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# The Kentucky Press

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VOLUME 33, NUMBER 8

July  
AUGUST 1967

EIGHT PAGES

## State Journal, Voice-Jeffersonian Win Sweepstakes Awards

### Glasgow Daily Times: Jefferson Reporter take Second Places

The Frankfort State Journal and the St. Matthews Voice - Jeffersonian, have won first place awards in the Kentucky Press Association's Sweepstakes division in the 1967 Newspaper Production Contest. The awards were presented to the newspapers which accumulated the greatest number of points as a result of placing in the other divisions of the contest.

#### Glasgow Places Second

The Glasgow Daily Times and The Jefferson Reporter took second place honors in the Sweepstakes division, with The Bath County News-Outlook and the Woodford Sun tying for third place in the weekly division and The Winchester Sun taking third place in the daily division. Honorable mention awards went to the Russellville News-Democrat and the Cynthiana Democrat in the weekly division, and The Middlesboro Daily News in the daily group.

#### Presentation Held Up

The presentation of these awards was held up for a month due to a misunderstanding in the shipping of the entries to their out-of-state judge. Normally, the presentation is made during the annual summer convention, but this year, the Best All Around contest entries were misplaced enroute to the judge, and the tabulation of the sweepstakes winner had to wait until the entries could be found.

#### Thought They Were Envelopes

After much correspondence, haggling, begging, ranting, raving, and despair, the KPA office finally found that the entries in the Best All Around contest had been received in the judge's plant many months ago. Unfortunately, they arrived at the precise moment that the paper was expecting a shipment of envelopes to arrive. Upon opening the box and finding no envelopes, a warehouseman promptly stored them away in some dark corner and forgot about them. An untimely death in our judge's family took him out of town at that point, and the error with the entries was not discovered until some time later, when a phone

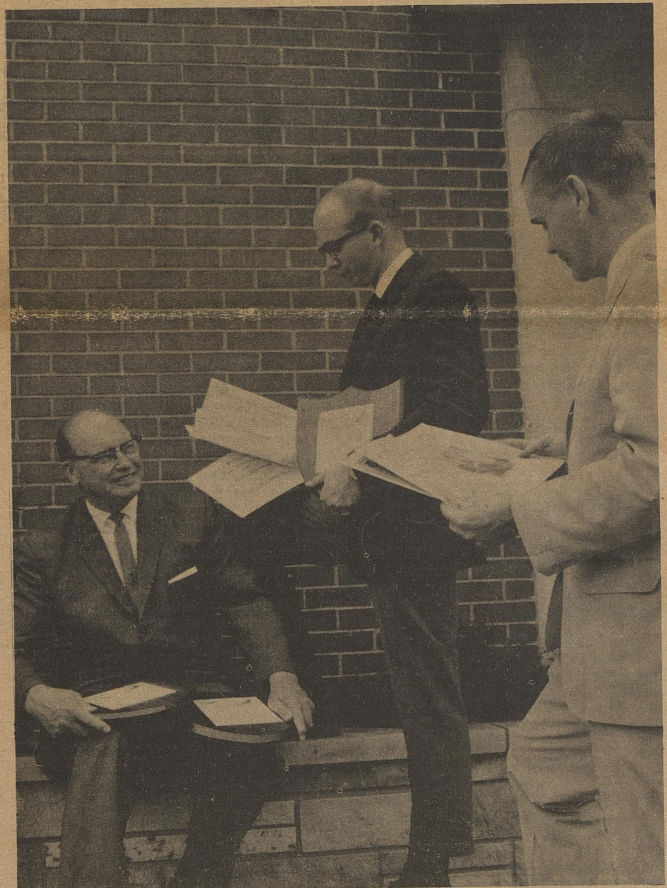
call from your KPA office resulted in an all out search for the missing Kentucky newspapers.

#### Four Winner in Best All-Around

There were four class divisions in the Best All Around Contest. The Class One contest was won by the Bath County News-Outlook. Class II winner was the Anderson News, in Lawrenceburg, and Class III was won by the Jefferson Reporter. The Class IV (daily) division was won by the Frankfort State Journal. Second place awards went to the Carlisle Mercury, The Woodford Sun, the Kentucky Standard, and the Park City Daily News. Third honors were taken home by the Edmonton Herald-News, the Breckinridge County Herald-News, the Shelby News, the Commonwealth-Journal, and the Mayfield Messenger. Honorable mention awards go to the Carlisle County News and the Fulton News, The Russell Springs Times - Journal, The Voice-Jeffersonian, and the Glasgow Daily Times.

