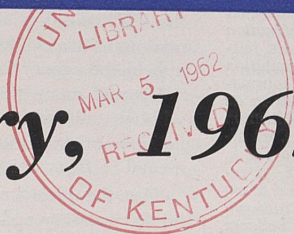


The Kentucky Press

February, 1962



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



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University of Kentucky
Lexington

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VOLUME TWENTY-EIGHT
NUMBER FIVE



Kentucky's Showcase: Cumberland—Fisherman's Paradise

The Kentucky Press

Volume 28, Number 5

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

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

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

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association

Printed by The Kernel Press

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

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+ As We See It +

Advertisers Must Take Blame For Fictitious Pricing

Fictitious pricing—basically any claim that the current selling price of a product is lower than its former price—is “probably the primary evil in the field of false advertising, from a volume standpoint.” As such “it is today’s most serious threat to public confidence in advertising, nationally and locally.”

These statements came recently from a man who should know—Daniel J. Murphy, director of the Federal Trade Commission’s Bureau of Deceptive Practices. Speaking before the American Marketing Association he took the occasion to “spell out” just what the FTC considers an infraction of the law relating to this evil and how the courts have upheld the agency in its prosecutions.

He said many things which agree fully with what always has been contended about fictitious pricing, probably the most fundamental of them being these:

That the advertiser has the responsibility for the accuracy and proof of any comparative prices in his ad; that estimates, guesswork or opinions on his part are not enough, and that the real question is, just simply, *does the ad have the capacity to deceive?* Helpful as they are, no FTC advertising-practice “guides” are necessary to inform the advertiser whether he is telling the truth in an ad. Nobody knows better than he if he is lying, guessing, estimating or otherwise hedging. If he claims “savings” through reductions from “list” (and variations like “manufacturer’s list” or “suggested list price”) or from “former” or going-concern prices elsewhere and these statements are false, then the customer is misled. And who can be more responsible for a statement than the man who makes it?

Mr. Murphy re-emphasized the two requirements on which any claim or implication of reduced prices must be based: (1) the advertisers’ own usual and customary price for the *specific article in the recent, regular course of business*, or (2) the usual and customary price of the *specific article in the trade area*. Comparable merchandise, isolated or infrequent sales of the article, or artificial markups cannot be used, under the law, in any such comparisons.

When a manufacturer gives a dealer a phony “list” or “preticketed” price (higher than the product ever is sold for in the dealer’s area or perhaps anywhere) and the dealer advertises a “saving” from that price, he cannot escape blame, the FTC holds. Mr. Murphy put it this way: “A dealer who elects to use comparative prices is presumed to know the ordinary business facts of life concerning what happens to his products.

(Any such pre-listing not based on bona pricing is banned by the FTC. Manufacturers’ list prices on automobiles are provided for under a separate law specifically designed to avoid false claims.)

Now—can a Better Business Bureau have the immense merchandising knowledge, or a fraction of the staff necessary to protect the public from all false claims? Obviously not. It must rely on public spirited merchandisers and advertisers in specific lines—all lines—to prevent such deceptions. We continue to plead this. Give us the facts, in time, and exert every effort (preserving your comity) to correct the violations. This operation in the best sense of the word improvement.

* * * *

Know Your Neighbors

The president of a neighboring association stated, “Being the publisher of a small newspaper, I had hoped to get ahead of the fellow-publishers in small towns to be active in association through conventions, district meetings, and the like. Just the other day I had occasion to go over the list of state members and I was surprised, and a little annoyed, to find a good many whose I do not know and have never met at association meetings.” How true this is in Kentucky.

* * * *

“Where Angels Fear . . .”

A prominent libel-law attorney advised editors not to rush into it. A irate leader demands a story retracted. “You can be letting yourself in for a legal headache,” said Paul Ashley, “by printing a correction without a thorough investigation of the facts involved.” His advice was given to the Associated Press Managing Editors in Dallas.

AP’s general manager, Frank asked the attorney about hasty retraction demanded by “wronged” readers.

“The danger is clear,” Mr. Ashley said. “I have encountered instances where a correction is wrong and the original was proved right.” He said a correction paved the legal way for a reader to sue a newspaper—once a lawsuit against a newspaper—once a newspaper has made a public announcement of a mistake.” (Michigan Press Bulletin)

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A new quarterly digest, Peal, has a general circulation. The publication announced aims to carry legal material pertaining to the fields of publishing, advertising, and allied fields of

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Halftone Photograph Processing Explained By Graphic Publisher

Basically, there are four different methods for reproducing halftone photographs by the offset process of printing. All of them involve the use of a screen to break up the image into a dot structure, but there are a number of variations of each of the methods.

The first and oldest of the screening methods is by use of a glass screen. Such a screen is made of two rather thin pieces of optical glass which have been ruled with fine parallel lines and then cemented together with the lines at right angles. The number of lines to the inch gives you the size screen—120, 133, 150, etc. The screen is placed in the camera a short distance ahead of the film and the exposure is made through it.

Second is the screening of the photograph itself. In this method a plastic or contact screen, which has been ruled with lines similar to the glass screen, is placed on top of the sensitized paper in the enlarger and the photographic print is made through it. The resulting print is broken down into halftone dots and may be copied as a line negative when making the final page negative.

Third is the Autoscreen Process developed by Eastman Kodak Company. Autoscreen film has the dots built into it and it may be used in the copy camera for the making of halftone negatives without placing a screen of any sort between it and the original photographic print.

Lastly, is the contact screen method of making the halftone negative. This is similar to the original glass screen method with the exception that the ruled plastic screen is held in direct contact with the negative during the exposure.

In the twelve years we have been printing The Graphic by the offset process we have experimented with all four of these screening methods. For our purpose we have found the last named method—the contact negative—the most practical. All of the methods have merit and all are being used in the industry. Your choice must be the one which most nearly fits your needs and which under your particular circumstances will give you the best results.

Despite the fact that some over-zealous advocates of the offset process have at times painted a rather rosy picture of it, the fact remains that it is a much more complicated method of printing than is letterpress. The

(Note: This article represents the contribution made by Archie S. Frye, publisher of The Graphic, Georgetown, on the panel, "Offset Printing Processes," at the mid-winter meeting and is "full of meat" for the prospective offset printer. The Graphic was the first Kentucky offset newspaper.)

photographic part of the process probably offers the most complications, and the making of the halftone negative is by far the most difficult part of the entire darkroom operation. For years the photo engraver has demanded the highest rate of pay in the graphic arts industry and this is due in no small part to the fact that he must first be able to make a halftone negative before he can etch the finished zinc plate. He uses either the glass or the contact screen, but he seeks a somewhat different dot structure in his negative than that which is needed for offset. We once found to our sorrow that halftone negatives made by a skilled photo engraver didn't do the job on the offset press.

