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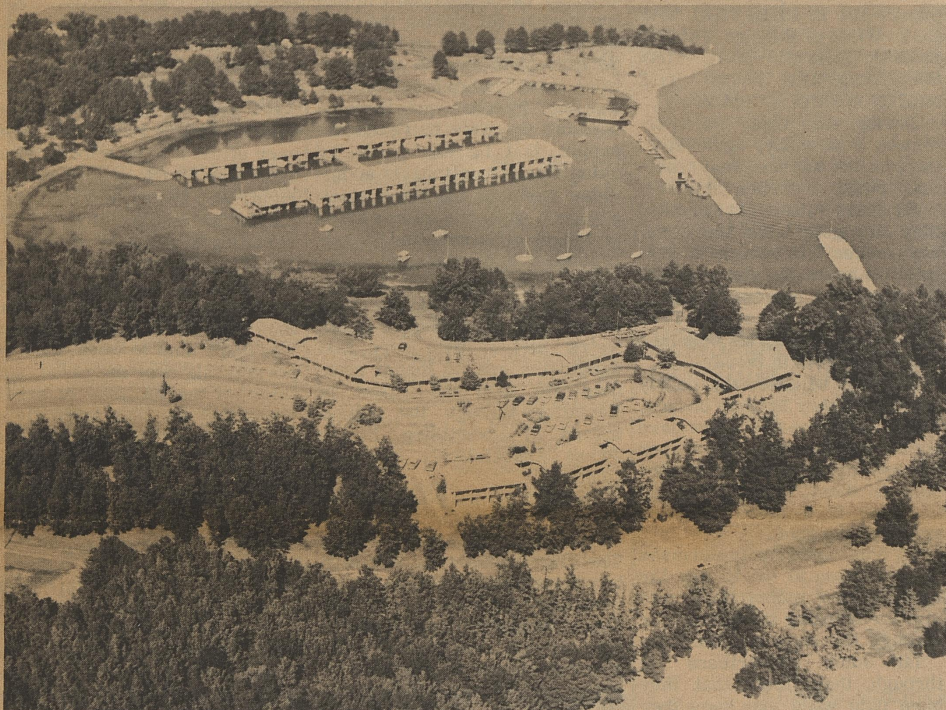
The Kentucky Press

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VOLUME 33

MAY, 1967

NO. 5



SUMMER CONVENTION. . . . More than 250 members of Kentucky newspaper families are expected to gather here at Kentucky Dam Village State Park for the 98th summer convention of the Kentucky Press Association. The convention schedule has been arranged so there will be plenty of time in the afternoon for fishing, swimming, boating and other recreation.

Mister X To Attend Convention; Shake His Hand

Who is Mister X? It really doesn't matter. What is important is that he will be with us at the 1967 KPA Summer Convention. Why is he coming to the KPA Convention? The answer to that is that he is going to make one of you \$25.00 richer than you were when you arrived. Only your Secretary-Manager (who was sworn to secrecy by the Elf of the Fourth Estate during a recent bash held by the Journalistic Elves of Kentucky Society, under penalty of eternal writers cramp) and Mister X himself know his identity.

"What good is it to have some goofy Mister X guy walking around if nobody knows who he is," I hear you cry. The only good in the whole idea is that you shake a few more hands

Convention Schedule

Thursday June 1, 1967:

4:00 Registration (Village Inn)
5:30 Beer Reception John C. O'Conner, host, Ken-Bar Inn
7:00 Dinner (on your own)
Friday June 2, 1967:
9:00 Registration (Village Inn)

10:00 Gubernatorial Candidates Old Theater Building
12:00 Lunch (on your own)
1:00 Recreation

this year than you did last year. That's because the 50th PERSON TO SHAKE MISTER X'S HAND IS GOING TO WIN \$25.00. That means you're going to have to arrive early and leave late and shake hands all the time you're there. The award will be presented after the banquet on Friday night. It just won't pay to be shy during this convention.

1:30 AP Meeting (Place to be announced)

5:30 Reception John Marcum, host
7:00 98th Annual Summer Banquet S. C. Van Curon, Box lunches and babysitters for children

8:00 Presentation of Newspaper Production Contest Awards A. J. Vieham, Jr. Saturday June 3, 1967:

9:30 Summer Dancing, E. C. Calman Dance Band
9:00 Executive Committee Breakfast Dining Alcove
10:00 Business Session: Circulation Division Report, Dave Schansberg; Advertising Division Report, Ed Moores, S. C. Van Curon presiding.

12:00 Convention Adjourned. Box lunches and baby sitters furnished at KPA expense 'til 12:00 midnight on Friday, June 2.

Press Meets At Kentucky Dam June 1

The Kentucky Press Association will hold its 98th Summer Convention, this year, at Kentucky Dam Village. The dates for the meeting are June 1-3.

The highlight of the summer convention has always been the presentation of the KPA Newspaper Production Contest awards. This year will be no exception, with the award presentation following the Friday night banquet. In addition to the regular KPA awards, the Kentucky Education Association, the Portland Cement Association, and The Salvation Army, will also make presentations.

Judges for this years contest were 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 Jepson 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 the Virginia Press Association; Ed Schergens of Tell City, Indiana; Tiny Hunt of Versailles, Indiana; and Mrs. Sue Wahlgren of Lexington, Kentucky.

KPA President, S. C. Van Curon, appointed Bill Nelson of Benton, to head the convention committee. On his committee were Ben E. Boone, III of Elkton, W. T. Davis of Eddyville, and Niles O. Dillington of Dawson Springs.

Howard Ogles of Franklin and Joe La Gore of Paducah were appointed by Van Curon to serve as the program committee. A relaxing convention has been planned, with ample free time to swim, fish, boat, or play golf

(please turn to page four)

THE KENTUCKY PRESS
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A. J. Viehman, Jr. Editor
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Kentucky Press Association, Inc.
S. C. Van Curon, President
Frankfort State Journal
Howard H. Ogles, Vice President. Franklin

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A. J. Viehman, Jr. Secretary
Manager-Treasurer, Lexington
Florida R. Garrison, Asst. Treasurer
Executive Committee: George M. Wilson, Chairman, Hardinsburg (Second); Ben E. Boone III, Elkton (Fourth); 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); Tommy Preston, Cynthiana (At large); Larry Stone, Central City Post President.

