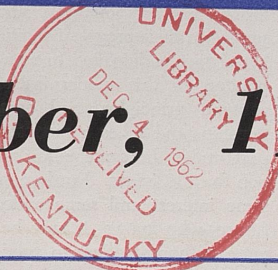


The Kentucky Press

October, 1962



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



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Publication Office:
School of Journalism
University of Kentucky
Lexington

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VOLUME TWENTY-NINE
NUMBER ONE



Kentucky's Showcase: Natural Bridge near Slade

The Kentucky Press + As We See It +

Volume 29, Number 1

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

Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

Member
Newspaper Managers Association
Kentucky Chamber of Commerce
Better Business Bureau, Lexington

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association

Printed by The Kernel Press

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

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Oh Hum! Another Year Has Quickly Slipped By

Referring to the front cover, you may have noticed that a line says, "Volume Twenty-Nine, Number One." This brief notice simply states that The Press is entering into its twenty-ninth volume, having served Kentucky newspapers, Kentucky journalism, and Kentucky publishers for twenty-eight years of progress. We could write many words of this progress; twenty-eight years that have marked the change of many of our newspapers from sleepy, ineffective newspapers to those of interesting format, alert typography, and community service to their progressive cities. The Press has always endeavored to be a part, if not a pointer, of this modernization of format, content, principles, and community relationship, and takes a modest bow for that part under the same editor's direction and pen for 336 issues. Further, we pledge the same interest and same endeavors for the future—who knows, it may be for 28 years more of honest effort to produce a worthwhile publication.

Ads To Get Out Vote Held Tax Deductible

The Internal Revenue Service ruled Sept. 24 that companies can claim a tax deduction for money spent in "impartial" efforts to drum up voter interest in local, state, and national elections.

The IRS previously hadn't made its position clear on whether such outlays could be deducted from taxable income as an "ordinary and necessary" business expense. Officials said the new clarification is in line with recommendations earlier this year by the President's Commission on Campaign Costs.

The agency's ruling stressed that projects can't favor a particular party or candidate, and they must be designed either to keep a company's name before the public or to help employ morale.

Tax collectors offered four examples:

Sponsorship of political debates between two candidates for office.

Advertisements urging people to register, vote and contribute to their party.

Wages and salaries paid employees for time taken off to register and vote.

The cost of setting up payroll deduction plans for employees wanting to make political contributions.

People who borrow money to get themselves out of the rut usually end up in the hole.

Why Legal Advertising—For Your Editorial Column

The following, picked up from the Ohio Press Association, is a useful summary of the reasons for legal advertising:

1. Public officials originally asked for public notices to make sure their actions, reports, etc., would be known to the public.

2. Taxpayers provide the funds to pay for public notices and taxpayers have a right to know what their government and its officials are doing.

3. A reduction or elimination of notices could imply that officials do not want certain information, reports, etc., known to the public.

4. With a far greater population today than when public notice began, with budgets much larger, with more taxpayers, with more new taxpayers each year, and with the opportunity for public corruption more enticing than ever before, there is actually a need for greater public notice, more frequent notice, and more adequate notice in newspapers (the least expensive method of distribution) rather than reduction or elimination of notice.

5. Public notice in print forms an important legal document which, as official notice to the public, ratifies many acts by public officials in the name of the public and to the benefit of the public, but always subject to the public's right of opposition.

* * * *

Co-Op Deduction Provisions Now Possible Under Law

Pres. Kennedy, Oct. 9, signed Bill H.R. 6682 containing a provision permitting a manufacturer to deduct billboard and magazine advertising costs from sales prices in calculating excise tax payments. The section was a rider to the House bill, a tariff measure, now Public Law 87-10. Previously the law only allowed deductions for local advertising broadcast over radio or television or appearing in a newspaper. The new provision extends the meaning of the term "local advertising" to include signs which appear in magazines or which are displayed by means of outdoor advertising signs.

The term "newspaper" is not defined in the cooperative advertising law (Public Law 86-781, enacted in 1960) and a proposed definition has been under consideration by the Internal Revenue Service. A statement filed with I.R.S. last year, asked that the proposed definition of newspaper be amended to conform with the definition used by the Post Office and other Federal departments. To date, I.R.S. has taken no action on the proposal.

In Russia they have a TV in every room—only it watches you.

OCTOBER

A Go

Do you know the biggest circulation amazing assortment of them carefully chosen in common Every one of them easier to read than the paper.

Books that have been in the United States (2) the Sears Roebuck's Reader's Digest Manual.

If, overnight, you were to read as fast as you'd see tremble under her reading habit.

Newspapers have made easy reading for their readers. It is vital that newspapers make easy complex issues. They make news and that they compete and comics for readers.

For easy, simple points under five.

What kinds of How forceful How effective

Do you put points Will your whole Some of the 2

vicious, trite. You Others may tax a Publisher in Char point may expect dreamed of.

1. Use Short S stuff, you may say various levels of You may have a 100-word samples each 100 words, should average 13 words. If sample per 100 words, 165 syllables per ing for college gra studies" put this fit to your specific tion in resourceful

2. Use More Or them your work-h carry the biggest words to cut down count. Why writing ing" when you care of one syllable Anglo-Saxon origin

3. Use Familiar

A Good 'Refresher Course' In News Writing

Do you know which books have had the biggest circulation, and why? They're an amazing assortment. Yet, if you'll study them carefully you'll find they have one thing in common. They are all easy reading. Every one of them is easier to read—much easier to read—than the average daily newspaper.

Books that have had the largest circulation in the United States are: (1) the Bible; (2) the Sears Roebuck catalogue; (3) McCuffey's Reader, and (4) the Boy Scout Manual.

If, overnight newspapers became as easy to read as the Bible or Sears' catalogue, you'd see tremendous changes in subscriber's reading habits.

Newspapers have an obligation to such readers. It is vital to a free press that newspapers make easy reading out of great and complex issues. It is sound public service to make news and editorials so easy to read that they compete adequately with pictures and comics for reader attention.

For easy, simple handling, I give you 26 points under five subheadings:

What kinds of words do you use?
How forceful are your phrases?
How effective are your sentences?
Do you put power into your paragraphs?
Will your whole piece of copy do its job?
Some of the 26 points are simple, obvious, trite. You know them and use them. Others may tax all the skill of an Assistant Publisher in Charge of Easy Reading. Each point may expose confusion you never dreamed of.

