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1967

# WE'VE MOVED

## Kentucky Press Association Moves Headquarters

The first time since 1941 the Kentucky Press Association Headquarters will not be connected with the Journalism Department of the University of Kentucky. A suite of offices has been obtained in downtown Lexington to accommodate this rapidly growing organization.

The Kentucky Press Association was formed January 13, 1869 in Frankfort, Kentucky. At that time, 19 newspapers were members. In addition to adopting the first constitution of KPA, the delegates elected George D. Prentice of the Louisville Courier-Journal as the first president of the organization. Constitution revisions took place in 1875, 1892,

1930 and the most recent in 1942.

For 30 years prior to 1942, J. Curtis Alcock of Danville served as Secretary-Manager. In 1942, the Board of Trustees of the University of Kentucky approved a measure which would provide for a Central Office of the Kentucky Press Association on the University campus. They, also, consented to allow Professor Victor R. Portmann to give up 20 percent of his teaching time, in order to serve as Secretary-Manager of KPA. The first office was located in McVey Hall and occupied that location for about 7 years. In 1949, the KPA headquarters was mov-

ed to the old Guignol Theatre Building on Euclid Avenue. The office remained there for about 2 years and in 1951, when the Department of Journalism moved into its own building, the Kentucky Press Association went right along with them and has remained in that location to this day. 1951 is also the year that the Kentucky Press Service was incorporated, in order to handle advertising placement for Kentucky newspapers on an expanded basis.

Thus far, 1966 and 1967 have been years for changes, a new Secretary-Manager and a new

office. After many long and satisfying years with the University of Kentucky, KPA, under the direction of Secretary-Manager A. J. Viehman, Jr. has obtained a suite of offices in downtown Lexington. With additional space the Association hopes to expand its operation and provide more effective services to the membership.

A comment was made on Friday, January 27, the day that the decision to move the Central Office was made, that history within the KPA was taking place at that very moment. Surely, it was.

## Newspaper Announces Administration Changes

Four administrative changes in The Lexington Herald-Leader Co., including promotion of Thomas L. Adams to assistant to the general manager, were announced recently.

Mr. Adams previously was circulation director of the Lexington newspapers.

Other changes, announced by Fred B. Wachs, president and general manager were:

Mr. Howard Matthews was appointed circulation director to succeed Mr. Adams. Mr. Matthews formerly was country circulation director.

Thomas M. Buckner, who has been national advertising manager, was named promotion manager and assistant to Mr. Adams.

William Carroll Fisher Jr., a member of The Herald-Leader Co's advertising department for 26 years, will succeed Mr. Buckner as national advertising manager.

Mr. Adams, in his new capacity, will assume many of the duties and responsibilities of Edwards M. Templin, Herald-Leader promotion director who died recently.

Mr. Adams came to The Lexington Leader in 1936 as assistant circulation manager. He previously had been with the circulation department of the Herald-Post in Louisville.

He was named circulation manager of The Leader in 1936 and was appointed circulation director of The Herald-Leader when the papers merged in 1937.

Mr. Adams has been active in Lexington civic affairs and in Kentucky Press Association activities throughout the state.

He has served as both director and president of the KPA. He is a member of the Lexington Kiwanis Club and in 1965 received that club's Distinguished Service Award.

He is a member of the International Circulation Managers Association and in 1962 received that group's distinguished service award.

Mr. Matthews is a native of Bardstown and has been a resident of Lexington since 1922. He became associated with The Lexington Herald in 1922 and with The Herald-Leader in 1937.

He has served as director of the Central States Circulation Managers Association and is a member of Oleika Temple Shrine.

Buckner Started In 1961

Mr. Buckner joined the newspaper firm in 1961 as a member of the retail advertising department and was made manager of national advertising in 1964.

He is a native of Winchester. Mr. Buckner attended Kentucky Military Institute and was graduated from Transylvania College. He attended Vanderbilt University and did graduate work at Harvard University.

Mr. Fisher was associated with the Winchester Sun from 1935 to 1941, when he joined the display advertising department of The Herald-Leader Co.

He is past president of the Winchester Lions Club and last year was president of the local Business Representatives Club.

A native of Winchester, he is a graduate of University High School and attended Kentucky Wesleyan College when it was in Winchester.



## 67 Newspaper Contest To Be Best Ever

The 1967 Kentucky Press Association Newspaper Contest promises to be the best in the history of the press association. Russ Metz of the Bath County News-Outlook, "Bud" Calman, Jr. of the Sturgis News, and Jack Viehman, Secretary-Manager of KPA have lined up outstanding judges from all over the country. Because of this every indication is that the 1967 contest will draw a record number of entries. The judges who have accepted an invitation to judge the contest are: McDill "Huck" Boyd of Phillipsburg, Kansas; James Finney, Jr. of Columbia, Tennessee; J. D. Fitz of Morganton, North Carolina; Paul Schmidt of the North Dakota Press Association; Dr. William Baxter of Samford University, Birmingham, Alabama; Jerry Kavanagh of Conrad, Montana; John Jepsen of Townsend, Montana; Tom Mayhill of Knightstown, Indiana; C. Y. Nanney of Union Mills, North Carolina; Phil Fournay of Ravenswood, West Virginia; Delmus Harden of Fulton, Mississippi; Richard Johnson of Booneville, Indiana; Ed Meyer of Richmond, Virginia; Ed Schergens of Tell City, Indiana; Tiny Hunt of Versailles, Indiana; and Mrs. Sue Wahlgren of Lexington, Kentucky.

The deadline for entries has been moved up from April 15th, which has been the deadline in the past, to March 15th. This was done in order to give the judges enough time to thorough-

ly study the entries. Awards will be presented to winners during the 1967 Summer Convention to be held at Kentucky Dam Village June 1, 2 and 3. Only first, second, third, and one honorable mention awards will be presented.

## Newspaper In The Classroom Workshop

Newspapers often publicize television's increasing role in education, but don't exploit the newspaper's value in the classroom, a University of Kentucky journalism professor pointed out recently.

"Kentucky publishers and our Journalism Department can work together to change that imbalance," Prof. Robert Thorp declared.