Let's discuss the advantages and disadvantages of the four methods.

The glass screen method, as used by most photo engravers, does not require a special vacuum back for the copy camera, but you do need a holder and the screen itself is rather expensive and subject to breakage. As I recall it, ours cost about \$150 ten years ago. This is a 10x14, 120-line screen and is not the highest priced on the market. The cost and breakage factors are not the greatest disadvantages, however. It is more difficult to make a negative with its use than by some of the other processes. Three exposures, at different lens apertures, are necessary for each picture—one for the highlights, one for the intermediate tones and a flash exposure for the shadow detail.

Some excellent results can be obtained from screening the photograph itself. However, this, too, has its advantages and disadvantages. If you take all of the photographs used in your paper and have the original negatives for all of them, you have no particular problem in screening them under your enlarger other than to get used to giving each a much longer-than-usual exposure. However, if you use pictures from other sources you probably do not have the original negatives. You must, therefore, recopy these pictures in order to get a negative for projection through your screen.

Your screened picture is pasted directly onto the page paste-up along with the type matter and the whole thing photographed on the big copy camera as a line shot. This sounds simple because it does not involve the separate screening of halftones and stripping them into holes on the finished page, but this isn't the whole story. The darkroom technician must take special pains with the combination line and halftone negative in order to get good results. He must use a slightly different exposure than usual and also a special developer formula. The negative must be developed entirely without agitation after the first 30 seconds to avoid streaks, and the developer has an extremely short tray life—it must be replaced after every few negatives and can't be kept in the tray very long.

With the Autoscreen process of negative making you, of course, need no screen of any kind and no special screen holder or vacuum back on your camera. The film is adhered to the sticky back of your camera and you make two exposures depending upon the density range of the picture to be screened and the degree of enlargement or reduction. No intermediate exposure is needed and there is no need for a special developing solution. The regular line developer works fine; however, it is necessary to do the developing without agitation, and, if you pull it out of the solution for examination under the magnifying glass during development, you run the risk of getting streaks. Autoscreen film costs nearly twice as much as the regular kind.

As I said earlier, we have found the contact screen method to be the most practical for us. The screen we use is magenta colored which is why it is called a Magenta Contact Screen. It is 10x14 in size, has 120 lines to the inch and cost about \$40. It is delicate, of course, but with care can be used for several years. A vacuum back is needed to keep it in contact with the film during the exposure, two exposures are needed for most pictures and development is by your regular developer with full agitation.

Our camera is a 17-inch Robertson which cost us new about \$1,500 ten years ago. It came with a stick back, but we built our own vacuum back. We chose the 120 line screen because at the time we were having some ink troubles and thought it best to use the comparatively coarse (for offset) screen. Our next screen will probably be 133 line.

We don't have the time here to go into camera exposures, but suffice to say they depend upon your lens, your lighting, the degree of enlargement or reduction, and up-

(Please Turn To Page Two)

Retail Memo Proves Profitable

By MAURICE K. HENRY

Back in 1958 the Daily News advertising lineage hit some soft spots and rather than hope some little Pixie would help the matter it was decided to do several things.

First, rather than cut expenses by reducing personnel it was decided to add an extra space salesman. This then gave us three full-time salesmen plus a combination photographer-advertising salesman.

To further implement our sales personnel efforts it was decided to publish each month a five-page Middlesboro Retail Memo. The primary purpose of the Retail Memo is to stimulate business and add to our advertising lineage. The mimeograph publication contains those retail facts to help local business firms in the following areas: monthly per cent of various types of merchandise volume; calendar of sales events—both local and national dates; business trends; merchandising techniques; various types of business promotions such as for grocery stores, furniture outlets, automobiles—just all types of business in any given community; and reasons for advertising.

Subscribing to the simple theory that a newspaper and radio station has two fundamental functions—first, to give the news and second, to sell merchandise, the Retail Memo concentrates on helping local business firms sell services and merchandise.

After four years has the Retail Memo helped?

Yes, it has certainly helped the Daily News and Radio Station WMIK. Both staffs want their sales results and comments published as it gives them sales entrees in the weeks ahead with various business firms. The Daily News' local sales have not sagged during this period even in the face of a three-county population loss of 41,000.

Local business firms have actually increased retail sales during this period and many retailers have expressed appreciation for ideas, aids, and trends as published in the Retail Memo.

During 1961 one Middlesboro furniture store won two Rambler cars for its sales activity. Some of the basic promotional ideas used by the store were from previous Retail Memos. An appliance dealer won a trip for two to the recent Sugar Bowl—the basic sales gimmick was an idea from the Retail Memo. This retailer told us the day prior to his departure—"The Daily News and WMIK were the only sales media used for my sales promotion, and you fellows gave me the ideas on how to do the trick."

Of course, naturally the question—how

does one in the newspaper, radio, and outdoor billboard business find time to put this memo together and where do you get the material?

Each month the advertising trade papers, brochures that come in the mail, Bureau of Advertising, KPA bulletins, SNPA bulletins, and ANPA bulletins all have information that can be adapted to local retail sales situations. As this material comes in those items that are adaptable are filed, and then during the last week in the month a two or three hours work session and the material is adapted and redrafted for the local five-page Retail Memo.

Is the whole thing worth the time used? Frankly, we are afraid to stop it now. Constantly, we ask our advertising personnel for their customers' reactions, and they feel it is serving a very useful purpose.

A recent November and December advertising sale experience brings the matter into sharp focus. Most newspaper ad people are familiar in recent years with the Famous Brand merchandise efforts at Christmas. A brief note was put in the November Retail Memo—the sales people got favorable reaction. In previous years we had sold only one or two pages of Famous Brand ads and in 1961 striking while the iron was hot—we sold two and a half pages, and it was repeated four times with minor ad changes, a total of ten full pages. Every sales call sold four ads each—and our personnel credited the little memo booster. Also, these Famous Brand Christmas Ads did not affect the other ads normally placed by the various participating merchants.

There are very few original sales and advertising ideas left, but it is certainly not much trouble to adapt other people's advertising ideas and incentives to your own local situation.

The cost—several hours of preparation time, five stencils, ream and a half of mimeograph paper, envelopes, typist for two to three hours typing and running off copy, and the first-class postage for our Middlesboro business firms.

An idea born of necessity that is paying dividends for our retail advertising sales effort that has put an end to just picking up ads, and stimulating ad ideas for creating effective retail sales on the town's cash registers.

Benjamin Franklin once said, "Doing an injury puts you below your enemy; revenging one makes you but even with him; forgiving one sets you above him."

Newspapers Should Check On Privileged Publications

Perhaps one of the most erroneous held by many newspaper reporters as by some editors is that freedom of press confers the privilege to publish matter that has the semblance of authenticity. Time and again, news stories court room happenings which have no connection with the actual proceedings consideration and it is taken for granted that this is a privilege.