#### Judges Scattered

Some complications were realized this year due to the fact that the contest judges were scattered all over the country. Of course this gives us an impression as to how we appear to other publishers and qualified persons, who aren't familiar with Kentucky newspapers. It is hoped that some revisions can be made in the set-up next year in order to eliminate our logistics problem, but it seems to be the opinion of the majority that the impressions that other people have, particularly the opinions of qualified out-of-state publishers, can aid us in improving our own publications.



For the first time in its history, The Voice-Jeffersonian captured the top Kentucky Press Sweepstakes award, the only year the paper had even come close. Seated, Publisher Al J. Schansberg flashes a big grin to son, David the papers general manager and editor Joseph Oglesby, right. The Voice captured 10 awards, including four firsts.

## Automatic Mailing System Expanded

Kansas City, Mo.

Easy conversion of mail circulation to an automatic system was explained recently to members of the Midwest Circulation Managers Association by Leon S. Reed, circulation director of the Arkansas Gazette, Little Rock.

The Gazette first selected renewal dates and tried to space them to come up during the low work load periods in the office. Jan. 1 was selected for the renewal date of yearly subscribers, April 1 and Oct. 1 for six months subscribers. Anything less than six months was not accepted unless it was a one-time order. Price

was adjusted to make three months subscriptions uneconomical.

Then, one year prior to "change over day" the Gazette began to advise subscribers that this was being done to reduce the service cost of mail subscriptions and hold off a current increase in the price of mail

Continued to page 8

**THE KENTUCKY PRESS**  
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 James L. Crawford (At Large)  
 Donald B. Towles (At Large)  
 Tommy Preston (At Large)  
 Larry Stone (Past President)

**GUEST EDITORIAL**

**A menace to all**

Reprinted from the Winchester Star

Let's go to the races. It's not necessary to drive to Indianapolis or some other distant point - the races are right here in Winchester. That's right, you can find a good race almost anytime you want right here in Winchester.

If you're a Doubting Thomas, then drive around town some night and just observe what happens. For that matter, racing is not limited to evenings only. The race track may be South Main Street, West Lexington Avenue, the Maple Street Expressway or any of a number of city streets. Chances are you'll recognize some of the drivers. In fact, you may even be one of them.

Perhaps some of us do not realize we are speeding as we drive along the busy thoroughfares of our community. Perhaps we are just moving with the flow of traffic; or maybe we're more concerned about getting to a meeting or hurrying home to

do some chore.

Because, of our hurry, we often do things we would not do if we paused to think of the consequences of our actions. Did we pass another vehicle improperly and run the risk of causing an accident? Did we ever stop to think what would happen if a child should run out from between two cars and into the path of our vehicle? Granted, it might not be our fault, but how much consolation will that give a grief-stricken family?

Some of those guilty of speeding, "scratching off" and other acts of reckless driving, are teenagers, who because they are operating vehicles with 300 horsepower, think they have arrived. Perhaps they're just letting off excess steam when they speed, but there are better ways to utilize energy than endangering lives.

We should all re-appraise our motoring habits and eliminate any which are not conducive to safe motoring, especially speeding on city streets.

**Jack-Notes**

By A.J. Viehman, Jr.

For those of you who started my column last month, read into what seemed to be a ridiculous blind alley, and then decided that "Jack has gone off his nut," I've decided to finish what was left out last time.

Well, another convention has bitten the dust. We hope that all of you who attended, had a good time. Our only regret is that the Weatherman didn't co-operate as well as we would have wished. The thought occurred to me, while looking out at the drizzle, that there just isn't a heck of a lot to do in a State Park when it rains. With the exception of the newspaper contest, everything seemed to go smoothly, and we're thankful for that. Next year, we plan to be at Cumberland Falls, and program chairman, Jim Lee Crawford, has promised us some new and exciting activities. We're going to make our plans well in advance, in order to provide you with the kind of summer entertainment, that you're sure to enjoy.

One interesting development took place during this last meeting, which some of you good country people should get a kick out of. As most of you know, I not exactly what you would call a farm boy. Having grown up in a city of some 700,000 people, the closest that I had been to the country was a drive through it on a Sunday afternoon. Mind you, I said a drive, because we never got out of the car in order to acquaint ourselves with all of the farm animals which one sees grazing on the hillsides. This brings me to the real meat of my story. A number of years ago, while living in Lexington (my Dad worked here for about three years), my folks must have gotten inspired over all of the horses in this area, so they decided that their son was going to learn to ride. Naturally, the first step was to back the new used car out of the driveway, and point it toward Joyland Park, and the pony track. This ritual was repeated every weekend, and after a while, I had singled out one pony as "my own." He would be asked for each time we appeared, and things seemed to be going swimmingly, until one day "my pony" was not there. As a second choice, I climbed aboard another pony, who apparently resented being a second choice, for he proceeded to run away with me. From that time on, I have disliked horses. I was so strong in my dislike that I could almost, with clear conscience, cheer the world's foremost glue bottlers. I can even remember asking a girl to return my fraternity pin, when I learned that she had wangled a weekend invitation for me, at the country home of some of her friends, who were planning a weekend of horse back riding.