Thorp cited The Newspaper in the Classroom, a special workshop for teachers, as one way of emphasizing the educational aspects of newspapers. Such a workshop will be offered at UK this summer, with Thorp as director.

The workshop's main objectives will be to provide teachers with an understanding of newspapers (especially their place in and contributions to a free society) and to help them develop ways to use newspapers in their classes.

"Teachers who have participated in previous workshops, and others who use newspapers as teaching aids, have been enthusiastic about the new life (please turn to page eight)



THE KENTUCKY PRESS  
Official Publication  
Kentucky Press Association, Inc.  
Lexington, Ky.  
A. J. Viehman, Jr. Editor  
Member  
Kentucky Chamber of Commerce  
Newspaper Association Managers  
National Newspaper Association  
National Newspaper Promotion  
Association  
Better Business Bureau  
Kentucky Press Association, Inc.  
S. C. Van Curon, President  
Frankfort State Journal  
Howard H. Ogles, Vice President, Franklin  
Favorite

A. J. Viehman, Jr. Secretary  
Manager-Treasurer, Lexington  
Florida R. Garrison, Asst. Treasurer  
Executive Committee; George M. Wilson, Chairman, Hardinsburg (Second); Frank C. Bell, Vice Chairman, Bedford (Fifth); William T. Davis, Eddyville (First); A. J. Schansberg, St. Matthews (Third); Thomas M. Buckner, Lexington (Sixth); Warren R. Fisher, Jr., Carlisle (Seventh); Louis DeRosett, Columbia (Eighth); James T. Norris, Jr., Ashland (Ninth); R. Springer Hoskins, Harlan, (Tenth); James L. Crawford, Corbin (At-large); Donald B. Towles, Louisville, (At-large); Ben E. Boone III, Elkton (At-large); Tommy Preston, Cynthiana (At large).

## The Presidents Column

BY S.C. VAN CURON

This promises to be an eventful year for the Kentucky Press Association with some new programs starting and other programs being strongly continued.

These programs will be accomplished only through the cooperative efforts of all members, and particularly the committee members who have accepted responsibility for seeing these jobs done.

A complete list of committee appointments will be mailed in the bulletin in the near future.

Thomas Adams, chairman of the committee to form an advertising division within Kentucky Press Association, has already started the wheels rolling. All the advertising men I have talked with, particularly the daily display advertising managers, are interested and feel they can accomplish something with an organization that will benefit all the newspaper industry in Kentucky.

Already the classified managers are asking if they can form one of their own, or join with the display people and have a division that meets in the same general session, but then have their business meetings separately. It sounds like a good idea to me.

There's gold to be found in the classified pages if they are mined properly. It takes consistent effort to get the job done.

The Newspaper in the Classroom program is scheduled at the University of Kentucky, June 12-23. Work on this project already is underway. It was conducted last year at the University of Louisville, alternating between the two places. Since this program has started, newspapers have received

## Circulating With Bill

By BILL GIBSON

You had better hurry if you plan to attend the second Circulation Division of KPA meeting to be held at Rough River Dam State Park, April 21-23. Reservations should be made directly with the park not later than April 1. As usual, we have another outstanding program planned for both daily and weekly newspaper men and women.

Everyone who attends should be able to take back some ideas which will boost your own circulation and you'll probably find the answers to many of your mail problems. By the way, you may have read in the KPA bulletin a short while ago that the Post Office Department was thinking of ways to make up a \$700,000,000 deficit. KPA went on record at that time as saying that we were opposed to an increase in second class postal rates. It seems, however, that the POD has decided to increase the rates anyway, effective January 1, 1968. You'll find out more about this when you attend the Circulation Division meeting.

A great menu has been planned and the small registration fee of \$10.00 is mighty reasonable for a meeting of this nature. Plan to bring your golf clubs and enjoy a little rest and relaxation while you're there, too. I'll see you all April 21-23 at Rough River Dam State Park.

some good benefits from it, and the school children have begun to understand how important the newspaper is to their education.

The Legislative Research Commission should have its compilation of legal publication laws printed within the next sixty days. That's the word I have from LRC. This is a project we have been working on since 1960. In addition to correlating all the laws within one book, it also will be telling what is to be published and when it is to be published. It will go to newspapers and public officials who are charged with publishing financial reports and other public data.

While the Centennial Year is two years away, we can't wait until mid 1968 to get started on this project. Victor Portmann, our secretary who served so ably these many years, is writing a book on the history of newspaper publishing in the state. This will be done in time for 1969.

However, I intend to carry through with the program that Larry Stone started on the Centennial Year. Joe LaGore of Paducah will be chairman of that committee for arranging our programs and related activities.

In addition to this, another committee will be named to

(please turn to page eight)

## Jack-Notes

By A. J. Viehman, Jr.  
Sec. & Mgr. KPA

J. Jay Aldous, representing the American Newspaper Representatives office in New York, spoke to the members of the Kentucky Press Association during the recent convention in Louisville. Aldous, explaining and depicting the changing world of the Madison Avenue advertising agency, brought out many points that affect Kentucky publishers. Probably the most important point is that advertising agencies today are relying more and more on research and computer type information. In other words, the advertising dollar is being sought in a more competitive manner by more mediums than ever before. Weekly and community daily newspapers are being out-stripped by other media, not because these other media have more to offer in the nature of reaching the consumer, but because they are willing to spend the necessary money to finance research projects in order to show the advertiser and its agency exactly where their dollars will be effective. Simply walking into somebody's office and saying: "Look, if you advertise in our state you're going to reach those good old home folk in every county and every small town, and you know what that means. Why these people read and re-read the newspapers for a whole week. That's not all, either. They pass it around and maybe three families read the same paper. After that it may be used to wrap the garbage in or wall paper the inside of the half moon house, or any of a dozen useful things around the home. The important thing is that your message is getting to these people, etc. etc." Friends, like the old Marine DI said, "That just don't get it."

