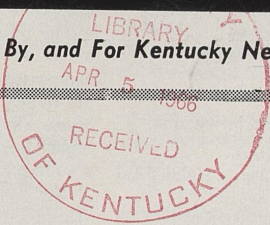


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# The Kentucky Press

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



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

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

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**December  
1965**

VOLUME 32, NUMBER 3

**A Happy New Year  
Peace - Prosperity  
Good Health To All**

# The Kentucky Press + As We See It +

VOLUME 32, NUMBER 3

Official Publication

Kentucky Press Association, Inc.  
Kentucky Press Service, Inc.

Victor R. Portmann, Editor  
Member

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

Sustaining Member

National Newspaper Association  
Associate Member

National Newspaper Promotion Association  
Publication Office

School of Journalism  
University of Kentucky, Lexington

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## EEOC Finally Announces Classified Guidelines

The Equal Employment Opportunity Commission announced November 22 its guidelines pertaining to male and female help wanted advertising.

EEOC, though recognizing that certain jobs can be filled only by men and others only by women, said the "bona fide occupational qualification exception as to sex should be interpreted narrowly". The Commission thus excluded exceptions to the law:

The refusal to hire a woman because of her sex based on "assumptions of the comparative employment characteristics of women in general". It said, for example, the assumption that women have higher turnover rates than men won't be a valid reason for favoring men.

The refusal to hire an individual "based on stereotyped characterizations of the sexes". Such stereotypes, it said, include the belief that men are less capable of assembling intricate equipment than women, and that women are less capable of aggressive salesmanship than men. This would appear to open the way to more sales jobs for women.

The refusal to hire an individual because of the preferences of co-workers, the employer, clients or customers. Only "where it is necessary for the purpose of authenticity or genuineness" will the commission consider sex to be a bona fide occupation qualification. It gave actors and actresses as examples.

The commission said that an exception won't be justified simply because hiring a person of the opposite sex would require the employer to provide separate facilities, such as rest rooms, unless the expense would be "clearly unreasonable".

Chairman Franklin D. Roosevelt, Jr., said the Commission plans a comprehensive survey of newspaper job advertising soon.

Roosevelt added that advertisers, rather than newspapers, will be responsible for their employment ads. The Commission so far has conducted only spot checks of newspapers to determine whether there are any violations of the general guidelines recently laid down.

Roosevelt noted the Commission has no power to issue "cease and desist" orders. This type of executive order re-

quires the immediate halting of a practice or policy.

In cases where employers refuse to accept Commission recommendations and conciliation fails, the Commission can turn the case over to the Attorney General or the person who brought the complaint may file suit.

\* \* \* \* \*

## Watch "Box Number" Ads

Every year about this time, newspapers receive more than the usual number of "Box number" classified ads which tend to deceive newspaper readers. Although there is nothing wrong with an advertiser using a box number, your people in classified can easily learn to spot the frauds, or near-frauds.

Rule No. 1: If the ad copy promises unusually high benefits, such as "\$100 per week in your spare time", why take a chance? We all know that very few people can earn that much money in a spare time business or avocation. True, it can be done by "Moonlighting", but rarely by investing in a scheme or machine.

Rule No. 2: If the ad copy calls for a substantial cash investment, of perhaps \$500, \$1,000 or \$1,500, but contains only a box number return address, or a street address without the name of an established, well-known company, watch it! Some staunch newspaper readers have been bilked out of life savings by such ads.

Rule No. 3: *If in doubt, leave it out.* You never have to give reasons for refusing an ad. Your newspaper doesn't need the revenue so much that it can afford to take a chance.

Rule No. 4: Any question, contact KPS office.

An adv. agency man, leading a discussion of advertising before the Michigan Food Dealers Association, pointed out that all the money spent on mass media (\$168 million on tv alone) is spent to advertise goods and services that the retailer must sell. The biggest category is food. These tremendous expenditures mean nothing unless the food retailer is doing the promoting job for his own store. "The newspaper," it was stated, "is basic. All retailers belong in print." It was also pointed out that more attention should be devoted to selling the personality of the store and less on price.