The President's Column

BY S. C. VAN CURON

Not the least among the violators of the new Corrupt Practices Act (fair campaign practices law—KRS 123) passed by the 1966 General Assembly were members of the Kentucky Press Association.

To make it worse, the newspaper for which I labor was an offender, not once, but on several occasions.

The new law specifically states that every political advertisement must bear the name of the person inserting the ad, or the name of the committee sponsoring the ad along with the name of the treasurer of this committee.

If this law is rigidly enforced this time, the courts won't get through with all the cases in a year, and it is my guess that every candidate would be ineligible under strict enforcement of the law.

Every daily newspaper in the state has pointed out these requirements in stories reporting the new law and its provisions . . . not once but several times. Yet, many newspapers carried political advertising just as they have in past years with the old line of "paid political advertising."

Let's all get a copy of KRS 123 and post it in the advertising departments and be sure that every staff member is familiar with the law and lives up to its requirements.

The newspapers are the first to howl editorially when other laws are transgressed and it certainly behooves all of us to comply with this one.

The June convention promises to be one of the best members of the Kentucky Press have

Adult Delinquency

Guest Editorial

From The Ky Labor News

It is a low type of humanity that will cheat a newspaper boy!

It is not the poor who defrauds him. (The poor know they must keep their credit good!) It will be those who HAVE BETTER— and know better— who beguile the lad and deprive him of his modest earnings. In most instances, our newsboys in Kentucky buy newspapers from the publishers, and RE-SELL them to the subscriber. If the subscriber is that low breed who bamboozles the price of a newspaper, HE IS CHEATING THE BOY WHO IS OFTEN SAVING MONEY FOR HIS EDUCATION OR ASSISTING WITH THE NEEDS OF HIS FAMILY. . . .

During the week, we interviewed a newsboy, aged 12. . . Here is the way the great American public swindles children:

(1) Some subscribers pretend they are gone when the newsboy makes his rounds to collect. He hears the stereogoing. He has seen movement within the house from the street. They hide when he knocks or rings the bell to get his money.

(2) Some will humbug the boy by saying they have no change. These big time operators have such wealth that newspaper money— chicken feed stuff— is a bore to them. They tell the lad to come back later. He does and they are gone.

(3) Some move away and make no provision at all to pay the newsboy the money they owe him for bringing them the paper through the snow and the rain.

(4) Some subscribers lie through their teeth that they have paid when they know they have not. They raise their voice, browbeat the boy, and rush to church the following Sunday to get a booster shot and hear all about a golden rule of some kind that they will steal if they ever get their hands on it.

(5) Some use dogs effectively. Vicious animals are conveniently on the loose around the house when collectors of any kind appear. Some kids prefer being cheated to having a leg maimed by an irate German shepherd with a freeloading master.

There is a Kentucky law to protect the newsboy from the

had in a long time. It will be short on business sessions and long on time for recreation.

The program committee has set all business sessions in the mornings so afternoons can be devoted to rest or recreation.

Of course the highlight of this 98th annual meeting will be awarding of honors in the newspaper production contest. This comes Friday night right after a delightful smorgasbord.

Everyone will be ready for this after hearing the gubernatorial nominees speak Friday morning. Come prepared.

Jack-Notes

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

Things seem to be looking up on the political advertising scene. Several candidates have placed orders through the KPA Central Office. We thought, in our ignorance that The Kentucky Press would have its pages graced by the pictures of the various candidates during this primary election, but lo and behold, we discovered that a statute had been passed during the last legislative session, which made it illegal for a candidate to advertise in any trade publications. Of course you can see the reason for getting the politician off the hook, so to speak. Why he might have to advertise in as many trade publications as he has friends, and then he wouldn't be able to reach the people that he can reach by using that unmentionable audio-video medium, big signs which are seen when one takes a drive on today's highways, and literally thousands of press releases, which I am certain are devoured thoroughly by all who come in contact with them. I guess we're just a little sore that candidates can no longer communicate with the Press of Kentucky through the logical means of advertising, in the Press Association's own publication.

By the way, the poor old Kentucky Press is about to take it on the chin in another area. The Big Brothers in Washington have decided to tax the advertising profits which the Press might be able to come up with at the end of the year. You can almost hear the conversation which inspired this move. "Say, listen, man, we've just got to come up with some new areas to tax". "Yeh, you're right. We've been tapping the old sources pretty hard lately, and we're starting to get a few grumbings". "You have a point there. I read in the paper the other day that LBJ decided to postpone asking for a tax increase in order to have a more receptive audience when he did ask." "Hey, man, ain't that National Geographic over there? Man, look at all the bread they're raking in on their advertising. I betcha we could

deadbeat subscriber.

KRS 434-490. Defrauding vendor of newspapers.
(1) Any person who obtains newspapers from a person engaged in selling newspapers at retail, without paying therefor, with intent to defraud such person selling newspapers, shall be fined not more than twenty-five dollars or imprisoned not more than thirty days, or both.

(2) Proof that any person refused or neglected to pay for such newspapers upon demand shall be prima facie evidence of the fraudulent intent contemplated by this section.

come up with some tax money there." "You may be right. Let's go back and see if we can find anything on the books already that will give us the power we need." "Hey, I just had an idea. There must be millions of tax exempt organizations with trade publications. Why we can even expand the idea to take in trade shows." "Holy expansions, man, let's just tax advertising, period, in all publications." "You've got newspapers, magazines, radio, television, bill-boards, and that's only a start." "Naw, man, cool it. If we try to do anything like that, it'll get too much attention. These association folks don't get to mingle with people outside their own associations very often. It'll be a lot quieter this way". "I guess you're right. Who knows, if this works, maybe we can try it on all advertising in a couple of years". Think of the possibilities this idea has. All those fat juicy ad-tax dollars can finance guaranteed salary programs for people who don't want to work, wars on poverty all over the place, and think of the millions of scrub pines that can be planted along the highways so the citizens won't have to look at the scenery". "Hey, man, we'd better cut it short or we won't get to the suggestion box before it closes". "Holy running-out-of-things-to-tax, you're right. I hear that first place this week is another exemption".

