

# 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.

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All Roads Lead To Beautiful Kentucky State Dam Park  
for the 96th Annual KPA Mid-Summer Meeting

# The Kentucky Press + As We See It +

Volume 31, Number 8

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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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## We Now Know Ingredients For Good Column Writing

Central offices of press associations are often asked, "Where can I have a column published" and "What should be the contents of a column." Our answers to the first is "personal contact with publishers—you must 'sell' them on the contents and on the need."

Our answer to the second question is threefold: First, study every column that you can find—you can learn by what others are doing successfully; second, most columns, especially in newspapers, usually fill and are governed by local needs and situations; and, third, a salable column depends on the writer's own forensic ability.

"The column has always been one of the strengths of weekly newspapers and a favorite of ours is 'The Ferris Wheel' by Joyce Ferris Swan, which appears in the Westfield (N.Y.) Republican and other newspapers," says Rick Friedman in the Editor & Publisher.

Mrs. Swan gave Friedman her ideas on "How to write a column" as a product of creativity, which follows, and will be a possible answer to questions which we will pass along in the future. We believe that it epitomizes the creed of our own Kentucky writers. Am I right?

1. Keep a column light.—Even if it is informative (and most successful ones are), maintain an easy touch. If people want encyclopedic reading they'll go to one.

2. Never compromise with accuracy.—If a statement is not exact, don't say it. Say something else you are sure of, or go check your facts.

3. Keep a column honest.—This means stick to straight-forward reading—calling things as you see them. This does not mean you may malign or insult or criticize unfairly or unconstructively. This means you must be a good reporter. The good reporter is on safe ground.

4. Choose a specialized field.—Most columns nowadays are written by experts in their fields, not writers. If, as a writer, you're also an expert on something else, you've already got a start on material and your foot in the door—IF it is a field which will interest a lot of people—and IF it is not already being written about.

5. Check Editor & Publisher's Annual Directory of Syndicated Columns.—This will show how many other people are writing columns like yours. Perhaps the field is already overcrowded.

In the general column aspire to the personal approach.—The general column is the most difficult to handle because it has to have some special appeal such as humor,

satire, unusual warmth, etc. This speciality, whatever yours is, is the one quality which will make your material different than anyone else's. It involves style but is not totally style. It is empathy with the reader developed by letting yourself out in your writing. It might be called exposure with discretion.

7. Write to some one person.—Make this someone you don't know, who doesn't care whether he reads you or not. Woo this uncaring stranger with all the heart and skill you have, so that he'll leave all others and come to you.

8. Check local newspapers for markets.—Weeklies are always looking for good material. Never mind the pay, it's a way to get into print. Local history, personalities, old houses, attics, cellars, gardens, how-to's are possible angles which will sustain a series of columns. Prepare a few samples and mail them to the editor. Follow up with a personal call after he has had time to read them, after his publication date or hour. If you have something you think has an universal appeal, try it on a syndicate using the same method. It may be just the thing they are looking for.

9. Get in a habit of looking for material—keep a note pad and pencil in all purses and coat pockets. Nobody should be able to draw on them when you need them. Always have time to listen to an idea, meet a new person, go on a field trip, few are totally unproductive.

10. Discipline yourself.—Be consistent in length. Make your deadline. Copyread your material. Be your own severest critic as to the worth of its content.

## Drops Ad Deadlines

Publisher Larry Hammer, Fairview (Okla.) Republican, decided to drop advertising deadlines. A memo was sent to advertisers and it "has nearly eliminated late ad copy," according to the Oklahoma publisher. The memo read:

"We printers at the Fairview Republican have been catching the Thursday morning sunrise too frequently.

"When the publication is late coming out, it misses Thursday morning route mail. Therefore your ads aren't as effective.

"The late hour is caused by advertisers submitting their copy on Wednesday.

"We appreciate your business and we like to help everyone out, but in order to meet the overtime payroll—all ads coming in after Tuesday evening will be charged \$1.25 per column inch. There will be a minimum charge of \$2.50 on late legal's."

## All Roads Lead To Kentucky Dam For Annual Mid-Summer Meeting

All roads lead to beautiful Kentucky Dam Village State Park, Gilbertsville, for three days of business and recreation for the 96th annual Mid-summer meeting of the Kentucky Press Association on June 3-5. A record attendance of publishers and their families is established as all park accommodations have long since been gone.

The full program of important business will open Thursday evening with a reception in Cottage Three with John O'Connor as host, followed by a Bingo party for children of all ages in the Theater with Past President Joe La Gore as major domo assisted by the knights of Columbus Club of Paducah.

Opening the business session Friday morning in the Theater, Norman E. Isaacs, Executive Editor of the Louisville Courier-Journal and Times, will present for ratification the proposed guide for pre-trial reporting on which his committee has been studying with the Louisville Bar Association and the State Bar Association during the past five months.

President Maurice K. Henry will preside at this session which will be formally opened by an address of welcome by Walter M. Dear III, President of the West Kentucky Press Association and publisher of the Henderson Gleaner-Journal. Vice President Larry Stone will give the response.

