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The Kentucky Press

VOL. 33

APRIL, 1967

NUMBER 4



NEW OFFICERS - Newly elected officers for the Western Kentucky Press Association chat after their election. From left, Joe LaGore, of Paducah, secretary treasurer; Ed Calman, editor of The Sturgis News, president; and Ben Boone III, publisher of The Todd County Standard, Elkton, vice-president. (Photo by Jane Marlow Willis)

Western Kentucky Press Meets At Pennyrile

Under the able direction of Ben E. Boone, III and local hosts Niles and Norris Dillingham, the Western Kentucky Press Association held another successful meeting April 13-15 at Pennyrile State Park.

In addition to the business meetings which make up the backbone of any gathering of this type, there was a great deal of fun had by all. Charles Lovette of Stamps-Conhain and John O'Connor, Kentucky Representative for the U.S. Brewers presented the hospitality

for the large group which attended. The Friday evening banquet was hosted by Kentucky Utilities, and it was indeed a feast befitting kings.

Following the banquet, past KPA President, Larry Stone presented awards to the past presidents of the Western Kentucky Press Association.

An executive meeting was held on Saturday morning, and then the Spring Meeting of the Western Kentucky Press Association was adjourned.

Henry Recognized In Editor & Publisher

Some of the critics who maintain publishers are interested only in the balance sheet might benefit from the knowledge of a Kentucky publisher's investment of his time and talents in a humanitarian enterprise.

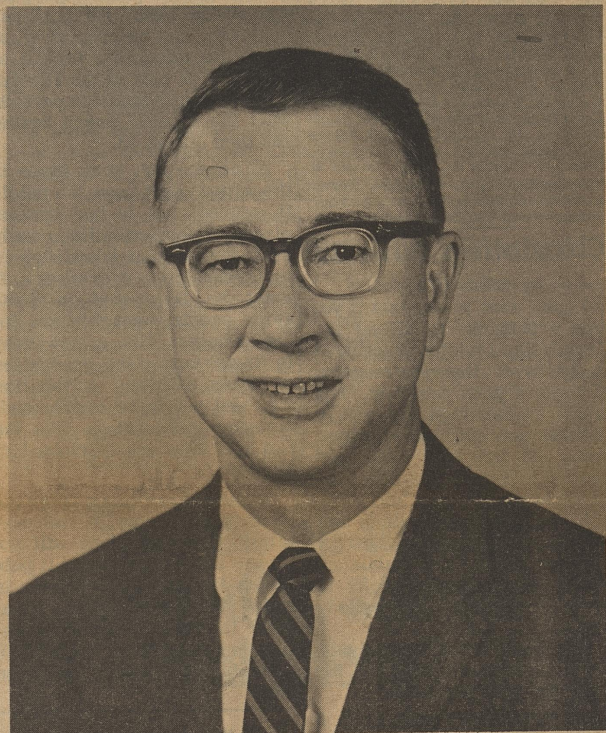
Maurice K. Henry, who is publisher of the Middlesboro Daily News and general man-

ager of WMIK, took off four months to serve as active, full-time interim president of Appalachian Regional Hospitals.

As head of ARH, Mr. Henry directed a non-profit corporation which owns and operates a system of nine community hospitals, with a total of 970

(Please turn to Page Seven)

JOPLIN NOMINATED FOR NNA BOARD



NNA State Chairman, Maurice K. Henry, has placed the name of George A. Joplin, III up for nomination to fill a one year's post on the NNA Board. The election will take place during the 1967 National Newspaper Association convention in Richmond June 22-25

If elected, Mr. Joplin would represent the states of Virginia, North Carolina, West Virginia, Tennessee, and Kentucky on the board. Virginia has had the distinction of having one of their members represent the district most recently. Walter Potter, from Culpepper, Virginia, was district representative until moving up to the Presidency of NNA, thus creating a one year vacancy on the board. Mr. Joplin's opponent for the seat is again a Virginian, Mrs. Lois D. Watkins. It is not often that a Kentuckian is given the opportunity to serve this district on the NNA board, especially a Kentuckian with Mr. Joplin's qualifications. He is no stranger to the problems facing both the weekly and daily publishers in this country, having converted a very successful weekly newspaper into an equally successful daily.

George Adams Joplin III was born May 18, 1928, the son of Barthenia Sallee and the late George A. Joplin, Jr., publisher of the Somerset Commonwealth. He attended Somerset schools and graduated from Kentucky Military Institute, Lyndon, Ky., and Venice, Fla., in 1946. He received his AB degree from Centre College, Danville, Ky., where he was a member of Beta Theta Pi fraternity. While in school, he was associate editor and business manager of the college paper and also worked on the weekly Boyle Independent. He received his MS degree in 1951 from Colum-

bia University's Pulitzer School of Journalism, New York City.

After graduation, he served as associate editor of the weekly Somerset Journal until he enlisted in the Air Force. In 1952 he was commissioned a second Lieutenant and assigned to the School of International Relations, Georgetown University Graduate School, Washington, D. C., attached to the Air Force's Psychological Warfare Division. He later was assigned to the Voice of America in New York City.

In August, 1953, he was discharged as a first Lieutenant and returned to Somerset to become editor of the Commonwealth, the largest weekly newspaper in Kentucky. In January, 1966, the Commonwealth and the Somerset Journal, both weekly newspapers, were consolidated to form the Commonwealth-Journal daily newspaper with a circulation of almost 10,000. Joplin was elected president of the corporation and became managing editor of the five-day-a-week daily.