And so it goes. Some of the other press associations in this country have alerted their members in order that they might write letters of protest about this tax on advertising. Your Secretary-Manager has already written one to the Commissioner of Internal Revenue in Washington. The American Society of Association Executives, of which your Secretary-Manager is a member, has mailed a questionnaire in order to feel out the opinions of associations toward this proposed tax. Quite frankly, the taxable amount of profit from advertising in the press would be a very small sum. However, we hope that this amount will grow in the future. Please bear in mind that this revenue is necessary in order that we assure a growth within our Press Association and continued expansion of our operations. We are not a wealthy association. We have to depend on sources of revenue other than that which comes in in the form of dues, if we are to promote undertakings such as our scholarship program, maintain a decent Central Office, and handle the legal questions which come up nearly every day in this association. It seems a shame to us that just when we start to

(Please turn to page seven)

Workshop Beginning June 12

A two-week workshop for teachers on how to use the newspaper in the classroom will be held at the University of Louisville, beginning June 12.

Mark F. Ethridge, former editor and publisher of The Courier-Journal and The Louisville Times will appear on an evening program during the workshop, June 21. His appearance is open to the public at 8 p.m. in Bigelow Hall at the University of Louisville. Ethridge, who now lives near Chapel Hill, N. C., is a visiting lecturer at the University of North Carolina.

Stewart R. Macdonald, manager of newspaper information services, American Newspaper Publishers Association, will be the workshop's keynote speaker on June 12.

Purpose of the workshop is to show teachers how the newspaper may be used as an aid in teaching any subject. The workshop is co-sponsored by The Courier-Journal and The Louisville Times.

Publishers of Kentucky and Southern Indiana weekly newspapers will appear on the program discussing "The Role of Community Newspapers." They are Lewis Conn, of The Jefferson Reporter; Frank Stanley, Sr., of The Louisville Defender; and Howard Grossman, of the Salem (Indiana) Leader.

Teachers from Louisville area schools, who have successfully used the newspaper in their own classrooms, will discuss how to use the newspaper in the primary and intermediate

classrooms, in social studies classes, and in language arts classes.

A teacher will demonstrate with her own students how she uses the newspaper in the fifth grade. Another teacher will demonstrate how he uses current events filmstrips with the newspaper.

Dennis Spetz, University of Louisville social studies instructor, will talk on "The Newspaper and Geography;" and U. of L. economics professor Carl Abner will discuss the "Newspaper and Economics."

Louis J. Torstick, assistant director of curriculum of the Louisville Public Schools, will appear on the use of the newspaper in bulletin board displays.

A day of the workshop will be devoted to a visit to The Courier-Journal and The Louisville Times building where teachers will hear from the newspapers' reporters, news editors, photographers and editorial writers on how a daily newspaper is produced.

Also appearing on the workshop program will be Lisle Baker, executive vice-president; Norman Isaacs, executive editor; and Barry Bingham, Jr., assistant to the publisher, all of The Courier-Journal and The Louisville Times.

The workshop offers two graduate or undergraduate credit hours and information on registration can be obtained by calling the University of Louisville, 636-4707.

Newspaper Week—New Theme

ATLANTA — "Newspapers Get Things Done" is the new theme for this year's observance of National Newspaper Week, October 8-14, it was announced here this week by Glenn McCullough, executive manager of the Georgia Press Association and newly appointed chairman of the Newspaper Public Information Committee of Newspaper Association Managers, Inc., sponsor of National Newspaper Week since 1939. McCullough who served as NPIC vice chairman last year plans to activate the year around newspaper public relations program inaugurated by the committee two years ago.

"Every newspaper in America," McCullough said, "large or small, daily or weekly, is a living testimonial and visible proof of the fact that 'Newspapers Get Things Done.'"

Observance of National Newspaper Week, he pointed out, is being encouraged not only by newspapers, but by schools, libraries, clubs and organizations to re-emphasize and give recognition to the important

functions of newspapers in the everyday lives of Americans.

Most people take their newspapers for granted, he said. Few fully realize how much their local newspapers get done for their communities, and for individuals by promoting honesty and efficiency in government, improved education, public health and safety, promoting religion and the arts, providing promotion and publicity for worthwhile fund-raising drives and not the least of all, what newspapers do for their advertisers and for the economic progress of the community.

For the fifth successive year, John F. Blatt who retired in 1963 after 15 years as promotion manager of The Daily Oklahoman and Times will serve as National Newspaper Week Coordinator, preparing much of the material and organizing the continentwide observance of the Week.

By popular demand, a promotion kit will be available this year, prepared according to McCullough with the smaller dailies and weeklies in mind.

Henry Named ARH Chairman

Maurice K. Henry, publisher of the Middlesboro Daily News has been elected chairman of the board of trustees for the Appalachian Regional Hospitals. ARH is a non-profit corporation which runs nine hospitals in the states of Virginia, West Virginia, and Kentucky. Mr. Henry will succeed former governor, Bert T. Combs. Henry has also served as interim president of the corporation.

The changes are to be effective June 1, when Combs will become a judge on the U. S. Court of Appeals, Sixth Circuit. The trustees adopted a resolution which said Combs' services "represent one of the most magnificent contributions of our time to the health and well being of the people of Appalachia". The former governor helped organize ARH four years ago, and has been a trustee since 1963.



Circulating With Bill

BY BILL GIBSON

Mr. Bill Gibson
State Journal
Frankfort, Ky.
Dear Bill:

Congratulations on a most profitable circulation meeting! I hope that future meetings will draw a better attendance from weekly publishers. Many good ideas await them if they will only show up.

If most weekly publishers are like me they spend most of their time working on advertising and worrying about getting enough help to get next week's paper out. Circulation is either left to shift for itself or turned over to an overworked girl in the front office.

