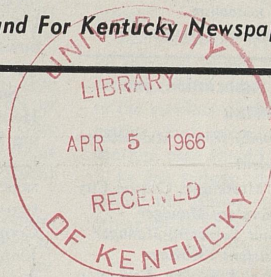


The Kentucky Press

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

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



Publication Office:
School of Journalism
University of Kentucky
Lexington, Kentucky



Kentucky's Showcase: Henry Clay's Ashland

July
1965

Volume 31, Number 10

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The Kentucky Press

Volume 31, Number 10

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

Victor R. Portmann, Editor

Member

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+ As We See It +

NNA Asks Clarification Of F.L.S.A. W-H Section

Our National Newspaper Association has asked Senate and House Labor Committees to amend the Fair Labor Standards Act so as to clarify the present exemption for newspapers with a circulation of less than 4,000. All NNA seeks is the elimination of two words to permit the exemption to apply to otherwise eligible newspapers not printed in the county of publication or a contiguous county. In a "position paper" signed by Ted Serrill, NNA pleaded the case of "a few hundred" newspapers adversely affected by the fact that the present law, as now interpreted by the Wage-Hour Division of the U.S. Department of Labor, excludes some newspapers printed in a central plant by the offset press.

Subcommittees of both the Senate and House Labor Committees are now considering FLSA amendments and such legislation is on the White House "must list" for passage this year. NNA seeks to incorporate its two-word change into the pending bills. Cooperation has been promised by Sen. Jennings Randolph (D., W. Va.), a former publisher himself and a Senate Labor Committee member, and by Rep. John Dent (D., Pa.), a House Labor Committee member.

Section 13 (a) (8) of FLSA now exempts from minimum wage and overtime requirement "any employee employed in connection with the publication of any weekly, semi-weekly or a daily newspaper with a circulation of less than 40,000 the major part of which circulation is within the county where printed and published or counties contiguous thereto."

NNA asks only that the words, "printed and", be deleted and the remaining language left undisturbed. This would simply restore the original intent of Congress when the exemption was granted, long before the offset printing process allowed newspapers to be run off away from the headquarters office.

Bill Bray, Missouri Press Association Manager, has recently called to the attention of Sens. Stuart Symington (D., Mo.) and Long (D., Mo.) a typical case of the under-4,000 exemption being lost because of the "two little words" NNA seeks to delete. Both Senators have promised to help change the law.

Congress Asked To Defeat Double Overtime Proposal

A senate Labor Subcommittee began hearings July 6 on S.1986 by Sen. McNamara (Mich.), a bill to carry out the Ad-

ministration's recommendation to put a penalty rate of double time on overtime. The Bill provides that the penalty rate of double time would apply to a work week longer than 48 hours the first year after the effective date of the amendment; 47 hours during the second year; 46 hours after the third year, and 45 hours thereafter.

ANPA sent a statement July 2 to Sen. McNamara, the Subcommittee chairman, to express opposition to S.1986. ANPA sent a similar statement on May 28 to a House General Subcommittee on Labor which was holding hearings on three House Bills to provide a penalty rate of double time for overtime.

James T. Dorris, Business Manager, Detroit (Mich.) News, testified on behalf of ANPA before the House Labor Subcommittee on Wednesday, July 7 in opposition to proposed legislation that would put a double time penalty on overtime.

Three identical Bills are subject of hearings by the Subcommittee: H.R. 8259 by Rep. Powell (N.Y.); H.R. 8260 by Rep. Roosevelt (Calif.), chairman of the Subcommittee, and H.R. 8261 by Rep. Dent (Pa.).

How To Handle Free Publicity Requests

For years the problem of what to do about organizations (clubs, churches, lodges, etc.) which want to run notices of revenue producing events (rummage sales, bake sales, entertainments, etc.) has been a problem for smaller newspapers. Some publishers run them free, some say "if you charge, we charge", etc. John Gebbie, Bellevue (Nebr.) Press, wrote the NPA: "For years we tried everything in the book—charging, running free—none worked. Now we make a 2-column space available free for any organizational group to write a piece about their function. This is free. All say 'fine'—some use it, some don't. Sooner or later they ask 'What about those items with boxes around them?' We tell them that 'stuff is border' and anything bordered is an ad which gets more results and create sales like the merchants do when advertising their products. You ought to see the change in attitude when they understand that 'boxing' an item is extra work and is chargeable space. They buy and feel better. Since this has been effect we find a greater use of the paper than before and a greater degree of respect. . . ."

A moment of carelessness can mean a lifetime of regret.

Offset reorders from letterpress: On that tough composition or difficult makeready job, pull a few repros. Next time customer wants it, run offset.

The Louisville Bar Association Adopts Press-Trial Principles

The Louisville Bar Association has adopted a statement of principles concerning publicity about criminal cases.

The statement, released recently, is similar in some respects to a statement of principles recently adopted by the Kentucky Press Association.

The attorney's statement, however, differs from the newsman's statement by saying that the right of a free trial must prevail over the right of the public to be informed—the rights come into conflict.

... Fair Trial Must Prevail

"The bar association," the statement says, "recognizes the right of the news media to keep the public informed on the happenings in a given community, but where there is a decision to be made in this respect, it is the belief of the bar association that where the right of the public being informed and the right of a fair trial are in conflict that the right of a fair trial must prevail."

The newsman's statement last month did not directly come to grips with which of the two rights should prevail in a conflict.