As a general rule, privilege is absolute only when an article is confined to the actual proceedings that are a matter of record. Otherwise privilege is qualified and the four facets of the rule on privileged observed there is danger of litigation. The four elements are that the report must be full and complete, fair and impartial, contain no comment and must be free of malice.

Absolute privilege pertains to matters of record, such as evidence in the trial of a case. Chance remarks of a judge, prosecutor or attorneys are not accorded the stature of absolute privilege unless they are a matter of record and are made in the course of performing an official duty. This was the issue in the case of *Henders*, *Evansville Press*, 127 Ind. App. 582, which the appeals court held that absolute libelous statements of a judge were not after he had relinquished jurisdiction in a case.

When a court accepts jurisdiction in a case is a debatable question in Indiana. Some authorities hold that jurisdiction begins when a complaint is filed and that publication of the contents is at least one-third if not absolute under the privilege. However, the majority rule holds that jurisdiction begins only when an entry of judgment is made by the court.

Privilege is an important adjunct to the reporting of court proceedings. But it can be a dangerous factor unless the rule is known and observed.

Seeing is believing—if you see it in

(Continued From Page One)

on the density range of the photograph would be well to read up on the subject to get in as much actual darkroom work as possible before the deadline for the halftone.

I like offset and sincerely believe that of these days all of the smaller news will be printed by it, but don't be deceived. Offset is no picnic and there is a really simple method of reproducing halftone photograph.

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PO Regulations Cause Business Concern

No one has yet admitted being bewitched, but many Louisville businessmen have been bothered and bewildered by the new postal regulations that went into effect January 10. Not a few have been just plain angered.

As of this writing, the situation has been somewhat eased by unannounced "relaxations" on two of the new protests in Washington, although the Post Office Department has made no such admission.

A local postal official reported the relaxations—when asked about rumors to that effect—on February 8. But by that time, many businessmen had already been hurt. One major Louisville firm reported that at least some of its annual reports apparently never reached stockholders, and the Chamber learned, unofficially, that some news bulletins mailed to members were thrown out. How many others have been hurt is not known.

The trouble arose over stringent and ambiguous directives about the delivery of second-class mail (magazines and newspapers) and third-class mail "of no obvious value." As originally published, the regulations stated that mailmen would no longer deliver such matter unless it were correctly and completely addressed. Few would have any quarrel over requiring complete street addresses. But the original rules also stated:

1. A "complete" address would have to include an office-building room number. Officials justified this in the beginning by noting that both the Starks and Heyburn buildings, for example, are each served by three letter carriers.

2. A "correct" address for anyone with a Post Office box would be the box, not a street address. The only exception to this rule, officials first said, would be when the box holder specifically asked that mail be delivered as addressed, to either the box or the street.

On February 8, the local postal official reported that office-building room numbers are no longer necessary and that "well-known" box holders will still get mail even if addressed to their street number. The official explained that box holders would be "well known" if sorting clerks know they have a box. Otherwise, the official said, if the mail goes out with the carrier and requires a transfer endorsement, it won't be delivered.

When asked for an explanation of the phrase, "no obvious value," the official first said advertising circulars would definitely fall into that category. When pressed, how-

(Note: The problems concerning recent postal rulings, and requests for information from KPA members concerning same, have been of growing concern to the KPA Central Office, especially the greatest problem of getting the factual information. We are reprinting the excellent informative lead article in "Louisville", trade magazine, Richard Cherry, editor, which answers many of the questions anent said problems in a lucid manner which must suffice now until official information has been received. We are grateful to Editor Cherry for his contribution and permission.)

ever, and told of other mailings that haven't been delivered, he admitted the regulations are ambiguous.

Then he said that postal authorities would determine value, or lack of it, at least in part, by examination of the envelope. If the envelope looks valuable, he said, then that might be one factor that could save the mailing. He explained how an envelope could "look" important this way: "Well, if the sender thinks enough of the mailing to guarantee return postage, that would be at least one criterion."

Although several local businessmen have been frustrated in trying to find out how the new regulations—and changes—affect their operations, local officials can hardly be blamed. The directives that came down from Washington, apparently with little or no explanation, are ambiguous, to say the least. With the two "relaxations" already noted, here are the other new regulations:

A correct and complete address is one which lists the street and the street number. For example, third-class mail of no obvious value which is addressed simply "Louisville Chamber of Commerce, Louisville, Kentucky" will no longer be delivered. Nor will it be delivered if addressed "Louisville Chamber of Commerce, Liberty Street, Louisville, Kentucky."

Mailers are no longer permitted to guarantee forwarding postage, so that phrase on an envelope is now meaningless. The phrase, "Return Postage Guaranteed," has been changed to "Return Requested," but the Post Office will continue to honor the old form so businessmen may use up their envelope stocks.

The phrase, "Form 3547 Requested," which has been used on third-class mail, has also been eliminated. Mailers will no longer get a notification that incorrectly addressed third-class mail has not been delivered. The only way to check on mailings now is to

mark envelopes "Return Requested" or use old envelopes marked "Return Postage Guaranteed."

Third-class returns will cost a minimum of 8 cents a piece on matter weighing five ounces or less. Above that weight limit, mailers will be charged the transient return rate. This goes to 9 cents for six ounces, and then an extra cent and a half for each additional ounce. Under the old regulations, third-class returns could cost as little as 3 cents.

All of the new rules pertaining to addresses for third-class matter of no obvious value also apply to second-class mailings. Undelivered magazines and newspapers will be returned to the publisher only if marked "Return Requested" or the old "Return Postage Guaranteed." If they don't bear such an inscription, they'll be thrown out. In that case, however, the publisher will get a Form 3579, which will notify him either of the correct and complete address or the reason his publication wasn't delivered.

Here, too, however, the new rules will cost more. Publication returns will now cost a minimum of 10 cents, whereas they formerly came back at the transient rate. In some cases, this went as low as 2 cents. Under the new rules, if the publication weighs more than 10 ounces, the return will cost an additional penny an ounce above the 10-cent minimum. The cost of Form 3597 has also gone up, from 5 to 10 cents.

The new rules apply to fourth-class mail only in that "Return Postage Guaranteed" should be replaced with "Return Requested" when supplies run out, and the minimum charge for returns has been increased to 8 cents. Formerly, it could go as low as 4 cents. Postal officials will still continue, where necessary, to seek correct addresses for fourth-class matter in city directories.

Unless the Post Office Department announces further relaxations of its new rules before this is published, it appears that the only course for a third-class mailer is to imprint his envelopes with "Return Requested," or use old ones inscribed "Return Postage Guaranteed." This may ensure that his mailing is judged of "obvious value." And if it doesn't, he at least will know which addresses on his mailing list aren't considered "correct" or "complete."