1. Use Short Simple Words. This is old stuff, you may say. But do you actually test various levels of your writing on this point. You may have a surprise in store. Take 100-word samples. Count the syllables in each 100 words. For easy reading, samples should average 135 to 145 syllables per 100 words. If samples run over 150 syllables per 100 words, look out. If they run over 165 syllables per 100 words, you are writing for college graduates. After a few "case studies" put this first point to work. Adapt it to your specific need. Put it into operation in resourceful, new ways.

2. Use More One Syllable Words. Make them your work-horse words. Make them carry the biggest load. Use one syllable words to cut down your over-all syllable count. Why write "agricultural outbuilding" when you can say barn? Out of 267 words in Lincoln's Gettysburg address, 196 are of one syllable. More than 200 are of Anglo-Saxon origin.

3. Use Familiar Words. Test samples of

(Editor's Note: This "twenty-six" article, written by H. Phelps Gates, circulation manager, Christian Science Monitor, is reprinted here, not as preaching or admonition to our readers, but as a refresher course to those principles that have been before us for many years. Perhaps many of us need a new look at principles of good newspaper writing.)

your various writers on this point. For this test use the Thorndike Century Senior Dictionary. A number in italics shows you in which thousand "commonest" a word occurs. As a business executive, your vocabulary is probably much larger than the average. It is probably larger than you realize. It may be upwards of 50,000 words. But remember that your average readers' vocabulary is less than 10,000 words. The Bible uses a vocabulary of only 6,000 words.

4. Use Personal Words. Use plenty of personal words. Dull drab stories come to life when you springle in a generous supply of personal words. Use in abundance such words as you, girl, mother, policeman, waitress, Joe, baby, wife, Susie.

5. Use Concrete Words. The most dignified writing needs zest, color, reader interest. Even on the financial page, in routine hearings, in annual reports to stockholders, use words that make the reader see, hear, feel, smell, or taste. Test your writers for concrete images and vivid word pictures.

6. Make Every Word Work. Use fewer words. Use them with greater force. In radio or television, advertisers invest \$100, \$1,000, or \$5,000 for each word in a commercial. They hire copy experts to choose these words. Yet undisciplined writers in other departments may write gobbledygook that costs those same companies more than their whole advertising budget. You will find a simple test convincing. Go through one day's writing in your newspaper. Cross out every unnecessary word, confusing phrase, garbled sentence, involved paragraph. On every level of your writing, the result will amaze you.

7. Avoid Technical Words. Every business has its own jargon. Different departments in the same business may have a language all their own. The technical language of the financial page. The slang of the sports writer. The lingo of politics. These may be crystal clear to the user or the devotee of that page. Yet they utterly confuse the average reader. Non-technical words are clearer. They are more familiar. They will build a broader base of readership for

your financial page, your political copy, perhaps even your sports and women's pages.

8. Get Rid of Rubber Stamp Phrases. Both business and newspaper writers have built up a gobbledygook of worthless clinches, worn out phrases. Many are meaningless, dull, disgusting. Get rid of trite phrases on every level. Spot checks will show where you could stress training on this point.

9. Put Sparkle and Freshness into Phrases. Give old phrases a new twist. Use concrete, specific phrases that convey word pictures. Use phrases that will help your readers see, feel and believe.

10. Create Figures of Speech. Encourage your writers to work up a storehouse of colorful new phrases. Build them into every day writing. Feed new ones in, as old ones wear out. This is a job that requires skill. It's a job for that Assistant Publisher in Charge of Easy Reading.

11. Use Intimate Phrases. Use them in all kinds of writing. Work with those simple phrases you use at your breakfast table, with intimate friends, on the golf course. Soon you'll see how absurd it is to use dull, worn out phrases that have lost their meaning.

12. Use Short Sentences. They are the life-blood of simple, easy-to-read writing. Try to keep average sentence length at 14 words. Short sentences do not confuse. If a sentence runs upwards of 30 words, break it up. Make two or three sentences out of it. Variety in sentence length is good. Even an occasional sentence of 35 to 40 words is all right. But keep the average down to 14 if you want simple, easy reading. This takes discipline but it is worth it. Test samples of writing at every level. You'll quickly see need for training on this point.

13. Make Frequent Use of Very Short Sentences. Even a one-word sentence is good. It's forceful, emphatic, arresting. In your training program, this is an easy point to put over.

14. Use Short Sentences As an Aid to Clear Thinking. The short, simple sentence is a working tool to help to tell the difficult complex story. In editorial writing it helps define a problem, understand it, solve it. Use short sentences to get rid of fuzzy, confused thinking.

15. Make Sentences Active. Use active verbs. Put a taboo on passives. Eliminate them. Active verbs give action to writing. Passives bog the reader down. They put action into reverse. I wrote this without using a single passive. With a little discipline,

every writer can quit using this weak, indirect verb form. The TwentyThird Psalm and the Ninety-First Psalm are good examples of pure active verb forms.

16. Use Short Simple Paragraphs. Test paragraph length just as you test sentence length. For easy newspaper reading paragraphs should average no more than 42 words.

17. Use Very Short Paragraphs For Variety and Emphasis. Use long paragraphs when necessary but use very short ones to break the monotony and cut down the word count.

18. Use One-Idea Paragraphs. Test sample paragraphs. Is each one built around a single idea? Can you sum up the content of each paragraph in a single phrase or sentence? Several ideas in one paragraph confuse the reader.

19. Use One-Viewpoint Paragraphs. Here, again, you can test samples. See if each paragraph sticks to one viewpoint. Note the confusion of a paragraph that opens with the "we" viewpoint, shifts to "you," then winds up with "they." Here the editorial writer or the business correspondent is perhaps the greatest offender.

20. Use Paragraphs for Action, Impact and Result. The points of greatest emphasis in a paragraph are the beginning and the end. Watch the words with which you close it. Do opening and closing words in each paragraph get over the full force of fact, emotion, or idea?

21. Write for a Specific Purpose. In simple news stories as in features, reports and memoranda, is a writer always sure he knows just why he is writing? Whether any reader will care? Does he have a specific object in mind? A reason why? Or does he just follow a routine? Here, again, test every level of your writing. One large company used this simple test and found that more than half of all business writing was without specific purpose. Savings on this point alone were tremendous. Are you sure that all you print interests at least 25 percent of your readers? If not, question its value in the face of present newsprint pressures.