News coverage of criminal cases came into sharp focus after the assassination of President John F. Kennedy, and the slaying of Lee Harvey Oswald. The press, police officials and attorneys have all been criticized for their actions in connection with the Oswald case and the subsequent trial of Jack Ruby.

Early this year, representatives of Kentucky's press, bar and broadcasting associations began discussing how to reconcile a free press and the rights of defendants to a fair trial.

Other Statements Possible

This has led to the two statements of principles and may lead to similar statements from the Kentucky State Bar Association and the Kentucky Broadcasters Association.

Herbert Sledd of Lexington, president of the state bar group, said a statement of principles probably will be discussed at a July 16 Lexington meeting of the state bar's board of governors.

Hugh Potter, general manager of station WOMI, Owensboro, said the Kentucky Broadcasters Association probably will vote on a statement of principles at its October meeting.

The statements of principles are guidelines rather than firm rules. There is no penalty provided for an attorney or a newsman who violates the principles.

However, Ralph Logan of the Louisville Bar Association said he hopes the courts will go along with the principles for attorneys and law-enforcement agencies. If the courts would go along, this could mean rulings of contempt of court for those who violate the principles, or it could mean that a judge would not accept certain evidence.

Contains 5 Major Sections

The Louisville attorney's statement contains five major sections: on pretrial publicity, publicity during a trial, publicity following a trial, juvenile cases and the right of the press to investigate.

Much of the section dealing with pre-trial publicity is patterned after a set of rules issued in January by U.S. Atty. Gen. Nicholas Katzenbach governing the actions of Justice Department law enforcement officers.

The Louisville bar says that all policemen and other investigators should be limited to providing the following information for publication before a trial:

The defendant's name and identifying background information, the charges against him, who made the arrest and the length of the investigation, and the circumstances of the arrest including the time and place, resistance, pursuit, possession and use of weapons and a description of items used.

Related Confessions Opposed

The policemen shall not, the bar says, make any public observations about a defendant's character or about any statement's, admissions, confessions or alibis, attributed to the defendant.

Policemen shall make no statement concerning the identity, credibility or testimony of prospective witnesses. They shall make no statements about evidence or argument in the case.

Policemen shall make no reference to investigative procedures such as fingerprints, polygraph (lie detector) examinations, ballistic tests or laboratory tests.

Policemen shall not voluntarily give for publication any information on a defendant's prior record. But if a specific request is made, a record of convictions may be provided.

Policemen shall not help anyone to photograph or televise a defendant.

"Neither the arresting agency nor any members thereof shall at any time furnish any statement or information for the purpose of influencing the outcome of a trial," the statements says.

It also places restrictions on statements for publication made by prosecuting and defense attorneys.

Prosecutors Similarly Restricted

Prosecuting attorneys are to be bound by the same rules as those for policemen, except that the prosecutor may reply to any charges of misconduct on his part that may be publicized by the defendant or anyone speaking for him.

In addition, "no defense counsel or prosecutor should make any statements concerning a pending criminal case; nor grant interviews concerning a pending criminal case; nor engage in any public discussion . . . nor prepare any statement for release by any other person which is intended to influence public opinion and prospective jurors."

The statement says that information may be released telling the scheduled dates for hearings "and other factual information as to the conduct of the trial. However, information and opinions regarding the substantive case should not be discussed."

As for judges, the statement says they should not comment to the news media or others while an investigation is going on.

Judge's Comments Limited

"It is improper," the statement says "for a judicial official to make any statements with respect to any case which is brought before him, or may later come before him, and it is equally undesirable for him to comment on cases that are before . . . other judges."

During a trial, policemen and attorneys should not make statements for publication. "The evidence as produced publicly in court should be permitted to speak for itself."

After the jury has announced its verdict, "neither the police, prosecutor, defense counsel nor the judiciary need refrain from comment. Such comments should at all times be decorous," the statement says.

The Louisville bar adopted the newsman's statements on the handling of juvenile cases and the right of the press to investigate.

The statement on juveniles says that whenever possible, the anonymity of juveniles under arrest should be protected.

And the bar association recognizes "the right of the news media to investigate and expose corruption and wrongdoing in society. . ."

Bill Strod, Courier-Journal photographer, has been named a recipient of a "Headliner Award" for news photography. Strod won the award on a series of pictures on the arrival of a baby. The award was for photo-journalism which involves pictures stories instead of a single pictures.

1965 Contest Awards Listed

Repeating its triumph of 1964, the Frankfort State Journal, Albert E. Dix, publisher, won the Sweepstakes Award for 1965 in the Kentucky Press Association's Production Contests, daily division, while the top honors in the weekly division was awarded the Somerset Commonwealth, George Joplin III, publisher. Past President Joe La Gore presented the four-color plaques to the first place winners and certificates to all winners in each division.

Runners-up in Sweepstakes in the daily division included the Daily News, Middlesboro, Maurice K. Henry, publisher, and the Glasgow Times, Carroll Knicely, editor. Runners-up in the weekly division included the Cynthiana Democrat, Tommy Preston, publisher, the Hazard Herald, W. P. Nolan, publisher and the Jefferson Reporter, Lewis Conn, publisher.

Mechanical Production

Plaques for the Best All-Around Newspapers were won by the McLean Co. News, Calhoun, Landon Wills, publisher in Class I (weeklies under 2,000); the Anderson News, Lawrenceburg, R. L. Garrison, publisher in Class II (weeklies between 2,000-3,000); the Cynthiana Democrat in Class III (weeklies over 3,000); the Middlesboro Daily News (daily division); and the Jefferson Reporter in Class V (weeklies, offset division).