Many a guy has the habit of saying, "Well, I'm going to tell you the truth . . ." Makes me wonder what he has been telling me.

Personnel Department Services State's Government Employees

In his thorough and enlightening address on the functions of the Kentucky Department of Personnel and the new Merit statute, Walter R. Gattis Jr., Commissioner, stated in part:

In addition to 5,000 persons employed by the University of Kentucky and the five state colleges, Kentucky State Government employs more than 18,000 persons.

The Department of Personnel is the state unit which recruits, examines, classifies, and certifies qualified applicants for employment in all state departments and agencies, except for the institutions of higher learning. Actual appointments to positions are made by the heads of the various departments and agencies from lists of qualified applicants certified by the Department of Personnel.

Since July 1, 1960, the Department has been administering the first state-wide merit system in the history of the state. Under the Merit System Act of 1960, approximately 15,000 positions are covered. Under the provisions of the merit system, employees in covered positions are not subject to removal for political, ethnic or religious reasons.

The department administers a compensation and position classification program designed to assure equal pay for equal work in all agencies of state government, exclusive of the institutions of higher learning. All payrolls, except those of these institutions, must be approved by the department. All payrolls are examined for the purpose of assuring that employees are qualified for the positions they hold and are paid in the proper position classification and compensation grade.

The department is administered by a commissioner who is appointed by the Governor from a list of qualified candidates who must be examined and recommended by the Personnel Board. The Personnel Board consists of five members appointed by the Governor for four year terms. Board members serve for staggered terms. Board members must be citizens of Kentucky "known for their devotion to the merit principle in government employment and the professional development of public service in the state." Both the commissioner and board members can be removed by the Governor only for just cause. Neither the commissioner nor the board members can engage in active partisan political affairs, and they cannot be removed for purely

partisan political reasons.

The Personnel Board has both administrative and quasi-judicial functions. It is responsible, through the commissioner, for the formulation, changes and execution of rules and regulations governing the state personnel system. It hears appeals from employees and applicants who allege discrimination or unfair treatment in employment practices. The board can order the re-employment of an employee who proves he has been dismissed for political, ethnic or religious reasons.

The Department of Personnel executes its functions through the activities of two divisions. These consist of the Division of Recruitment and Examinations, and the Division of Classification.

The Division of Recruitment and Examinations performs the pre-employment functions of finding and examining qualified applicants for vacant positions, and finding vacant positions for qualified applicants, through three sections:

Recruiting Section—The recruiting section interviews over 5,000 "walk-in" applicants per year, and evaluates several thousand additional applications received by mail each year. In addition, positive recruitment is conducted throughout Kentucky, the south and mid-west for hard-to-fill specialized and technical positions. This section determines the type of positions for which applicants are qualified and assigns applicants to take proper examinations.

Examinations Section—The examinations section prepares and administers examinations for approximately 900 different classes of positions. Most examinations are written. Some are oral, and others consist of a point evaluation of the applicant's training, experience and professional certifications.

Certification Section—The certification section maintains records of examinations scores and certifies the names of applicants who make the highest scores to departments seeking to fill vacant positions.

The Division of Classification performs the functions of position classification and payroll certification. It maintains accurate records of all employees from the time they are employed until they are separated from state service. This division engages in continuous study and adjustment of the position classification and compensation grade of all employees and positions, and per-

forms its functions through three sections.

Classification Section—The classification section is responsible for maintaining concept and practice of "equal pay for equal work." Each employee is assigned one of the 900 job classifications into which all state jobs have been allocated. Each of the 900 job classifications have been allocated to one of the 40 pay grades in the compensation plan. For example, a Junior Account Clerk position is in Grade 8 with a beginning compensation of \$1,000 per month. Most department head positions are in Grade 40 with a fixed compensation of \$1,000 per month.

Payroll Certification Section—The payroll certification section audits all payroll checks for the purpose of assuring that all employees are in their proper position classification and compensation grade. No payroll check is processed for payment without the official approval of the Commissioner of Personnel.

Records Section—The records section maintains an employment history of each state employee from the time he is employed until he is separated from state service. The history includes all changes in job classification and pay checks.

As a state department serving the personnel requirements of all other departments in state government, the Department of Personnel works closely with all departments in recruiting, examining, employing, promoting, dismissing, retiring and compensating all employees. Its activities must be coordinated closely with the Department of Finance and the State Treasurer in compensation matters. Prior to the Merit System Act, the department had to meet the requirements of the State Retirement System established for the purpose of terminating retirement eligibility and compensation.

Much time has been devoted to the process of adding merit coverage to the 13,000 state employees whose positions were not covered prior to September 1, 1961. A concerted effort has been made to improve services to job applicants. The Law was amended to require the department to submit figures concerning the number of government examinations administered during the 1961 fiscal year are not available. However, during July, August, September, October and November of 1961, the department has administered 3,617 examinations. This figure includes 1,405 examinations administered at state institutions and other places close to the homes of applicants. The Merit System is necessary, but to improve services to job applicants, it is necessary to have examination centers in five places outside of Frankfort. The government department has arrangements whereby an applicant should be required to travel more than forty miles in order to take an examination for a state position. These arrangements have been made in the Federal system.

with very little attention are administered and high school scattered through institutions are use of their facilities. Most of the examinations are administered by teachers for \$1.00 will seldom administer more than one day per private institution cooperative in municipalities without charge.

The Merit System create an entire administration. Recruitment, examination, position classification of state personnel years. The Merit System restrictions to the selection of an

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The department is administered by a commissioner who is appointed by the Governor from a list of qualified candidates who must be examined and recommended by the Personnel Board. The Personnel Board consists of five members appointed by the Governor for four year terms. Board members serve for staggered terms. Board members must be citizens of Kentucky "known for their devotion to the merit principle in government employment and the professional development of public service in the state." Both the commissioner and board members can be removed by the Governor only for just cause. Neither the commissioner nor the board members can engage in active partisan political affairs, and they cannot be removed for purely

The Personnel Board has both administrative and quasi-judicial functions. It is responsible, through the commissioner, for the formulation, changes and execution of rules and regulations governing the state personnel system. It hears appeals from employees and applicants who allege discrimination or unfair treatment in employment practices. The board can order the re-employment of an employee who proves he has been dismissed for political, ethnic or religious reasons.

The Department of Personnel executes its functions through the activities of two divisions. These consist of the Division of Recruitment and Examinations, and the Division of Classification.

The Division of Recruitment and Examinations performs the pre-employment functions of finding and examining qualified applicants for vacant positions, and finding vacant positions for qualified applicants, through three sections:

Recruiting Section—The recruiting section interviews over 5,000 "walk-in" applicants per year, and evaluates several thousand additional applications received by mail each year. In addition, positive recruitment is conducted throughout Kentucky, the south and mid-west for hard-to-fill specialized and technical positions. This section determines the type of positions for which applicants are qualified and assigns applicants to take proper examinations.