## N.N.A. Plans To Establish New Legislative Department

At the recent NNA Fall Council meeting in Omaha, many present were highly concerned about the legislative situation in Washington and the heavy duty placed on our NNA Washington office especially on Executive Secretary Ted Serrill. After many hours of serious discussion, it was decided that a special committee of NNA board members and four newspaper association managers should meet in special session in Chicago to consider the general area of expanded legislative work by NNA and what could be done to meet proposed legislation that offered serious threats to the newspapers in general and the small newspapers particularly.

The situation is comparable with that we are facing in Kentucky and which was met by the employment of our general counsel.

The committee has met and agreed, after long and detailed discussion, that the coming 90th Congressional Session appears to offer the greatest threat and challenge ever to hometown and suburban newspaper field. It was felt that the probability of the re-introduction of bills inimical to newspaper interests, and the likelihood of new legislation, particularly in the employment field, was eminent and constituted an emergency.

Among such inimical legislation considered are:

1. The probability of the re-introduction of a bill to raise the federal minimum hourly wage levels far above the ability of many hometown newspaper publishers to pay; and the continued move by labor interests to achieve a "clean" minimum wage bill without exemptions—including the exemption for newspapers under 4,000 circulation.

2. The federalizing of the unemployment compensation system, and the wiping out of individual experience ratings. Such a system would include newspapers among such groups as seasonal contractors, itinerant harvesting workers, and other seasonal high-employment industries. It would certainly raise the cost of newspaper production.

There are numerous other "danger

areas" of expected employer legislation, such as the recent move to repeal Section 14B of the Taft-Hartley Act, which will undoubtedly re-appear in the 90th Congressional session. The combined effect of such legislation would impose a harmful effect on the publishing of larger size newspapers, and a ruinous effect on the publishing of small ones.

3. The Post Office Department is expected shortly to announce a new round of postal rate increases. This, plus the constant deterioration of postal service for the delivery of newspapers, places a larger responsibility on NNA representatives than ever before.

4. In the area of news access, it is to be expected that legislation such as S. 290 (Senator Morse's bill) to sharply limit newspaper access in federal courts, will be revived; and that such bills as S. 1160 (Senator Long's bill) seeking to prevent governmental secrecy of non-security information, will get no further—without extra efforts—than it did in the 89th Congressional Session.

5. Recent revisions in federal tax laws affecting small newspapers—and the extreme difficulty in changing such laws—show the absolute necessity for NNA to keep a sharp watch on bills before Congress, before they are made into law.

Walter Potter, NNA's vice-president, announced at the meeting that applications have been reviewed, and the momentary employment is anticipated of an additional man on the NNA staff in Washington, D.C. He said this new man's work would be wholly devoted to legislation on behalf of hometown and suburban newspapers. This program, he said, would involve the establishment of a completely new legislative section in NNA. Every effort would be made, he said, to develop close teamwork between NNA, state association managers, and individual publishers in various states with particular talent for legislative action work. He emphasized that NNA has predicated this expand legislative program on its recently announced 6-point dues increase, but that the large legislative allocation in the NNA 1966

budget amounts to about twice as much money as NNA expects to receive from its recent dues increase.

If the proposed national legislative program is to be effective, every Kentucky newspaper must give every assistance to our national trade organization which will do all in its power to protect the interests of all newspapers. Basically, every newspaper should belong to NNA and pay the dues which will partially meet the extra demands placed on the NA budget. The new dues schedule follows this story.

In addition, our progressive newspapers could get behind an emergency "Legislative Action Fund" outside the regular dues structure. The committee has suggested a plan for voluntary contributions: For newspapers under 2M circulation, \$5; newspapers with 2M to 4M circulation, \$10; newspapers over 4M circulation, \$25. We point out that the new NNA 6-point dues program falls short of that extra money needed for an adequate supplement to the current program.

All money collected for the "Legislative Action Fund" will be specifically earmarked for legislative purposes in Washington. It should be apparent to all that any success we achieve in Washington, not only is dependent on our 1966 regular dues collections, but also depends on the good faith and enthusiastic support of all state newspapers. We urge your full cooperation.