If we are to compete effectively for today's advertising dollar then we are going to have to find out a lot more about our readers. We have to know more than our county's population or how many people voted in the last election. We have to find out how much money these people spend, and where, and for what, and why. We have to learn the types of advertising which affect these people the most, where they happened to be when they read or saw the ad. In short, it is no longer sufficient to say that your home town readers read your paper and shop in your town. You have to know a lot more about them than that, and the only way to do it is research. How can Kentucky newspaper publishers expect a national representative to do a selling job without the proper tools and samples?

Perhaps Mr. Aldous's sec-

ond most important point was that we have to get away from the idea that "good old ANR is up there in New York and out there in Detroit and San Francisco and Los Angeles selling space in our newspapers. Why I didn't even have to leave town a single time to get this order or that order. Of course there are times when an account that I've been getting from the agency has suddenly and mysteriously started coming through ANR and the Kentucky Press Service. Heck, I even called on those advertisers right here in town and now the blamed ad comes from New York!" The point is that if ANR is to be successful in its sales efforts, then we must help them sell. This has to be a co-operative venture and one which requires the sales ability of every one of us.

The word "research" keeps coming up and by now you're probably wondering if anything is being done to provide the information which we need. The answer is "yes." Every newspaper association manager in the country is aware of the need for a major research project and KPA had pledged \$500 as its share to finance the undertaking. However, the first deadline was not met and there seemed to be some misunderstanding as to the financial details. We are in the process now of re-evaluating the procurement of funds and expect to be under way shortly.

The one thing that we must never lose sight of is that we have been doing a pretty poor job of selling our market because we haven't had very many effective sales tools. If we want to successfully compete for today's advertising dollar then we have to be willing to fight the battle as it is being fought by others.

The State Agriculture Department's division of weights and measures has begun testing all lime samples for the State Agricultural Stabilization and Conservation Service. Previously, ASCS testing was done by the University of Kentucky. The weights and measures division operates a laboratory in Frankfort for testing all limestone used for agricultural purposes.

Eight district Future Farmers of America and 4-H dairy shows drew 1,347 entries in 1966, the State Agriculture Department reports. Sponsored in part by the Department's division of shows and fairs, the shows were held at Shelbyville, Cynthiana, Harrodsburg, Somerset, Mayfield, Madisonville, Bowling Green and Campbellsville.



## Proposal to Limit Ad Expenditures Poses Grave Threat to Advertising

Last week, in the lead story on Page 1, this publication reported the latest instalment in a situation that poses the gravest possible threat to the future of the advertising business, and thus to the future of the entire economy of the nation.

The situation referred to got its first public airing last June at a Federal Bar Assn. seminar on advertising and promotion. At this seminar Donald Turner, chief of the Justice Department's anti-trust division, stated that, because they are unable to evaluate relative merits of competing products, consumers rely on established brands, rather than cheaper, but unknown, brands. As a result, he contended, heavy ad expenditures lead to concentrated markets and "monopolistic" prices.

He argued further that "we have taken a dim view of excessive concentration precisely because it leads to monopoly results. And this is a major element of the rationale which underlies the laws prohibiting anti-competitive mergers. Current policies which tend to emphasize the role played by the concentration may well need to be supplemented by those concerned directly with the adverse influences of advertising and other promotional efforts on competition."

Now, five months later, the report is that Procter & Gamble may be the target in an anti-trust division action to test the ability of the Justice Department to limit promotional expenditures of companies that have achieved domination of their markets. The exact form of the test has not been revealed, but presumably the anti-trust division will attempt to show that P&G achieved market domination through the use of promotional power. If the division could get the courts to agree with its contention, then the Justice Department would argue that the court should impose a limitation on advertising expenditures.

The seriousness of the situation cannot be over-emphasized. And a number of strong arguments opposing the views expressed by Mr. Turner and other critics of advertising have been advanced by speakers at meetings like the convention of the Assn. of National Advertisers.

One of the strongest rebuttals to the "Turner thesis" came from Dr. Jules Backman, research professor of economics at New York University. In what he described to ANA members as a "preliminary report" based on an intensive study he is making of the role that advertising plays in com-

petition, Dr. Backman listed five contentions that Mr. Turner or other government officials have made about advertising and then offered a refutation of each, based on preliminary data that he has developed for his study. The contentions:

"1. The large company has the power of the large purse which enables it to spend substantial sums on advertising, particularly to implement product differentiation.

"2. Advertising thus creates a barrier to new firms entering an industry.

"3. The result is greater economic concentration.

"4. Because of their protected position, these firms charge monopolistic prices.

"5. High monopolistic prices in turn result in excessively large profits."

Dr. Backman told the ANA group that, "on the contrary, the facts indicate that (1) alleged flow of control from the 'power of the purse' to excessive profits appears to be broken at several stages; (2) the argument that advertising creates 'barriers to entry' is unsupported; (3) the alleged relationship between advertising intensity and high economic concentration is non-existent; (4) there appears to be no link between advertising intensity and price increases; and (5) intensive advertisers appear to have only moderately higher profit rates than other companies."

Each of these refutations was dealt with in considerable detail by Dr. Backman, and it is this kind of factual evidence that must be compiled and presented to people like Mr. Turner and others in government as one step in an over-all educational and enlightenment program that the advertising business simply must undertake, and undertake right now.

If anyone present at the ANA meeting failed to get the message as spelled out by Dr. Backman, he or she needed only to reflect on the sobering remarks at the same meeting by John Hobson, chairman of Hobson, Bates & Partners, London. Mr. Hobson pointed to the Reith report, and the Monopolies Commission report calling for a curb on detergent advertising expenditures, describing them as governmental actions that "are casting a shadow across world advertising."

At the same ANA meeting Neil McElroy, chairman of Procter & Gamble, also took note of Mr. Turner's charge that advertising tends to build a monopoly position for the products advertised. And he warned that some of the legal attempts aimed at protecting the consumer

(please turn to page six)

## Adair News Purchased By Downs, DeRosett

Bill Downs and Louis DeRosett, who have been co-publishers of the Adair County News for the past six years under a lease agreement, today announced the joint purchase of the Newspaper.

The effective date of the purchase was February 1, and this is the first issue to be published under the new ownership.