He has served as chairman of the Kentucky Press Association Executive Committee, vice president and, in 1964, KPA's president. In 1965 he was selected the most valuable member of KPA.

Joplin is married to the former Miss Alice Summers of Louisville, Ky., and they have three children, Jane, 11; George IV, 8, and John, born March 19, 1967.

He is a member and deacon of the First Presbyterian Church; vice president of the Somerset-Pulaski County Industrial Foundation; a director of the First and Farmers National Bank; Boy Scout District Committeeman; past president of the Somerset Rotary Club, and a member of the board of directors of the Centre College Alumni Association.

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Circulating With Bill

By BILL GIBSON

I just want to say that if you aren't planning to attend the Circulation Division meeting at Rough River, then you're going to miss a good program. The small registration fee of \$10 entitles you AND your wife to some of the best food and Southern Hospitality this side of the Mason-Dixon Line.

I couldn't help but think that this information that caught my eye in Editor and Publisher would be of some benefit to all of us, daily and weekly alike.

The Post Office bill submitted to Congress calls for the following rate increase:

1. First Class goes from 5 cents to 6 cents.
2. Airmail goes from 8 cents to 9 cents.
3. In general, Second Class is increased 21 per cent, 7 per cent per annum over a three-year period. There is no surcharge for circulations over 500,000.
4. The Second-Class text rate goes from 2.8 cents to 3.4 cents over three years, beginning Jan. 1, 1968.
5. The Second-Class advertising rate goes from the present 4.2 cents per pound for the first and second zones, to 5.1 cents, spread over a three-year period.
6. The advertising rate to the fourth zone goes from 7.2 cents per pound to 8.7 cents per pound, spread over three years.
7. The advertising rate to the fifth zone from the present 9.2 cents to 11.1 cents.
8. The controlled-Circulation bulk rate goes from 13½ per pound to 15 cents per pound, spread over three years.
9. The Second Class pound rate to the seventh zone goes

COINCIDENCE

(Guest Editorial Elizabethtown News)

Fifty years ago The NEWS said that a number of friends and relatives gathered at the home of W. H. Mobley on the St. John Road to celebrate his 50th birthday. In its issue of Tuesday, April 4, The NEWS had an account of the 100th birthday celebration of Mr. Mobley at the same residence.

This coincidence in events well illustrates one of the principal functions of a country newspaper which is to keep up with what its public is doing, its births, its marriages, its educational life, its business ventures, and unfortunately, at times its misdeeds, for all of them are a part of the record. They are in successive periods what the moving finger writes and then moves on.

A newspaper, even those in the cities must know the public it serves, but in the smaller places of population like county seat towns, that knowledge is indispensable. Moreover, it must be interested in these same people, what they are doing, whether it's a new baby in their home, the graduation of their children, a vacation trip and not to be overlooked, birthday celebrations like the two held 50 years apart for Mr. Mobley.

A newspaper has a large responsibility to fulfill and certainly in doing it, it will not please all persons but if it publishes the news about those in which its readers have a natural interest its chief obligation, especially as regards a "country newspaper," has been met.

from the present 12 cents to 14½ cents per pound.

10. The Second Class pound rate to the eighth zone goes from the present 14 cents to 17 cents per pound.

11. The Third-Class minimum per-piece rate goes from 2½ to 3.8 cents.

12. The Third Class bulk rate for books and catalogs goes from 12 cents to 16 cents; the Third Class bulk rate for other matter goes from 18 cents to 22 cents. Non-profit Third Class is set at 50 per cent of the profit-making Third Class rate.

13. In the non-profit Second Class category which currently pays 1.8 cents per pound for text and advertising, the rate is increased to 2.1 cents on text and to 2.8 cents per pound on advertising.

A hearing on Postmaster General O'Brien's proposal for a non-profit corporation to run the postal service has been scheduled May 23 in Congress.

Jack Notes

By A. J. VIEHAM, JR.

I mentioned some time ago that your KPA Central Office had a lot of irons in the fire at this time. It seems that each time one of them cools off a little, another comes along to take its place.

The Western Kentucky Press Association meeting is history now. The Circulation Division of KPA meeting will be history after April 23rd. It seems that each time we plan a meeting anymore, we set some new attendance marks. The crowd at the WKPA meeting was larger than any I can remember, and as for the Circulation meeting, well, I'm here to tell you that the last one we had (September) drew about ten reservations. The last time I checked the list for this one, we had over twenty and the list was still growing.

The point that I'm beating around the bush trying to make is that you all are becoming more and more interested in attending meetings that will aid you in your work. On the other hand, we are becoming more conscientious about providing worthwhile meetings for you to attend. Setting up a meeting is a little like throwing a ball back and forth. If we get an idea and toss it out to you, we expect you to toss it back so that we can play some more. If we set up a program then you have to attend in order to make it a success. Right now it's time to toss you something. The first meeting of the Advertising division of KPA is going to take place next September at Rough River State Park. The only way that you can benefit yourself and the association is to plan to attend this meeting.

Have you made your reservations for the 1967 Summer Convention to be held at Kentucky Dam Village June 1-3? If you

are interested in spending a few days listening to some outstanding speakers, soaking up a little sunshine, and generally getting to visit with old friends as well as some new ones, then this is going to be your kind of convention.