The following dues schedule for National Newspaper Association membership was adopted unanimously at the Chicago meeting in November, 1964, and are effective January 1, 1966:

1. Continuation of the \$10 per year affiliate dues for NNA membership for all newspapers with less than 2,000 circulation.

2. Increase, effective January 1, 1966, for all newspapers of 2,000 or more circulation to \$15 per year on an affiliate basis.

3. Increase, effective in 1967, for all newspapers of 4,000 or more circulation to \$20 per year on an affiliate basis.

4. Where two or more newspapers (logos) are produced in one plant under one ownership, the dues for such second and subsequent newspapers shall be \$5 per year for each newspaper. (This is a reduction from the present \$10 for

(Continued On Page 3)

## Cynthiana Democrat Writes Fact-Searching Editorial

A sudden debate at the termination of a preliminary hearing conducted in County Judge Carl Nunnelley's chambers last week has prompted a critical examination of what is, and what is not, privileged information in relation to reporting judicial proceedings.

A Harrison lawyer, John Swinford, and John Harris of The Cynthiana Democrat, voiced opposing views November 22 when Mr. Swinford asked the Judge to order censorship on certain testimony presented at an examining trial held for the purpose of determining subsequent action in a storehouse breaking charge.

Strong disagreement resulted when the defense counsel sought a restriction prohibiting The Democrat from reporting a detailed account of the hearing.

"I don't want my case tried in the newspaper," attorney Swinford was quoted as saying. "Publication of the fact that my client was held to the grand jury is sufficient," he concluded.

Judge Nunnelley offered no opinion, nor did he or Mr. Swinford raise objections to the fact the hearing was apparently open to the public, which therefore meant the press. However, on two later occasions, Mr. Swinford said he had intended to ask that the press be excluded, but that it slipped his mind.

In rebuttal, editor Harris insisted that The Cynthiana Democrat does not try cases by newspaper; that it is the job of any newspaper to accurately and without bias report and publish facts as they happen. Later, Mr. Swinford explained he had not intended to imply trial by newspaper. He feared his client's case might be impaired by readers forming an opinion based solely on a report of adverse testimony given at the hearing.

(A preliminary hearing considers charges against an accused, to determine if there is sufficient evidence to forward the matter to a grand jury, and to ascertain the amount of bond, if deemed advisable. There is absolutely no determination of guilt or innocence and

(Editor's note: This editorial, reprinted from the Cynthiana Democrat, written by Editor Tommy Preston, touches on a vital question that concerns every state newspaper as well as nation wide. It is worth reprinting in your newspaper.)

the accused is not obligated in any way to offer defense in his own behalf at that time.)

This is not an isolated instance. Throughout the United States the bar and the press are wrestling with basic issues supported by two amendments of the eFderal Constitution. They are:

### AMENDMENT I

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

### AMENDMENT VI

In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the state and district wherein the crime shall have been committed, which district shall have been previously ascertained by law, and to be informed of the nature and cause of the accusation; to be confronted with the witnesses against him; to have compulsory process for obtaining witnesses in his favor, and to have the assistance of counsel for his defense.

Innumerable questions arise from such a dilemma as the one we have encountered. First and foremost we must ask: Is a preliminary hearing actually open to the public; are the records available to public inspection? The newspaper has no special rights. It does nevertheless, have the same rights as the general public and beyond that a duty to inform through prompt and full publication.

Does a newspaper have an obligation to the bar which says it must assist in the selection of any jury, as some lawyers obviously demand? One reply is that attorneys and the courts in which they

serve have an equal responsibility of insuring fair jurors for both sides involved. Jurors who can be swayed by published accounts or rumor wouldn't be desired in the first place, would they?

Granted the press and the bar have their missions; let us never forget that each is as important as the other. Certainly when the legal profession contends "we must not have to answer to stories about our cases in newspapers," neither must newspapers have to answer to a questioning public about their neglecting to report information.