The paper was purchased from Edward Hamlett, former Columbia resident now living in Louisville, and the purchase agreement also covers the building in which the News is published. Two professional offices, a dentist and lawyer, are also located in the building.

The Publishers issued the following statement.

"We sincerely thank our many friends and customers for their patronage and business during the time we have had the Newspaper leased and look forward to the same pleasant relationship during the coming years.

"Thanks to you, our subscribers, the circulation of the paper has grown from about

1,900 six years ago when we assumed operation under the lease to its present 3,000 circulation. (This circulation, by the way, indicates present readership of around 12,000 persons).

"There will be no change in administration or personnel but several plans are underway for the complete modernization of the physical plant as well as changes in the format of the Newspaper.

"Again, we express our appreciation to everyone who has helped make our Newspaper a success and anytime we may be of service to you in any way, please let us know."

(signed) Bill Downs, Louis DeRosett.

Caseworkers in the Kentucky Department of Economic Security helped more than 9,000 public assistance recipients become more independent last fiscal year.

Airport runways in Kentucky cost from \$30,000 to \$250,000 to build, and their turf or paved surfaces average 3,000 feet in length, reports the Kentucky Department of Aeronautics.

## 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.



**THE SPERRY AND HUTCHINSON COMPANY**  
An American Way of Thrift Since 1896



## Ads and U.S. Liberties

Immediate counterattack needed  
against increasing  
bureaucratic restrictions

Charles T. Lipscomb Jr., who heads the American Newspaper Publishers Association's advertising bureau, is urging U. S. business and industry to join in fighting what he sees as a steadily increasing drive by federal bureaucrats to hobble, hamper and curtail advertising.

We see it the same way. Herewith, our first but in all likelihood by no means our last comment on the subject. And here are some of the aspects of the drive against which Mr. Lipscomb is sounding the alarm bells:

ITEM: Some character in the U. S. Department of Justice has dreamed up a notion that big companies in a given field habitually do much more advertising than little companies in the same field, and that this gives the "biggs" an unfair advantage over the "smalls."

So it is predicted here and there that the Justice Department sooner or later will try to prosecute one of these big advertisers under the antitrust laws, get a conviction, and thereby set a precedent for limiting the amount of advertising any concern may do.

ITEM: The Federal Trade Commission is reported to feel that it is some kind of unfair practice for newspapers, magazines and television networks or stations to charge big advertisers lower-per unit rates than they charge small ones. Visions of headline-luscious lawsuits are reported also dancing through the head of the FTC chairman, a gent named Paul Rand Dixon.

ITEM: The U. S. Senate itself is said to be planning hearings on this same "quantity discount" practice among the TV networks.

All these items have nothing to do with keeping advertising honest, which of course advertising should be, and which it is by all honest advertisers, advertising agencies and advertising media insofar as they are able.

We know of no objection to proper government regulation of advertising in fields where private persons and groups cannot ride herd on advertising. But neither do we know of any such fields. If you know of any, please tell us.

What the bureaucrats discussed herein, and a few senators are aiming at, is the main source of income of the nation's big vehicles of communication.

Newspapers and magazines live chiefly on advertising, with a handful of exceptions. (Human Events is one.—Editor)

That is only another way of saying that, if it were not for advertising, most of these publications would have to charge

many times as much per copy or per subscription as they charge now.

The same applies to TV and radio programs that are free to the public. But for those frequent messages from those numerous sponsors, only pay-TV and pay-radio could survive, privately operated, in this country—at considerable expense to each and every customer.

Without advertising, then, the public's right to know what goes on in the world, via press, TV and radio, would be badly curtailed, and the exercise of what was left of that basic right would be outrageously expensive.

Hence, these bureaucrats and politicians who are steaming up this drive against legitimate advertising and established advertising practices actually are mounting an attack on an essential right, a fundamental liberty, of Americans.

Mr. Lipscomb, therefore is more than justified in calling on industry and business to join in fighting this drive against the right to know at reasonable cost. It is their patriotic duty to fight, as well as economic self-defense.

It is to be hoped, too, that all the newspapers, magazines and TV and radio outlets will stand up and fight.

Their constitutional rights are being threatened by this anti-advertising campaign in Washington. But the Constitution doesn't bother fanatics who hate advertising and nothing that we know of will stop these persons except a fearless and vigorous counterattack.

The time to start the counter-attack is now— not next week or next year. Let's get cracking.

## Small Radio Stations Reap But Do Not Sow

A survey on newspaper-radio station competition, conducted by the National Newspaper Association, disclosed that pirating news from the pages of the local paper is a common practice among many radio stations throughout the country.

Of the 67 publishers who replied to the survey, 56 indicated their local radio station competition picked up and sometimes used, verbatim, news items from their pages.

The survey was conducted among publishers of weekly and small daily newspapers that are confronted with local radio competition. The 56 publishers stated the extent of pirating ranged from very little to verbatim reading of the pages of the newspaper as the station's own broadcast. The majority of the publishers also commented that local radio station offered no competition in news gathering.

Most of the publishers stated that they have done nothing about the pirating. One said he had threatened to sue and another has retained legal counsel in an effort to stop the practice.

## Jaycees Name Preston Outstanding Young Man

Cynthiana publisher Tommy L. Preston was recently named Harrison County's Outstanding Young Man of the Junior Chamber of Commerce.

Preston, 32, received the organization's first Distinguished Service award for his accomplishments in the weekly newspaper field, his community service achievements on both a local and state level, and for his leadership roles in private enterprise.

He now qualifies for State Jaycee selections where three Kentuckians between the ages of 21 and 36 will be chosen next month.

Preston's background in journalism began 16 years ago while in high school at Versailles. At the University of Kentucky he was feature and sports editor of the university newspaper and worked as football correspondent for the old International News Service, now United Press International.

He became the state's youngest professional newspaper editor in 1956 when he managed the News-Democrat in Carrollton.

In June of 1959 he purchased

the Cynthiana Publishing Co. then publishers of The Cynthiana Democrat and the Log Cabin. The papers were merged, and later a third publication, The Robertson Co. News was acquired. It too was eventually merged with The Democrat.

The Democrat has received 62 state and national awards since 1960, being five times named Kentucky's best weekly newspaper.