22. Write to One Person, One Human Being. Write every story or feature as if you were talking to one man, to one woman, to one child. Picture this one person sitting right beside you. Perhaps the reporter can learn something from the advertising copy writer in this respect. An expert copywriter talks to millions in the mass market, yet he writes to, and thinks about one individual as if he were Uncle Elbert, or Aunt Mamie, or an old maid sister. Suppose you are a business or a financial writer. Talking face to face, would you say, "contingent upon the amalgamation of the subsidiary or-



Gathered around an antique spinning wheel, a wheel of another type, KPA President John B. Gaines, Safety Commissioner Glenn Lovern, and George W. Gibson, chief engineer for the Dodge-Chrysler Corporation, discuss the Kentucky Press Association's safety drive at the Mammoth Cave safety seminar. Stressing the "Sixth Wheel" slogan for the campaign, Mr. Gibson urged the 127 persons present to keep aware of the great need in highway safety, stating, "A regular, periodic safety check of every automobile is drastically needed. If, in the years 1948 through 1960, all states had traffic death rates as low as those that had state-operated vehicle inspection systems, 168,381 Americans would not have died in traffic accidents. In Kentucky, 5,187 lives would have been saved." The next safety seminar is being held at Cumberland Falls, October 23.

ganizations . . . ?" It would be great fun to go back to a police beat and try out some of the things I have picked up through the years as a copy writer.

23. Talk to That Person Right Where He Is. Talk to him at his workbench. Behind his mahogany desk. At a lunch counter. Over the washing machine. In the garden. Talk to him in his own language, in words he uses every day.

24. Talk To That Person in His Own Field of Knowledge. You may know all about the subject, but does the reader? Probably not. You suppose that he knows as much about it as you do. You suppose too much. You might call this the "supposing" or "presumptive" point of weakness in writing. Do you fumble your facts because you overestimated your reader's knowledge of the subject? Took too much for granted?

25. Work with One Basic Idea. Cover many points in a whole piece of writing but build them on the framework or skeleton of one idea. "One idea treatment" perhaps can make a complex subject easy to

read about. Test whole pieces of business writing for their "one idea appeal." Can the reader grasp one single idea right at the start? Or will he flounder through a hodgepodge of several ideas, not sure which is the most vital?

26. Write With One Viewpoint. Shifts in viewpoint are confusing. You can do almost every kind of writing from one viewpoint or stance. With a little self-discipline, a writer can think and write almost everything from a single viewpoint. It is important, too, to keep viewpoint constructive and affirmative. There is always a "yes" viewpoint in every "no" situation. The adjustment unit of a large company has proved this. In answering hundreds of complaint letters each day, its policy is "Always find the 'yes' way to say 'no'." All its letters are also from the "you" viewpoint.

And now you have 26 ways to make newspaper writing easier to read. Perhaps you'll find them useful for ad copy and in the business office. Now a closing commercial for your circulation manager. This has been an uncopyrighted presentation of the Education Committee of ICMA.

Frankfort Sold To Dix

The sale of the Dix newspaper was announced by the publisher. The newspaper was sold to this purchase by Dix interests in Ohio.

Albert E. Dix, president of the Martinsburg State Journal, was announced as the new publisher. The newspaper is located in the Daily Record, Defiance, Ohio.

Ferry Times-Leader, four radio and television stations. Dix said the sale of the newspaper and the personnel of the Dix newspaper, president of the Dix newspaper, said, "I will leave the publication since all of the Dix newspapers are located in Ohio and sense to concentrate on the Dix newspaper."

The Perry newspaper, some 25 newspapers in the Dix newspaper, Delray Beach, Fort Valley, Lake City, Lees Ferry, New Smyrna Beach. Other newspapers in the Dix newspaper, the All-Florida newspaper, the Dix newspaper, Porter, Atlanta, Georgia, associates, advertising, and the Dix newspaper.

The Dix newspaper family in their Dix newspaper, Albert Dix to the Dix newspaper.

Looking For Traffic Safety

Get the police in your city or county for all of 1961. Categories: fatal, injuries occurred; injuries. Multiple injury or property damage. Fatal will shock the newspaper.

The formula is of average costs of average insurance coverage earnings by persons economic losses. National Safety Council calculated are the heartaches, loss of children of a father estimate these, and

Frankfort State Journal Sold To Dix Interests

The sale of the State Journal, Frankfort, was announced by N. A. Perry Jr., publisher. The new publisher is a member of the Dix newspaper complex, which, prior to this purchase, had maintained publishing interests in Ohio.

Albert E. Dix, former assistant publisher of the Martins Ferry-Bellaire (Ohio) Times-Leader, was appointed publisher of the State Journal. Other Dix newspapers are all located in the state of Ohio; the Wooster Daily Record, Ravenna-Kent Record-Courier, Defiance Crest News, and the Martins Ferry Times-Leader. The firm also operates four radio and television stations.

Dix said there would be no changes in the personnel of the newspaper.

Perry, president of the Perry Publishing Company, said, "It is with deep regret we leave the publishing field in Kentucky, but since all of John H. Perry's other properties are located in Florida, it makes economic sense to concentrate in that area."

The Perry properties in Florida include some 25 newspapers in Avon Park, Deland, Delray Beach, Eustis, Fernandina Beach, Fort Walton Beach, Kissimmee, Lake City, Leesburg, Marianna, Melbourne, New Smyrna Beach, Ocala, Palatka, Palm Beach. Other interests are the Perry Composing and Engraving plant, Jacksonville; the All-Florida TV Weekly Magazine; Perry Printing Process, Ocala; Longina and Porter, Atlanta, Ga., and J. H. Perry Associates, advertising representatives.

The Press bids Godspeed to the Perry family in their Florida home and welcome Albert Dix to the Kentucky Fourth Estate.

Looking For A Local Traffic Safety Story?

Get the police record on all traffic crashes in your city or county for the past year, or for all of 1961. Divide these into three categories: fatal, non-fatal, but in which injuries occurred; property damage with no injuries. Multiply fatalities by \$125,000. Multiply injury crashes by \$1,250. Multiply property damage crashes by \$175. The total will shock the readers of your newspaper.

The formula is based on expert estimates of average costs in actual damage, of average insurance costs, and of average loss of earnings by persons killed or injured, plus economic losses to the community. It is a National Safety Council formula. Still to be calculated are the costs in human suffering, heartaches, loss of companionship, loss to children of a father or mother. Who will estimate these, and how will he do it?