One of the real attractions held by the Summer Convention is the awarding of prizes for the annual newspaper contest. We expect to see your expressions as tense as those on the faces of the Oscar nominees on Academy Award night.

Just to insure that you shake a lot of hands those three days, the 50th person who shakes Mr. X's hand is going to be \$25 richer at the end of the convention. Who is Mr. X? Only he and your Secretary-Manager will know. It just won't pay to be shy at this KPA meeting.

In closing, let me ask you a question. How many of you are planning to attend the National Newspaper Association convention in Richmond, Virginia, June 22-25? You read on the front page that Maurice Henry had nominated George Joplin to serve on the NNA board as a representative of our district (let me point out that this nomination was unanimously endorsed by the KPA Executive Committee). For some time now, our district has been represented by a Virginian and this year we would like to see a Kentuckian elected. Why not plan to take a few days off to go to Richmond this June? We're going to need to give George all of the support that we can muster, especially since the Convention is being held in conjunction with the Virginia Press Association Convention, and if my guess is good, there will be a lot of folks from that state on hand to push their candidate.

MOST FAMILIES NOW EAT IN THE KITCHEN

(Guest Editorial Russell Times)

A survey tells us that 91 percent of American families in the middle income bracket who were questioned reserve their dining room for company and eat in the kitchen or adjoining breakfast nook.

Times surely do change. We can remember a period when only poor folks ate where the mother could serve directly from the range. At that time families with any pretense to culture felt some member of the group must carry the roast into the dining room, even though it meant a long walk through the butler's pantry (which had never seen a butler).

The current trend to kitchen dining indicates a retreat from snobbery. Maids having disappeared even among the well-to-do, the wife-cook now does the practical thing. She serves her family in the most

convenient place—where the stove is. To adjust to this current practice, architects and decorators have given kitchens the look of living rooms. So once again kitchens are what they were in earlier days, cozy places for family living.

Thus does fashion come round the circle. Those who dislike change can take comfort in this return to the ways of the past. They may feel sure that other modern modes will follow this pattern.

Even miniskirts. But we hope the swing will not be so great that it will bring back grandmother's dust sweeper, a skirt of such length it had to be reinforced with hem braid so it would not wear out where it rubbed the sidewalk. We feel sure this won't happen, however, because in the long run the modern trend is all to the practical. And that is all to the good.

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Youth is our greatest natural resource and the backbone of tomorrow. You can help youths help themselves by finding these summer town job openings. It will be an investment in the future.

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1969 Is K.P.A. Centennial Year

By JOE LAGORE

Although it is more than a year and a half until we begin to celebrate the 100th anniversary of the Kentucky Press Association, the planning for this important event is under way.

It is our intention to keep the membership informed of what we are thinking of for this momentous year, and to solicit the members for suggestions for the year-long program.

The planning began after President Larry Stone appointed me chairman and Ed Templin co-chairman of the Centennial Committee in April, 1966. With the death of Ed in January 1967, the new KPA president, E. C. Van Curon, strengthened this committee to include, besides myself, Larry Stone, Joe Dorris, George Wilson and Frank C. Bell.

The discussions Ed and I had had about the Centennial were reviewed Saturday, April 15, when the KPA executive committee held its spring meeting at Pennyville State Park near Dawson Springs.

At this meeting were Larry Stone, George Wilson, Frank Bell, and myself.

We plan now to begin at the top and invited the President of the United States to attend either our winter or summer meeting in 1969 and address us. Although we cannot presume to advise the President on what he might say, we believe it would provide him an excellent forum to talk about the role of the community press in recording, and helping to

shape, local, state and national affairs.

We also think it might be well to invite our United States Senators and members of the House of Representatives, our Governor, and other VIPs to honor us with their presence on the occasion of the President's visit, if indeed the President can be persuaded to attend. If he cannot, we should ask the Senators and Congressmen, the Governor and others to the January or June meeting.

Inasmuch as the January Centennial meeting will come so soon after the President election of November 1968, it could be, especially if we have a new President, that the Presidential schedule cannot be arranged to accommodate a Kentucky visit before June 1969. In this event the new de luxe cottages at Kentucky Dam Village State Park would provide an excellent setting for a Presidential visit.

The Centennial Committee will suggest that each member paper, or a group of neighbor papers, arrange for some local programs during the year to acquaint their readers and civic and business leaders with the fact that the Kentucky Press Association is 100 years old, and that the first newspapers in Kentucky were printed much earlier than 1869.

Victor Portmann is at work on a history of newspapers in Kentucky. He says his preliminary work shows that Kentucky has had, over the years, more than 500 newspapers. The list could run much higher than

that, as McCracken County, whose county seat is Paducah, has had more than 50 papers. The Young Historians Club of Paducah has a list of these papers and copies of many of them. Publishers may find that a story in their papers asking readers for old papers printed in their cities and counties will turn up a surprising number of them.

The Courier-Journal art staff drew up some suggested Centennial emblems. These were printed in an earlier edition of The Kentucky Press. The response from WKPA members indicated that the one reproduced here was the choice of most members. We plan to have this emblem done in gold and blue, and printed on gummed paper and furnished KPA members at cost for use on their business letterheads or envelopes, preferably on both. We will have mats made in one and two column sizes for reproduction throughout the year.