Semi-Magazine Is Future Format

Newspapers of the future will be "semi-magazines," going beyond "instant journalism" to interpret spot news, showing the situations in which they happen, and "explaining what the issues in the world are." This is the opinion expressed by Mark Ethridge, board chairman of Courier-Journal and Louisville Times, in pamphlet just published by Center for The Study of Democratic Institutions.

"A number of papers are going to die," he says, and those that survive will do so "because they are vital factors in the life of our society and in the lives of our readers." Mr. Ethridge attacks "a tendency on the part of a good many papers to cut their costs rather than improve their quality" at a time when they should be digging beneath the surface of events to tell what the news means. He blames the newspapers' failure to interpret international matters for what appears to be a "low level of information" among the

American people.

Interviewed by Donald McDonald for a series on "The Study of American Character," Mr. Ethridge says newspapers "will continue to be the prime source of information on local and regional events." But, he adds, they will have "to serve a deeper purpose than most of them now serve." In his opinion, the end of technological change in newspapers has not been reached, "nor have we reached the end of the consolidation process. The death rate will continue."

The former publisher feels that newspapers may merge and turn into "24-hour papers" to cut costs and survive. "Such papers will have an editorial page in several editions," he says. "There would be a new paper started in the morning, say, and then editions of it would be changed all day long. You would have only one news staff, one editorial staff, one advertising department."

Rural Survey Soon Ready

New marketing information on what farm families buy will be available later this year from Government researchers. The Department of Agriculture will start next week a month-long survey of 4,000 rural families scattered across the nation in 41 states. Small towns of less than 2,500 population will also be studied.

The survey is being made in cooperation with the Department of Labor, which is making a similar investigation in metropolitan areas. First results of the "Survey of Consumer Expenditures" are due out before the end of this year.

competent employees. The Kentucky State Merit System does not protect incompetent employees. Incompetent employees can be, and in fact are, removed almost every day. Protections exist only to prevent arbitrary and capricious dismissals. If the system can be maintained for a few years, the upheavals which occur with a change of political administrations can be minimized. Employees can feel reasonably secure that they will be retained, not on a basis of party or factional loyalty, but on a basis of job performance. The loss of trained manpower at a change of administration in the past has cost the taxpayers millions of dollars and has cost employees many more millions plus unrest as a result of this unnecessary insecurity. A major purpose of the Merit System is to minimize unnecessary insecurity.

In Memoriam...

Joseph H. Dressman

Joseph H. Dressman, city editor of the Cincinnati Enquirer, died at his home in South Fort Mitchell, February 8. He began his journalistic career in 1927 and since has worked for the Cincinnati Post, the Miami (Fla.) Herald and the Cincinnati Times-Star, Covington office. He joined the Enquirer in 1948 and was elevated to city editor last July. He also served as city manager for the city of Covington for a period of two years from 1958 to 1960. Dressman, a native of Covington, was 55 years old at his death.

What's A Customer Worth?

How much is a customer "worth" to a business? The average value, according to a survey being cited in BBB circles, is \$363 per year and it ranges according to the type of business and the community from \$125 to nearly \$900.

The 100-city survey found the average cost of gaining this customer to be \$30. So a "lost" customer represents a deficit of \$363 plus \$30, or \$393.

Bad treatment, poor service, indifference and the like account for 68 per cent of customer loss, with unadjusted complaints responsible for another 14 per cent, according to the survey. Thus 82 per cent of customer loss can be traced to the area of customer relations.

with very little cost to the state. Examinations are administered now at 10 colleges and high schools, both public and private, scattered throughout the state. These institutions are not charging the state for use of their facilities, including typewriters. Most of the examinations in the field are administered by professors and commerce teachers for \$18.00 per day. One proctor will seldom administer examinations more than one day per month. Both public and private institutions have been extremely cooperative in making available their facilities without charge to this department.

The Merit System Law of 1960 does not create an entirely new system of personnel administration. The basic functions of recruitment, examinations, payroll control and position classification have been functions of state personnel administration for many years. The Merit System Law added restrictions to the employment process. The selection of an employee must be made from among those who make the highest three scores on an examination. An employee cannot be dismissed for political, racial, or religious reasons. An employee who contends that he has been dismissed for such reasons is entitled to a hearing before the Personnel Board. If the Board finds that he was dismissed for political reasons, the Board can order his reinstatement. If the Board finds that he was dismissed for other unreasonable reasons, they can request the appointing authority to reemploy the person and can order the dismissed employee's name to be placed on a reemployment register.

Prior to the Merit System an employee had to meet the minimum qualifications established for the position he sought and usually had to have the endorsement of a party official from his county. Under the Merit System he must place among the top three in an examination. The Law limits the range of selection.

The Law was not designed to take state employment out of politics. The essence of any government is politics if the voters are to retain control of their governments. The real question is the brand of politics which can and should be played in state government employment practices. The decision to have, or not to have, a Merit System, or a University, or a Mental Hospital, is inevitably a political decision. The Merit System is designed not to eliminate politics, but to improve the quality of the necessary and inevitable politics inherent in the government process.

Many critics contend that the Merit System protects drones and incompetent persons on the state payroll. They have seen the difficulty experienced sometimes in the Federal service of eliminating in-

CALENDAR OF EVENTS

MARCH

- 9—Kentucky High School Press Association meeting, School of Journalism, University of Kentucky.
- 22-24—NEA Government Relations Workshop, Washington, D. C.

APRIL

- 14—Spring Meeting, executive committee, Lake Cumberland State Park, Jamestown.

JUNE

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

OCTOBER

- 14-20—National Newspaper Week.

Warn Your Advertisers Of New FTC Rulings

The first issue of "Advertising Alert," now being published by the Federal Trade Commission, reprinted their "thumb-nail guides on guarantee claims which may be of interest to KPA members." It says: Plan to have seven hard questions in your mind when the salesman assures you the product you want to buy is fully guaranteed.

1. Who is going to make good on the guarantee? (The store where you are buying the product or the manufacturer?)
2. Does the product have to be returned to the seller, or will it be repaired at your home?
3. Is the entire product guaranteed? (Or just those parts that rarely, if ever, wear out?)
4. Who pays the labor charges involved in the product's repair?
5. Is routine servicing covered by the guarantee?
6. Is the guarantee based on the price you actually pay for the product or is it prorated on a manufacturer's 'list' or 'suggested retail' price?
7. Is the guarantee in writing or is it contained only in the salesman's smiling assurance?

The Commission's Bureau of Industry Guidance undertakes to persuade merchants to correct voluntarily advertising and selling which misrepresent the coverage and terms of guarantees. However, where voluntary efforts to gain compliance with the law fail, sterner measures are employed.