KENTUCKY CHAPTER SDX INITIATES: U. of K. Chapter of Sigma Delta Chi initiated two publishers, an instructor, and six undergraduates on October 19. Professionals initiated were KPA President John G. Gaines, Park City News, Bowling Green, George Joplin III, KPA Chairman, Commonwealth, Somerset, and Lewis Donohew, U. K. Instructor in Journalism. Seated, l. to r. are Donohew, Joplin, Gaines, and William Rifenburg, Rye, N. Y., undergraduate. Standing—Richard Wilson, Tawanda, Pa., Ben Fitzpatrick, Hazard, John Pfeiffer, Louisville, James Curtis, Versailles, and John Pipes Gaines, Bowling Green. Repeating the 1961 feature when a father-son combination, Fred J. and John Burkhart, Liberty, were initiated, this year the father-son combination were John B. and Pipes Gaines. Congratulations to all.

AP Managing Editors Oppose News-Limit Plan

AP Managing Editors Assn. convention in Minneapolis adopted a resolution of "strong opposition" to any proposals to regulate the publication of legitimate news material. The stand was a reaction to a proposal presented the previous day by Justice Bernard S. Meyer of the Supreme Court of New York that state and federal laws be enacted to limit sharply the content of news stories between the time of the arrest and trial of criminal suspects.

The resolution declared that federal and state constitutional provisions are adequate to protect the rights of individuals and society; that newspapers and lawyers should work together toward the twin objectives of maintaining the rights of individuals to a fair trial and the right of the public to full information on the acts of public officials.

The convention on Sept. 26 heard Ed Stone, managing editor of Seattle Post-Intelligencer, challenge editors to present

more meaningful news and keep readers alert to the dangers of an explosive world situation.

Mr. Stone, in his final report as retiring president of APME, asked, "how well are we alerting our readers of the danger that may lurk in some obscure corner of the world, the danger that a spark from some seemingly inconsequential incident may flame into the hell of nuclear war? I ask if this is not the great challenge of today and of the future to us and our high calling as newspaper men and women?"

Under provisions of laws passed by previous Congresses, Social Security taxes will be increased by 1/2 of 1% on Jan. 1, 1963 on first \$4,800 of annual income on both employees and employers. Employees and employers each now pay 3 1/4% on the first \$4,800 in annual earnings. The tax on self-employed will be 5 7/16. Unless changed by Congress, the new rates will be in effect through Dec. 31, 1965.

Anniversary Edition Published By Harlan's Daily Enterprise

(Note: The Harlan Enterprise published a Fiftieth Anniversary edition on September 23 as a 24-page edition full of historical stories of the past and present. The issue itself was Volume 61, Number 225. One article gave an interesting history of journalism in Harlan county since 1890; we reprint it here.)

Exactly when the first newspaper was published in Harlan can no longer be determined from records, but memories of their childhood days by some of the town's older citizens indicate a newspaper was being published here as early as the 1890's.

No copies of his paper are known to exist, but A. C. Jones of Harlan recalls an early newspaper published by Billy Gish during Jones' childhood years before the turn of the century.

Written record, however, verifies the existence of three Harlan newspapers—The Enterprise, The Harlan American and The Harlan County Reporter. The only survivor of these journalism efforts is The Enterprise, which, during one brief period of its history, was published under the name of the Eastern Kentucky News. Even during this period, however, the name of the company remained The Enterprise Publishing Company.

Begun By James H. Eads

In 1901, according to best information available, James H. Eads, a native of Southwest Virginia, came to Harlan and began publishing The Enterprise. According to the masthead of a 1907 copy of this newspaper, The Enterprise was "A Republican Journal." Eades was listed as editor and publisher of the weekly newspaper.

Eades apparently found the venture a difficult one for one man to operate, for on July 11, 1910, he and his wife, Arminta Caroline Eades, entered into a contract to sell their printing shop to the Enterprise Publishing Company, and the total value of the shop was listed in the contract as \$5,128. This figure included \$800 in "accounts outstanding, uncollected."

Eads was a stockholder in the corporation and was elected president when the first board of directors meeting was held July 6, 1910. Other officers were H. H. Howard, vice president, and Will Ward Duffield, secretary-treasurer.

Eads continued as president and editor of The Enterprise until May, 1912, when he sold his interest in the company to A. M. and Oscar Clark, and the latter succeeded

Eads as editor and manager. Howard was named to succeed Eads as president of the firm.

At a meeting of the board of directors on Sept. 16, 1912, Howard was "authorized to enter into a contract . . . for the laying of a concrete sidewalk in front of the property of the Enterprise Publishing Company," which was located on what is now Cumberland Avenue.

Was Major Stockholder

Duffield, who was associated with Kentonia Corporation, was the major stockholder in the firm, owning 50 per cent.

Evidence of the financial problems the newspaper faced is found in the minutes of a stockholders' meeting on July 1, 1912. The minutes state that the stockholders and directors were advised that the company was then out of debt and had a profit of \$80 after all expenses were paid.

Oscar Clark, according to later minutes, was allowed "compensation at the rate of \$75 per month" for his duties as manager and editor.

Clark's association with The Enterprise was shortened by his death prior to August 1913, when records show that his stock in the firm was leased to W. M. Pope of Harlan.

A sheet from the business records of the newspaper at this time show that Fain C. Anderson subscribed to The Enterprise for three months and paid the company 25 cents for the subscription.

No records are available from this time until 1914, when the late John A. Creech, the Harlan County judge, purchased the stock in Enterprise Publishing Company held by the estate of Oscar Clark and A. D. Ray.

Another look at the firm's financial problems is found in a report made in December of 1914 which shows sales of \$89.16 and expenses of \$149.79.

Creech Elected President

About 1914, Creech was elected president of the company and George R. Pope was named editor and secretary.

Pope, a Harlan attorney, recalls that he, Creech and H. C. Brown, a Harlan real estate man of that day, acquired The Enterprise because it was "about to go under."

It was during the period when Pope was editor that the newspaper named was changed to Eastern Kentucky News. This ownership of The Enterprise was also short lived, as Pope, Creech and Brown sold their

interests in 1915 to W. W. (Will) Dyche who was a brother of the late Russell Dyche, long-time editor and publisher of The Sentinel-Echo at London.

Dyche changed the name back to The Enterprise immediately after he took over operation, and it was about this time that one of the other journalistic efforts in Harlan gave up the ghost.