Place certificates in the All-Around Division were awarded: Class I, the Carlisle Mercury, Warren R. Fisher, publisher, the Sturgis News, E. C. and E. A. Calman, publishers, the Sebree Banner, Reginald O. Catlett, publisher, and the Hindman Mountain Messenger, W. P. Nolan, publisher. Class II, the Somerset Journal, Mrs. Murray P. Rogers, publisher, the Meade Co. Messenger, Brandenburg, James M. Willis, publisher, and the Providence Journal-Enterprise, William E. Hust, publisher.

Class III, the Cynthiana Democrat, the Somerset Commonwealth, the Russell Springs Times-Journal, Andrew J. Norfleet, publisher, the Union Co. Advocate, Tyler Munford, publisher, and the Louisville Defender, Frank R. Stanley, publisher. Class IV (dailies) runners-up were the Frankfort State Journal, the Corbin Daily Tribune, John L. Crawford, publisher, the Glasgow Daily Times, and the Mayfield Messenger, Ray Edwards, publisher. Class V, the Voice of St. Matthews, Al J. Schansberg, publisher, News-Outlook, Owingsville, Russell Metz, publisher, Jeffersonton Jeffersonian, David Schansberg, publisher, and the Greenville Leader-News, Andy Anderson,

(Editor's Note: The list of winners in our 1965 KPA Production Contests was crowded out in our June issue, but should be carried as a matter of record—even if somewhat late.)

publisher.

The Best Front Page contest, weekly division, plaque was awarded the Greenville Leader-News, with certificates to the Jeffersonian, the Somerset Journal, Somerset Commonwealth, and the Lawrenceburg News. Daily division—plaque to the Middlesboro Daily News, and certificates to the Harlan Enterprise, R. Springer Hoskins, editor, the Winchester Sun, James S. Tatum, publishers, and the Mayfield Messenger.

Plaque for the Best Editorial Page, weekly division, was won by the Cynthiana Democrat, with certificates to the Hazard Herald, the Russellville News-Democrat, Mrs. Byrne Evans, publisher, the McLean Co. News, the Russell Springs Times-Democrat, and the Lebanon Enterprise, George Trotter, publisher. The Daily division plaque was captured by the Frankfort State Journal, with certificates to the Park City Daily News, Bowling Green, John Gaines, publisher, the Middlesboro Daily News, and the Glasgow Times.

The Cynthiana Democrat copped the plaque in the weekly division for the Best Sports Page, with certificates presented to the Greenville Leader-News, the Central City Times-Argus, Larry and Amos Stone, publishers, the Pikeville News, Zack Justice, Jr., editor, and the Somerset Commonwealth. Daily division plaque was awarded the Park City News, with certificates to the Middlesboro Daily News, Frankfort State Journal, the Glasgow Times, and the Harlan Enterprise.

The Best Women's Page plaque was won by the Jefferson Reporter, weekly division, with place certificates to the Somerset Journal, the Kentucky Standard, Bardstown, Al S. Wathen, publisher, the Russellville News-Democrat, the Somerset Commonwealth, and the Franklin Favorite, L. L. Valentine, publisher. The Glasgow Times won the plaque for the daily division with certificates to the Corbin Sunday Times, James O. Crawford, editor, the Frankfort State Journal, the Mayfield Messenger, and the Harlan Enterprise.

Editorial Production

The plaque for the weekly division of the Best Editorial Writing contest, was won by the Russellville News-Democrat with certificates to the Hazard Herald, the Cynthiana Democrat, Somerset Commonwealth, Leb-

anon Enterprise, and Bardstown Standard. The Middlesboro Daily News won the daily division plaque, certificates to the Frankfort State Journal, the Park City News, the Glasgow Times, and the Mayfield Messenger.

The Central City Times-Argus was awarded the plaque for the Best News Story and certificates accorded the Lebanon Enterprise, the Russell Springs Times-Journal, the Hazard Herald, and the Georgetown Graphic, Archie Frye, publisher. The Harlan Enterprise was awarded the plaque in the daily division, with certificates to the Middlesboro News, the Mayfield Messenger, the Glasgow Times, and the Frankfort State Journal.

Joyce Williams, writer of the Jefferson Reporter's Best Feature Story, "Rightists," won the weekly division plaque. Certificates were awarded Elizabeth Spalding's "Drop-outs" in the Bardstown Standard; Bobby Anderson's "Cripple" in the Central City Times-Argus; Andy Norfleet's "Truant Officer" in the Russell Springs Times-Journal; and Gurney Norman's "Letcher Industry" in the Hazard Herald. Al Dix's "Mayor Flynn" won the daily plaque for the Frankfort State Journal. Certificates went to Robert Shoemaker's, "Still Raid" in the Harlan Enterprise; Finley Wells' "Beavers" in the Park City News; John Molley's "Forester's Creek School" in the Harlan Enterprise; and Al Dix's "Triplet" in the State Journal.

Tommy Preston won the plaque for this "Best Sports Column," in the Cynthiana Democrat, weekly division. Stan Portmann's column in the Franklin Favorite, the Hazard Herald, the Somerset Commonwealth, and Central City Times-Argus won certificates. Sports Column winning plaque went to the Mayfield Messenger, and certificates to the Middlesboro News, the Glasgow Times, Park City News, and Corbin Tribune.