My story does have a happy ending, though, for while I was at Kentucky Dam, it was suggested that I go horseback riding. Not wanting to appear too cowardly, I donned by best pair of jeans, and strode up to one of the four legged things and climbed right on. To my amazement (and enjoyment), I discovered that I really had a great time riding. My mount turned out to be a gaited horse, and by a little leaning in the saddle, a couple of kicks, a hard slap, and a hurried silent prayer, I managed to get him to do something besides walk. The wonder of the whole thing is that now I've decided that I wouldn't mind owning my own horse. Of course, my wife and my parents are certain that I'm rapidly becoming insane, but nevertheless, horse lovers everywhere, I am one of you now.

Don't forget to mark your callenders for the Circulation and Advertising Division meetings coming up this fall.

A quiet holiday was observed in Peacham, which settled in 1776, is as old as Independence Day itself, and was terminated by fireworks display at dusk. - Barre-Montpelier (Vt.) Times-Argus.

**Kentucky Press Has New Home**

This issue of the Press marks the first time that it has been published outside of Madisonville since we started the publication up again last January. We are now being printed in St. Matthews, by Al J. and his son, David Schansberg, who also publish the Voice-Jeffersonian. It is our thinking that the closer proximity between Lexington and St. Matthews will enable your editor to learn more about the "innards of newspapering."

I wish to sincerely thank Ed Arnold, Bally Anderson, and all of the fine people in the Madisonville publishing Company, who worked hard for us these six months, in order to bring your Kentucky Press to you.

**GUEST EDITORIAL**

**Sandburg's own monument**

Reprinted from the Henderson Gleaner-Journal

There is something significant in the fact that Carl Sandburg's final resting place will not be marked by a marble slab. His body is to be cremated and the ashes scattered around Remembrance Rock near his birthplace in Galesburg, Ill.

Carl Sandburg has already left his mark on our times with or without any monument. His biography of Lincoln on which he spent 20 years in research has been hailed as magnificent literature. His poetry featuring the common man, the farmer and industrial worker of the Midwest broke the tradition that one had to be from New England to write a really great poem.

He was an earthy man, drawing his strength from the soil from which he sprung. And when he transferred his residence from the Midwest to the hills of North Carolina for his final years he was merely seeking a continuation of the ruggedness which had marked his boyhood and early manhood.

He believed in America and what is more important he believed in the men who toiled in its shops and on its farms. He sang their songs and no one can deny their beauty.

The many honors that came to him during his lifetime, Pulitzer prizes, the restoration of his birthplace are fitting testimony to his influence on the literature and life of his age.

Stone would be a cheap substitute indeed for that which already marks his place in history.

**GUEST EDITORIAL**

**Every 7-year-old hoodlum needs a lawyer**

BY RUSS METZ  
 Publisher of the Bath County News-Outlook

So they picked up this kid, see, on an arson rap. It wasn't the fuzz that grabbed him but the fire laddies. They said he had set fire to his grandma's couch.

Nah, he wasn't a teenager. He was seven years old; a first offender. But everybody knows that seven is the dangerous age, especially for a kid with matches. And this seven-year-old tried to burn his granny's couch. Anyway that's what the firemen say. But how do they know for sure? They might be tryin' to frame him. Maybe he's one of those fresh kids that hang around the fire engines and mess up the brass.

But this kid is gonna get a fair trial, see. The time is past when a kid can be tried, convicted and punished by his ma or grandma. If a kid gets in trouble he's now protected by a ruling of the Supreme Court, and he's entitled to all the trappings of modern justice--lawyers, judges, appeals, bondsmen, no bugging, ball, habeus corpus the works.

The kid mentioned would have been treated summarily only a year ago. Granny would have tanned his hide and that would have been the end of it, except maybe for a traumatic experience that would have required calling in Dr. Spock, provided he wasn't away from his office demonstrating somewhere. And even if he did not suffer a traumatic experience from the spanking he'd have been very cautious with matches, especially around grandma's things.