Linotype Company Installs Its 75,000th Machine

The 75,000th Mergenthaler Linotype machine, a Comet 300, was put to work on January 11 in the composing room of the Louisville Courier-Journal & Times. The machine was finished and delivered in December, 1961, Mergenthaler's 75th anniversary year. The event was marked by the presentation to Lisle Baker, executive vice president of the newspapers, of a plaque commemorating the anniversary and milestone machine. It was presented to Baker by Paul S. Chisholm, Mergenthaler vice president for domestic sales and Joe F. Schuman, the firm's Southern district manager, based in Atlanta.

At the presentation, Chisholm observed that, "It strikes us as very fitting that the 75,000th Linotype machine was ordered by the Courier-Journal and Louisville Times, because in 1885, W. N. Haldeman of the Courier-Journal, together with other

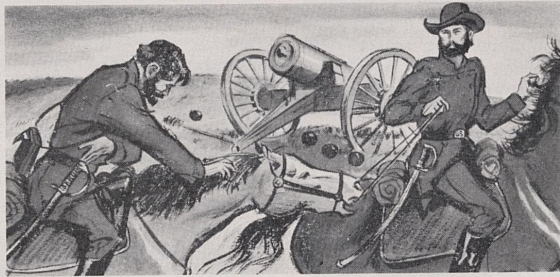
publishers of remarkable vision, formed a syndicate to back Ottmar Mergenthaler's then untried invention." Associates in the venture were Whitlaw Reid of the New York Tribune; Victor Lawson and Melvin Stone of the Chicago News; Henry S. Hays of the Chicago Inter-Ocean; W. H. Rouse of Rand McNally Co., Chicago, and John H. Hutchins of the Washington Post.

With the support of this group, the introduction of the Linotype to the printing industry was materially assisted, and there have since been long orders for the machine from all over the country.

"I think it would have been a source of great satisfaction to Haldeman, as well as to us," Chisholm declared, "to know that the 75-year milestone of the company has helped to build has been marked in the composing room of the Courier-Journal with a fitting testimonial—the 75,000th Linotype."

It happened 100 YEARS ago

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



IN KENTUCKY, General Wm. Nelson displayed unusual valor fighting superior Confederate forces at Richmond (Aug. 29th). He was twice wounded, but finally rescued through the daring of General Clay, who seized the reins of Nelson's horse and rushed him to safety.

In those days, as now, beer was Kentucky's traditional beverage of moderation. But beer means more than enjoyment to our state. The brewing industry pays \$7 million each year in taxes to our state . . . money that helps support our hospitals, schools and highways.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
LOUISVILLE

Promoting Is Year-

A completely made this year long-time news continuous year-

The new prom weekly newspa Newspaper Wee than 40 state, r lisher associatio

partmental asso effort to bring t newspaper busin story more effect

This became nouncement of t paper Week Cor Strang, President Managers, annou Ben Blackstock, S homa Press Asso Clarence Harding tor, South Bend chairman. Others senting Newspa include John Pau sation; Bill Bra tion; Gordon Ow Association; and Newspaper Publis a former chairma Week.

Harding is cha paper Informatio mittee. The N.I. to the National N tee to assist in promotion progr newspaper busine

Also on the e having an equal Allen B. Sikes, ANPA; C. O. "C reau of Circulatio tional Newspa Warren K. Agee, W. Steitz, Newsp Pace, Newspaper sation; Joseph tographers Assoc national Circulati Paul Swenson, T Baskett Mosse, Ar tion for Journalis sation of News ing Managers; En Press Managing B American Associa sentatives.

Promotion Program Is Year-Round Effort

A completely new approach is being made this year which will broaden some long-time newspaper promotions toward continuous year-round efforts.

The new promotion plan for all daily and weekly newspapers, built around National Newspaper Week, has the support of more than 40 state, regional and national publisher associations, plus 15 newspaper departmental associations. It represents an effort to bring together all elements of the newspaper business to tell the newspaper story more effectively.

This became clear this week with announcement of the new National Newspaper Week Committee for 1962. Arthur Strang, President of Newspaper Association Managers, announced the appointment of Ben Blackstock, Secretary-Manager of Oklahoma Press Association, as chairman and Clarence Harding, Public Relations Director, South Bend (Indiana) Tribune, vice chairman. Others on the committee representing Newspaper Association Managers include John Paul Jones, Florida Press Association; Bill Bray, Missouri Press Association; Gordon Owen, Jr., Utah State Press Association; and Stanford Smith, American Newspaper Publishers Association. Each is a former chairman of National Newspaper Week.

Harding is chairman of the ANPA Newspaper Information Service Advisory Committee. The N.I.S. has offered its facilities to the National Newspaper Week Committee to assist in coordinating the national promotion program to all segments of the newspaper business.

Also on the expanded committee and having an equal voice in its decisions are: Allen B. Sikes, Bureau of Advertising, ANPA; C. O. "Chuck" Bennett, Audit Bureau of Circulations; Ed McClanahan, National Newspaper Promotion Association; Warren K. Agee, Sigma Delta Chi; Philip W. Steitz, Newspaper Comics Council; Bob Pace, Newspaper Advertising Executives Association; Joseph Costa, National Press Photographers Association; Dar Sims, International Circulation Managers' Association; Paul Swensson, The Newspaper Fund, Inc.; Baskett Mosse, American Council on Education for Journalism; J. P. McLaughlin, Association of Newspaper Classified Advertising Managers; Emmett Dedmon, Associated Press Managing Editors; and R. F. Jobson, American Association of Newspaper Representatives.

University Museum Looking For Old Printing Equipment

Curator Hamilton Tapp, Kentucky Life Museum Waveland, sponsored by the University, made a request for state publishers to supply old printing equipment, posters, and everything of the past in shop practice and printing for the completion of a printing office of the turn of the last century at the Museum. The UK Journalism School donated an old Washington handpress as a start. To this request, the Press adds that, looking forward to an issue on the past of KPA, that editors forward old pictures, programs, etc., for that purpose, either to be placed in our archives or returned for sentimental value on request.

California Laws Say "Nix"

California's open meeting laws do not specifically provide for radio-TV access, so the attorney general's office recently ruled that meetings of public bodies may be closed to broadcasts. The ruling grew out of refusal of a county board of supervisors to allow broadcast of its meetings by a local radio station—Radio-TV Daily.

Term "Realtor" Copyrighted

When handling advertising from real estate dealers, keep in mind that the term "realtor" is protected under a collective trademark issued in 1947 to the National Association of Real Estate Boards. Anyone identifying himself by this term in real estate ads must be a recognized broker who is an active member of a local real estate board having membership in NAREB.

