser as near as your telephone. Ask him to help you design the lighting you need. He'll be glad to show you how to use modern lighting to *your* best advantage.

- Electric Power
- Industrial Development
- Community Development

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