But in this enlightened era things are different. This seven-year-old happens to be from New Jersey and the County Judge has assigned a lawyer to represent him. The press quotes the Judge as pointing out that under the Supreme Court's decision the youngster is entitled to all the constitutional guarantees granted adults in criminal cases. However, the name of the boy is not given because he is a juvenile. Proceedings too will be private, not be-

cause they may also prove to be juvenile, but because it's a juvenile court.

In short, thanks to Chief Justice Warren and his merry men, this kid is going to get everything that's coming to him in the way of justice. Including, we presume, the right to carry an appeal all the way up to the U.S. Supreme Court which started the whole thing.

Wait until word gets around to the second and third graders!

Out in California, where they grow a lot of nuts, a curious new custom was recently started in churches which might be described as Orthodox Liberal. To express their outrage when a convicted murder was executed--the first in 10 years--certain clergymen tolled their church bells.

Said Mrs. Ronald Reagan, wife of the Governor: "I think it would be nice, too, if they rang church bells every time a man is murdered."

**Miss Nettie Wills has a popular column**

By Miss Nettie R. Wills,  
 Salt Lick, Ky.

July 9, 1967. Well, the 4th passed here quietly. So quiet you could hear a pin drop, if you had one to drop. All week the weather was cool enough for some people to have fire in fire place or stove, but we didn't. But I stacked up a big stack of weeds and brush here below the house where the walnut log was removed and set the weeds on fire. They were so damp they couldn't blaze up for awhile so the biggest volume of smoke rolled up and spread all over the valley. Bill Norris' were the first ones to see the smoke and Ethel ran to telephone and called down to Willie Hunt, that their Aunt Nettie's house was

Continued on page 5

**WILLIAMS**

Don Hulette, M...  
 of the past aw...  
 past few years...  
 the president...  
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 award in the...

**Ke...**  
**Ke...**

# WINNER

# Sweepstakes & Best All-Around

# Class 4

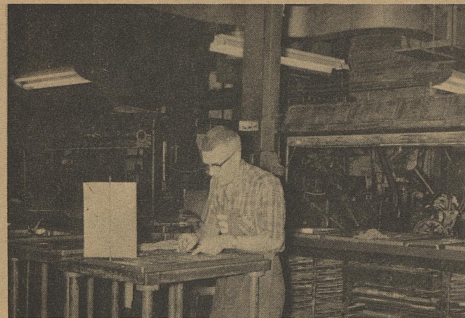
# The State Journal



ONE OF KENTUCKY'S GREAT NEWSPAPERS



Don Hulette, News Editor of the Frankfort State Journal, poses with some of the past awards which this prize winning newspaper has received in the past few years. S. C. Van Curon, the Editor of the State Journal is also the president of the Kentucky Press Association this year. The State Journal won the Best All Around award, in addition to the Sweepstakes award in the 1967 KPA Newspaper Production Contest.



Eddie Cowherd, the Mechanical Supt., helps to make the State Journal a consistent winner in KPA contests.

## KNOW 2 BIG REASONS WHY TRADING STAMPS WORK?

Trading stamps are more effective than any other promotion because they have two rare distinctions:

- 1 They put right back in the customer's pocket the money the retailer paid for the stamp promotion in the first place.
- 2 They reward the customers fairly—in proportion to how much each one spends.

S&H is able to pass on more total value than the cost of the promotion—more than the retailer paid for the stamp service—because it buys merchandise in great quantities for more than 70 million S&H Green Stamp savers.

Buying wholesale, and using modern methods to keep distribution costs low, S&H is able to provide brand-name merchandise that represents a 2½ per cent discount on every purchase!

The S&H retailer gives each customer one stamp on every 10 cent purchase. The more the customer buys, the more stamps he or she gets. This is quite unlike other forms of promotion where only one person—the lucky winner—takes something home. For instance, an average food retailer doing a \$1.2 million business per year, could give away six autos a year for the same cost as stamps. That way six, out of thousands of customers, are rewarded.

But *everyone* takes home extra value every single time they shop where S&H Green Stamps are given.

An American way of thrift since 1896



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order specifying what you want in which Newspapers when—

#### One

complete set of tearsheets—

#### One

complete and correct bill—

#### One

check in full settlement.

Yes, we can help you in other states. No, our service doesn't cost a cent extra.