Liam Bergin, editor of the Carlow Nationalist, Carlow, Ireland, named the best weekly newspaper, will discuss the work of the Press Council in Britain. His appraisal of the work of the Council will parallel Mr. Isaacs' presentation.

Mr. Bergin, who also writes for the most important Sunday paper in Dublin, specializes in international affairs with emphasis on Europe. He has been covering the European scene ever since the Spanish Civil War and is thoroughly grounded on what is happening on that continent. At present he is visiting professor on the journalism staff of Southern Illinois University, Carbondale. In all probability he will be elected president of the Irish Provincial Editors at the annual meeting this June.

The session will close with the all-important discussion on legislative matters conducted by Co-Chairmen Douglas D. Cornette and S. C. Van Curon which needs the concerted action by every publisher in Kentucky. Other committee reports will also be given.

Luncheon will be "on your own" while the Executive Committee will hold its most important meeting around the luncheon table. The afternoon is open for recreation activities, golf, swimming, boating. A conducted tour of Barkley Dam and the "Between-The-Lakes" recreational area will be held if sufficient interest is evidenced.

The evening festivities will open with a reception in the Theater with John Marcum as host. The annual awards buffet dinner will follow with Joe La Gore presenting the awards in the annual newspaper production contests. Dancing will follow.

Saturday morning's business session, with Larry Stone presiding, will be devoted to the theme of newspapers' role in the progress of building a Greater Kentucky. Prominent and thoroughly qualified speakers will include James C. Zimmerman, Executive Director of the Kentucky Chamber of Commerce, Hon. Edward T. Breathitt, dynamic Governor, and John Whisman, Assistant to the Governor for Area Development.

Zimmerman's topic will be "Building Kentucky" with emphasis on the continuing program of the Chamber and its action state-wide committees of prominent business men to build a better State in every phase of social, economic, and cultural growth. Governor Ned's topic, "You And Kentucky's Future," is self-evident and will outline a blueprint for the years to come. Whisman's topic will include an outline of the three important area developments that augur well for Kentucky's future.

The Kentucky Associated Press will hold a breakfast meeting Saturday morning. The afternoon is free for recreational activities, si vous voulez!

Internal Revenue Service adopted rules implementing the 1962 tax law relating to business expenses, including advertising. The ad portion of the rules were not changed from the proposals published last August, but IRS said this matter is being studied further due to the many protests received. The regulations continue the basic rules on deductibility of ad costs, including institutional and good will copy. However, "the cost of advertising to promote or defeat legislation or to influence the public with respect to the desirability or undesirability of proposed legislation is not deductible."

### New Color Supplement

DIMENSIONS IN LIVING, a bold new concept in gravure-printed newspaper magazine supplements, was unveiled this month by its publisher, Elmer Wexler of Weston, Conn.

The new monthly publication, a sample issue of which rolled off the presses early in April, is expected to make a charter issue debut in September. It will circulate approximately 5 million copies exclusively within the nation's highest-income communities through their respective local newspapers.

More than 600 local newspapers, whose markets boast outstanding median family income, will receive a formal offering of distribution rights to DIMENSIONS IN LIVING next week.

According to Wexler, "DIMENSIONS" is an imaginative, yet practical, approach to serving the needs and interests of newspapers in upper-income communities; the affluent readers of such newspapers; and selected national advertisers.

American Newspaper Representatives, Inc., national sales representative for more than 7,200 Hometown newspapers, has been offered exclusive advertising sales rights to DIMENSIONS IN LIVING.

Elaborately produced in full color, the new supplement will offer national advertisers the unique advantage of listing local dealer signatures in each of the prime markets in which it will circulate.

Newspaper publishers will be paid for distributing "DIMENSIONS" as a supplement to their regular newspaper editions, thus sharing in a percentage of all national advertising appearing in each issue of the magazine.

Wexler, a renowned graphic designer, states that art and editorial emphasis will be placed on vital home, family and community topics, as well as other subjects of constant appeal to upper-income readers.

Thus far only suburban newspapers are being considered.

Some newspapers are making revenue off local service clubs which normally do very little advertising. Each anniversary date is a good time for them to buy an ad to tell the public the purpose of their group and describe how they serve the community. Most editors belong to several such groups and already have an inside track . . . if they'll use it.

The worst buy is an alibi.  
Take time to laugh—it is the music of the soul.

## Newspapers Can Help To Stem Shoplifting In Kentucky—Jett

During the past few months Kentucky newspapers, following the mid-winter meeting, gave news and editorial space to the shoplifting problem which, they hoped, would focus attention of merchants and readers in their circulation area and alleviate the problem.

Discussing this problem with Ivan Jett, Executive Vice President of the Kentucky Retail Federation, he averred that, irregardless of all publicity given, shoplifting continues to increase in Kentucky, and cited that Kentucky merchants are losing approximately \$20 million each year from shoplifters.

He was asked, "Which types of merchant, especially those who display a myriad of small articles, are suffering the greatest loss," "Are children the greatest perpetrators?" and "Are the shoplifters usually found in the lowest income groups?" His answers were astounding.