For the Best Hometown Column, weekly division, the plaque was presented to Tommy Preston, Cynthiana Democrat, with certificates to the Calhoun News, Greenville Leader-News, Hazard Herald, and Central City Times-Argus. S. C. Van Curen's column in the Frankfort State Journal received the daily plaque, with certificates to the Winchester Sun, Park City News, Mayfield Messenger and Harlan Enterprise.

Photography Division

For the Best Newstory Photos a series of courtroom shots won the plaque for the Somerset Commonwealth. Certificates were presented the Central City Times-Argus for "Volunteer Fireman," the Greenville Leader-News for "Falling Wall," the Hancock Clarion, Roscoe I. Downs, for "Tale Of Terror." A news shot, "Johnson Waving"

ardstown Standard, y News won the certificates to the l, the Park City nes, and the May-

Times-Argus was or the Best News rded the Lebanon Springs Times-Jour- , and the George- rye, publisher. The awarded the plaque with certificates to the Mayfield Mes- nes, and the Frank-

er of the Jefferson Story, "Rightists," plaque. Certificates Spalding's "Drop- Standard; Bobby the Central City flect's "Truant Of- ings Times-Journal; "Letcher Industry" Al Dix's "Mayor" plaque for the Frank- rtificates went to Still Raid" in the y Wells' "Beavers" ws; John Molley's ol" in the Harlan s "Triplet" in the

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wn Column, weekly was presented to ina Democrat, with oun News, Green- zard Herald, and . S. C. Van Curo's t State Journal re- with certificates to k City News, May- lan Enterprise.

Division ry Photos a series the plaque for the . Certificates were City Times-Argus , the Greenville g Wall," the Han- Downs, for "Tale "Johnson Waving"

won the daily plaque for the Glasgow Times. Certificates for "Strip Mine" was presented the Middlesboro News, "Double Exposure" in the Frankfort State Journal, a series of two "Rescue" shots in the Harlan Enterprise, and "Bullet" in the Mayfield Messenger.

For the best overall Use of News Pictures the weekly plaque was accorded the Somerset Commonwealth, with certificates to the Louisville Defender, the Greenville Leader-News, the Jefferson Reporter, and the Hazard Herald. The daily plaque was accorded the Middlesboro News, and certificates to the State Journal, the Glasgow Times, and the Mayfield Messenger.

Advertising Excellence

For the best overall Advertising presentation the weekly plaque was won by the Somerset Commonwealth and certificates by the Jeffersonian, the Voice of St. Matthews, the Hickman Courier, Ro Gardner, publisher, and the Calhoun News. The Frankfort State Journal won the daily division plaque and certificates were presented to the Glasgow Times, the Middlesboro News, and the Mayfield Messenger.

The Best Classified Page plaque, weekly division, was awarded the Jeffersontown Jeffersonian, with certificates to the Greenville Leader-News, the Jefferson Reporter, the Central City Times-Argus, and the Lebanon Enterprise. The daily division plaque was awarded the Glasgow Times and certificates to the Harlan Enterprise and the Frankfort State Journal.

Standards And Ethics

The Community Service weekly plaque was awarded the Jeffersontown Jeffersonian with certificates to the Russellville News-Democrat, the Jefferson Reporter, the Hickman Courier and the Hazard Herald. The daily plaque was awarded to the Middlesboro News, and certificates to the State Journal and the Harlan Enterprise.

Plaques for the best articles on Freedom Of Information were awarded, weekly division, to the Somerset Commonwealth, and, daily division, to the Frankfort State Journal. Certificates, weekly division, to the Hazard Herald, the Hickman Courier, the Somerset Journal, and the Brandenburg Messenger, and, daily division, to the Winchester Sun. (Only entries received).

For the Best Newspaper Promotion, the weekly plaque was awarded the Jefferson Reporter and certificates to the Jeffersonian, the Hazard Herald, the Cynthiaa Democrat and the Franklin Favorite. The daily plaque was awarded the Glasgow Times and certificates to the State Journal, the Mayfield Messenger, and the Middlesboro News.

The awards for the Best Religious Editorial, presented annually by Lieut. Colonel

Two Special Productions Ready For Fall Months

A special bulletin from Publishers' Auxiliary alerted press association managers about two special promotions in the Auxiliary that could mean plus business. The first in an eight-page Gold Medallion Homes supplement scheduled for the July 31 issue in support of National Home Week, September 12-19. This section, says the Auxiliary bulletin, last year drew more than 400 requests, will make available to newspapers without charge, editorial and advertising material for use in building special pages or sections. Material will be available upon request in mat, repro proof or glossy print kits. TTS tape will be available for all editorial copy. Sponsors of this section are the Live Better Electrically Program of the Edison Electric Institute, the National Manufacturers Association and the American Home Lighting Institute.

The second promotion involves a full-page ad in the August 14 issue featuring Tire Safety Time, sponsored by the National Tire Dealers and Retreaders Association. This ad will carry editorial copy about tires and retreading and offers tie-in ads in 1, 2 and 3-column sizes for local dealer signatures. So, look for these plus-business builders in the upcoming issues of the Publishers' Auxiliary.

Lillian Hansen, Editor-in-Chief of the Salvation Army War Cry, were: first place and \$50 check to Andrew J. Norfleet, Russell Springs Times-Journal; second place and \$25 check to Gurney Norman, Hazard Herald; third place and \$15 check to Carroll Knicely, Glasgow Times; and fourth place and \$10 check to Al Smith, Russellville News-Democrat. Norfleet also received a KPA plaque.