**Kentucky Press Service, Inc.**

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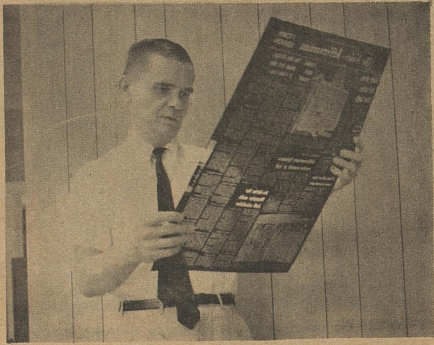
# WINNER

## WEEKLY DIVISION Sweepstakes Award



One Of Kentucky's Award-Winningest Newspapers

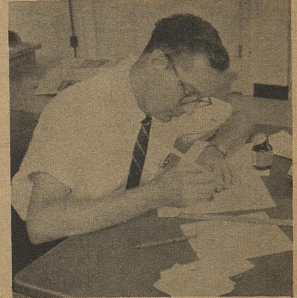
# The Voice-Jeffersonian



Editor Joe Oglesby's news department captured five awards, including best feature and front page awards.



Mrs. Bonnie Hall of The Voice's award winning composition department begins paste-up work on "The Kentucky Press" pages.



The Voice's five man advertising department features a layout-service man in C. Roger Gernert.



Much of The Voice's circulation growth is attributed to its "all-woman" circulation department. Mrs. Stella Thomas, front, works with department manager Mrs. Hilda Hill.

**NEWSPAPERS GET THINGS DONE**

NATIONAL NEWSPAPER WEEK  
OCT. 8-14, 1967

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IS WHERE THE HEART IS

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# WINNER

## Best All-Around Class 2

# The Anderson News

### Prize winning paper started on Rock Fence

Yes Sir! That's right! The Anderson News in Lawrenceburg did get its start on a rock fence, at least in its present location. Here is how the story goes.

Mr. R.E. Garrison, Sr. bought the paper back in 1921. When he died in 1945, R.E., Jr., the present publisher took over. At that time, the circulation was in the neighborhood of 2,000. The paper used to be published in a store just up the street, but Mr. Garrison had his eye on the building which is now "home" for the Anderson News. Unfortunately, there was a grocery store located in the building, and they had three years left on their lease. Mr. Garrison asked them if they would consent to occupy the space where the paper was, so that the News could move down the street. After they consented Mr. Garrison purchased the building. That was in 1950. Just three days after they bought the building, a fire broke out and did considerable damage to the up-stairs apartment. A flat bed press was purchased sight-un-seen, from a firm in Des Moines, Iowa, under the condition that the press would not be shipped before a certain date. Before it could be installed, the old wooden floor in the building had to be torn out and three feet had to be filled in. This is where the rock wall came in. It was used for the fill.

Needless to say, the shipping of the press didn't go too smoothly. It was torn down and shipped before the agreed date, and there was no place to put it. Mr. Garrison found a shipping dock that belonged to a man who was willing not to use it for a couple of weeks. Fortunately there was a partial roof over the dock, so there sat the press until the building was ready.

Mr. Garrison joined Greater Kentucky Publishers, Inc. last year. This was Kentucky's first central printing plant. On August 11, 1966, the first copies of the Anderson News rolled off the new press.

Non-smokers are screaming that the U.S. bureau of wealth and welfare should have equal time with cigarette advertising on tv. - Loveland (Colo.) Reporter-Herald.

He will undergo surgery on his check bone. - Hillsboro (N.D.) Banner.

ANR SELLS  
YOUR PAPER  
EVERYDAY



Mr. R. E. Garrison, Jr. is joined by his staff for this family type portrait. Mr. Garrison said that it was hard to find this many people standing still the day before press day.



The Anderson News in Lawrenceburg, has been a winner of state and National awards for years. The paper, which is printed at the Greater Kentucky Publishers, Inc. plant in Shelbyville, converted to offset last August.



This is where the prize winning is done.

### Interns Average \$84.50 Per Week

Summer interns in journalism from the University of Kansas are earning an average of \$84.50 weekly. Fifty-two students from the William Allen White School of Journalism at K.U. are employed as interns in the mass media this summer, and 42 of those responded to a salary questionnaire. Thirteen of the 42 are earning \$100 or more a week, and 18 more are paid between \$75 and \$100. Three students making \$125 weekly top the pay scale; one at \$40 is at the bottom. Twenty-four of the interns are working on news staffs of newspaper for an average of \$84.10.

Editor and publisher

### Miss Nettie's Column

Continued from page 2

on fire and my sister, Edna was the next one called. She took a look over this way and says, huh! thats some of Nettie's doings. Ha! Ha!

When burning trash, I like to see a big smoke in day time and the big blaze at night, I've got a lot of burning to do if I get the weeds and briars and bushes cut. That's going to be a lot of hard work for me to do with only a goose neck hoe.

Blackberries are ripe. I gathered 1/2 gallon for a pie today. They were large, luscious ones off briars that lay close to the ground. Weeds are way over my head to get where they grow.