Accordingly to the recent survey made by the Federation in almost every sized town and/or city in Kentucky, the following situations have become evident and emphatically answer our questions. We hope that our newspapers will use this survey for editorial comment, and, perhaps, to focus greatest attention on the problem, reprint the findings. They are:

1. Very few shoplifters steal because of need.
2. There is no relationship in shoplifting to the economic, social, age or religious factors.
3. There is a tremendous increase in shoplifting among juveniles. This may be: in order to get a thrill, to get the item when they do not have the money, or to be "one of the crowd" and gain acceptance from other teenagers.
4. There is a big increase among college students in shoplifting, and over one-half of the colleges in Kentucky do not have a specific penalty for students caught shoplifting.
5. The State Police are now obtaining photographs and fingerprints from all police departments in Kentucky of any one convicted of shoplifting and this information is being distributed state-wide to peace officers and retailers.
6. Kentucky retailers lose more money annually from shoplifters than the total of all bank robberies in the entire United States.

7. There are hundreds of stores in the State that lose over \$5,000 per year from shoplifters and in some stores shoplifting losses are greater than profits.

8. The Police and Courts have become aware of these tremendous losses from shoplifting and are cooperating with the merchants by increased number of convictions and much heavier sentences.

9. The greatest deterrents to shoplifting are prosecution and publicity. Shoplifting is considered a very low social crime and the huge majority of shoplifters caught immediately state, "please don't let any one know as my reputation would be ruined if this were known."

10. There are three types of shoplifters:

a. The professional who steals for a living. He always sells the merchandise.

b. The semi-professional who is usually some one local who steals two or more items from an individual store or stores. They use the merchandise themselves, but have become "hardened" by stealing for such a long period.

c. The amateur, or first offender, who never has more than one item from a store. They do not have the courage to take more than one item. Sooner or later they will move into the semi-professional classes.

11. Kentucky has an excellent shoplifting law. The crime is committed as soon as the merchandise is concealed. It is not necessary for the person to pass out the check-out stand or be outside the store.

12. Parents should question their children when they see them with some item they say they found, someone gave it to them, or they traded for it. This will save the parents "heartache" later.

13. Shoplifting losses are included in pricing by merchants. They must be as they are an expense. Prices would be reduced if there were no shoplifting losses.

14. All retailers suffer shoplifting losses. They are not confined in any size or type of store. It is amazing how many TV sets, radios, recorders, food, clothing, etc. are stolen annually in Kentucky.

15. Unfortunately, many times retailers reduce their newspaper advertising when their shoplifting losses become too high. This is an attempt to get a higher net profit per dollar of sales.

◆  
Anyone who gets wrapped up in himself makes a small package.

### Benton Courier Editorial Promotes Tax Equalization

The Marshall Courier, Benton, has taken a direct editorial approach to providing Kentucky's schools the money the educators say is needed to bring them up to par. The newspaper, published by the Speaker of the Kentucky House of Representatives, Shelby McCallum, carried the following editorial under the heading, A Matter of Guts!

This County, along with many others in the state of Kentucky, is in dire need of tax equalization.

To many, this is just an indirect and dubious way of saying, "We need to pay more taxes."

This is not true! The term "tax equalization" means just what it says: You pay taxes on what your property is worth; I'll pay taxes on what my property is worth; He will pay taxes on the true value of his property.

Simple? Yes, but if it's so simple, why is our present tax structure in such a mess? Why, for example, does one man whose home is worth \$16,000 pay the same taxes as another man whose home is worth just \$5,000?

Why? Because no one has the guts, political or monetary, to ask for tax equalization. People are so afraid that their taxes would go UP, that they refuse to urge the Fiscal Court and the state representatives to take this vital step.

So, who suffers? Your child and mine, because, until we do get tax equalization, our schools will have to struggle to make ends meet. They will have little or no chance to pull any further up the educational ladder—(on which Kentucky sits mighty low among the other states, incidentally).

Would your taxes go up if we did have tax equalization? Not necessarily, unless you have declared your property at far less than its value, you need not worry. In some cases, tax equalization would even lower the taxes.

Recently, Ray Mofield, Assistant to the President of Murray State College, said that the state was doing about all that it can do for schools, and the federal government is helping to the limit. "Now it is up to the local areas to help themselves," he said. Tax Equalization would be the answer here.

Only through the effort of individual citizens, urging their officials to carry out this vital step, will Marshall County get tax equalization.

Don't just sit back and wait for others to do something. YOU do something.