Three hundred and eighty-four entries in the various divisions were received by the Contest Committee and judging was done by 23 different judges in Ohio and Kentucky. Awards were won by 29 weekly newspapers and eight community dailies. The judges all complained of the difficulty in selecting the first place winners because of the close and exciting competition, and all judges commented on the overall excellence of the entries submitted to them for evaluation.

The annual awards presented by the Portland Cement Association Highway Interest Contest, Jess J. Farra, District Engineer, were presented to the Middlesboro Daily News, Rex L. Bailey, writer, and the Russell Springs Times-Journal, Andrew J. Norfleet, writer. The awards were U.S. Savings Bonds.

In Memoriam...

Julius M. Rankin

Julius M. Rankin, 76, died July 11 in a Louisa hospital following a lingering illness of about nine months.

Mr. Rankin, a well known and highly esteemed citizen, had been associated with The Big Sandy News, Louisa, for 32 years before retirement in 1961. Prior to his connection with the News he was with the Lawrence County Recorder for 15 years.

A native of Heidelberg, Germany, he came to the United States in 1906, and started his long trek which gave him a wide knowledge of the American way of life. He, through his kindly spirit, fitted himself completely with the natives of Kentucky and Lawrence County.

The deceased in his long years of experience in the newspaper field had worked in most states east of the Mississippi river and had been in the newspaper printing business since taking his first job with the State Printing Company in Atlanta, Ga., until he retired four years ago.

He was an avid reader, a lover of art and classical and semi-classical music.

Cigarette Bill Signed

House acceptance of the conference report on the cigaret labeling and advertising bill completed Congressional action on the matter, and the President's signature now has enacted it into law. The bill requires a health warning on packages only but prevents the Federal Trade Commission from adopting its advertising rules before July 1, 1969. A New York Times editorial and a letter from the left-wing liberal group, Americans for Democratic Action, had urged a Presidential veto, states N.N.A.

There was a fight in the House over acceptance of the conference report. It was led by Rep. John E. Moss (D., Calif.), of FOI fame. He had missed the floor debate on original passage because he was in England at the time. He urged rejection of the conference report on grounds that a mere warning on the package is meaningless.

Backers of the bill, led by Chairman Oren Harris (D., Ark.) of the House Commerce Committee, pointed out that if no law is enacted, FTC rules will go into effect, they will be challenged in court, and it will be four or more years before even a warning on labels is required, assuming an ultimate court victory for FTC. After a considerable debate, the House decided on a rollcall vote of 285-103 to agree to the conference report. The Senate had previously adopted the report.

1965 Cost Survey Shows Slight Increase Over 1964

An increase of slightly more than one per cent in the net income for the "composite" weekly newspaper in 1964 over the previous year is noted in the 14th annual National Weekly Newspaper Cost Study. Net income was eight per cent of total income after a uniform deduction is made for publisher's salary.

Total income per subscriber for the "composite" newspaper was \$36.88 in 1964, an increase of 88 cents from 1963.

A total of 253 newspapers submitted reports for the 1964 study which was co-sponsored by the National Editorial Association, Newspaper Association Managers and cooperating state newspaper associations. Carl C. Webb, manager of the Oregon Newspaper Publishers Association and an associate professor of the University of Oregon's School of Journalism, directed this year's study and compiled all of the previous studies in this series.

The "composite" weekly newspaper is compiled from the 108 newspapers which submitted "perfect" reports by furnishing figures for each income and expenditure breakdown, along with linage figures for advertising, as listed on the reporting form.

Advertising accounted for 60.1 per cent of total income for the "composite" newspaper, 71.5 per cent of which came from local advertising, 9.6 per cent from national advertising, 11.5 per cent from classified, and 7.4 per cent from legal. The average income per inch of advertising was: local 83c; national 99c; classified \$.13; and legal \$1.37.

The "composite" newspaper's advertising linage in 1964 was divided as follows: local 78.1 per cent; national 8.6 per cent; classified 8.4 per cent; and legal 4.9 per cent.

Total circulation of the 108 newspapers from which the "composite" was made is 363,322, or an average circulation of 3,364-145 copies larger than the 1963 "composite" paper's circulation. Circulation income represented 8.8 per cent of total income, while commercial printing accounted for 25.6 per cent and miscellaneous for 5.5 per cent of total income.

Office salaries, excepting publisher's salary, were 16.4 per cent and shop wages were 25.8 per cent of total income. Materials expenditures were 17.1 per cent of total income.

The net income, including publisher's salary, was 14.1 per cent of total income but when an arbitrary figure of \$7,500 was subtracted for publisher's salary the adjusted net income dropped to 8.0 per cent of total income.

"Based upon the total study of the 253 newspapers submitting reports, we estimate that the total income in 1964 for the 8,061 weekly newspapers listed in the American Newspaper Representatives directory, with 250,360,031 circulation, was about \$790 million dollars," Webb said in commenting upon the 14th study.

350 Million Classifieds

An explanation for the growth of newspaper classified advertising, which rose to 350 million ads costing almost \$1,000,000,000 last year, was reduced to one word by Daniel L. Lionel, advertising manager of the New York Post. "Results," wrote Lionel in an article in Saturday Review, "Tangible, palpable, checkable results." He listed success stories ranging from a \$2,000 real estate commission on a \$6 classified investment to a classified ad helping form an organization that grew nationwide 1,000-chapter association to aid retarded children. Lionel cited a Minneapolis Star & Tribune study showing 84 per cent of its readers read the want ads at least once a week and 35 per cent make it a daily habit.