"Other industry organizations are welcome to join this effort," Blackstock stated. "This committee of representatives from these organizations first met in Chicago last October," he said. "It is our intent to offer a year-round promotion of newspapers. This will include not only National Newspaper Week (October 14-20, 1962), but will also employ the efforts of all organizations toward an expanded promotion of other existing activities. It is our hope we can amplify National Want Ad Week, National Newspaperboy Day, a wider promotion of newspaper career opportunities and other promotion programs.

"The committee is impressed with the enthusiasm of all these groups. We need coordination. We will not take over any group's present activity, but through these new forces now working together, better inter-association communications will result," Blackstock concluded.

Should Ad Agencies Be State Licensed?

The silly trend to "regulate everything" under a government bureau or licensing program is coming closer to all facets of advertising, including even advertising agencies.

Currently an organized movement is underway in California for legislation to license ad agency practitioners. At the same time the Western States Advertising Agencies Assn, is studying a possible certification program, based on oral and written examinations, for self-regulation of agency personnel.

The outcome in California might become a good or adverse trend, and KPA will be watching the results with much interest. One difficulty—as always—is that some ad agency men consider themselves to be professionals and might like to have a license to prove it.

"Newsprint" Re-defined

Tariff Commission has dropped its controversial definition of "newsprint," which had been strongly opposed by ANPA and the paper industry. The matter is important to newspapers because imported newsprint is duty-free, while other types of paper are subject to tariff. A narrow definition might raise paper costs if technological improvements in print paper made it no longer fit the duty-free category.

The Tariff Commission left the definition problem to the Bureau of Customs, saying that if Customs "finds that significant changes in the physical characteristics have occurred or do occur in the future" that agency will "modify the specifications to distinguish standard newsprint paper from other imported paper."

The hassle over the definition dates back to 1960 when the Tariff Commission issued proposed language setting rigid specifications and methods of manufacture. Publishing and paper industry spokesmen strongly opposed that proposal at a hearing. Tariff classifications are being studied in preparation for legislation expected this year.

Canon 35 Under Scrutiny


The American Bar Association was to hold a committee hearing this month in Chicago to learn the views of the American Newspaper Publishers Association and other groups concerning ABA's famous Canon 35. Canon 35 would ban newsphotography in court rooms. Recommendations made at the hearing will be discussed at the bar association's annual convention in San Francisco this summer.

A person with charm is one who can make another feel that both of them are pretty wonderful people.

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

STAMPS CONHAIM
 A COMPLETE NEWSPAPER ADVERTISING SERVICE
 For Daily and Weekly Newspapers
 101 FIFTH AVENUE, NEW YORK 3
 Representative
 Chas. H. Lovette
 1919 Sundown Lane, Ft. Wayne, Ind.

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

It's not how busy you are . . .

 It's what you charge that counts
 Write today for 60-Day FREE TRIAL
 PORTE PUBLISHING CO.
 952 E. 21st So., Salt Lake City 6, Utah

MERGENTHALER'S TRADE-IN FAIR
SECOND ELEVATOR
 as low as
\$41.40
 WITH TRADE-IN
 Get the full story from your Linotype Production Engineer.
Mergenthaler LINOTYPE

Those were the days . . .

(From the back files of the Kentucky Press)

30 Years Ago

The attendance at the mid-winter meeting in Louisville was considered one of the largest with "considerably over one hundred" being present.

Joe T. Lovett, KPA president, reported to the Association that no newspapers had been forced to close during the 1931 year.

The financial report of the Association revealed an income of \$1,489.07, and expenditures of \$792.24, leaving a balance on hand of \$696.83.

J. T. Norris, Ashland Independent, was elected president for the coming year. Other officers were Lawrence Hager, Owensboro, vice president, George Joplin, Somerset, chairman of the executive committee, and J. Curtis Alcock, secretary-treasurer.

20 Years Ago

After thirty years of service to the Association, J. Curtis Alcock resigned as secretary-treasurer. He was followed to the office by Victor R. Portmann, University of Kentucky. Alcock was presented a "handsome engraved watch and chain in testimony of their esteem and affection."

Harry Lee Waterfield, Clinton, was named president of the KPA along with Vance Armentrout, vice president. Waterfield was the youngest ever named to the office.

At the seventy-third annual meeting, the membership adopted a resolution supporting the state and federal governments in the war "for freedom of all peoples."

Henry Ward, a member of the editorial staff of the Paducah Sun-Democrat and an active member of the KPA legislative committee, was honored by his advancement to Democratic floor leader of the Kentucky House of Representatives.

Joe LaGore, managing editor of the Paducah Sun-Democrat, was named chairman of the Kentucky Associated Press for the fourth time.

Miss Mary Elizabeth Hutton, Harrodsburg, was re-elected president of the Kentucky Press Women's Club.

5 Years Ago

Alfred S. Wathen, Jr., Bardstown, named the seventy-third president of the Association at its January meeting in Louisville. Martin Dyche, London, was selected as vice president and Thomas L. Adams, Lexington, chairman of the executive committee.

Kyle Vance, chief of the Frankfort bureau of the Associated Press, was presented a citation for his exposure of illegal employment-insurance payments.

Jesse Stuart was named Outstanding Tuckian of the Year.

Ed Easterly Goes East

Realizing the influence of the government press secretaries on the speeches which made in the 50 states of the nation, Presidential Press Secretary Pierre Salinger invited this group to meet with him in Washington. The theory behind this being is that press secretaries to government prepare speeches which often touch on general problems. The trip to Washington designed to provide these men with information useful in their jobs. Salinger insists the briefing will be non-partisan, since those attending will be from Republican state houses. If President Kennedy is sworn in, he will also receive the group.

T. C. Sizemore, Manchester, former publisher of the Manchester Enterprise, more recently sheriff of Clay county, purchased the Upper Cumberland Times, a weekly published at Jamestown, Tennessee.