In the spring of 1919, John T. (Jack) Burnside came to Harlan from Lancaster to seek work. He had been trained in his uncle's printing shop at Lancaster, but was seeking to get into office work when he came to Harlan.

"I hadn't been off the train 30 minutes before I met Will Dyche," Burnside, who retired last November, recalls. "Will talked me into coming to work for him at The Enterprise," he added. The shop was located in a frame building near the corner of Central and Second Streets.

Several years later, Will Dyche died and operation of the Harlan newspaper passed to his brother Russell at London. Burnside recalls that, after the death of Will, he was the only person working in the shop and Russell would come to Harlan each week on the train to help get out The Enterprise. *Enterprise Sold*

Finding the task of trying to publish two newspapers over 70 miles apart too difficult a task, Russell Dyche sold The Enterprise to a J. W. Rowland about 1920. Rowland and his wife worked in the shop with Burnside.

During the time the newspaper was operated by Rowland, the shop was moved from the frame building near the corner of Central and Second to a new location on Main Street, about where Coal City Hardware & Auto Supply is now located.

It was about 1921 when the late J. M. Alverson, Sr., came to Harlan and purchased The Enterprise from Rowland. Alverson continued as editor and publisher of The Enterprise for 16 years and, not long after he acquired the newspaper, he moved the plant to its present location on Central Street across from the Court House.

For at least three years during this period there was another newspaper being published in Harlan. Copies of the Harlan American for the years 1925-28 are now part of The Enterprise files.

George Roebuck was one of the principal persons in the operation of the American, which stated on its nameplate that it was "A Republican paper with policies of Abraham Lincoln and principles of Theodore Roosevelt." Offices of the American were at 314 Main Street.

Undoubtedly the biggest change in the operation of The Enterprise in its history



STATE ASSOCIATION OF JONES, Florida; Illinois, retiring first row: Virginia; Carl C. Elmer E. White, W. Kellar, Missouri; Nebraska; Richard Maryland-Delaware Association; Ohio; land Weekly Theodore Sorrell; Glenn McCullough; Nevada, Winton, Wisconsin; Regional and paper Publishers; and Newspapers; and

Self Employed Plan Is Suggested

President Kennedy's Bill H.R. 10 by which self-employed persons could make contributions on one-hand into retirement funds would be limited to an annual ceiling of \$7,792.

The law goes into effect and provides that a self-employed person can offer comparable benefits to all of his or more years of service made on behalf of a tax-deductible.

Self-employed persons can make their retirement funds in the case of self-employed persons. Benefit payments reach age 70½.



STATE ASSOCIATION MANAGERS AT HOLLYWOOD: Seated (l. to r.) John Paul Jones, Florida, host; Mrs. Louise Bowker, new secretary at Arkansas; Arthur Strang, Illinois, retiring president; Lloyd P. Burns, New Jersey, president-elect. Standing—first row: William A. Bray, Missouri; Don Reid, Iowa; Francis P. Fisher, West Virginia; Carl C. Webb, Oregon; G. Richard Dew, Pennsylvania; Larry Miller, Kansas; Elmer E. White, Michigan; William B. Parry, New England Daily Association; Ralph W. Kellar, Minnesota; Victor R. Portmann, Kentucky. Second row: Vern Scofield, Nebraska; Richard W. Cardwell, Indiana; Ronald G. Hicks, Louisiana; Ray Hamby, Maryland-Delaware; Gordon P. Owen, Utah; W. Melvin Street, New York Daily Association; Glenn E. McNeil, Tennessee; Robert Baram, New England, New England Weekly Association; William M. Long, Colorado; Ben Blackstock, Oklahoma; Theodore Sorrill, National Editorial Association; Earl A. McIntyre, South Carolina. Glenn McCullough, new secretary of Georgia, was missing. State managers who could not attend included Alabama, Arizona, California, Idaho, Mississippi, Montana, Nevada, New York, North Dakota, Ohio, South Dakota, Texas, Virginia, Washington, Wisconsin, and Wyoming. State daily associations: Washington, Texas. Regional and national association managers not present included American Newspaper Publishers; Inland Daily; Southern Newspaper Publishers; Canadian Weekly Newspapers; and Northwest Daily Press.

Self Employed Pension Tax Plan Is Signed Into Law

President Kennedy October 10 signed Bill H.R. 10 by Rep. Keogh (N.Y.) to permit self-employed persons to claim tax deductions on one-half the amounts they put into retirement funds. These contributions would be limited to 10% of income, with an annual ceiling of \$2,500. It is Public Law 87-792.

The law goes into effect Jan. 1, 1963. It provides that a self-employed person must offer comparable non-forfeitable retirement benefits to all of his employees with three or more years of service. Such contributions made on behalf of employees would be fully tax-deductible.

Self-employed persons could not draw on their retirement funds until age 59½ except in the case of severe disability or death. Benefit payments must begin before he reaches age 70½. Penalties are provided

if the self-employed person puts more than he is supposed to into the pension plan, or if he takes money out prematurely.

Because several types of retirement funds are permitted under the new law, publishers interested will want to check further with their tax accountants or attorneys.

Editors do have their family problems also. Cynthia Democrat Tommy Preston's wife, Caroline, is allergic—of all things—to printers ink and she does help in the office. Paul Grubb, Kentucky Chamber of Commerce's public relation man, made a flying, literally and figuratively, trip to Biloxi sans wife who could not get reservations on that plane. When he arrived for a formal party, he found that he had his wife's suitcase. Oh, well!

The smallest good deed is better than the greatest intention.

came on August 3, 1928, when Alverson converted it from a once-a-week publication to a six-day-a-week daily.

It is interesting to note that this change came less than one month after the formal opening of the highway from Pineville to Harlan. Governor Flem Sampson dedicated the Mayo Trail highway on July 21, 1928, and, according to articles in *The Enterprise*, it was the most memorable occasion in the county since the first car of coal was shipped from a mine on Terry's Fork of Wallins Creek.

A notice in a 1915 issue of *The Enterprise* advised all subscribers to the Harlan County Reporter that publication of the Reporter was being discontinued and an arrangement had been made for them to receive *The Enterprise* until their subscriptions expired. The notice was signed by Roy B. Eads. How long the Reporter had been in existence could not be determined from any available records.

Wilson Harper was listed as city editor and advertising solicitor when *The Enterprise* became a daily publication. An extensive circulation campaign was conducted at that time and Mrs. C. S. Bryant of Harlan won an automobile as first prize in the contest.