I take a hoe with me to thrash away into the patch and be ready for the snakes. I've seen four good size ones, but they all rushed out of sight when they saw me. That's the way I want they to go. Ha! Ha!

We had our first blackberry pie the 4th. My niece, Mildred and George

Continued to page 8

### ECONOPAKS



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

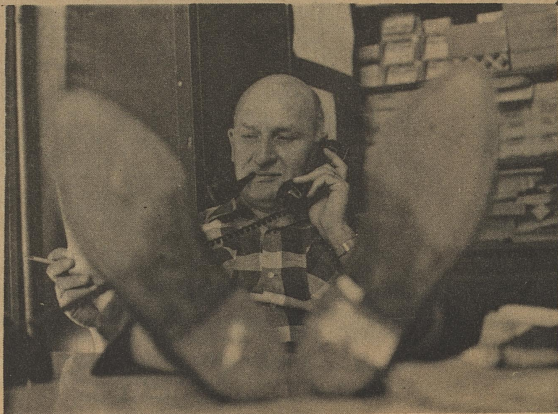
# WINNER

## Best All-Around Class 1

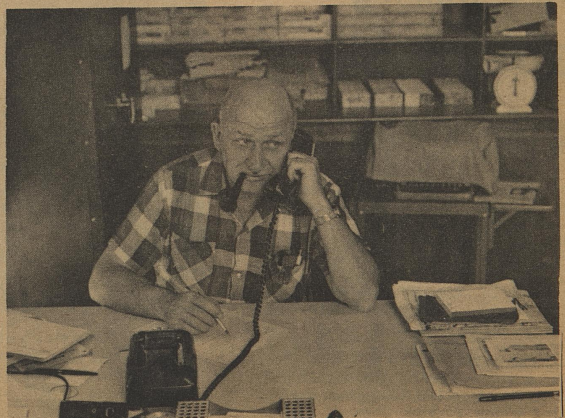
National And State Prize-Winning Newspaper

Prized By Its Community

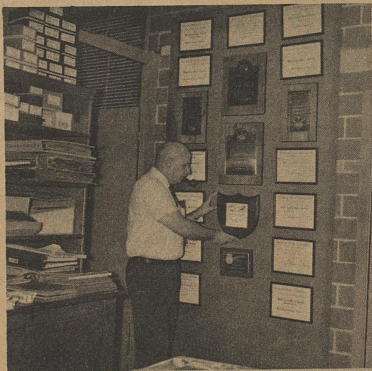
# THE NEWS *Bath County* OUTLOOK



"Bath County News-Outlook ---- Busy newspaper people to serve a busy community."



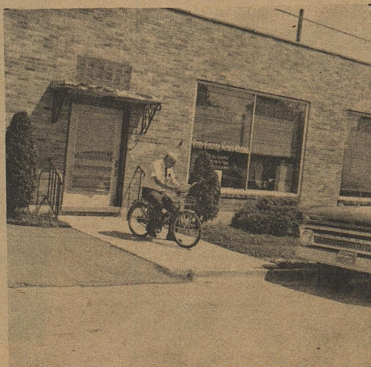
"What's that? . . . while whittling up at the court house . . . is it severe?"



"Who's been messing around with my Plaque?" (Editor's note: Those plaques just above the one that Russ is straightening are National Awards.)



"Do we have room for just one more ad?"



"If I hustle, maybe I can finish my route by supper time."



Look who's stuck with the dirty work.

# WINNER

# Best All-Around

# Class 3

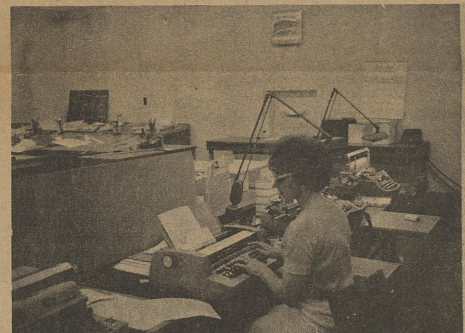
Honored For  
Excellence  
In Kentucky  
And The Nation

# THE JEFFERSON *Reporter*

Serving Southeastern Suburban  
Louisville and Jefferson County



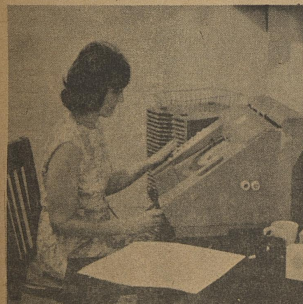
Above: Secretary-Manager, Viehman, presents the plaque for Best All Around class III, to Peter Conn, the editor of the Jefferson Reporter. Looking on is Emily Asbury, the former editor, who is now active in suburban newspapering in the Cincinnati area.