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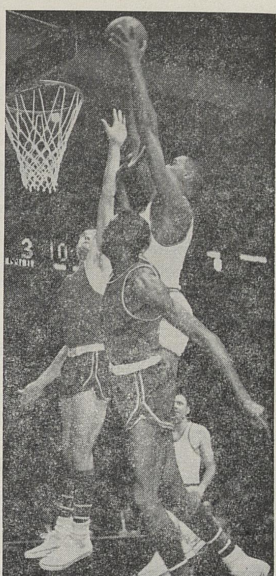
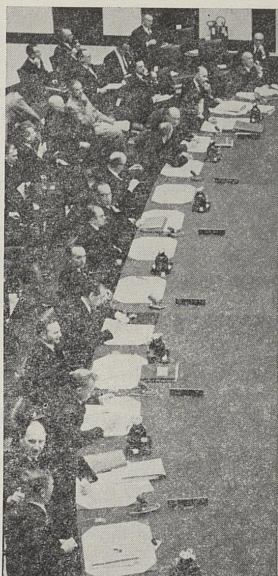
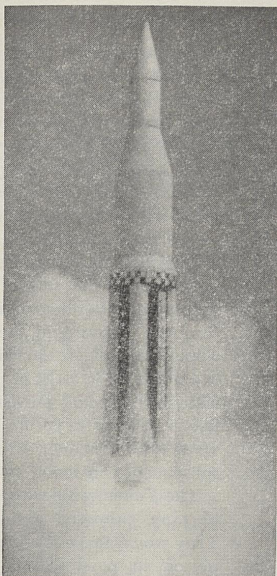
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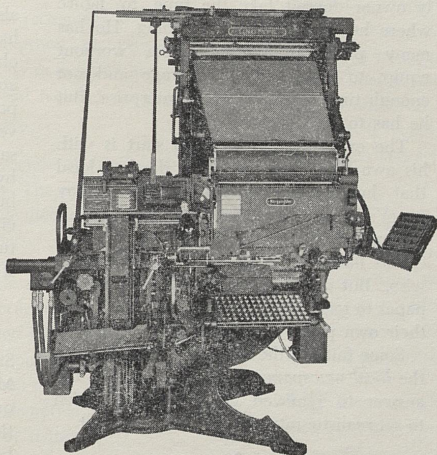
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## When you need headlines in a hurry



## you keyboard them on a Rangemaster

And set headlines as economically as straight text.

Rangemasters have wide main magazines that hold sizes to 36 point normal or 48 point condensed. With this versatile machine on headline duty, it's easier to meet deadlines. Rangemasters can do double duty by setting copy for display ads, too. On food store copy, for example, the

Rangemaster Mixer Model 35 sets two and three line composition to give you perfect slugs, ready for lockup, without costly saw-in. Any way you look at it, Rangemaster is a paying proposition. Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn, New York 11205.

**Mergenthaler**

## Challenge Of The Weekly Newspaper

By BEN BLACKSTOCK  
General Manager Oklahoma Press Ass'n

Only the misinformed hold to the idea that publishing a newspaper is an easy way to get rich. Making a profit on either a daily or weekly newspaper is a demanding task in the many skills it requires. Even in the very small towns where maybe man and wife "put out" a newspaper the job is not easier; if anything the smaller newspaper owner has a tougher time of it.

A newspaper almost defies classification as an enterprise. It involves manufacturing a product. It requires good business management. It is something of a public utility in the way it can affect peoples' lives. The successful owner must master dealing with people who become involved in the news and often these same people are customers of the newspaper. Not all news is good news; the sticky kind involves people in conflict with others or society. Saying a newspaper only prints the news, usually further convinces complainers that the editor is heartless and a sensation-monger.

Beyond the news lies further personal challenge: Advertising and subscriptions must be sold. Owners who insist all customers come to them will usually admit they are only cream-skimming and not working their field's potential. Then there's the whole complex of machines and the actual printing.

If publishing a newspaper only involved these abilities it would be simple. But a newspaper must also promote its community and even push laggard merchants into promotion to save their business, attract shoppers to town and plug for local improvements. A newspaper which sits quietly on the sidelines one day discovers that the aggressive community is getting the good stuff and its town's plums seem to be withering on the vine.

Lack of newspaper enterprise isn't always the only community deterioration. In fact it's only indicative of deeper indifferences among local business and professional men. Sometimes such lack of unity for community progress is due to jealousies as to who gets the personal credit. Or it may be the old established merchant who has his made and "ain't interested in getting involved."

In a small town there are fewer merchants but no fewer jobs which need doing. There the newspaper depends on fewer merchants who advertise. Even these find it hard to understand why ad rates shouldn't be the same as 10 or 20 years ago. The thought is that the small town weekly with

under 1,000 circulation ought to sell ads for less than 50c per inch and make a living at it.

A good living can be made on such rates no matter what the efficiency. Owners ought to know what they have invested and how much they could earn on that money if only put into insured savings accounts. And owners ought to know what their own skills and time are worth as well as the work their wife and kids do. Sixty and 70 hours a week is a hell of a way to make a living even if you own the joint.

But these owners are usually pessimistic. They think they'll lose an advertiser if they charge what their product is worth. If they don't charge what the product is worth then they don't have the money to put up for the constant improvement of a newspaper plant requires. You either do the work yourself or you hire someone. Only plodders, mistake-makers, soaks, equipment-wreckers and beginners come cheap; the damage they do comes high. But you've got to get the price to afford better.

The small town "under-a-thousand" weekly owner doesn't take the time to figure where he is or where he's going. He has many problems ranging from wornout equip, to sparse news coverage and not enough time for advertising enterprise. But he has to start somewhere.

The only sensible place to start is with his own local rate card. It's the low local that hurts. The chasm between many paper's national and their low local rate is comparable to Grand Canyon. Local merchants have had it too good too long rate-wise. But don't expect them to ask for the paper to raise rates—they're busy making up their own prices so as to stay in the black.