We plan a further report on the Centennial program at the KPA summer meeting at Kentucky Dam Village State Park June 1, 2 and 3. Members are asked to be prepared to offer their suggestions for the Centennial year at this time. It

would be a big help to the Centennial Committee if these suggestions are made in writing, so that we can make a file of them for reference at future committee meetings.

The Centennial Committee can, and will, make plans for the celebration, but this important year will be a success for Kentucky papers only if the whole membership gets behind these plans and make them a success.

WHAT JOURNALISM STUDENTS SEEK IN FIRST NEWSPAPER JOB

What factors are important to young people launching on a journalism career in looking for the first newspaper job?

Fifty-four students in newswriting classes at the School of Journalism, University of North Carolina, were asked this question in a survey conducted by Prof. Kenneth R. Byerly and Assistant Prof. Donald L. Shaw. Survey highlights follow:

22 per cent said one of the most important factors which they would take into account would be amount of starting salary.

17 per cent cited advancement opportunity as a factor in choosing a job.

16 per cent indicated location of newspaper.

13 per cent said variety and challenge offered by the job.

In almost every case where students said money would not be an important factor in their job decision, they qualified their answers with such phrases as "in the beginning," "at first," or "if the job offers a chance for reasonable promotion."

Are you up to date on trading stamps and prices?

HYPOTHESIS: If trading stamps lead to higher food prices, then wouldn't prices be higher where stamps are given and lower where they are not given?

Only one way to settle that one. Go out and check prices.

A fellow named Verne A. Bunn did just that in 1965. He was a research analyst at the Midwest Research Institute of Kansas City, Mo., and a former professor at the University of Wichita.

He used an ideal laboratory: The Kansas/Missouri area. Trading stamps are used freely in Missouri, but not in Kansas, the only state that prohibits stamps.

He checked prices in non-stamp stores in Topeka and Kansas City, Kansas. Then he compared them to prices in the same chains' stores across the state line in Kansas City, Missouri, where stamps are freely

used.

Conclusion: Food prices in stamp giving stores in Missouri were actually a tiny bit lower than prices charged by stores in the very same chains on the non-stamp side of the border.

This didn't surprise Mr. Bunn very much. He had made similar studies four times in the past, beginning in 1960. Got the same results each time.

And that pretty well agrees with other studies going back nearly a decade that also fail to establish that trading stamps do, in some systematic way, lead to higher prices for food, drugs, gasoline or anything else.



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Southern Railway

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THE SOUTH CLAIMS no monopoly on industrial success. It can happen almost anywhere. But one thing is sure. It is much more likely to happen in a vital, "built-in" advantages and opportunities for profitable, long range growth.

Do-it-yourself chart

WE KNOW why we did with us if who isn't! We know Department fastest growth reports the national survey.

Please check the most important consideration in locating your new plant.

ABUNDANT NATURAL RESOURCES

Put your new plant where the **action** is!

Never mind. You'll find them all in the South and we'll help you pick the exact spot.

CHECK AND double check. What industry wants. Industry gets in the South. That's why so many...

Such a region is the modern South! Here, manufacturers find a friendly "climate of growth" that is bound to help them grow. High on the list, for example, is the ready availability of intelligent, competent workers, anxious to get steady jobs in local industries. And they're ready and willing to do another day's work in exchange for good jobs. Good workers, plus a host of other basic, long range growth factors, have combined to bring strong, steady expansion in the industrial economy of the region in recent years. Here is proof!

J.S. Department of Commerce study just released shows that in the 1950's and early 1960's the South outpaced the national averages in 26 of 31 of business activities surveyed. Even in the big fields, the South lagged only slightly behind.

You'd stand mighty tall in a town in the South!
 (A wonderful place for a new plant to grow!)

If you would like to see some of these alert, friendly, industry-minded communities, ask Southern's Industrial Development Department to show you around. We would really like to do this. A confidential talk with our Industrial Development people will show you how tall you can stand when you move South. Write or call H. L. Perkins, Vice President, Industrial Development, Southern Railway System, 270 Peachtree Street, Suite 313, Atlanta, Ga. 30303; telephone area code 404, 5867625. "Look Ahead - Look South!"

SOUTHERN RAILWAY SYSTEM

LOOK SOUTH!"

Southern Railway serves and sells the South!

For 25 years, we've been running advertisements like these in national magazines — urging the nation's businessmen, industrialists, and financiers to "Look Ahead — Look South" for profitable growth.

Our Industrial Development Department — one of the most experienced in the country — constantly seeks new industry for every available plant location. We have invested millions of dollars in land so it will be available at a fair price when needed by industry. And to make a location along Southern Railway more profitable to industry, we've developed new cars and special services and reduced our charges for hauling freight an average of 16% since 1958.

In the past 10 years, industrial developments along Southern Railway System lines alone came at a rate of better than one every working day. This growth represented an investment of more than \$4½ billion by businessmen, and meant 183,000 new job opportunities.

Wherever our lines go we help communities grow!

for you — *A. W. Blotman*
 PRESIDENT

Southern Railway System
 WASHINGTON, D.C.



5 Lead U.S. In Freedom Of Press

The Netherlands has the freest press in Europe, according to the preliminary results of a survey being conducted by the Freedom of Information Center of the University of Missouri.

By comparison, the United States ranks below The Netherlands, Switzerland, Finland, Norway and Sweden in press freedom, but ahead of all other countries of Europe, according to findings released by the Center.