I picked up several good ideas at the meeting which can be used to increase circulation with very little work.

The talk on postal regulations cleared up some questions for me, too.

I certainly will attend future meetings and urge all weekly publishers and small daily circulation managers to do likewise.

Sincerely,
Geo. M. Wilson

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.

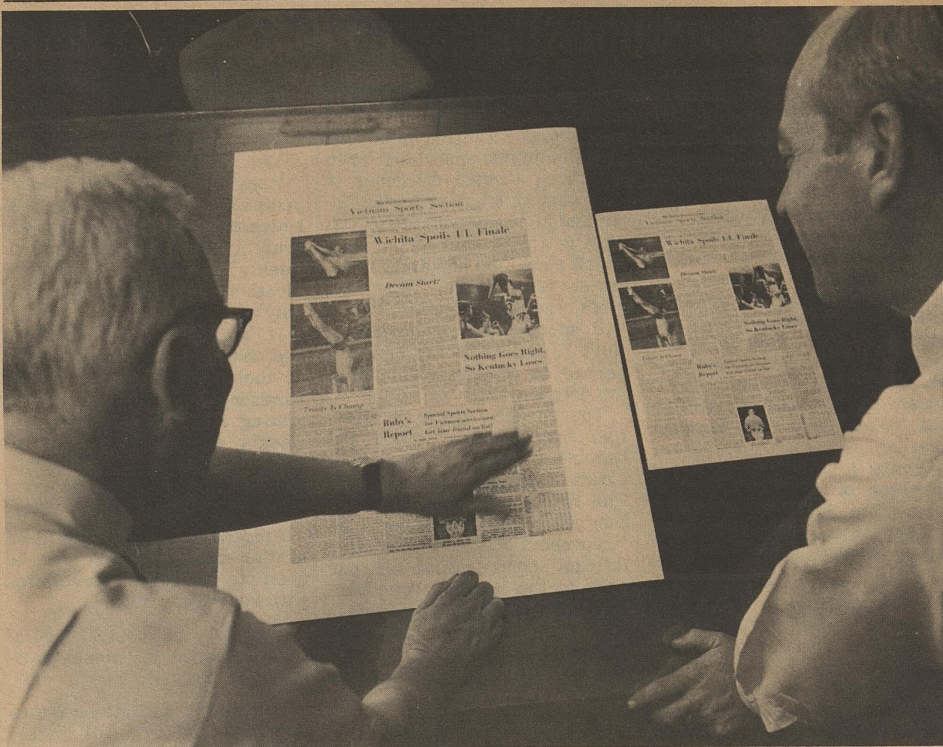
Buying wholesale, and using modern methods to keep distribution costs low, S&H is able to provide brand-name merchandise that represents a 2½ per cent discount on every purchase!

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 snap where S&H Green Stamps are given.

An American way of thrift since 1896





The Courier-Journal & Times Vietnam Sports Section is pasted up in full-size newspaper format (left) and reduced down to an 11 x 17 inch mini-version (right) for mailing to Kentucky and Indiana Servicemen in Vietnam.

3000 Copies Being Sent Weekly

The Courier-Journal and The Louisville Times have established a weekly Vietnam Sports Section to be sent free to Kentucky and Southern Indiana servicemen stationed in the Vietnam war zone. Some 3,000 copies of the section, filled with local sports news, are being mailed each week.

It all started when a Kentucky sailor wrote the Louisville newspapers that one of the things he and others missed most was sports news from home. He asked if there wasn't something that could be done.

Staff members of The Courier-Journal and The Louisville Times came up with the idea of sending reduced-size pages of selected sports news to the servicemen. The papers asked Kentucky and Southern Indiana parents, wives, sweethearts and friends to send names and addresses of their servicemen stationed in the Vietnam area. A flood of letters and cards poured in during the first few days.

The first edition of the section was mailed March 1. Letters being received from servicemen in Vietnam indicate that the sports section is being delivered there within three to five days after it leaves Louisville.

If you have a friend or relative serving in Vietnam, send his name and military address (including APO or FPO number) to Vietnam Sports Section, The Courier-Journal and The Louisville Times, Louisville, Ky. 40202.

Discovery of the Week: In English U Thant's name means Mr. Clean.—Richmond News-Leader

Norfleet Runs For Superintendent Of Public Instruction

(Editor's note: Last month we carried an article by S. C. Van Curon, in which he gave a breakdown of the various candidates seeking public office. Inadvertently, we left out the name of one of our fellow publishers, Andrew J. Norfleet, who is running for Superintendent of public instruction.)

Andrew J. Norfleet told this editor that shortly before the deadline for filing, he never even entertained the thought of running for public office. All that has changed, and as Mr. Norfleet said in a recent edi-

torial in the Russell Springs Times Journal, "We should all take part in politics, for politics is nothing more than government in action. When government becomes bad it is nothing more than bad politics in action".

"Some one once said, to paraphrase the quotation that the saddest thing in the world was to observe good men standing by and doing nothing." In the case of the office of Superintendent of Public Instruction

outstanding educators in the field stood by, apparently afraid to file against a man who is involving the Kentucky Department of Education in his selfish tune of musical chairs".

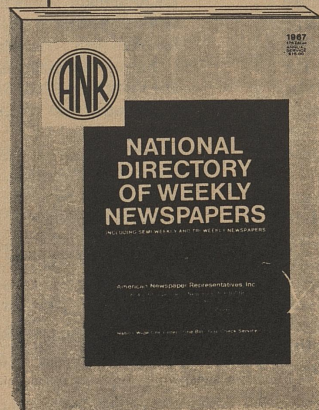
Mr. Norfleet's goal if elected is to up-grade Kentucky schools to the national level and beyond. He feels that the end result of a higher level educational system should be to prepare young people to take their places in society as useful, intelligent voters and citizens.

PRESS (continued from page one)

or any of the other recreational activities available at the Village. The main business functions will center around reports by the Circulation Division of KPA, which just completed a very successful meeting, and the newly formed Advertising Division of the Press Association which will get under way this fall, and of course, a few words by both of the gubernatorial candidates. At this time, we do not know who the speakers will be, due to the fact that our issue will go to press before the primary election is held. We can promise that you will be in for a political treat if you attend the Friday morning session. Be armed with questions and get set to hear some answers.