Some faith in the appeal of *local news* in the *local newspaper* is called for and is the answer to renewed courage upon which to set realistic rates which return a profit.

Newspaper carrier Don McKnight, Houston, Texas, had a problem. He had to break in a team of mules for a trail ride but he had little free time left after his daily delivery job and school hours. The enterprising 17-year-old decided to combine the paper delivery and breaking-in. He hitched up the mules to a covered wagon and covered his route daily in the unlikely vehicle, delighting the children of his newspaper customers.

If we don't stand up for something, we may fall for anything.

### Anti-Obscenity Laws

Legislators in at least two states, South Carolina and Tennessee, are moving to sweep obscene literature and obscene material from news stands and bookshops.

The *South Carolina* Senate has approved a ban on obscenity and passed the bill on to the House for action. The measure specifically deals with printed matter—newspapers, books, magazines, pictures, and with motion pictures. If passed into law the bill will prohibit the sale of any publication, statutory or recording designed to stimulate "prurient" interest in the buyer. The bill would also make it unlawful to employ anyone under 18 to assist in the sale of obscene material. A penal provision allows a \$100 fine or 30 days in jail for first offenders and up to \$2000 and/or 60 days in jail for a subsequent conviction.

The *Tennessee* Senate has approved one of three proposed anti-obscenity statutes. They would make it a misdemeanor for any person to possess, sell or offer for sale obscene books, magazines, pictures, films or other materials. The proposals would permit district attorneys general to seek injunctions to prevent the sale or distribution of matter they consider obscene. The bill also would permit retailers to refuse to handle printed matter they consider to be obscene. A question was posed in the Senate as to whether the bill specifically curbed posters outside theatres and newspaper advertising for movies. A sponsor of the bill said he thought these areas are covered by the general terms of proposed legislation but suggested that if "something more specific should be done, the question could be turned over to the legislative council for study during the next two years."

Comptroller of the Currency James J. Saxon published in the *Federal Register* March 22 the text of proposed rules to require newspaper advertising by any national bank which changes ownership. Members of the NEA Public Notice Committee have been sent copies. The proposed amendments require that not later than one day following submission to the Comptroller of a report of change of control, "the person making the report shall deliver for publication at least once in a newspaper of general circulation in the place where the main office of the bank in question is located, a copy of such report except that the published report need not contain the purchase price of the shares in question." Banks filing and advertising such a report are required to mail a clipping or tearsheet to the Comptroller within one day of publication.

## THE SPERRY AND HUTCHINSON COMPANY

**CREED of RESPONSIBILITY***to its Employees • to its Customers • to the Public*

**T**HE SPERRY AND HUTCHINSON COMPANY believes that its service offers a promotional tool to stimulate sales in behalf of a variety of retail enterprises. It believes that its service offers a unique means of actually creating an extra value; that in creating this value, it provides profit for itself, benefits for the retailer who uses this service, and extra benefits for the American consumer.

✿ The company is in business to make a profit. It believes firmly that a fair return on invested capital and the application of human energy and ingenuity is necessary to the successful operation of our economic system.

✿ The company also recognizes that any business or industry must, in the process of operating to make a profit, perform necessary or desirable services, confer benefits upon others, and seek no more than a fair return from its enterprise.

✿ In providing its service to retail establishments throughout the country, The Sperry and Hutchinson Company seeks to enable merchants better to compete for their share of business.

✿ In making possible an extra value to the American housewife in the form of redemption merchandise or cash, The Sperry and Hutchinson Company tries to provide the highest possible value in quality of merchandise for the stamp saver, or to give the highest possible value in cash redemption, where cash redemption may be preferred or required.

✿ As a citizen in the thousands of communities across America where it does business, The Sperry and Hutchinson Company is grateful for the opportunity to do business in these communities and accordingly desires to bear its fair share of obligation through

contributions and activities in these communities. Likewise, it encourages and supports the participation of its employees in public affairs and community activities.

✿ As a matter of company policy, The Sperry and Hutchinson Company seeks to purchase materials in areas where it does business, whenever such purchases at the local level are possible and economically feasible; and in keeping with this belief, the company makes purchases from manufacturers in virtually every state in the nation.

✿ The Sperry and Hutchinson Company is proud of the people who work for it. Its people are employed without regard to race, creed, or color. It tries to provide a maximum of job security, a sense of individual human worth and dignity and an opportunity for advancement within capabilities for all its employees. It believes in providing superior working conditions and a fair return for effort.

✿ The Sperry and Hutchinson Company is a firm believer in the American system of political democracy and free economic enterprise. It also believes in existing political machinery, particularly the two party system, as an effective means of assuring continued political vigor and a society marked by minimum need for government in economic affairs.

✿ The strength of any political system can be measured only by the intelligent interest and participation of its constituents. Consequently, The Sperry and Hutchinson Company has a vital interest in political affairs. It encourages its employees to vote, to support the party which best represents their convictions, to support the candidates of their choice, and, should occasion arise, to stand for political office.