Preston was a charter member of the Carrollton Jaycees, a Carrollton Rotarian, and is past associate director of the Kentucky Better Roads Council, Frankfort. He is secretary of Preston and Associates Engineers, Lexington, a director in the Kentucky Press Service, and a member of the State Council on Public Higher Education.

Only auditors approved by the State Board of Education may audit funds of local school districts.

Guidance counsellors are being employed at State vocational schools as fast as they become available, the State Education Department reports.



## Vacation this year... exploring KENTUCKY'S 40 STATE AND NATIONAL PARKS

Whatever your sport, whatever your hobby, Kentucky's state and national parks offer you weeks of wonderful vacation. There's *My Old Kentucky Home*, rich in tradition... *Pioneer Memorial* with its reconstructed frontier settlement... *John James Audubon State Park*, a natural sanctuary... *Mammoth Cave*, famous throughout the world... parks on lakes for water sports, parks in mountains for scenery, 12 complete state resort parks with the very finest accommodations and every facility for fun. And it's all close to home! This year, join the nation... in a Kentucky vacation.

Send for exciting vacation literature.

Travel Division, Public Information Department 0000  
Capitol Annex Building, Frankfort, Ky. 40601

Please send me complete information on how to have the best vacation ever at Kentucky's State Resort Parks.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_



## You Can Still Print A Lousy Newspaper On a \$50,000 Press

Ralph Goldsmith, publisher of the Boscobel (Wis.) Dial, had this to say during the recent NNA convention in Oklahoma City. By the way, the Dial is a 3,279 circulation weekly in a town of 2600 population.

"It seems to us that most of the emphasis these days has been on faster newspaper production and new equipment while devoting far too little thought to the stuff we print. We want the sheet to come off the press at 10,000-an-hour clip but the end product may often be the same tired old wheeze, just slicked up in a new dress.

"Some publishers who think nothing of hiring an \$8 an hour expert to come from Chicago to repair a Linotype will use front page stories written by a nickel-an-inch country correspondent without editing, just to save a little time.

"There are many fine offset papers, but it is still true that we can print a lousy newspaper on a \$50,000 web offset just the same as on a handfed Miehle, only a heck of a lot faster.

"We've all been guilty of weekly lapses in which our territory hasn't been covered with the real stories that require a little digging. It is easy to slap the big headline on the story about the Salvation Army drive; it's harder to go out and find a story that will beat the daily opposition and make papers disappear from the newstand like hot cross buns.

"Editorials, for instance, are the heartbeat of a good community newspaper. Dailies may scoop us on the big stories, but nobody can take away the hard-earned right of the editor to sit at his desk and grind out personal opinions that are his very own. Perhaps we forget that the editor in even the smallest town speaks to an audience far bigger than that of the pastor of the town's largest church. If you have 1,000 circulation, you've got a weekly audience that would fill every public building in your town. We're not preachers, but we've got the territory's largest "congregation," and most of it is waiting every week to hear what we have to say.

"Sure, writing editorials has its drawbacks, particularly if we hew to the line. We wrote one once suggesting that the local saddle club had ought to have its horses at the rear of the line, not the front, in the street parade. The words must have rubbed some clubmember the wrong way, for he called up next day and told our office girl: "You tell your boss that I've got a horse that has more sense than the bird-brain that wrote that editorial.

## A Country Newspaper Editor

By WILLIAM L. COOK

The country newspaper editor is a vanishing breed. His calling a little short of sacred: his task one which many times puts him in a difficult position. He must choose what he thinks is best, what he thinks is news, what in many instances is fit for his readers to see. He must be fair and impartial. He must ever be on the watch for that "extra special item" that nobody thought would appear in print. He is entrusted with the "pen which is mightier than the sword."

He must possess the wisdom of Solomon; the patience of Job, and the ability to smile and be nice when someone takes the opposite view. He is a philosopher; a man with ideas all his own, for nobody likes to read a rubber stamp.

He must be a machinist, for in the wee hours of the night, when his readers are sleeping, his worn machinery breaks down. He must be a financier, for it takes much money to put into motion the wheels which grind out the news. He must be a photographer, a darkroom technician, electrician, chemist, or else his readers see no pictures in the paper.

He must be a community leader. He must be a person who is interested in his country, his town and county, and be among the first to support those things which he believes to be in the best interest of the public at large. After all, strangers sometimes judge his town or county by the progress it makes or lack of it, as is reflected on the pages of his newspaper.

He must be a carpenter, a typesetter, a printer indeed, if his readers are to get the message that he wants to put across. He must be able to put in long hours, and have the ability to go a little longer if necessary.

"Sometimes we feel like we're hitting a stone wall with our fists. During a fluoridation fight at Ladysmith, after weeks of editorializing, we asked a farmer what he thought about fluoridation. "Not much," he said, "and if I catch any of my kids doing it I'll kill 'em."

"Sometimes the same fellow writes the column, the editorials, the features and the news. Other better-staffed operations have specialists and needn't spread themselves so thin. But whoever writes them, we know that they're read. This should help us to remember that more than the quality of newsprint or the mechanical excellence of the paper, the way the thoughts and words are put together reflect the kind of editors we are."

## They'll Never Automate Newspaper People

Remarks by Creed C. Black, managing editor, Chicago Daily News, at the Kentucky Press Association Winter Convention Louisville, Ky., January 20, 1967.

This homecoming is a sentimental occasion for me. It was just 25 years ago—in the summer of 1942—that I entered the newspaper business as the complete reportorial staff on the morning edition of the Paducah Sun-Democrat.

I have a fresh awareness of the dangers of reminiscence, thanks to a recent experience with my sons. They complained about doing some minor chores I had assigned them, and so in the celebrated manner of fathers everywhere I told them that at their age I was picking apples in my grandfather's orchard 10 hours a day for \$1.

"And then," one of my sons commented as I concluded my lecture, "the Civil War broke out."

Well, I do remember—and fondly—those happy cub days in Paducah. My first duty each day, I recall, was to update the sunrise and sunset times by exploring the World Almanac. Then I'd drop by the bus station to pick up stringers' copy and rewrite it. The nightly visit to the police station was a highlight, and of course there were all the other routine checks and tasks familiar to any of you who have worked on small staffs.