All in all, it looks like the 98th Kentucky Press Association Summer Convention is shaping up to be one of the best ever.

Publishers: Save \$7.50 on your copy of ANR's New NATIONAL DIRECTORY OF WEEKLY NEWSPAPERS



... just off the press, the new 1967 Directory is a library of up-to-the-minute information on over 8,000 Weekly Newspapers in all 50 States. Contains more than 300 pages, with 50 State-County-City Maps. It is the only publication listing national line-rates and complete data under these headings: Publication Name & Address; Population; Area Designation; Representation; Circulation; Issue Day; Alcoholic Beverage Policy; Mechanical Requirements; Color; Type of Audit; Publisher's Name and Zip Code.

Regular Price \$15. Special To Weekly Newspaper Publishers \$7.50

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Send me _____ copy (copies) 1967 Directory Check Enclosed

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City _____ State _____

(Signed) _____

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

Henry Starts Newspaper Career As Teaching Job Folds

By ROBERTA POND
MIDDLESBORO, Ky. — Returning home after service in World War II, Maurice K. Henry was looking forward to resuming his career as a school principal.

To his surprise, the new school administrator said, "You can have your old principal position back, but you will have to work one year's probation."

"This was after seven years in the same school system, plus 38 months of military service," Henry recalls. "With that fine howdy-do my school administration career was over and I turned to other interests."

What the school system lost, newspapering gained. It took Henry a little over one year to become advertising manager of the Middlesboro (Ky.) Daily News and four more years to become publisher.

As publisher, Henry says he "likes the work, the people and, best of all, this section of the world has some real opportunities for those looking for green fields."

"I have lived and worked in Virginia, Tennessee, Washington, D. C., Boston and Wisconsin," he reminisces, "but the garden spot to us is young growing Middlesboro, 'the Magic City of the Cumberland and Appalachia,' the Wall Street Journal called Middlesboro an 'Oasis in Appalachia' last year."

Does he miss the world of the 3R's? Apparently not: he's published the Daily News since 1951.

However, along with the opportunities and rewards come the perils and pitfalls.

About this, Henry says, "With a vigorous editorial policy, we have won some, lost some and some decisions have just been rained out."

"Due to local political situations we have had 'spite' papers started up against us twice, but both have since departed from the Middlesboro community."

The biggest story in his career, says Henry, was announcing the political defeat of the famous "Ball Brothers Political Machine."

"Slot machines, gambling, bootlegging, just name it," continues Henry. "It all existed during those so called 'good old days'."

All of his work is not on the heavy side, however, occasionally something humorous might happen to Publisher Henry such as the day a reader called telling the News would be a much better daily newspaper "If you just have a few more first class obituaries."

Among his most gratifying work, Henry cites helping to get new industry for a 20-25

per cent unemployed area.

What about Publisher Henry's product? Since 1950 the Daily News has won 104 state, regional and national newspaper awards. The paper was named by the Kentucky Press Assn. in 1960, 1962 and 1963 as the Sweepstakes winner among Kentucky community daily newspapers. In 1962 the National Newspaper Assn. awarded the Daily News top national recognition for a series of editorials published earlier.

The paper has increased its circulation 20 per cent and has built a new plant with new machinery, including a 32 page rotary press with color. With its April 3 edition, the Daily News, just beginning its 57th year, came out with a new,

simplified logotype and several new features and columns.

Besides his newspaper, Henry is general manager of radio station WMIK, president of the tri-state Outdoor Advertising Co., treasurer and trustee of the Appalachian Regional Hospitals, director of the Kentucky Industrial Finance Authority, director of the Kentucky Civil War Commission and director of the Kentucky Travel Council.

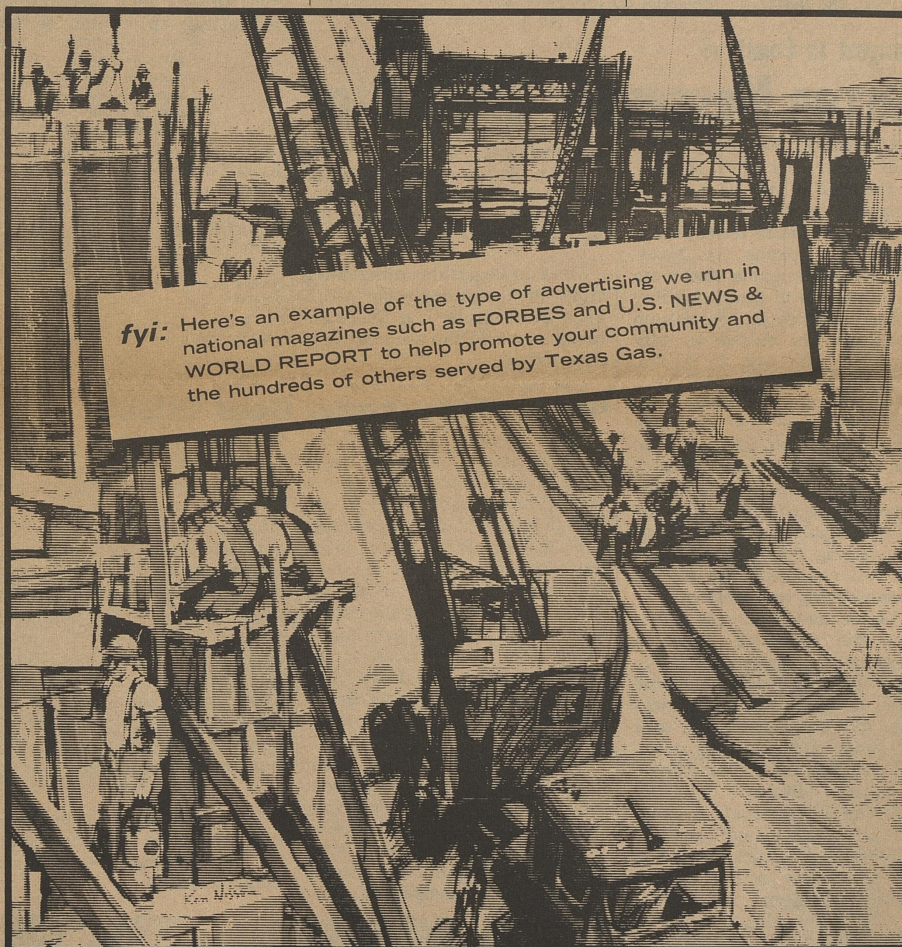
His accomplishments in Middlesboro have been many and varied. During his two years as president of the city's Chamber of Commerce, Middlesboro obtained two new industries. (For the past 20 years the town has been able to lure no new industries within its area.)