AN AMERICAN WAY  
OF THRIFT  
SINCE 1896

### Louisa Big Sandy News Celebrates 80th Anniversary

The Big Sandy News, Louisa, celebrated its 80th anniversary with its issue of May 6. The front page story of that occasion, explained that the title The Big Sandy News, was comparatively new while many newspapers of resounding titles had preceded the News in yesteryears. Editor Mary G. Sparks then gave background history of newspaperdom in that Lawrence County city. She wrote:

Within the last 80 years papers have been started under following names: Enterprise, Banner, Advocate Journal, Commercial, Chronicle, Advertiser, Times Leader, Picket, Courier, Herald, Recorder and Lawrence County Recorder and perhaps another one or two. Some of these papers changed hands two or three times during their short existence.

The Lawrence County Index began its career in 1883, headed by the late Professor H. T. Littleton, then a teacher in a private school here. He joined with the late Don Dickenson, a printer, in establishing the Index. Later the late W. O. Johnson, a colonel in the U.S. Army, bought Dickenson's interest. The Index was sold to the late L. Boyd Ferguson and the late M. F. Conley, and the name was changed to The Big Sandy News. This partnership continued 18 months, when Conley bought Ferguson's interest. In 1919 Ed K. Spencer became a partner in the News after being connected with it for several years.

In 1929, The Big Sandy News purchased the Lawrence County Recorder and after that deal Mr. J. M. Rankin, a printer for the Recorder, came to the Big Sandy News where he served as printer, pressman, operator, makeupman, and foreman of the shop.

When the Big Sandy News was purchased by its present owners, Rankin by that time, was a permanent fixture and remained with the paper until his retirement in 1961.

During his thirty-two years of excellent service he has seen editors come and go. After the late M. F. Conley came several whose names are not available at this time. However, among the latest were Earl W. Kinner, now editor and publisher of the Licking Valley Courier; Mary Jane Nippert, Peter Albertsen, Lucian Fluty, and Everett Parker, who was succeeded in 1953 by the present editor, Mary G. Sparks.

The paper, now owned by The M. S. Rice Family, R. L. Vinson, E. E. Adams, and C. F. Gambill of Blaine, Kv., is non-partisan and caters mainly to local news.

The present staff is composed of Mary

G. Sparks, Cora Meade, Lester Edwards, Jesse Frasher and John Bentley, Jr.

In addition to the above named members of the staff are the rural correspondents or reporters who have served faithfully throughout many years. These unsung heroes have contributed much to the progress of the paper as they cover practically every section of the county. Some of them have served forty years or more.

The Publishers and Staff cordially invite all who wish to visit the plant anytime.

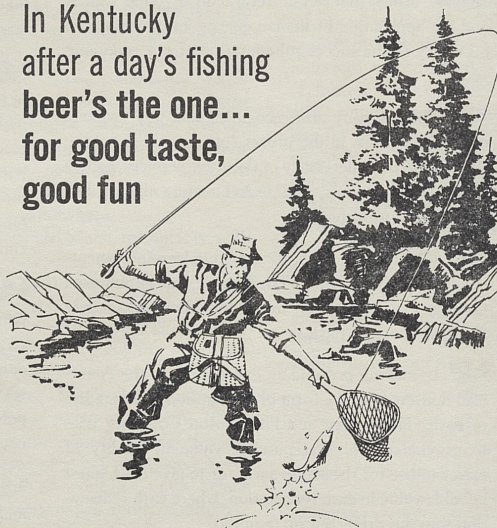
Some offset reproduction is "horrible," so says Eugene A. Tromble, vice president of Campbell-Ewald. Tromble complains that reproduction in some of the 600 newspapers where the agency places ads is good, but "there are many in which they are horrible due to faulty camera work, poor press work, use of inferior inks or a combination of all these defects." The agency is considering supplying offset newspapers with negative rather than reproduction proofs.

### Honors To Louisville Newspapers

Congratulations to the Courier-Journal and Times, and the staff members responsible, for the honors received in the 30th annual Editor & Publisher Newspaper Promotion Awards. Competing in the Newspapers Over 100,000 Class, the newspaper was accorded First Place in Retail Advertising Promotion, First Place in Research, and Certificate of Merit in National Advertising Presentations.

In the National "Pictures Year" competition, sponsored by the National Press Photographers Association, and others, the Courier-Journal was accorded the first-place award (for the second time) and the Louisville Times second-place in the "best use of photographers in a newspaper" category. The Courier's Bill Strode was accorded first award for "picture Story-News" and the Times' William Latham was second in the "Picture Editors" category.

In Kentucky  
after a day's fishing  
beer's the one...  
for good taste,  
good fun



Wherever you fish for sport—on the ocean, by the booming surf, or on some quiet country pond, it's great at the end of the day to head for a rewarding glass of beer. While you're talking over the ones that got away, or pan-frying the ones that didn't, you enjoy the hearty taste and cool refreshment only a glass of beer can give you so well. Yes, whatever your sport—bowling or strolling, golfing or gardening—a frosty glass of beer makes a naturally great accompaniment.