Margie Puntieri is shown operating the new IBM Selectric Composer.

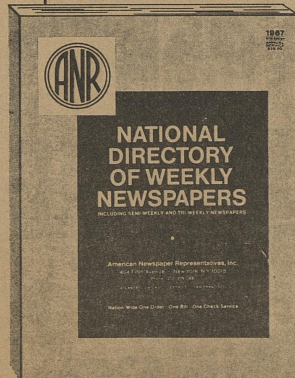


Publisher Lewis Conn checks some of Donna Jackman's work.



Lucy Mason is working with the Varsity Headliner.

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Tear out this ad...  
Fill in the coupon...  
Mail with your check

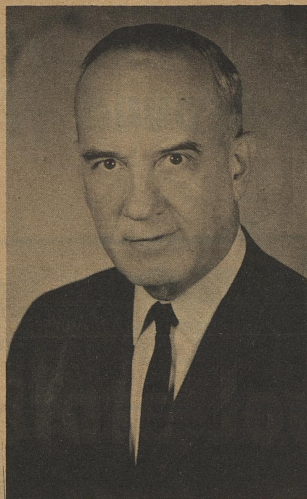
## Biddle Elected President of N.N.A.

RICHMOND, Va. -- John H. Biddle, publisher of the Huntington (Pa.) Daily News, was elected president of the National Newspaper Association at its 82nd convention here.

Biddle, vice president for the past year, succeeds, Walter B. Potter, publisher of the Culpeper (Va.) Star-Exponent and four Virginia weekly newspapers, who advances to Chairman of the NNA Board of Directors. Verle V. Kramer, Gibson City (Ill.) Courier, was elected vice president for 1967-68 and J.M. Cornwell, Murray (Utah) Eagle, treasurer. Elected to three-year terms on the board of directors were Walter V. McKinney, Hillsboro (Ore.) Argus; Ed K. Livermore, Sapulpa (Okla.) Herald; and Walter W. Grunfeld, Marathon (N.Y.) Independent Newspapers. George Joplin III, Somerset (Ky.) Commonwealth-Journal, was elected to a one-year term.

Theodore A. Serrill will continue as executive vice president with his contract renewed for five years. Nancy Mahood continues as corporate secretary.

NNA, the largest and oldest national newspaper trade association in the United States, represents 6,700 community weekly and daily newspapers. The association, formerly known as the National Editorial Association, has its headquarters in Washington, D.C.



President of NNA  
John Biddle

Biddle served as NNA treasurer for eight years. He also is president of the Bedford Daily Gazette and the Bedford Inquirer, publisher of the Mount Union Times and vice president of Niles Publishing Co., Niles, Ohio, publishers of Niles Daily Times, Hubbard News-Reporter and Girard News. Biddle is vice president of Progressive Publishing Co., publishers of the Clearfield Progress and Danville Daily News.

## OF FOLKS AND FOOTLOGS

### Miss Nettie's Column

Continued from page 5

Mohring of Decanter, Ill., came along visiting all of their relatives and they ate supper with Clifford and the next night with Minnie and I, Mildred and I gathered the berries for the 4th but she left here to spend the night with Edna and then left for home next morn, had to get back to work.

We had visitors from Huntington Park, California a few days ago. They were Mr. and Mrs. Jack C. Dulaney. We knew Mrs. Dulaney before her last marriage as Tallie Carter, her sister, Mrs. Zelma Fulton of Salt Lick, Tallie's daughter, Mrs. Diana Taburn, Midland and Mrs. Edna Smitty, Dayton Ohio.

Jack and Tallie took a lot of pictures of us and said they would be in the movies. I guess the camera got busted, we never heard from them again. Hello, Mrs. Gladys Lawrence, glad I'm making some elderly folks happy by reading my scriblings. Mrs. Mary Ensor, what has become of you? I haven't forgotten how nice you have been to me, but it has been ages since I've heard of you. I suppose Jerry is over seas, married or going to be. Oh how I wish this old war would end.

Who-wee, I hear cox's army coming and I look out over the creek bank there come men, women and children: Mr. and Mrs. Granville Purvis and daughter, Owingsville, Mr. and Mrs. E. Jerritt Cooper and son, Marion, Ohio, Mrs. R.F. Messenger, Marion, Ohio, Mrs. Ida Ruth Butcher, Judy Kaye, Larry and Bobby Butcher, Mrs. Etta May Stewart, Owingsville. One bunch came a little in advance of the other and they got lost in corn field. It was the folks from Marion, Ohio. Said they came purpose to see me.