That, as I said, was 25 years ago. Coincidentally, it happens that I have—or hope I have—almost that much time still left in my career. So, I'd like to take this opportunity to look back a bit and then to look ahead to examine the future of the newspapers—if any.

I say this only because the very survival of American newspapers is being widely questioned in this era of technological and electronic explosion—so widely that after a recent day of catching up on my professional reading I began to wonder if I need bother to prepare this speech at all, thinking that by now the KPA might be as extinct as the dinosaur.

In one respect it is curious that this should be so, because newspapers themselves have undergone a profound technological revolution in the last 25 years. At the time I was on the Sun-Democrat, techniques in newspaper plants across the land were little changed from what they had been at the turn of the century. But now look at the breakthroughs that are being made with offset printing, automatic typesetters, cold type processes, computers and all the rest.

The advance of electronic journalism, of course, is the reason that the survival of newspapers is being questioned in spite of their own technological progress.

And there's been quite a revolution in the airwaves in the last 25 years, too.

He must have the courage to print things which offend even his friends, when they get into trouble and it is news. He must guard against scurrilous attacks by one human being against another, when they wish to use his paper to deliver his slander. He must have the grace to say, "I'm wrong," or "I have made a mistake," because his mistakes will be plentiful. He must be a man of conviction with an opinion on most any given subject.

He must be all of these things, and do all of them well, for entrusted to him is the power of the printed word. His is a responsibility that no other person in the community shares. Many times he must stand alone and fight, when running would be easier.

Yes, the country newspaper editor is a vanishing breed, yet one that has never before been needed as much as is in this age in which we live.

During my days in Paducah, radio journalism consisted of four broadcasts a day from the publisher's office of the Sun-Democrat. At the appointed hour, Mr. Edwin J. Paxton would vacate his office and any staff member who could make himself available would move in and stumble through the latest wire reports for the edification of a breathless community.

The wonder is that Paducah wasn't soured on radio news for all time.

Television, of course, was still in its experimental stages and to the layman nothing more than a dream.

It is difficult to realize that since then radio and television have come far enough to raise questions about the future of newspapers. But they have, and so now we ask: WILL newspapers survive?

My answer is yes. The newspapers which DESERVE to survive will stay in business.

I hasten to qualify this. The economics of newspaper publishing, the antiquated practices still imposed by some unions, and the competitive pressures in some of our major cities are such that some relatively good newspapers may yet disappear from the scene—as the New York Herald Tribune did.

Conversely, some inferior newspapers may survive for years because their position in monopoly situations is so secure they still face no effective challenge.

But over the long haul it will be up to each paper to assure—and justify—its own survival.

And if I would lay down a general rule here it would be that the newspapers most likely to survive are those which remember that they are, above all, newspapers. The dailies which have died in recent years were, almost without exception, those which tried to compete with the entertainment media by jazzing up their papers with frothy features, gimmicks and contests. The ones which have survived in head-on competition have been the better newspapers, not the most entertaining ones.

And those are the ones I'll bet on in the years ahead. The newspapers which take the knowledge explosion into account. The newspapers which recognize the profound changes the population boom is working in the ages of readers and potential readers. The newspapers which, in short, keep up with the times and continue to offer the information and the editorial leadership that a newspaper is uniquely equipped to provide.

Beyond that, generalizations are dangerous. One thing that moving about has taught me is that every paper must be judged within the context of its own community and the job it's doing there.

The differences in cities, in their papers and in their readers was impressed upon me by an incident in Savannah. One thing I was determined to do when I went there as executive editor was to start putting some good local stories on page 1 instead of playing them all on the back page, which was a Savannah Morning News custom of long standing.

I waited until we had a really corking local story, then gave it a big ride out front. And do you know who registered the first complaint? The reporter who wrote the piece. The presses had no sooner started rolling than he was in my office, waving a paper and demanding, "What's the idea of burying my story on page 1?"

When we talk about the future, then, we must consider hundreds of newspapers in hundreds of different communities. We cannot talk comfortably about THE newspaper.

And I'd like to say here that big papers have no more monopoly on good journalism, on innovation or on ideas than on the problems our profession faces.

In fact, one of the bright spots in that recent orgy of professional reading I mentioned earlier was an article in the Quill by James A. Galadas, managing editor of the Telegraph-Herald in Dubuque, Iowa. Under the intriguing title "Let's Invent a Newspaper," he wrote: "The year is 1966 BN—BN means before newspapers. It really isn't, but let's pretend that it is. We are going to invent a newspaper. Radio has been around for several decades—so have magazines. A few years ago someone invented television. So what should we invent?"

(please turn to page six)



## Joseph A. Dear Gleaner-Journal Treasurer, Dies

Joseph A. Dear, 44, treasurer of the Henderson Gleaner-Journal and president of Dear Publications and Radio, Inc., died Monday night at a hospital at Bethesda, Md., after a short illness.

Dear, who lived in Bethesda, was a former president of the National Press Club and became a Washington correspondent in 1948.

He and his three brothers were active in the newspaper field. David R. Dear is president of the Daily Advance at Elizabeth City, N. C.; Ralph C. Dear is associated with the Wheaton, Ill., Daily Journal, and Walter M. Dear is editor-publisher of the Henderson Gleaner-Journal.

Other survivors are the widow; his mother, Mrs. J. Albert Dear, and two sons.

## Former Times Copy Editor Dies At Age 70

Miss Bessie Taul Conkwright, a copy editor for The Louisville Times for 34 years has died.

Miss Conkwright joined the staff of The Times in 1927 and retired in 1961. As a copy editor, she refined reporters' stories and wrote headlines.

A native of Clark County, Miss Conkwright grew up in the county seat, Winchester. She attended the University of Kentucky, and after graduation worked as a reporter for The Lexington Herald and The Lexington Leader.

## N. M. Dillingham Buys Interest In The Progress

Norris M. Dillingham has purchased an interest in The Dawson Springs Progress, effective Feb. 1, it was announced by Niles O. Dillingham and Mack Sisk, co-publishers and owners of the newspaper.