On September 1, 1937, Alverson transferred ownership of *The Enterprise* to a new group of stockholders, headed by J. Springer Robinson of Harlan as president and John L. Crawford of Corbin as secretary-treasurer. Both men continue in these positions today.

Crawford, at that time, was editor of *The Corbin Tribune*, but he moved to Harlan to take over the active management of the newspaper. After about a year, he returned to Corbin and the active management of the newspaper there.

Among the many men who have been associated with *The Enterprise* during its 61 years of existence, the name of Don Whitehead is the most prominent. Don, who now lives in Knoxville, spent many years with the Associated Press and was awarded the first of two Pulitzer Prizes for reporting during the Korean War.

Another Whitehead, Kyle, who was Don's older brother, had a much longer association with *The Enterprise* and served as editor for many years.

The retirement of Frank J. Starzel as general manager of Associated Press was announced Oct. 9 at a meeting of the AP board of directors in New York City. Mr. Starzel has been with AP since 1925 and has served as its chief executive officer for 14 years. Wes Gallagher, assistant general manager of AP since 1953, was named to succeed Mr. Starzel.

Dos and Don'ts

By KENNETH BYERLY

University of North Carolina

Most publishers agree that the correspondents' flavor and personality should not be edited out of their copy, so this is placed first in a list of "Do's and Don't's" for correspondents, and for editors who are working with them.

Some Do's

1. Do leave as much of the correspondent's personality and flavor in the copy as possible.
2. Do edit copy for libel, accuracy, spelling, serious grammatical errors, and anything that will cause embarrassments to correspondents, readers or the paper.
3. Do get permanent correspondents for all communities that merit them. Have them report at least once a week.
4. Do encourage your correspondents. Work with them closely. Pat them on the back, pointing out good work and possibilities. Encourage good reporting. Train them as tactfully as possible.
5. Do have them look for features, writing these themselves or telling their paper about the possibilities.
6. Do stress the importance of names, names, names, but make it very plain that names alone do not make news, and that correspondents should keep the five W's and H in mind.
7. Do emphasize the importance of hard news and major events instead of concentrating only on the trivia, which is also important. Encourage them to write such stories or tip off the editor by mail or telephone. Be sure they phone in "hot" news.
8. Do make it plain that all items, even trivia, should be reported while it is still news, not two or three weeks later.
9. Do encourage correspondents to report on activities of large groups that have many members. When they write about groups and happenings where many people are involved, the readership increases sharply.
10. Do stress the importance of accuracy and good writing.
11. Do have correspondents vary the leads and the writing of their items, so that they do not become stereotyped.
12. Do request clear, legible writing with space between lines so corrections may be made. One side of a page only should be used. Encourage use of a typewriter.
13. Do keep correspondents supplied with paper, envelopes, and stamps, and pay them promptly.
14. Do encourage correspondents to secure new subscriptions, and pay them am-

a commission on some renewals.

15. Do suggest that they submit pictures from their communities, as they can be an excellent source for added interest and readership. This must be handled with care and tact, as many pictures will not be suitable in subject matter and photographic excellence.

16. Do lift stories from correspondents when they are important enough or may be so developed with extra effort, running them as separate stories under heads of their own. Be sure that correspondents understand why you do this and that it is a compliment to their work rather than a detraction from their columns.

Some Don'ts

1. Don't let spite, personal likes and dislikes, politics, or religion influence reporting and creep into copy.
2. Don't make people the butt of jokes or attempted humor without the permission ply for this. It may help also to give them

of those involved.

3. Don't fall into the rut of using the same names over and over again, or of mentioning only relatives and friends.

4. Don't use the words yesterday, today, or tomorrow as they are confusing to readers. Be specific. Name the date or day.

5. Don't use partial names. Sam P. Smith should not be just Mr. Smith the first time he is mentioned.

6. Don't use flowery expressions such as "The hostess served delicious refreshments" or "an inspirational speech." The Franklin (N. C.) Press: "It has been our observation that no hostess in the world has ever served anything but delicious refreshments."

7. Don't expect country correspondents to cover sports in their communities except in unusual cases. Most of them haven't the background for it.

8. Don't let correspondents give you news that they have already had published in other newspapers.

It happened 100 YEARS ago

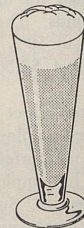
The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN KENTUCKY, General John H. Morgan and his Confederates made their first major raid into Kentucky in the summer of 1862. Among the towns they looted were Glasgow, Elizabethtown, Lebanon, Cave City, Midway and New Hope.

Then as now, beer was the traditional beverage of moderation. But beer also means a better, growing economy for Kentucky. Each year the brewing industry pours some \$85,000,000 into Kentucky's economy through taxes, payrolls and purchases.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
LOUISVILLE

In Me

Mrs. Darlene

Mrs. Darlene W. E. Crutchfield, head News, died after several years of Greenup County past worthy member Eastern Star, a State Central Confederate Woman's Club, and was a County Women's Church of Christ.

Frank T. Ca

Frank T. Caummissar, Louisville Times, died of a heart attack at his home on Oct. 1. He was an active head of the Louisville Company until 1958. Mr. Caummissar was a member of the Assisi Club, the Knappa Society, the Knights of the American War Dads, and the Louisville Five Association. He was born in Frankfurt.

Carl A. Saund

Carl A. Saunders, Post Times-Star, died at 17 at St. Elizabeth's Hospital after a long illness of complications. He was 66 years old. Saunders began his career in Cincinnati where he worked for several years and business was in Michigan where he published trade journals. He moved to Louisville in the early 1930s. He was chief of the Cincinnati Independent and business editor of the Kentucky Press. He was instrumental in the formation of the National Trial Park of 1000 Acres in Boone and Boone Counties where he soon locate. The park is now located in his name. He helped the city of Louisville build a floodwall and the tax center, to be built in 1962. Saunders was a member of the Optimist Club and the Association. He served in World War I and was a member of the Church. He is survived by his wife, Agnes Saunders.

In Memoriam...

Mrs. Darlene Miller Crutcher

Mrs. Darlene Miller Crutcher, wife of W. E. Crutcher, publisher of the Morehead News, died Wednesday, October 3, after several years illness. She was a native of Greenup County. Mrs. Crutcher was a past worthy matron of the Order of the Eastern Star, a member of the Democratic State Central Committee, was twice Democratic Woman's chairman of Rowan County, and was a member of the Rowan County Women's Club and Morehead Church of Christ.