The survey also found that one Communist country, Yugoslavia, ranks above two non-Communist countries — Portugal and Spain — in press freedom.

Called the "Press Independence and Critical Ability (PICA) Index," the Freedom of Information Center survey is in the process of measuring press freedom in every independent nation of the world with more than one million population.

Final results of the survey will be announced in the spring. The preliminary findings covered only the United States and 25 European nations.

According to Dr. Paul Fisher, director of the Freedom of Information Center, the PICA Index is designed to measure the independence of a nation's broadcasting and press system, and its ability to criticize its own local and national governments.

Native newsmen and outside experts have scored each country according to 23 different factors

that have been found to play an important part in press control. Where possible, the scores of native and outside judges are given equal weight in the final average.

Dr. Fisher said the PICA Index for Europe represents returns sent to the Center by 66 outside judges and 47 native newsmen, broadcasters and journalism educators.

The judges involved in the European scoring have had an average of 19 years' experience as newsmen or broadcasters. The non-native judges have lived in the countries they rated for an average of five years. For the most part, they are foreign correspondents still residing in those countries.

More than 360 newsmen, broadcasters and journalism educators from virtually every nation in the world have returned questionnaires for the worldwide survey now underway, Dr. Fisher said.

The Freedom of Information Center, located at the University of Missouri's School of Journalism, was established in 1958. Dr. Fisher said the PICA Index will be updated each year to show changes in press freedom in more than 100 nations of the world.

Preliminary Ratings

These are the 1966 preliminary ratings for Europe (the PICA Index ranges from +4—absolute freedom to -4—absolute control):

Scale ranges from +4 (absolute freedom) to -4 (absolute control)

The Netherlands	3.25
Switzerland	3.14
*Finland	3.05
Norway	2.98
Sweden	2.77
(United States)	2.71
Denmark	2.68
Belgium	2.58
England	2.37
West Germany	2.36
Ireland	2.26
Austria	2.08
France	2.04
Italy	2.02
Greece	1.37
Yugoslavia	+0.09
Portugal	-1.43
Spain	-1.56
Hungary	-1.72
Czechoslovakia	-2.45
Poland	-2.63
Bulgaria	-2.72
East Germany	-3.05
U.S.S.R.	-3.08
Rumania	-3.20
Albania	-3.51

* No outside judges involved in scoring. (Editor and Publisher)

How Sweet It Is

"How sweet it is" was proclaimed by a special issue of the Campbellsville News-Journal on April 17 paying tribute to the Reed Candy Company which has opened a new plant in Campbellsville.

A front-page editorial stated, "The first shipment of Reed Candy Mints arrived in Campbellsville last week and were bought by the News-Journal."

"Why did we buy this large quantity? The News-Journal wants every person who gets a copy of this special issue to also receive a tasty cinnamon mint made by Reed Candy Company, Campbellsville's newest industry."

"The delicious mint is located in the upper right hand corner on the front page and is yours for the taking."

A cellophane-wrapped mint was attached by means of transparent adhesive tape to every copy

NOW

you can

type while you talk—

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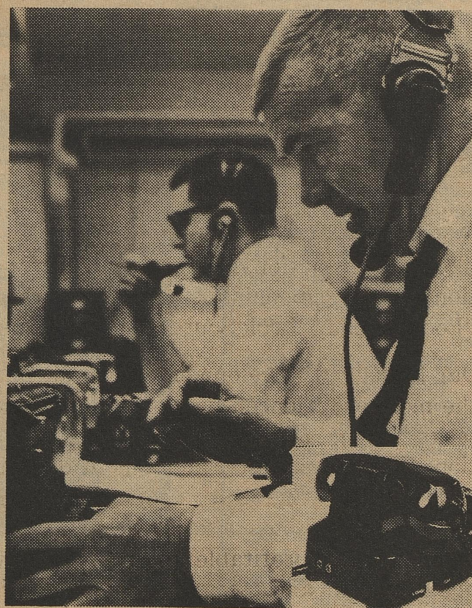
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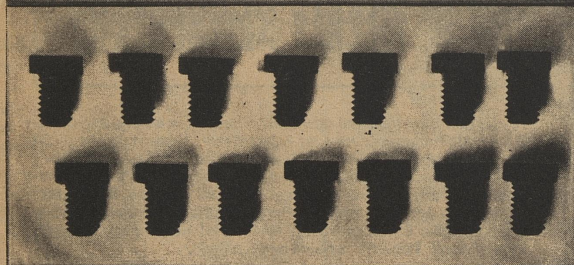
Econopak

LINOTYPE MOUTHPIECE SCREWS (Small head)

Contents: Fourteen
07-8889-01 Screws

Part No. 07-8889-90
28-2990

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Mergenthaler parts in fixed quantities
simplify ordering, improve inventory methods
and lower prices to you—the customer.

9 Democrats, 3 Republicans In Primaries For Governor

By S. C. VAN CURON

FRANKFORT, Ky.— Unless something unexpected happens, the primary ballot this May 26 is going to be the longest in memory of observers here.

There are nine Democrat candidates who have filed for governor and three Republicans. The lieutenant governor's spot on the ballot is almost as crowded with six Democrats and three Republicans.

A happy thought for the voter though is that fewer have filed for the other constitutional offices down the ballot contrary to usual practice.

Of the nine Democrats filed for governor, five are making what may be considered an earnest campaign while the other four are jogging along perhaps hoping that lightning might strike.