Where they got lost was where the corn wasn't planted in the place where water stood all winter and made ground to soft to plow, across from

big ditch. My sign to the Will's sisters is going to be nailed on a ash tree tomorrow, near big ditch. Look for it and follow a row of corn straight ahead to foot log.

Well folks, we've got meat to eat, gifts from three different parties. It never rains unless it pours.

One elderly lady says to me, now, I have about four lbs. of fat middling hog meat that I will never eat, don't like fat meat and I will give it to you and if you don't want to eat it, you can give it to Timmy, my dog and Skippy, my cat. Well, I didn't like fat meat but I thanked the nice lady and took it home. Minnie loves fat meat, she trimmed some of it up and gave a bite to Tim and some little shavens to skip and cut off five big wide slices and rolled them in corn meal an ate three of them. I just nibbled a little on a slice but the gravy was good.

So next day we got to go to Salt Lick and a handsome young fellow walked up by my side and three over my shoulder a package and says, here is you some ham meat to fry, frozen hard as a rock. When we opened the package this morn, what a surprise, 3 large slices that filled the skillet and over the edge. Well, we sure had a good breakfast and enough to last us a week. Well, when these last folks came from Owingsville, they had us backbone and ham sliced. Glory be, we're going to be founded.

The Allen folks came along yesterday and brought us a gallon of fresh buttermilk and a bag of corn meal. Wonderful world.

My thanks to the editor for the big supply of writing material and pens, enough to last to 1968.

## Automatic Mailing System Expanded

Continued from page 1

subscriptions. Cost of the subscription was computed from the order date to the first automatic renewal date and the subscriber was sent the bill.

From that point, adjustment was made in the renewal cost to the annual or semi-annual date and refund or re-charge made according to the situation. Rates on all new mail subscriptions were quoted to the next annual or semi-annual expiration date. At the end of the complete year, all subscribers had been transferred to the automatic expiration date.

Tabs then were set on the Addressograph plate to indicate the category. One - bill (tear - away forms) were printed and 18 Addressograph zinc plates made for each category of service. A feeding attachment was affixed to the Addressograph to speed the process.

When renewals are run the original is sent to the subscriber in a window envelop and the duplicate kept in a "holding" file. As payments are returned the duplicate is destroyed. Paid original is placed on a permanent file for ABC record. Seven days after expiration date office duplicates are used to pull the plates of unrenewed subscribers. These are placed in a "holding" drawer for 90 days in case of error.

The Gazette was able to reduce girls working on mail and the addressograph room from three to two by use of this system. The automatic system handles 95 percent of the total mail. About 300 must be handled on definite expiration dates. These are regular home delivery customers on

vacation, school subscriptions, etc. Reed said the mail total was 5,069 when the system was started. In January, 1967, two years later, the mail total was 5,164 a gain of nearly 100 during a period when 29 motor routes were started and much mail was transferred to motor route delivery.

## Care and feeding of top-notch salesmen

High turnover; slipping appeal; poor performance.

That's the blues sales managers sing.

They're moaning, of course, about salesmen. Business needs more good ones - badly. But they're hard to get, and harder to keep.

Most sales executives recently polled for Nation's Business say:

\* Salesmen are still the key to many a firm's success-despite new and better marketing methods.

\* But turnover is high, and replacement costly.

\* Performance, too often, is poor.

\* And to young men, sales work's appeal is skidding.

What's the cure? Here's what some experts recommend.

Recruit hard and hire selectively. P.J. Schutt, vice president, Snap-On Tools Corp.

Train continually - Edward B. Reynolds, vice president, James O. Rice Associates, consultants.

Motivate the good ones by paying well and giving them status.

Nation's Business

1962  
1963  
1964  
1965  
1966  
1967

## SIX RATE REDUCTIONS SINCE 1962

On July 1, Kentucky Utilities Company reduced its electric rates for the sixth time since 1962. The newest reduction will save KU's 250,000 customers a million and a half dollars in the next 12 months. The six reductions will result in total savings

of more than six and a half million dollars.

These days, when the cost of nearly everything seems to be rising faster and faster, it's reassuring to know that electricity from Kentucky Utilities Company costs less per kilowatt hour than it did in 1940. And as the use of electricity continues to rise, its cost will continue to come down. The nearly one million Kentuckians in 78 counties who enjoy KU service are living better . . . electrically, and enjoying it more and more.

Bringing Kentucky the most dependable electric service at the lowest practical rates is just one more example of KU's efforts to help Kentucky grow.

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