His civic contributions also include taking off four months to serve as active, full-time interim president of Appalachian Regional Hospitals.

As head of ARH, Henry directed a non-profit corporation which owns and operates a system of nine community hospitals, with a total of 970 beds, in the mountainous area of Eastern Kentucky, Virginia and West Virginia.

This hospital system has 1,750 employees, operates on a budget of \$15 million a year, and represents an original investment of \$30 million. Last year they served 38,000 inpatients.

He is also a former president of the Kentucky Chamber of Commerce



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

TEXAS GAS PLANTS A CASH CROP

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



TEXAS GAS
TRANSMISSION CORPORATION
Offices: Owensboro, Kentucky • Houston, Texas
SERVING THE BIG RIVER REGION



ASSUMES NEWSPAPER DUTIES . . . Ron Herron (seated at desk) began his duties May 9 as city editor of THE MESSENGER. Welcoming the young newspaperman to the news room is Ernest Claytor, the paper's managing editor. See story.

Youngest in Country? Herron Messenger City Editor

Madisonville Messenger publisher Edgar Arnold Jr. is making the claim that he has the youngest city editor in the nation on a major daily newspaper.

Ron D. Herron, a Madisonville native, graduated from the University of Kentucky May 8 with a degree in journalism and began his duties as city editor the next day. He is 21. He is the son of Mr. and Mrs. Joseph Herron of Madisonville.

He took over the city desk from Ernest Claytor, who had been handling the dual duties of city editor and managing editor since August 27, 1963. Claytor will devote full time to the duties of managing editor which carries full responsibility for all newsgathering and editing.

Claytor had been city editor since the death of Woodson Browning in January of 1945, and then in August of 1963 the duties of managing editor was added to his shoulders. He took over when publisher Edgar Arnold Sr. died and Edgar Arnold Jr. became editor.

Herron is a graduate of Madisonville High School and the University of Kentucky where he was a member of the student chapter of Sigma Delta Chi,

professional journalism fraternity. He now becomes a member of the Kentucky Professional Chapter of Sigma Delta Chi in Louisville.

Herron began his news writing work in his junior year at UK as a staff writer for the Kentucky Kernel, the student daily newspaper.

Benton Newspaper Goes Offset

The Benton Tribune-Democrat is among the latest members of the Kentucky Press Association to change over to offset printing of its newspaper.

Publisher Bill Nelson made the move the first of the year and has installed all necessary offset equipment with the exception of a press. The printing is being done at Paducah at the John Box commercial plant. He prints about 10 weekly newspapers in the Western Kentucky area.

Other newspapers being printed at his plant are Princeton, Dawson Springs, Marion, Eddyville, Bardwell and others.

Nelson is well pleased with his new arrangement although he said the changeover cost

WKPA Pre-Print Charges

The Western Ky. Press Assn. at its Spring Meeting had a seminar conducted by representatives from the Hopkinsville New Era; The Madisonville Messenger and The Owensboro Messenger-Inquirer regarding advice as to how to charge for pre-printed supplements. These papers schedule a number of them yearly and are familiar with the costs involved.

The 27 papers present thought it might be helpful— if some type guide-lines could be developed, in order that the papers in our area could present somewhat the same rate plan. The enclosed rate card was adopted by them (subject to local variations) as a composite of the best features of the three dailies rates. This is simply sent to you as a possible help in setting up a plan to cope

2 page pre-print (or 4 page tab)	30% off regular earned rate
4 page pre-print (or 8 page tab)	34% off regular earned rate
6 page pre-print (or 12 page tab)	38% off regular earned rate
8 page pre-print (or 16 page tab)	41% off regular earned rate
10 page pre-print (or 20 page tab)	44% off regular earned rate
12 page pre-print (or 24 page tab)	48% off regular earned rate

For 3 or more inserts, the following additional discounts will be applied:

3 thru 5 in a 12 month period	additional 3%
6 thru 8 in a 12 month period	additional 5%
9 or more in a 12 month period	additional 7%

MISCELLANEOUS INFORMATION:

Pre-prints must be in addition to contracted space. The Franklin Favorite reserves the right to accept, or reject any insert it may deem objectionable.

Inserts having a total of less than 340 column inches will be charged at the 2 page minimum.

The date of insertion and "Supplement to the Franklin Favorite, Franklin, Kentucky" must be imprinted on the front page to conform to postal regulations.

Inserts are to be delivered pre-paid to our plant, complete and ready for distribution no less than five days prior to the insertion date.

with this increasing problem.

You will note discounts apply to earned rates. This means the discount applies to rates earned on regular ads not counting the number of inches in the pre-printed supplements. You will also note the minimum charge is for a two (2) page supplement (full page-size) since most of the publishers present felt that any type insertion should count at least as two pages.

The dailies on the panel had made a rather comprehensive study on handling them, and WKPA felt that was probably the easiest and fairest way to handle the supplements.

We repeat again this schedule is a suggested base to work from, and the one the majority of the papers at the meeting will use in the future.

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Gardners Join Russian Tour

No, it isn't a defection. Ro and Lee Gardner, editors of the Hickman Courier, are attending the American Press 1967 newspaper study mission to Russia. They are traveling with twenty other editors on the tour which left Kennedy Airport in New York for Frankfurt, Germany, on May 10. From there they go to Moscow, by way of Copenhagen, Denmark. Leningrad will be the next stop, and then Simferapol and Yalta, on the southern coast of Crimea. Following a visit to Kiev, the tour will proceed to Vienna, Austria, Frankfurt again, and then back to New York. The tour will include visits to Russian newspaper plants, get together with foreign correspondents, a meeting with Tass newspaper agency, and a tour of a state farm.