Five In Contention

The serious contenders are Henry Ward, who has the administration support; Lieutenant Governor, Harry Lee Waterfield; twice Gov. A. B. Chandler, State Senator J. D. (Jiggs) Buckman and Lexington businessman David M. Trapp. The other four are Jesse N. R. Cecil, Mrs. Helen Breeden, Wilton Gene Cupp, and William Shires. Cupp and Cecil have been perennial runners in past campaigns.

On the Republican side seeking the nomination are Jefferson County Judge Marlow Cook and Louie B. Nunn, Glasgow attorney and former Barren County Judge, who are putting up a serious primary campaign for the first time in years for the minority party support in November against the Democrat choice. The other is Therman Hamlin of London who has been on ballots before but has never been in serious contention.

For Lieutenant Governor

A spirited battle has developed for the lieutenant governorship on the Democrat side with four well known men in statewide politics and two unknowns seeking the nomination. The four are well scattered geographically and will have at least strong sectional following.

These are Attorney General Robert Matthews of Shelbyville; State Senator Wendell Ford of Owensboro, former House Speaker Harry King Lowman of Ashland, and County Judge Andrew Jolly of Covington.

The two unknowns are Dr. A. Thomas Brooks, a chiropractor of Lancaster, and Dr. W. E. Day of Olive Hill.

On the Republican side, Thomas Ratliff of Pike County is the running mate of Cook while

two others are running independently. They are William Clay of Rolling Field and State Senator Pleaz Mobley of Manchester.

Appeals Court Clerk

Two Republicans are interested in becoming clerk of the Court of Appeals Dick Vermilion of Corbin, and Glynn V. McMinoway have filed for the office while two Democrats by the same last name are seeking the post. They are administration— supported James A. (Jim) Sutherland, Bloomfield; and Norman Grey Sutherland of Lexington.

Two Democrats, John W. (Johnny) Greene of Olive Hill and Miss Mary Louise Foust, Shelbyville, who was auditor during the Chandler administration, are seeking the auditor's place while only one Republican, Lawson Brandenburg of Lexington, has filed.

Three Democrats have filed for Secretary of State— Drexel Davis, Frankfort; Gaines Wilson Jr., Louisville; and Claude Reed, Canada, Ky.; and one Republican, Mrs. Dorothy M. (Dottie) Young, Louisville.

Stovall vs. Cole

Candidates seem to have shied away from opposing Mrs. Thelma Stovall for State Treasurer. T. Kerney Cole of Frankfort is her only opposition on the Democrat side while no Republican seems to want to tangle with her.

Secretary of Agriculture — Democrats, Burl St. Clair, Falls of Rough, and Henry C. Matthis, LaGrange; Republicans, Raleigh M. Hornsby, Manchester; and James Slaton Williams, Sturgis.

Press Association Managers' Group Has New Leader

Elmer E. White, executive secretary of Michigan Press Association, is the new president of Newspaper Association Managers, Inc. He moves into a vacancy created by W. Melvin Street, former manager of the New York State Publishers Association who resigned both positions to become business manager of the Baltimore News-American.

Gordon P. Owen Jr., general manager, Utah Press Association, is now NAM vice president. Ray Hamby, manager of the Maryland-Delaware Press Association, was appointed to the Board of Directors.

Glenn McCullough, executive manager, Georgia Press Association, accepted appointment as chairman of the Newspaper Public Information Committee. He will work with John F. Blatt, Tavares, Fla., to produce the 1967 National Newspaper Week promotion kit and to develop other newspaper promotion plans.

Larry Miller, general manager, Kansas Press Association, is editor of the NAM Round Table, a monthly communications maintained among NAM members.

Classified

Due to Consolidation, we offer the following equipment for immediate delivery: LUDLOW with electric pot, cabinet, 11 fonts type, sticks, etc.; Model A DUPLEX; 12 x 18 PHOTO LATH with cutter, 3 years old; GOSS COMET; Model 8 LINO-TYPE equipped with TTS; Hammond ROUTER-PLANNER; 6-col EASY CASTER; No. 1 MIEHLE 36 x 48; Honig Multiple BROACH; 15 x 34 Challenge PROOF PRESS; Rosback Rotary PERFORATOR with 5 heads, plus many miscellaneous items. Contact C. Richard Johnson, The Boonville (Indiana) Standard, Ph. 812-897-2330.

Attorney General— Democrats, John Breckinridge and Mike Mills; Republican, Lester Burns.

Supt. of Public Instruction — Democrats, Wendell Butler and Willis V. Johnson.



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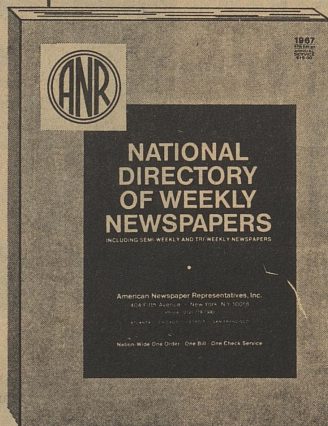


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Editor Favors News Printed Before Trial

A North Carolina editor said recently that pre-trial publication of criminal news may be "the best guarantee that a defendant has that he will receive a fair trial."

Sam Ragan, executive editor, Raleigh News & Observer, said at a "Fair Trial and Free Press" seminar at the University of Notre Dame that "there is no clear evidence that news of criminal matters published

prior to trial of a defendant has any detrimental effect on fair trial."