Norris M. Dillingham has 20 years of experience in newspaper work, having worked in the advertising and composing room departments of The Progress since 1947.

The publishing firm is also changing from a partnership to a corporation, effective Feb. 1. Niles O. Dillingham will be president, Sisk vice president and Norris M. Dillingham secretary.

Sisk and Niles O. Dillingham have owned The Progress since Aug. 1, 1946, when they purchased it from W. T. Davis.



Pictured above are the newly elected officers of the Kentucky Press Association. From left to right they are S. C. Van Curon, President, Frankfort State Journal; Howard H. Ogles, Vice President, Franklin Favorite; George M. Wilson, Chairman of the Executive Committee, Hardinsburg; and Frank C. Bell, Vice-Chairman of the Executive Committee, Bedford.

## They'll Never Automate

(continued from page five)

"Conclusion: Something that fills a void and does that which isn't being done by anyone or anything else."

That kind of self-examination has produced a better newspaper in Dubuque, I'm sure. It's the kind of fresh, bold thinking that is needed everywhere.

This suggests, I think, the ultimate answer to our question. The survival of newspapers depends not on the machines of the newspapers themselves or of their competitors, but on people—and on the job they do in their own communities in meeting the needs of their particular audience.

And here my Southern Baptist background impels me to turn to a text. It comes from St. Mark—Mark Ethridge, that is. In a speech a few years ago to the American Society of Newspaper Editors, he told of this experience he had had in picking the mind of a promising young newspaperman about the newspaper of the future:

"I found he was talking almost entirely in terms of electronic journalism. His mind was obsessed with electronics. Finally I said to him, 'I would like to remind you of one thing. In the closing scene of the movie, 'Dinner at Eight,' Marie Dressler and Jean Harlow were discussing automation, and dinner was announced. Jean Harlow got up and swished out with those rolling, beautiful hips of hers and Marie Dressler looked at her leeringly and said, 'They will never automate what you've got.'"

That's reassuring, and I like to remind myself of it from time to time. John Diebold, the man who coined the word automation, has served as a consultant to

Davis had been editor and publisher of The Progress since starting the publication in 1919.

Niles O. Dillingham has been editor of The Progress for the past 18 years.

Sisk is director of the Division of Industrial Information of the State Department of Public Information. He has lived in Frankfort for several years.

In addition to the recent administrative change, The Progress is now being printed by the offset method. The first issue using the new process was printed on February 2.

our newspaper, and I always get a little uneasy when he and his associates walk around our newsroom. Somehow I have the feeling they're trying to decide what kind of button should replace me.

But then I remember that comment of some sage that the human mind is not only the best computer yet devised but the only one mass produced by unskilled labor, and I am convinced anew that the future of our profession rests with the people in it.

Specifically, I see a need for three kinds of people:

First, owners who understand the mission of a newspaper, who treat it as more than just another business, who take its public responsibilities seriously, who have convictions and the courage to express them. This is not a new need. Henry Watterson expressed the same thought years ago when he wrote:

"The make-up of a successful newspaper involves an autocracy. A single master-mind must preside over it. . . No great newspaper was ever established, or created, upon any other plan. Organization goes without saying; mechanical, typographic, distributive. . . But the newspapers being made to sell should have, and the successful paper does have, a certain consistency of its own, sprung from a definite policy and in time acquiring a distinct constituency."

Such a policy, I might add, will never come from a computer. Nor is it likely to come from a corporate committee or an absentee ownership concerned more with balance sheets than with editorial pages.

Second, the newspaper of the next 25 years will need labor leaders with enough vision to permit the industry to take advantage of the technological revolution. Despite the advances I mentioned earlier, newspapers are still saddled with archaic and restrictive labor rules which impose an increasingly intolerable economic burden upon us.

I am speaking not only of such familiar problems as bogus and overmanning on presses, but of increasingly unrealistic demands. For example, if our newspaper granted the demands of the American Newspaper Guild, with which we are currently negotiating a new contract, our newsroom employees would actually be getting more days off a year than they would be working.

Third, we need people who are well educated and talented and committed to write and edit our newspapers—people who can help us master the new technology rather than sit by while it devours us.

I know they are available, for I've not only interviewed a lot of young men and women in my office in recent years but have visited campuses to talk to them as they make decisions about their careers.

Whether we can attract them and hold them depends on how well our other two "people needs" are met—the need for newspaper ownership that will keep the flags of a vigorous press flying and the need for labor leaders who will enable our papers not only to survive but to pay the salaries good newspapermen and women should have.

In summary, then, technological changes have not removed the human equation in the last 25 years—nor will they in the next 25.

I remember Henry Ward looking over at me in the Sun-Democrat newsroom one day back there in 1942 and growling—and I use that word carefully—"You won't get any news in here."

So I got out where the action was. That's no less the role of newspapermen now than it was then.

And happily, there are still plenty of newspapermen around who know it. One of the most impressive I know is Ray Coffey, a member of our own staff who some months ago asked to cover the war in Vietnam. We were somewhat reluctant to send him, not because we doubted his ability to turn in an outstanding performance but because he has a lovely wife and seven fine children. His wife, however, not only consented to his going but agreed to move the whole family to Bangkok, where they are today.

Shortly before Ray left, a group of us gave him a farewell luncheon. One of our senior executives, Wilbur Munnecke, asked Ray why he wanted to go to Vietnam, and he passed off the question rather lightly.

Later that afternoon, however, three or four of us received a note from Ray—written on copy paper, of course—which read: "I want to thank you for the luncheon sendoff today."

"More important, I am grateful for your giving me this shot at Vietnam. Mr. Munnecke asked today why I wanted to go. I don't know that this answer is any more satisfactory than the off-hand one I gave at lunch. But I think I am a reporter and I think that Vietnam is the place to be these days for reporters."

They'll never automate what he's got. And that, I think, is the answer to our question of whether newspapers can survive in an age of technology, electronics and gadgetry.

## PROPOSAL TO LIMIT AD

(continued from page three)

could "threaten the basic efficiencies of a private enterprise economy."