UNITED STATES BREWERS ASSOCIATION, INC.  
P. O. Box 22187, Louisville, Kentucky 40222





Newspapers

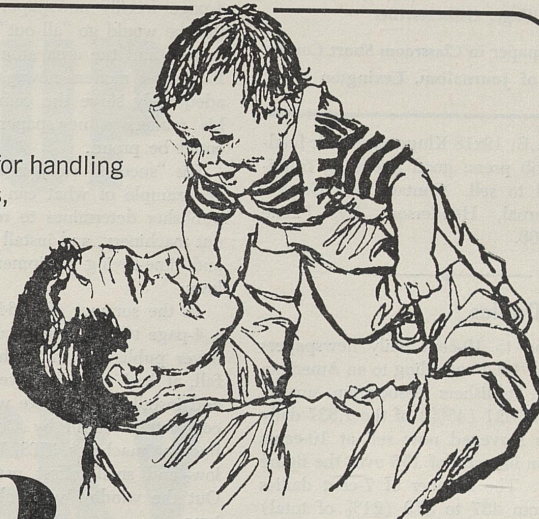
Courier-Journal members responded in the 30th Newspaper Progress in the News-... the newspaper in Retail Adver-... in Research, in National Ad-

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# Now...only Fairchild *Journalist* gives you all 3

## 1 Line cuts

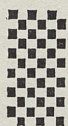
Sharp, clean, fast! Complete versatility for handling advertising illustrations, as well as maps, diagrams, cartoons for editorial use!



## 2 Direct enlargements

Automatically enlarges both line and halftone copy! Automatically "flops" illustrations without photocopying.

## 3 PLUS True halftones (45° dot pattern)



Produces the familiar 45° dot pattern found in conventional engravings. Truest reproduction on any kind of paper!



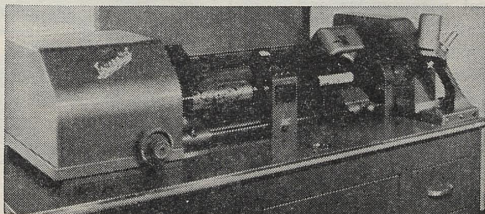
All pictures on this page were engraved on the Journalist and reproduced on Fairchild Line-A-Plate® and Scan-A-Plate®, Fairchild's flexible, easy-to-trim engraving materials. \*T.M. Fairchild Camera & Instrument Corp.

### Everything you've wanted in electronic engraving equipment.

Most versatile . . . most modern . . . the Scan-A-Graver "Journalist" completely answers your needs for an electronic engraver that handles all advertising and editorial

illustration requirements. Now available under a number of plans—you can own it, lease it, or lease with option to buy.

Get the complete story. Call, wire or write Dept. SCA 63, Fairchild Graphic Equipment, 221 Fairchild Ave., Plainview, L. I., N. Y.



## FAIRCHILD

### GRAPHIC EQUIPMENT

A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION  
DISTRICT OFFICES: EASTCHESTER, N. Y. • LOS ANGELES • ATLANTA • CHICAGO  
IN CANADA: FAIRCHILD GRAPHIC EQUIPMENT CANADA, LTD., SCARBOROUGH, ONT.  
OVERSEAS: AMSTERDAM, THE NETHERLANDS • LONDON, ENGLAND

## CALENDAR OF EVENTS

(Mark your calendar)

## JUNE

3-5—Annual Mid-Summer Meeting, Kentucky Dam Village, Gilbertsville.

14-25—Newspaper in Classroom Short Course, School of Journalism, Lexington

FOR SALE: 12x18 Kluge automatic feeder platen job press; good operating condition—priced to sell. Contact Bob Groves, Gleaner-Journal, Henderson, Ky. Phone 502-827-5666.

## 10-Cent Dailies

The trend to 10-cent daily newspapers continued in 1964 according to an American Newspaper Publishers Association survey. It shows that 821 (45%) of the 1,837 daily newspapers surveyed now sell at 10-cents per copy, an increase of 156 over the figure a year ago. The number of 7-cent dailies dropped from 437 to 379 (21% of total) and the number of 5-cent dailies from 596 to 527 (29% of total).

Reports from 1,336 dailies indicated that 338 had increased their prices to readers during 1964, compared with 372 in 1963. Compared with a decade ago there are 780 more daily newspapers selling for 10 cents, 250 more selling for 7 cents, and 941 fewer selling for 5 cents.



**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.

**CIRCULATION NEED A BOOST?**  
Over 3,500 Newspapers Recommend  
the "LINER PLAN"

**Liner Circulation Service**  
Time-proven Integrity and Reliability  
221 N. LaSalle St., Chicago 1, Illinois  
— Since 1906 —

## Clay City Times Installs Modern Printing Plant

Publisher/editor William C. Caywood, Jr., purchased the Clay City Times, a small 4-page weekly newspaper and determined that he would go "all out" to give his community and the area around the Mountain Parkway a modern newspaper which would adequately serve the community and give his readers a newspaper of which they could be proud.