Ragan said it was only in "rare and isolated cases" that pre-trial reporting may help create strong prejudice in potential jurors.

"Censorship at the source of public information consigns a community to a sterility of the kind of information which people need to make informed judgments about crime in the community, law enforcement and the courts."

People who have now accustomed themselves to writing 1967 instead of 1966 must be exceptionally "well-adjusted."
— Ottawa Journal

Keys For Holding Subscribers

Here's another series of reports on "brainstorming" sessions held by National Circulation Round Table. The question up for discussion during the session was: What can we do to keep our present subscribers sold? Suggestions of those participating were as follows:

1. Establish a 25-year club of subscribers.
2. Give best possible service; take care of complaints; follow-up on letters written to other departments.
3. Send cultivation series of letters keeping subscribers sold on your publication and its value to them.
4. Send letters over editor's signature telling subscribers about special features you are planning for coming months.
5. Send welcome letter to new subscribers telling about the publication and services available to them.
6. In house ads and letters, openly ask subscribers for complaints on late deliveries, poor service on subscriptions, etc.
7. Run institutional house ads to establish prestige.
8. Use opinions of permanent subscribers as to why they read your publication. This is ammunition for your advertising department.
9. Prepare and give, free to subscribers, a booklet they can use in their own business.
10. To help renewals, run editorial series that carries over from issue to issue.
11. Merchandise special editorial features in advance.
12. Print editorial features that answer customers' complaints.
13. Follow up on successful promotion pieces.
14. Invite subscribers to visit publishing office, meet editors.
15. Make sure editorial department is giving the reader what he wants.
16. Publish indexes for reference purposes and to show subscribers what they've had during the year.

HENRY RECOGNIZED

(Continued from Page One)

beds, in the mountainous area of Eastern Kentucky, Virginia and West Virginia.

This hospital system has 1750 employees, operates on a budget of \$15 million a year, and represents an original investment of \$30 million. Last year they served 38,000 in-patients.

Maurice and his wife Pat (who once served as a registered nurse after graduating from Vanderbilt) took a small apartment in Lexington from September 10 to December 31 while he ran the affairs of this hospital corporation.

He is a former president of the Kentucky Press Association and a former president of the Kentucky Chamber of Commerce.

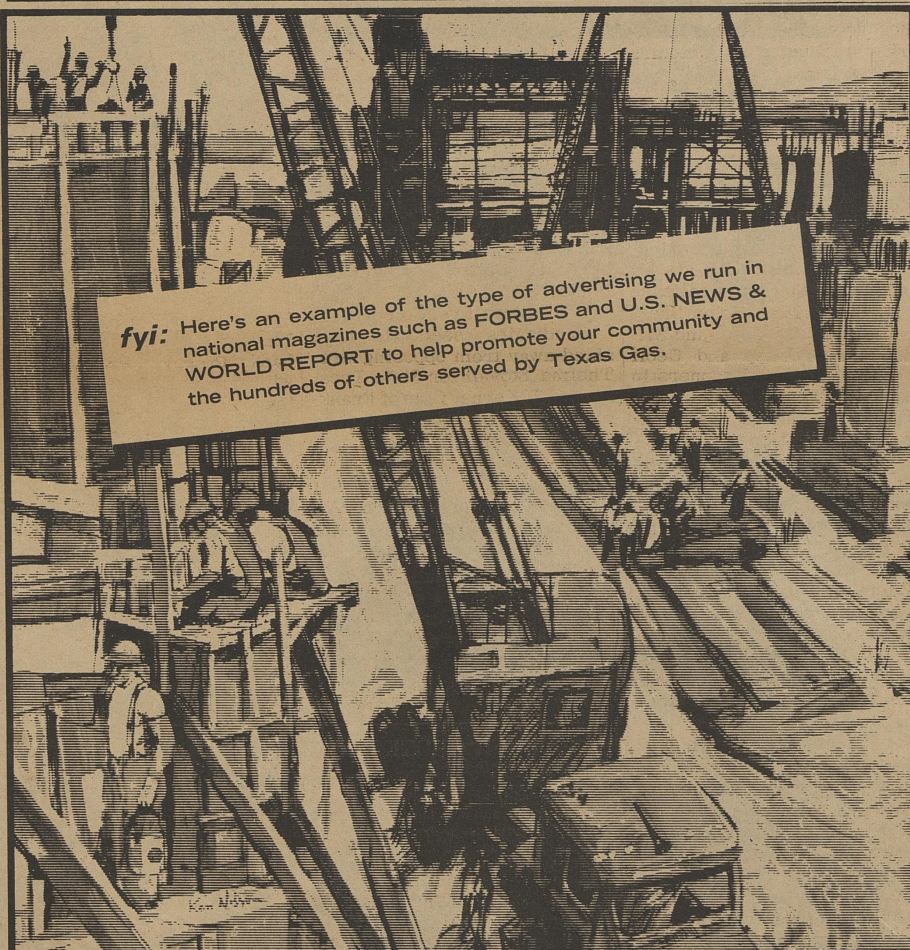
Ed Easterly
Lexington, Ky.

It Pays To Advertise

It was a year ago that the Paris Board of Education made the decision to offer tax bills for sale on property on which delinquent taxes were owed.

At the time when the announcement was made that the bills would be offered for sale there was about \$23,000 in unpaid city school taxes — but by the time the bills were advertised for sale the total of the delinquent taxes had been cut to \$16,000.