Just tell them, "I saw it in the Kentucky Press."

Keeping Adv. Sales At Highest Levels

Dr. Herbert Lee Williams, co-author of Newspaper Organization and Management says that constant solicitation of prospects must be maintained if sales are to stay high. He suggests these three things:

1. Use a Prospect List—See that no advertising prospect is overlooked. Make it a point to see a certain percentage of the non-advertisers every week. Start them with small ads at first and GET RESULTS for them.

2. Sell an advertising goal or quota—Daily, weekly or monthly it gives you an incentive to beat your own record or that of your competitor. Newspaper work can be the most fascinating game in the world.

3. Keep a simple advertising chart—It is so easy to get into a rut and blame your merchants for your lack of business. A simple chart will tell a story that may jar you or your staff out of a dangerous lethargy or smug complacency.

Judge a man's wisdom by his hopes.

Horse sense is the result of stable thinking.

Luck is always against the man who depends upon it.

Buy in six-packs and save up to 16%



(We now package many other parts this way with comparable savings to you.)

Commercial Job Prices Should Always Keep In Line

Buyers of commercial printing who raise cain about differentials in price between this year and last, or this printer and that, never seem to give a thought to the fact that we can pay anything from \$25 to \$500 for a suit of clothes, \$5.00 to \$50.00 for a pair of shoes, \$3.00 to \$30.00 for a hat.

But WHY is there such a wide variatin in printing prices? Well there's a reason just as good and logical as the reason for the variation in prices for most everything else we buy, from meals to motor cars.

Ink, for instance, varies from around 75c to as high as \$5.00 or even more per pound. Paper runs from 15c to 75c a pound, and even higher. Workmen of varying degrees of skill are paid from around \$1.25 to as high as \$4.50 an hour and maybe more. Equipment ranges from "adequate" to perfect precision.

Some printing plants, like some manufacturers, do work of poor to low quality; many strive earnestly to merit a medium rating on all fronts; a few are perfectionists who will deliver only the highest quality, and have the courage to charge accordingly. Good country shops, as a general rule, run the gamut... for the exacting buyer they will provide the best in raw materials and workmanship, for the price buyer they can, with a little effort, cut a corner here and there.

Quality and price are generally determined more by the buyer than by the seller. Experienced buyers will consult with the producer regarding paper stock, ink, design, folding, packaging; if a cheap job will suffice, they will frankly say so; if only the best will serve their purpose, they ask for the best; and they will cheerfully pay accordingly. The inexperienced expect the best at shoddy prices, and perhaps often pay high for shoddy work.

Nearly every business in every town everywhere is known and judged by FOUR essential factors; its advertising, its printed matter, its merchandise, and its personnel. And the GOOD business man never handicaps one factor by skimping on the other.

Helping The Aged

Each bank would want to set its own policy, but all might be interested in a National Bank which offers free checking service for retired people over 65. As a group, these people can be expected to have few deposits and checks to handle; they would maintain more than minimum balances. It could be a good business as well as good public relations.

Missouri newspaper publishers would do well to make at least one New Year's resolution concerning advertising orders from strange sources. A case in point is advertising for a small investment in vending machine described as "merchandising units." One of your readers is apt to invest his savings in such a venture, lose it and then blame your newspaper. Word of his loss soon spreads over town, to the detriment of the local newspaper. These ads often seem to guarantee a tremendous profit, almost from the outset. Very often, not only is the person who swallows the bait hurt,

but also most times those placing the ad fail to even pay for it. The same applies to display advertising from unknown agencies. A good policy to institute for 1965 is read all copy carefully and when in doubt check out whoever placed the ad.

If you think the world owes you a living, hustle out and collect it.

Life is like a mirror; it never reflects more than we put into it.

Remember, you can't lift yourself by downing others.

Trading Stamps



Dr. Eugene R. Beem, economist of The Sperry and Hutchinson Company, served on the faculties of the University of California, Kalamazoo College and the University of Pennsylvania's Wharton School of Commerce before joining S&H seven years ago. He is a vice-president and heads the S&H Research and Development Department. Here are his answers to three questions you may have heard - or asked - recently about trading stamps.

Some questions and answers

Q. Dr. Beem, a few food stores have dropped stamps recently. Why is this happening?

A. It's quite natural. Some stores drop, while others adopt a stamp program. It's the natural result of continuous striving of food merchants, in their highly competitive field, to find the most effective formula for attracting customers.

A store must match up well with its competitors on many points - price, quality, parking, advertising, and so on. Like all forms of promotion, trading stamps are subject to continuous scrutiny and testing.

I look for increased activity by food chains in testing the ways a store spends its promotion dollar. But, on balance, I foresee the continued growth of the stamp industry. Our first quarter sales are up 5.5% over last year. This compares to a predicted increase of 3.5% overall for the national economy.

Q. What is the effect of stamps on prices?

A. Minimal. Despite many attempts to show that in some unique way trading stamps and higher prices go together, no one has been able to produce a reliable study establishing this as a fact.

The U. S. Department of Agriculture produced a most exhaustive and authoritative study in 1958, covering food prices over a three-year period. It found a tiny price gap of six-tenths of

one per cent opening up in favor of non-stamp supermarkets. But, the report pointed out, even that tiny difference "may have been caused in part by the non-stamp stores lowering the food prices to meet the competition of stores adding stamps."

A special series of studies by Verne A. Bunn of the University of Wichita, compares prices in areas where stamps are restricted, and in areas where stamps are freely used.