TV is headed for trouble because of rising costs and limitations of available time for commercials, states a leading advertising agency. This is forcing the medium to increase both prices and the amount of commercial time allotted per programming hours. The agency predicts a 33 percent increase in commercial time shortly to eight minutes per program hour. Prices may go as high as \$68,000 a minute for network commercials. Both moves, admits the agency, may force many advertisers to re-evaluate the place of TV in their marketing mix.



BILL NELSON



W. T. DAVIS

-30-

Miss Hannah

Miss Karen Michele Hannah, the attractive and popular daughter of Mr. and Mrs. Edgar Arnold, Jr., publisher of the Madisonville Messenger, was fatally injured while delivering her paper route near Madisonville. She was to have graduated from high school this month, and was looking forward to a trip to Europe this summer.

JACK NOTES

(continued from page two)

make a productive venture out of the Kentucky Press, the government has to come along and hold us back.

What can you do? (What can anybody do in these bureaucratic days when states have little power, much less individuals) You can write a letter to the Commissioner of Internal Revenue, Attention: CC: LR:T, Washington, D.C. 20024, and tell him that you find this tax on the profits from advertising in the Kentucky Press offensive. Who knows, this could be a step toward taxing the advertising in your newspaper.



SPEAKER HAS ATTENTION. . . . Circulation managers here are giving a U.S. Postal Services officer their rapt attention at the April 21 circulation managers meeting at Rough River State Park. Speaker John Brannon gave the circulation men a clear cut explanation of new postal regulations and answered a barrage of questions fired at him. The circulators agreed that he helped them a lot on their problems. Sitting on the front row are Bill Blackwell of Ashland and Jerry Adkins of Somerset. Over on the left side are Bill Gibson of Frankfort and Howard Matthews of Lexington.

Somerset Reporter Asked To Leave

A reporter for the Somerset Commonwealth - Journal was asked to leave a special meeting of the Ferguson Board of Education Saturday night, May 13.

Reporter Bill Mardis was asked to leave some fifteen or twenty minutes after the session got under way. It was the second time this month that a reporter from the Commonwealth-Journal has been asked to leave a school board meeting prior to adjournment.

Reporter Don Hampton who had been asked to leave a regularly scheduled meeting of the board on May 1, showed up for the special meeting which was supposed to be held on Friday night, May 12. He was told that the meeting had been postponed until the 13th. Other duties prevented him from attending the following evening, so reporter Mardis attended in his stead. Some fifteen minutes into the late starting meeting, the reporter was asked to leave.

Hager Gets Liberty Bell Award

Lawrence W. Hager, Sr., publisher of Owensboro Messenger and Inquirer, has been presented the Liberty Bell award by the Daviess County Bar Association. Hager is the second recipient of this award, the first having been Dr. Kenneth Estes, superintendent of the Owensboro school system. This was the second honor bestowed upon Mr. Hager in two weeks. An award had previously been given to him by Centre College Alumni Association.

The citation read as follows: "He (Hager) is a leader who is fully cognizant of the penalties, the price, and the paradoxes of leadership. "Honesty, honor, integrity, dedication, patriotism and morality mean something different than 'what's in it for me' to this man.

"He has stimulated public interest and fostered an increased respect for law, through his wise interpretation and judicious reporting of the news.

"He has encouraged responsible citizenship through his editorials and feature

policies—not fostering controversy, except when beneficial to the entire community.

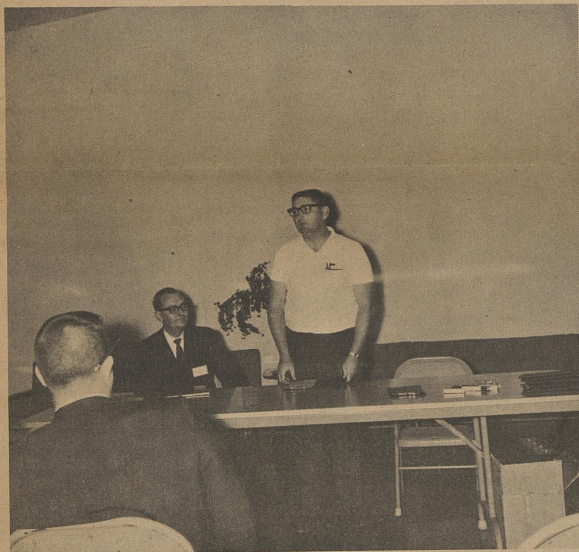
"Through his fair policies and wise interpretations of problems, our community living has been one of tranquility—not of strife, turmoil and agitation.

"He has consistently utilized his news media in efforts to promote Owensboro and Daviess County into the industrial, educational and cultural center it is today.

"His public spirited outlook and his positive attitude has been of lasting benefit to the citizens of Owensboro and Daviess County."

Don't talk about yourself. It will be done when you leave.— Irish Digest.