This year the city school board is again advertising the delinquent tax bills for sale, and the amount of delinquent taxes has dropped to approximately \$9,000.



fyi: Here's an example of the type of advertising we run in national magazines such as FORBES and U.S. NEWS & WORLD REPORT to help promote your community and the hundreds of others served by Texas Gas.

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Industrial expansion booms in the Big River Region—a thousand new or expanded plants in the past five years. New industries—and the employees they draw to the area—mean increased demands for natural gas. ■ Texas Gas plays a vital role in attracting new industry to the dynamic area along the Mississippi and Ohio rivers...informing companies of the region's rich resources...finding the perfect plant site...supplying low-cost, efficient natural gas. ■ In this way we help assure continued growth for this eight-state area...and for ourselves. ■ Industrialists and investors should keep an eye on Texas Gas and its fast-growing service area. For a copy of our latest annual report or information on plant sites, write: Texas Gas Transmission Corporation, Owensboro 55, Ky.



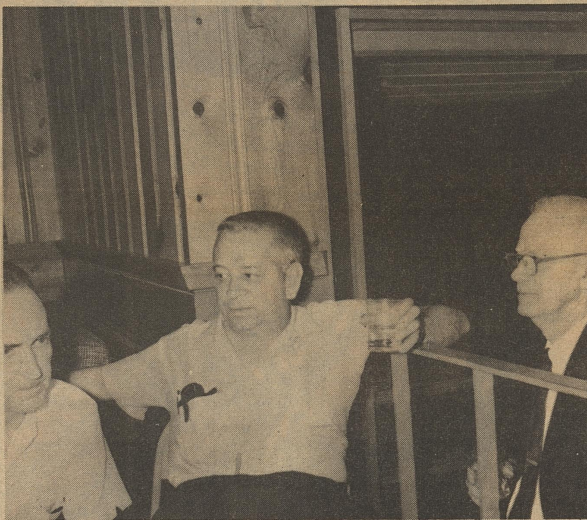
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SERVING THE BIG RIVER REGION



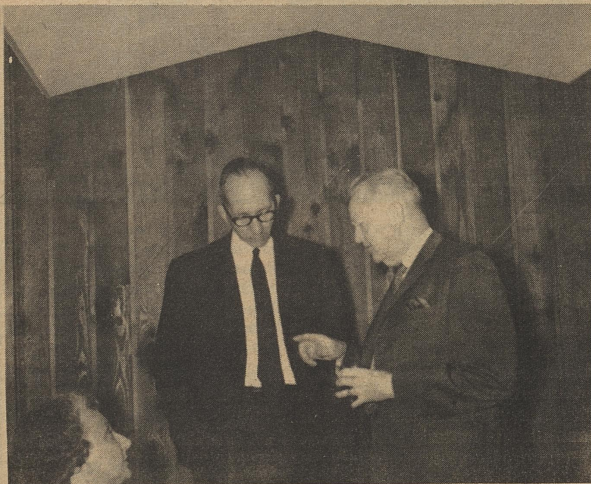
New KPA board member Thomas Buckner (left) meets associate member Davenport Steward, Mrs. Steward, and Joe LaGore.



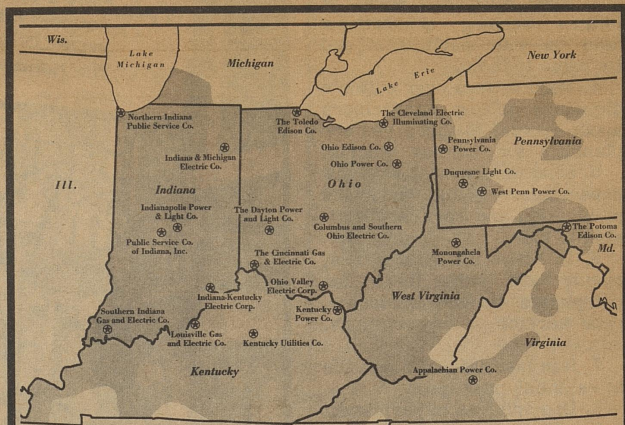
Reception host, Charlie Lovette chats with WKPA President, E. C. Calman, Jr.



Ben Boone III relaxes after planning successful WKPA meeting.



J. Earle Bell of Morganfield makes a point to KPA board member Warren Fisher and wife, Kay.



East Central Area Reliability Coordination Agreement Companies

ECAR/INSURANCE

Insurance against widespread regional blackouts for 25,000,000 customers is the target of a unique planning and operation agreement between Kentucky Utilities Company and 22 other electric companies in Kentucky and neighboring states.

KU, Louisville Gas & Electric Company, and Kentucky Power Company are charter members of the East Central Area Reliability Coordination Agreement.

ECAR establishes machinery for thorough analysis and simulated testing of the entire eight-state interconnected system to assure maximum reliability on the comp-

anies' 20,200 miles of transmission lines. It also calls for continuous review of all plans for major construction programs to avoid creating conditions that might trigger a widespread power failure.

The 23 member companies, with long experience in the operation of interconnected systems, operate power plants with generating capacity of about 29 million kilowatts, roughly equal to all of France, and serve an area of 154,000 square miles. The ECAR group has as its single objective the maximum reliability of its bulk electric power supply.

KENTUCKY UTILITIES COMPANY