Bunn's latest study, completed this spring, confirms earlier findings that there is "no evidence that stamp use leads to higher retail food prices."

Q. How do trading stamps affect local retail advertising?

A. They usually tend to increase it, in two ways. Trading stamps are a stimulant to free competition, and experience has shown that one result after stamps are introduced in an area is an increase in ad lineage. Stamps are an attraction with which a merchant hopes to increase his business. As such, they are something to be advertised - not a substitute for advertising. In addition, the response from non-stamp merchants usually is more lineage about their attractions.

An American Way of Thrift Since 1896



ANPA Suggests Method To Stop Adv. Piracy

In 1963 American Newspaper Publishers Association published an advertising bulletin dealing with the problem of how newspapers could protect themselves against piracy of un-copyrighted advertising material. In that bulletin it was stated that newspapers have a common law property right in advertisements which they originate and create.

As a result of several patent law decisions rendered by the U.S. Supreme Court in 1964, there now seems to be substantial doubt that the courts will protect victims of ad piracy, where uncopyrighted material is involved.

The ANPA General Counsel was asked to examine this matter in view of recent court decisions and to suggest what a newspaper may do to protect such material. After pointing out that neither the possible enactment of federal remedial legislation nor the filing of common law actions for unfair competition appeared to offer a presently reliable means of protecting against ad piracy, the General Counsel suggested the following:

1. Copyright the newspaper, including the ad copy, which is created or composed solely by the newspaper or its employees.
2. Where advertising material is created partly by the newspaper and partly by the advertiser, or his agent, the newspaper should secure the copyright interest by written contract.
3. Where ads are created solely by the advertiser, who is willing to relinquish the copyright to the newspaper, the newspaper could insert the copyright proprietor's notice of copyright when using the ad.

FTC Chairman Paul Dixon declared this week that FTC will enforce its order requiring health-hazard warnings on cigarette packs and in cigarette advertising unless Congress says specifically "NO". FTC bases its order as "justified under the findings of the Surgeon General's advisory committee."

Dixon further claims that failure to give warning of possible health hazard in the sale and advertising of cigarettes is "false, deceptive, and misleading" which is forbidden by law. Congress now has several bills in routine now to modify FTC action which would go into effect July 1.

As evidenced so far, there are many pro and con arguments on the dangers of cigarette smoking with worthy opponents on each side. So our health may be regulated by legal action July 1—and legitimate advertising ditto.

Monsters Soon Will Appear

Charles T. Lipscomb, president of the Bureau of Advertising of New York, told a joint convention of the National Newspaper Advertising Executives Association and the California Newspaper Advertising Executives Association recently at Dan Diego that monsters will soon appear in advertising.

Frankenstein's well-known monster (the infamous Count Dracula, and a host of other horrors will grace the pages of newspapers in ads selling everything from dress shirts to cough drops. A possible ad cited by Lipscomb shows a resurrected mummy in dirty bandages which explains it would look nicer wearing a certain name brand bandage.

The reason: One of the largest markets is teen-agers and they like monsters. "You have to speak to them in their language," Lipscomb explained.

ZIP Code Provisions Run Into Difficulty

A showdown on the ZIP Code bill approved by a House subcommittee did not come off on schedule July 15 and one important part of the bill will be incorporated into other legislation to raise the pay of postal workers. The earliest date the ZIP bill could be brought before the full house Post Office Committee is July 29.

Ted Serrill, with a magazine and a trade journal representative, called this week on Rep. Arnold Olsen (D., Mont.), author of the bill to delay mandatory ZIP Coding until 1970. He listened attentively to the joint view of the publishing representatives, all of whom are supporting the P.O. order to make the ZIP Code mandatory in 1967. P.O. officials are confident they have the votes to defeat the Olsen bill (H.R. 9551) if it is brought to a vote of the full committee.

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



**Yep! We All Read
The Funny Papers**

That the 'funny paper' is an American institution was confirmed recently when a survey conducted by Boston University revealed that 112 million Americans, ranging in age from 7 to 70, read comics. Survey results showed that adults comprise 72 per cent of the total audience; 80 per cent of all children from 7 to 12 are comic readers, and 77 per cent of children from 13 to 17 years old read comics regularly. Oddly, the survey conclusions revealed that better educated and higher income families read Sunday comics more often than lesser educated and lower income families.

Comics Magazine Association of America, Inc. (CMAA) reports that hundreds of libraries throughout the world, and numerous schools and colleges (including Harvard) have purchased "Americana In Four Colors" by John L. Goldwater. The book was published by CMAA and provides a comprehensive view of the comics medium. Copies are priced at \$1 each and can be obtained from CMAA, 300 Park Avenue, South, New York, N.Y., 10010.

ANR Buys Greater Weeklies

ANR has bought goodwill and rep contracts for 126 weeklies from that organization, according to announcement by ANR manager, Warren Grieb. Four key personnel will move to ANR offices to help with the transition and increase sales efforts. The change works greatly to the benefit of all newspapers, since a more unified service can be offered advertisers. Terms of sale are \$20,000 plus one and one-half percent of billing from GW newspapers for one year.

A 5% sales increase and a 10% gain in profits are predicted for the first half of 1965 by a majority of merchants participating in the National Retail Merchants Association's survey. Of the 185 store executives representing 3,366 retail units 87% said business will increase in the first half of the new year. Only 1% believe sales will decline and 12% look for sales to remain the same. As for profits, 65% say profits will be larger, 5% believe they will be lower, and 30% say profits will match those of the previous year. The expected improvement in retail business is linked to: A rise in credit sales; heftier sales in basement stores; greater emphasis on imported merchandise; internal changes—including speedup of stock turnovers, better markups and sharper inventory and expense controls. They report best sellers will be blouses and sportswear, followed by dresses and girls' and teen-wear.