His "success" story is interesting and is an example of what can be done when a publisher determines to replace old, worn-out machinery, and install modern, effective and time-saving equipment. His story follows:

In the summer of 1964, The Times was a 4-page tabloid size, 6-column newspaper, never publishing more than six pages. By fall, it had junked 70-year-old equipment and installed an 8-page webbed letterpress, completely rebuilt by Goss; two excellent linotype machines, TTS, Photo-Lathe, Ludlow—and small offset press for job work. Out the window went all of the hand-set type.

Today, or rather in April, The Times publishes 24 standard 8 by 21 pages every Thursday, and has never been under 16 pages since last Thanksgiving... all in a community of some 800 persons. We've backed up KPA, KPS, and ANR in going for national advertising and we have worked with every dealer 24 miles in every direction. We have capitalized upon a few scenic or recreational spots which every community has—if the publisher has enough sense to look around.

From a paid circulation of around 1,000 in mid-1964, we now have better than 3,000 after a rate raise of \$1. We went from \$2 to \$3, and will go to \$4 in 1966. Our line rate is 6 cents—take it or leave it. We have no free riders, not even families of staff members. We are fully zipcoded. The Mustang went out and an automatic mailer came in. We have two casting boxes, and can take glossy repros through the Photo-Lathe on metal or plastic... also we have the versatility to use either or both—along with a repro proof press to make up our offset job printing material.

All of this may sound expensive. However, it is much cheaper than fighting broken-down equipment, poor register, and criticism from advertisers. It is not difficult to sell a quality newspaper... one which the advertiser considers highly readable. The reaction among national advertisers has been amazingly good. Several agencies are now rating The Times far above the average small-city or country daily. The format

Unofficial word has leaked out that a House Labor subcommittee headed by Rep. Frank Thompson (D., N.J.), intends to open hearings May 10 on legislation to repeal Section 14(b) of the Taft-Hartley Act, which authorizes state right-to-work laws. If so, this means that President Johnson's long delayed labor message will be sent to Congress before that date. It is expected that proponents of repeal will testify the first week and opponents the second week. The subcommittee is stacked with pro-labor members and favorable action by that group is taken for granted. The same is true of the full committee but there may be a real fight on the House floor.—Bert Mills.

N. W. Ayer & Son's new directory of newspapers and periodicals discloses that circulation of English language daily newspapers in the United States climbed to a record high in 1964. The directory shows circulation was 60,201,664 last year, an increase of 797,331 from 1963.

Evening circulation in 1964 was 35,673,750 compared with the previous record high of 35,130,634 in 1963. Morning circulation was up to 24,012,602 from the 1963 figure of 23,817,524. All-day dailies jumped considerably in 1964. They rose from 456,175 in 1963 to 515,312. Sunday circulation gained more than a million and a half in 1964 to reach 48,283,683.

Fear of change is a brake on progress.

is considered by independent agencies as tops in this part of the country.

Of course, I have three pros doing the work. Just the same, any weekly publisher who'd take a little time off and study where his losses are, and how he could profit by modernization would be quite surprised.

We are opening our county-seat headquarters in Stanton within a few weeks. Our plant operation, of course, will stay in Clay City, the adjoining town. We invite visitors at any time.

## Why Guess?



Easy-to-use tables for all offset orders. Eliminates guesswork in offset estimating.

Write for 60-day FREE TRIAL to:  
**PORTE PUBLISHING COMPANY**  
952 E. 21st So., Salt Lake City, Utah 84106

# LET'S SPEAK UP FOR KENTUCKY

## KENTUCKY'S RURAL ELECTRICS WILL HELP



Kentucky wants new industrial plants, and we have a story to tell industry about the advantages of our central location, our efficient transportation, our abundant power and raw materials, our good labor supply.

◀ Kentucky's Rural Electrics are helping to tell this story by running national magazine advertising on behalf of our state, and by person-to-person presentations to prospects for new plant sites. The success of this effort will mean more jobs for Kentuckians . . . a more prosperous economy.

*Let's all speak up for Kentucky! Wherever you go, whomever you meet, tell them about the advantages of Kentucky as a place to work and live and do business. All Kentuckians will benefit!*



# LET'S SPEAK UP FOR KENTUCKY!

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Easy-to-use  
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TRIAL to:  
COMPANY  
City, Utah 84106



## BIG DEAL

This is a company: its officers, board of directors and employees.

They organized the company and sold stock.

They rented space, purchased supplies, leased machinery and set up a production line.

They paid salaries.

They sold their product on its merits and paid commissions.

They had a sales slump and fought their way out of it.

On profits before taxes of \$70.42 they paid profits taxes of \$27.29.

They paid dividends to their stockholders.

Their books were audited by an accountant.

They issued an Annual Report.

"They" were a Junior Achievement company, teenagers in business for themselves and their shareholders. Seriously in business; for profit and to profit by learning how American business operates.

Thousands of Junior Achievers across the U.S. are running miniature real life businesses. American businessmen work with them, advise them and let them make their own decisions.

Junior Achievers learn through

their own experience. They learn that free enterprise works. They gain self-confidence and a working knowledge of the responsibilities and rewards of initiative.

We're happy to have a part in helping them.

**KU** KENTUCKY  
UTILITIES  
COMPANY  
120 S. Limestone St., Lexington, Ky. 40507