* * * * *

Frank T. Caummisar

Frank T. Caummisar, father of Basil Caummisar, Louisville Courier-Journal and Times, died of a heart attack at his Louisville home on October 9. He had been the active head of Excelsior Manufacturing Company until his retirement five years ago. Mr. Caummisar was a member of St. Francis of Assisi Church and its Holy Name Society, the Knights of Columbus, American War Dads, and the Travelers Protective Association. He was a native of Frankfort.

* * * * *

Carl A. Saunders

Carl A. Saunders, editor of the Kentucky Post Times-Star since 1936, died October 17 at St. Elizabeth Hospital in Covington of complications following major surgery. He was 66 years old.

Saunders began his newspaper career in Cincinnati with the Commercial Tribune, where he worked as a reporter, copyreader and business writer. In 1926 he went to Michigan where he edited two furniture trade journals. He returned to Cincinnati in the early 1930's and joined the staff of the Cincinnati Post. He was copy desk chief and business editor before becoming editor of the Kentucky Post.

He was instrumental in promoting the formation of the Northern Kentucky Industrial Park of 1000 acres in Boone and Kenton Counties where two large industries will soon locate. Through editorials and comments in his Mason-Dixon Column, he helped the city get Federal funds for the floodwall and the Internal Revenue Service tax center, to be built next year.

Saunders was a member of the Covington Optimist Club and the Kentucky Press Association. He was a Navy veteran of World War I and attended Mother of God Church. He is survived by his wife, Mrs. Agnes Saunders.

If Your Chief "Clams Up"

In one city recently the police chief put a complete ban on information from his department, announcing that nothing would come out to any of the news media "from now on." Where other newspapers run up against this problem, they handle it in various ways:

(1) They start with those records they are entitled to see, including arrest records and affidavits filed in the court and go from there. They get the information they need elsewhere—from the state police, the parties concerned, witnesses, deputies in the clerk's office and court officials.

(2) They explain editorially that the police are not withholding information from newspapers, but that they are withholding it from the people themselves, the people who pay the taxes that make the police department possible and who have a right to know how it is being conducted. They do not do this sporadically, but hammer at it every day until public pressure makes the police relent.

(3) They explain in news articles that more information on public occurrences would be available, but the police department won't give any information on it, and no one knows if they are doing anything or not. One newspaper took to writing speculative stories, adding that the accurate information was not available. The police department soon realized that it was better off working with the newspaper to get the facts to the people rather than requiring it to rely on rumor.

Newspaper Cost-Per-1,000 \$2.99 Shown By Survey

"A major breakthrough" in proving the cost efficiency of newspapers compared to TV in reaching an audience for a national advertiser, has been announced by the A. C. Nielson Co., the research firm which provides one of the TV rating services.

The study, done for Newspaper Color Advertising Inc., found that a single newspaper insertion in each of 8 dailies in the test markets of Boston, Chicago and Minneapolis-St. Paul, reached 80.6% of all homes with frequency of exposure averaging 1.5 times each in these homes at an over-all cost per thousand of \$2.99.

Harold Jaeger, president of Newspaper Color Advertising, said the study showed "tremendous advantages for newspapers," that it "confirms what many of us have long thought but lacked valid research data to prove—that no other medium can approach newspapers in their ability to deliver broad reach of a total market."

West Virginia Classifies Newspapers As Manufacturers

A Sept. 20 ruling by the West Virginia State Tax Commissioner holds that newspapers in that state should be classified as manufacturing establishments for purposes of the state business and occupation tax and consumers sales tax laws.

Following are the comments of State Tax Commissioner C. Howard Hardesty, Jr.:

"The foregoing classification (manufacturing) applies to all of the normal activities of and revenues from newspaper publishing, including revenue from advertising. Advertising is one of the two principal sources of revenue for the newspaper manufacturing establishment and is an integral part of and is essential to the operation and production of a newspaper.

"We have also considered the applicability of the Consumers Sales Tax to sales of newspaper advertising space. Among the reasons advanced in opposition to such tax and militating against such applicability are the following: Sale of space in a newspaper may have some elements of the sale of tangible personal property, but delivery is not made to the purchaser of the advertising and therefore, the sale does not come within the statutory definition of a sale of tangible personal property. The sale of newspaper advertising is not a sale of a service. It is a sale of the privilege of making use of a portion of the space in the newspaper, i.e., of a portion of a manufactured product. Such a sale and the advertising sold are merged in the manufacturing process. . . .

"We conclude that the Consumers Sales Tax is not applicable to furnishing or to sales of newspaper advertising."

Reckon meteorologists give feminine names to hurricanes because they're spinsters?

A survey conducted by the National Geographic Society shows that the world has about 30,000 newspapers, including 8,000 dailies. Total circulation is placed at more than 250,000,000.

The announcement, as we go to press, of the Cuban "quarantine" and President Kennedy's emphatic demand to USSR to "keep hands off of the Western world" has met, rightfully so, with general approval of all the USA newspapers and citizens.

Further results of the study showed that 2 insertions reached 81.5% of all homes 2.8 times; 3 insertions reached 82.4% of all homes 4.2 times and 4 insertions reached 83.1% of all homes 5.6 times.

CALENDAR OF EVENTS

NOVEMBER

14-17—National Editorial Association Meeting, Hotel Sheraton—Jefferson, St. Louis, Mo.

JANUARY

24-26—94th Mid-Winter Meeting, Brown Hotel, Louisville.

Best way to carve a tombstone is to chisel in traffic.

Any man who looks up his family tree is apt to get out on a limb.

MATERIALS — LABOR — OVERHEAD—



assembled in one easy to use figure for vauling all your OFFSET orders.

Write for 60-day FREE TRIAL
PORTE PUBLISHING COMPANY
 952 E. 21st So., Salt Lake City 6, Utah



STAMPS CONHAIM
 A COMPLETE NEWSPAPER ADVERTISING SERVICE FOR DAILY AND WEEKLY NEWSPAPERS, 101 FIFTH AVENUE, NEW YORK 3

Representative
Chas. H. Lovette
 1919 Sundown Lane, Ft. Wayne, Ind.

Mergenthaler

further expands "One-Stop Shopping" service to include the product lines of two more famous manufacturers:

The Morrison Company
 and
Nolan Corporation

... whose products are now available through your Mergenthaler Linotype Agencies as nation-wide distributors.