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business with the hope that the information will be helpful.)



**20th
CENTURY CALLING!**

"Happy Birthday, Granddaddy. I've grown another inch!"

"Two council members arrived in Quebec today. The meeting has been set for the 11th."

"The supplier in Amarillo said the shipment would be two days late."

"Don and Betty said they'll get us some honey at Maple Corners on their way down Saturday."

This is the sound of today's news as it travels over a vast telephone network.

You've probably heard of Direct Distance Dialing (DDD). It's a still-growing dialing service that handles long distance, station-to-station calls which you dial yourself. To use it, you dial the access digit, the area code number (if it's not in your area) and the telephone number you want.

This network can connect you to over 84 million telephones in thousands of towns and cities across Canada and America.

If you'd like more information, call your local telephone manager.



Southern Bell
... Serving You

Drive On Deception

FTC Chairman Paul Rand Dixon announced a "nation-wide drive against consumer deception and unfair competitive practices." Dixon said "the principal target of this drive will be false and misleading advertising." The announcement took the form of a notice to the staff calling on employees to develop "an increased sense of urgent purpose." The memorandum referred to "thousands of complaint letters received from outraged consumers" and cited a demand from Congress for stepped-up regulatory efforts."

Now is the time to get your big special back to school issue going. More children than ever are going back to local schools; more young people will be leaving for college than ever before. Early September offers local merchants a great chance to sell clothes, school supplies, luggage, etc. Draw up ads now; see that editorial staff starts collecting local information to make a section most interesting.

The Minnesota² Board of Pharmacy is considering issuing a rule prohibiting the advertising of prices on prescription drugs. Representatives of the Minnesota Newspaper Ass'n have been talking with the MBP seeking to find by what authority they can stop such advertising and if the proposal isn't just a move to fix prices on prescriptions.



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 —

All the arguments newspapers use in attracting news industry to a community should also apply to the newspaper itself. Institutional copy about your newspaper telling readers what the paper does for the community is vitally important to building goodwill, the morale of your employees and the word of mouth boost of your product. If you print an unusual commercial job or

have an unusually large press run, tell your readers about it. If you run an odd classified or exceptionally successful display ad, don't be shy, tell your readers about it in your column or a special story. Perhaps five per cent will regard it as bragging, but the others more than likely will look upon it as a plug for the community or local business, etc.



This is your pipeline to facts for feature stories about Gas

This phone sits on the desk of John Potter of Texas Gas Transmission Corporation. He's the man who can supply you with facts for news and feature stories that will interest every one of your readers who uses gas.

■ For example, in a typical area served by Texas Gas, for the price of a stamp—4¢—you get enough gas to...*Cook breakfast every day for a week...Operate a refrigerator for 20 hours...Heat enough water for four baths...Keep a three-bedroom home warm for an hour on a cold day...Heat a gas clothes dryer to dry the laundry for a family of four...Dispose of a day's garbage and refuse in a gas incinerator.* ■ Call John Potter whenever you need facts about gas and gas appliances. Or, put that 4¢ stamp on an envelope and write to him at the address on the right. He will be pleased to work with you.

TEXAS GAS

TRANSMISSION CORPORATION
P. O. Box 1160 • Owensboro, Kentucky
Tel. MU 3-2431

SERVING THE BIG RIVER REGION

this is how K.P.S. helps the advertiser



THE HARD WAY

CONTRACTS FOR EACH NEWSPAPER	SPACE ORDERS FOR EACH NEWSPAPER	TEARSHEETS AND BILL FROM EACH NEWSPAPER	CHECKS TO EACH NEWSPAPER
ACCT. EXEC.	ACCT. EXEC.	CHECKING DEPT.	EXEC.

THE K.P.S. WAY

ONE CONTRACT	ONE ORDER	ONE BILL	ONE CHECK
ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.

this is how K.P.S. helps the publisher



THE HARD WAY

CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS	NON-UNIFORM INSERTION ORDERS	EVERY ONE CHECKS TEARSHEETS FOR BILLING	MANY CHECKS TO ENTER AND CREDIT
PUBLISHER	PUBLISHER		BOOK KEEPER

THE K.P.S. WAY

ONE CONTRACT	UNIFORM INSERTION ORDERS	FOUR COPIES OF NEWSPAPER TO K.P.S.	ONE CHECK FROM K.P.S. TO NEWSPAPER K.P.S.
PUBLISHER	PUBLISHER	PUBLISHER	BOOK KEEPER



Where?

When the question is "Where shall we put that new plant?" the answer is "Ask your nearest PLANN link."

PLANN—the initials of Plant Location Assistance Nationwide Network—is made up of industrial and area development departments of 148 electric companies in 49 states.

It is an efficient, fast, free, confidential service available to any firm, consultant, industrial realtor, railroad or any organization engaged in locating a manufacturing plant.

When an industry determines which areas in the U.S. it is interested in, a single phone call to its nearest PLANN-linked investor-owned electric company will put the industry in contact with the professional plant location assistance required.

For plant site data, or more information on PLANN, ask

Ask

PLANT LOCATION ASSISTANCE



NATIONWIDE NETWORK



120 S. Limestone St., Lexington, Ky. 40507