It is encouraging to hear people of the stature of a Jules Backman and a John Hobson and a Neil McElroy speak out so strongly against the dangers that lie ahead if the "Turner thesis" gains currency, or, worse yet, the approval of Mr. Turner's superiors at the Justice Department, and eventually a test case in court.

But a greater effort than this is called for. Dr. Backman has a good deal of solid evidence that refutes the contentions of those in government that would put unwarranted and unwise restrictions on advertising. He should be joined in this by other economists and research people.

And, in addition, everyone in the business, educational, governmental or any other field, who really understands the important role that advertising does and must play in our economy, should make every effort to see that all those with whom he has contact understand the importance of this function and the dangers inherent in the kinds of restrictions called for by Mr. Turner



# WHAT A CONVENTION



That end of the table must be lucky



Enos Swain takes a break for conversation



Florida R. Garrson, KPA office manager, greets Creed and Mrs. Black



Head croupier Al J. Schaunberg studies his next bet



Al Smith Spoke On Labor Elections



Listen, Gals, this one will really floor you



Just so we'd believe it, Fred Burkhard's tag says "New Cord"



The Line Up



Come on Florida, no Autographs



James Norris, Jr. must be holding some good cards



And then she said-



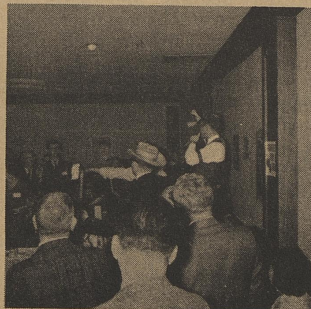
The Herald-Leader contingent seems to be winning



What do you mean seven wins?



ANR'S J. Kay Aldons concentrates



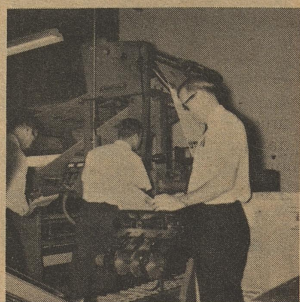
Four - going once - twice



Arnold studies the opposition



# Greater Kentucky Publishers Host KPA Convention Goers



R. E. Garrison, publisher of the Anderson News examines the first copies of his paper as they roll off the press.



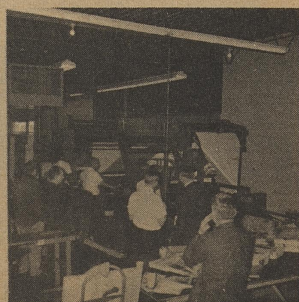
Lewis Conn & Bill Matthews greeted us as we arrived



Mrs. Lewis Conn and Mrs. William Matthews pose as charming hostesses.



Frank L. Stanley of the Louisville Defender chats with Jack Perry, publisher of the Carrollton News Democrat



I wonder which button turns this thing on?

Travel on Kentucky's highway system increased 6.9 per cent in July, 1966, over July, 1965, according to the U.S. Bureau of Public Roads.

## NEWSPAPER IN THE CLASSROOM

(continued from page one)

newspapers bring to their classes," Thorp said.

Almost any class, elementary or high school, can benefit from regular reading of a newspaper.

"Newspapers provide living illustrations for the civics and government textbooks," Thorp pointed out. "They up-date the geography books, offer countless subjects for themes, and give students a chance to analyze a wide variety of writing styles."

Publishers can "participate" in the workshop by encouraging local teachers to attend, and then following through by seeing that teachers use the newspaper in the classroom, Thorp said.

As in past workshops, several Kentucky newspapermen will be invited to speak to the teachers.

"Teachers in the previous workshops have found these newspaper-orientation lectures most valuable," Thorp said, "and all newspapers benefit when teachers gain a better understanding and appreciation of what newspapers are and do."

Teachers and publishers who are interested in the workshop may obtain fuller information from Thorp. Deadline for applying for the University Summer Session is May 12. Class meetings for all workshop participants will run from June 12 to 23.

## THE PRESIDENT'S COLUMN

(continued from page two)

compile some information about amusing incidents in Kentucky Newspaper History. There have been a lot of "characters" as well as "strong willed" souls in this business that are the basis for some interesting features to be run throughout the centennial year. I have talked with some of our most able writers and humorists about taking on this job.

In fact, every newspaper should come forward with an interesting incident that has happened in his town.

Meanwhile, let's look forward to the Executive Committee meeting in April and our summer convention in June.

A work-study program is available to those who need financial aid to stay in vocational education, the State Education Department says.

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## WAIN, Adair Co. News In Joint Enterprise

The Adair County News and Radio Station WAIN have opened a joint enterprise newscast from the Newspaper Office.

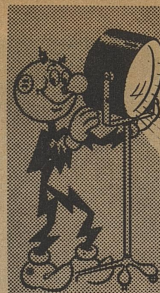
The newscast is a summary of local happenings, no state, national or international news, and is being compiled and edited by Adair County News Editor Louis DeRosett.

Through a hookup with WAIN the news is broadcast live directly from the News Office.

A five-minute summary, it can be heard every morning, Monday through Friday, at 9:55. It is being sponsored locally by several business firms.

The broadcast contains such items as City and County Court news, patients being discharged from the hospital and other happenings in Columbia and Adair County.

The program is the brainchild of Edwin Cundiff, of Radio Station WAIN, and the News Editor.



# 6 ALL-KENTUCKY CITIES

## TOP the '66 LIST in

Our sincerest congratulations to Campbellsville, Middlesboro, Morgantown, Russellville, Stanford and Versailles, winners of the prized All-Kentucky City Awards in the 1966 "Opportunity for Progress" contest conducted annually by the Kentucky Chamber of Commerce.

To win the award, each city had to achieve the judges' rating of Excellent in at least four of seven community development projects. This required leadership, work and dedication. Each community selected its own projects, used its own resources. Five of the six All-Kentucky Cities are served by KU.

The fundamental importance of this contest, however, is that everyone of the 70 communities that entered is a winner. Each has begun, and many have completed, projects that will benefit the entire community. Moreover, the entire state benefits significantly.



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