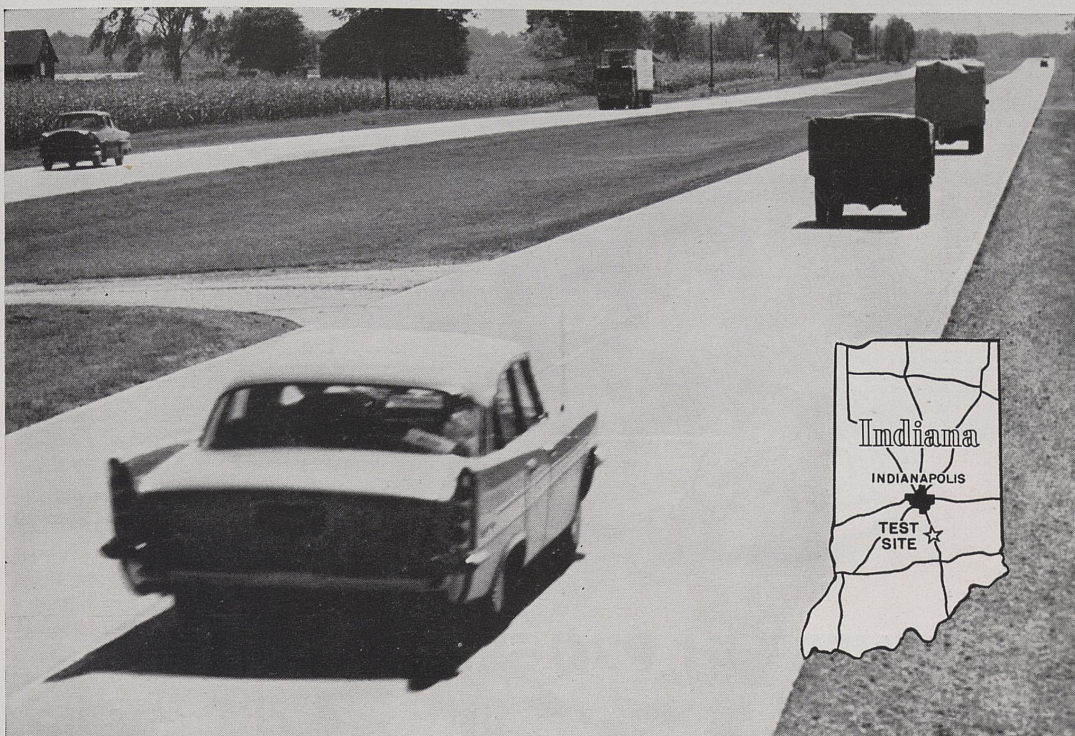
Newspapers (rightly) Are Not Public Utilities

The right of newspapers to refuse advertising was bolstered by a recent court decision. The Supreme Court of Massachusetts in a recent ruling, said that newspapers are not public utilities and are free to accept or reject advertising in accordance with law.

The court heard an appeal of a case in which two real estate brokers claimed damages because the Worcester (Mass.) Telegram would not print ads. They claimed the newspaper is a public utility.

Best way to get in the swim is to stay out of the dives.

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Indiana Test Road, located south of Indianapolis on U.S. 31. Concrete pavement still rides like new after 8 years of traffic.

**On Indiana Test Road ...
in both first cost and total upkeep
concrete provides big savings over asphalt**

Official test road, as ordered by the General Assembly, completes 8 years under traffic. Reports, published as required by law, show concrete outperforming asphalt by a wide margin.

The Indiana Test Road was ordered by the General Assembly to "provide adequate and conclusive tests" of both concrete and asphalt pavements under exacting conditions.

The test site is on U.S. 31, the main Indianapolis-Louisville route. Connecting stretches were paved with concrete (6.7013 mi.) and asphalt (7.1417 mi.)—the respective designs being approved by the portland cement and asphalt associations. In 8 years, traffic on both pavements has been the equivalent of 1,169,000 axle loads averaging 18,000 pounds.

Official results, published by the Indiana State Highway Commission, show savings in initial expense for concrete. The construction cost for concrete was \$2,873.73 per mile *less* than for asphalt.

PORTLAND CEMENT ASSOCIATION

805 Commonwealth Building, Louisville 2, Kentucky

A national organization to improve and extend the uses of concrete

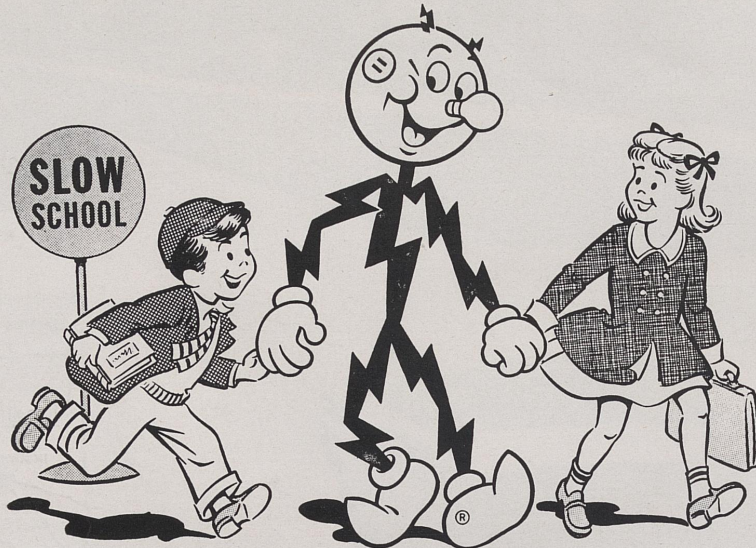
Maintenance figures for the first 8 years show the total for the concrete has been only 10.7% that of the asphalt. Concrete: \$38.74 per mile. Asphalt: \$360.67 per mile.

In addition, after only 8 years, the asphalt section was completely resurfaced. The cost: \$37,708.82—or \$5,280.09 per mile. Thus, grand total savings with concrete so far run \$8,475.75 per mile. Impressive economies like these are why concrete is first choice for Interstate and heavy-duty routes.

**SUMMARY OF 8-YEAR SAVINGS WITH
CONCRETE ON THE INDIANA TEST ROAD**

	per mile basis
First cost savings	\$2,873.73
*Total upkeep cost savings	\$5,602.02
Total savings per mile	\$8,475.75

*Actual upkeep cost figures, 1953-1961: surface maintenance for concrete, \$38.74; surface maintenance for asphalt, \$360.67; resurfacing for concrete, \$0.00; resurfacing for asphalt, \$5,280.09.



PARTNERS IN PROGRESS in good citizenship

What is good citizenship?

You'd get pretty close if you said it was being a good *neighbor* to your entire community, working with children's groups, serving on and supporting fund drives and church and civic activities.

Working with youth is a genuinely rewarding activity, and the world is a far better place because so many men—and women—find the time and energy to help with youth activities.

Whenever an umpire calls, "Play ball," and a Little Leaguer steps into the batter's box, his coach could be your meter reader, a serviceman, or another employee of your electric company.

As citizens our employees find outlets for their neighborliness in Boy Scout troops, in athletic programs, on United Fund and Red Cross drives, and in church activities. They work annually with 4-H Clubs and Future Farmers. They conduct cooking classes for Girl Scouts and Brownies.

And, of course, the company supports such activities with financial contributions and by encouraging its employees to participate, and by recognizing their efforts.

Good citizenship? Certainly, if being neighborly and doing the things we feel it is our duty to do in the communities we serve is good citizenship.

KU SYMBOL OF SERVICE

AN INVESTOR-OWNED ELECTRIC COMPANY

KENTUCKY UTILITIES COMPANY

K

Publish



Publication C
School of Jo
University of
Lexington

VOLUME TV
NUMBER SIX