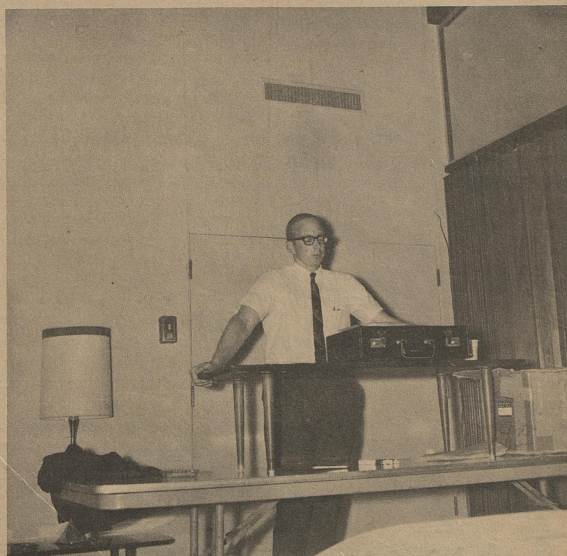
You may say what you like about the miniskirt. Just keep it brief.— Changing Times



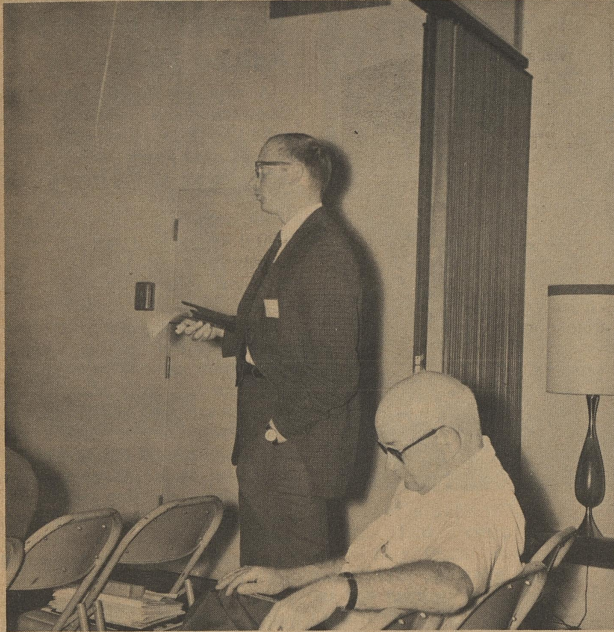
Circulation Division Chairman, Bill Gibson of the Frankfort State Journal, introduces Mr. Brannon of the POD.



Mr. Brannon and Howard Matthews of the Lexington Herald-Leader conduct question and answer session.



Dave Schansberg of the Voice-Jeffersonian, vice-chairman for the weeklies in the Circulation Division, gave an excellent report on circulation promotion.



Dave Schansberg offered some inexpensive ideas for promoting circulation in the weekly newspaper area.



George and Mrs. Wilson and Mr. and Mrs. Jim Willis were two of the weekly publishing families which attended the Circulation Meeting.

Banana Festival has 'Appeal'

By Beverly Cardwell
 FULTON, Ky. — Whoever would have thought that some day it might be necessary to hang up "no smoking" signs at a banana festival?

Certainly not Mrs. Johanna Westpheling, co-publisher of the 2,400-circulation weekly Fulton County News here and originator of the city's annual International Banana Festival.

And certainly not the people of Fulton, who saw the banana as a symbol of Inter-American friendship, long before the "hippies" discovered the "mellow yellow" was better smoked than cut up over morning cereal.

The people of Fulton, a town referred to as "The Banana Crossroads of the Nation," have always known the banana was a fickle fruit, but even they didn't know how fickle.

It seems that in addition to titillating the taste tentacles, the banana has the power to make one high when pulp from the peel is toasted and smoked.

(It must have been a farsighted person who, long ago, began referring to the refrigerated cars used to ship bananas as "reefers.")

All this, however, isn't likely to affect Fultonians and their International Banana Festival.

STAMPS · CONHAM
 NEWSPAPER ADVERTISING SERVICE
 555 No. La Brea • Los Angeles, California 90036

Charles H. Lovette
 1919 Sundown Lane
 Fort Wayne, Indiana

The fifth annual show will be held in September and is expected to attract governmental dignitaries from Latin American countries and the U.S.

In the five years since Mrs. Westpheling originated the idea of the festival, it has grown from a pseudo-Latin American atmosphere to the real thing, complete with Latin American youngsters who are brought to Fulton for the festivities.

Mrs. Westpheling, who with her husband Paul has been publishing the prize-winning Fulton County News since 1947, explains that the theme of the festival is "Project—Unite Us" and is designed to create an opportunity for "friendship and understanding between the Americas."

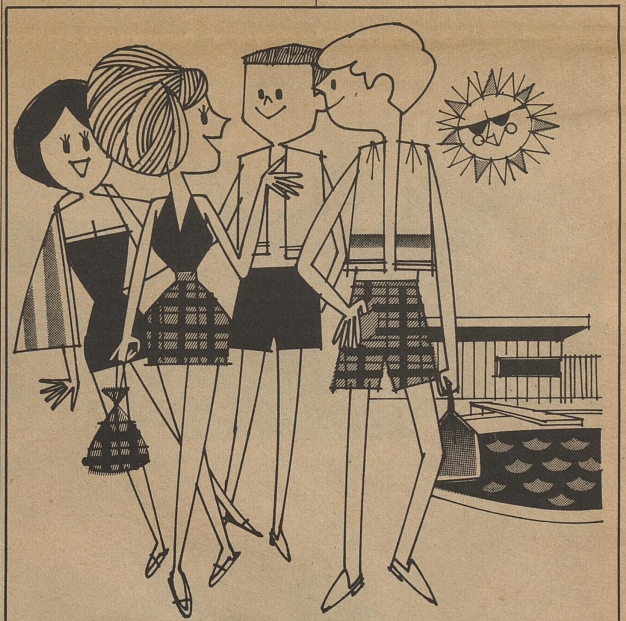
And the friendship so far has been accomplished without first smoking a banana peace pipe.

Fulton may seem an unlikely place for a banana festival but the town of 7,000 which straddles the boundary between Southwest Kentucky and Northwest Tennessee, is the center of the nation's banana distribution and is located halfway between

New Orleans and Chicago.

The town is the hub of five rail lines and serves as the main

diversion point of the Illinois Central Railroad, the nation's largest rail carrier of bananas.



"Let's go to
 The Grill—
 It's Air
 Conditioned"

When the go-go crowd goes out, no one cares how hot the sun is; when they go in, they want cool comfort.

That means electric air-conditioning. The powerful compressor gives you full-rated cooling regardless of how hot it gets outside. You get better humidity control because the electric cooling coils' lower temperature wrings out moisture. You know these compressors are dependable and long-lived because they use the same proved principle as your electric refrigerator.

To be SURE, air-condition your shop and office. To be DOUBLY sure, go electric.

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