Those were the days...

(From the back files of the Kentucky Press)

20 Years Ago

Kentucky Newspapers accepted a challenge and have inaugurated the Kentucky Newspaper scrap metal drive. It was hoped the drive would bring in over 284 million pounds of much needed scrap metal.

Senator A. B. Chandler, publisher of the Versailles Sun, has purchased the Midway Clipper. Chandler said the two newspapers would be consolidated, ending the Clipper's history after 67 years.

Mark Ethridge was named publisher of the Courier-Journal and Times. His former position with the paper was vice president and general manager.

Archie Frye, associate editor of the Somerset Journal, was named managing editor of that newspaper by Mrs. Cecil Williams (Rogers).

The slogan for national Newspaper Week was "The Newspapers Go All-Out for Victory."

Free Subs Out

A recent change in the Postal Manual, transmitted by the Post Office Dept. under date of Aug. 30, 1962, will, if allowed to stand, substantially increase postal costs of "free subscription" or "complimentary copy" mailings of daily newspapers. The change was made by the P. O. without notice to any newspaper and without a hearing after publication of the proposed change in the Federal Register, states SNPA Bulletin.

Carter Glass III, Chairman of the SNPA Postal Committee, advises that if he is able to reduce his "free list" from 125 to 100 copies, the added annual cost for his Lynchburg (Va.) newspapers will be \$1500 per year or about \$15 per copy, based on present postal rates, with no consideration given to increases presently expected from Congress under pending legislation.

The basic Manual change was in Section 132.463, titled "Copies Paid For As Gifts." The P. O. Transmittal Letter announcing the change, received by SNPA Sept. 17, 1962, stated that Section 132.463 was "revised for clarification." The "revised" section follows:

"132.463 Copies Paid For As Gifts—A minor portion of the subscription list may consist of persons whose subscriptions were paid for as gifts. Subscriptions paid for by advertisers or other interested persons to promote their own interests and subscriptions given free by the publishers are not gift subscriptions; postage at the transient rate in 132.13 must be paid on these copies."

Section 132.13 says the transient rate shall be 2c for the first two ounces; 1c for each additional ounce or fraction thereof, or the fourth-class rate, whichever is lower.

The impact of this unexplained and unexpected change by the Post Office Department will be rather substantial. It has been common practice for most SNPA members to send complimentary subscriptions through the mails to various groups such as ANPA, SNPA, state associations, country correspondents, libraries, schools, colleges, various offices of national advertising representatives, ABC, etc. The usual complimentary copy list probably can be pared only slightly because it has a direct connection with the business operations of the newspapers.

Motivation of the Post Office Department for the change is not known, nor is it known

whether the Department will give serious thought to any plea for reconsideration, although it is expected that such a plea may presently be proposed by ANPA.

In its same transmittal letter of Aug. 30, 1962, the Post Office Department amended its regulations governing (1) delivery of second-class bulk mailings to other post offices under "exceptional dispatch," and (2) re-entry of publications having second-class mail privileges. SNPA calls attention to these two changes which appear (1) as a new paragraph numbered Section 126.362, and (2) a new sentence added to the end of revised Section 132.34. Photocopy of these two sections as revised is available on request to SNPA, P. O. Box 1569, Chattanooga, Tenn.

It's no longer something special when the Texas legislature has a special session. For is, it's getting rather routine.

COMMUNITY PRESS SERVICE
 SERVING AMERICA'S WEEKLY NEWSPAPERS
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

THE SPERRY AND HUTCHINSON COMPANY

CREED of RESPONSIBILITY

to its Employees • to its Customers • to the Public

THE SPERRY AND HUTCHINSON COMPANY believes that its service offers a promotional tool to stimulate sales in behalf of a variety of retail enterprises. It believes that its service offers a unique means of actually creating an extra value; that in creating this value, it provides profit for itself, benefits for the retailer who uses this service, and extra benefits for the American consumer.

☛ The company is in business to make a profit. It believes firmly that a fair return on invested capital and the application of human energy and ingenuity is necessary to the successful operation of our economic system.

☛ The company also recognizes that any business or industry must, in the process of operating to make a profit, perform necessary or desirable services, confer benefits upon others, and seek no more than a fair return from its enterprise.

☛ In providing its service to retail establishments throughout the country, The Sperry and Hutchinson Company seeks to enable merchants better to compete for their share of business.

☛ In making possible an extra value to the American housewife in the form of redemption merchandise or cash, The Sperry and Hutchinson Company tries to provide the highest possible value in quality of merchandise for the stamp saver, or to give the highest possible value in cash redemption, where cash redemption may be preferred or required.

☛ As a citizen in the thousands of communities across America where it does business, The Sperry and Hutchinson Company is grateful for the opportunity to do business in these communities and accordingly desires to bear its fair share of obligation through

contributions and activities in these communities. Likewise, it encourages and supports the participation of its employees in public affairs and community activities.

☛ As a matter of company policy, The Sperry and Hutchinson Company seeks to purchase materials in areas where it does business, whenever such purchases at the local level are possible and economically feasible; and in keeping with this belief, the company makes purchases from manufacturers in virtually every state in the nation.

☛ The Sperry and Hutchinson Company is proud of the people who work for it. Its people are employed without regard to race, creed, or color. It tries to provide a maximum of job security, a sense of individual human worth and dignity and an opportunity for advancement within capabilities for all its employees. It believes in providing superior working conditions and a fair return for effort.

☛ The Sperry and Hutchinson Company is a firm believer in the American system of political democracy and free economic enterprise. It also believes in existing political machinery, particularly the two party system, as an effective means of assuring continued political vigor and a society marked by minimum need for government in economic affairs.

☛ The strength of any political system can be measured only by the intelligent interest and participation of its constituents. Consequently, The Sperry and Hutchinson Company has a vital interest in political affairs. It encourages its employees to vote, to support the party which best represents their convictions, to support the candidates of their choice, and, should occasion arise, to stand for political office.



AN AMERICAN WAY
OF THRIFT
SINCE 1896

This winter . . .

more than 1,000 families will live in electrically heated homes, and thousands of travelers will live in 35 electrically heated motels (where costs are important), thanks to the positive advantage of electric heating and KU's low rates for home, farm, office, and industry.



- Electric Power
- Industrial Development
- Community Development

KENTUCKY UTILITIES COMPANY

An Investor Owned Electric Company

Rates Regulated by the Kentucky Public Service Commission



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