The technique of fair play is twosided. Recent efforts by The Kentucky Press Association to abide by a code stipulating a cooperative attitude in reporting crime, police and court news seemingly has not been met with a similar atmosphere by the bar. Indeed it does appear as if newspapers might be giving away voluntarily, those freedoms which their ancestors gained for the benefit of mankind. However, journalistic understanding must join with journalism's constitutional rights, which means in no way should any member of the press interfere with due process of law. Here is the perplexing angle. Which way does the press turn?

Uppermost in our mind is guaranteeing the people's right to know. Newspapers are purchased by individuals who want the news, who deplore news management and who resist censorship.

For centuries the press has been a responsible leader in society. So little evidence during this period of press interference with the courts is found that a charge of "trial by newspaper" is not only unfair and unwarranted, but totally without foundation. Any newspaper refusing to respond to such a charge lacks backbone.

So, the point raised in Cynthiana is simply, does the public have access to preliminary hearing proceedings? If yes, attorneys for the defense have absolutely no basis for seeking censorship. If the proceedings are secret, as is a grand jury session, then let the status prohibit public attendance. Newspapers should not have to shoulder the burden of this decision. It is purely a legal issue which ought not to contain gray matter . . . just black or white.

Our position is clear and completely understandable.

(Continued On Page 3)

## National Newspaper Week To Be Held October 9-15

National Newspaper Week dates for next year will be October 9-15, 1966, with National Newspaperboy Day to be observed on Saturday, October 15.

The 1966 dates were decided upon and announced earlier than usual because of requests for them from a number of non-newspaper organizations, according to William J. Oertel, general chairman, Newspaper Public Information Committee of Newspaper Association Managers, which sponsors the annual week-long observance, now in its 27th year.

Oertel said that from reports received to date, the 1965 Newspaper Week observance surpassed all previous ones, particularly in more local, creative newspaper promotion and far greater participation by non-newspaper groups of all kinds. Newspaperboy Day also received heavy promotional efforts from newspapers.

The added NNW promotion effort by newspapers was partially attributed by Oertel to the monthly promotion programs of NPIC which preceded the October theme of "Newspapers and Readers Are Partners in Freedom" and the NNW slogan, "Newspapers Make a Big Difference in People's Lives."

The NPIC monthly releases and bulletins to nearly 8,000 daily and weekly publishers, including Kentucky, are credited with creating added promotional interest and activity among at least 1,000 more newspapers than prior to the start of the NPIC program in July.

Oertel also announced NAM has authorized that the NPIC program be continued for another year, effective July 1966. The committee of state newspaper managers will meet in the near future to consider the format and promotion topics to be developed.

Meanwhile the last six months of the current program, Chairman Oertel stated, will be developed on the following themes: January—"The Challenge of Change;" February—"The Role of Newspaper Advertising;" March—"Newspapers' Public Service Role re Government;" April—"Newspaper Economics and Competition;" May—"Anatomy of a Newspaper," and June—"Newspapers Serve History and Education."

Patronize the Press advertisers.

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## In Memoriam...

### Thomas B. Tanner

Thomas B. Tanner, a native of Lexington, until his retirement was Secretary-Manager of the Southern Newspaper Publishers Association, died December 13 at the age of 72 years at Chattanooga. He was formerly connected with the Lexington Leader.

At the time of his retirement, Tom has been a full-time employe of SNPA longer than any other person. His burial was in the Lexington Cemetery.

Survivors include his wife, Mrs. Emily Tanner; a son, Hal Tanner, publisher of the Goldsboro, N. C., *News-Argus*; and a sister, Mrs. Mary T. Nash of Lexington.

### What Your Paper's Worth?

A lot of them are pretty darned low, judging from questionnaire forms returned for the annual rate-book. A good newspaper is worth 10c a copy—although there are some around the country, we notice, who are charging 15c and getting it. For a weekly this means at least \$5 a year. With your costs going up and up, it makes little sense to charge the same sub rate you did 20 years ago. While it is probably true that there is a point of diminishing returns for advertising rates, it is questionable indeed that many newspapers have ever reached this point in subscription rates. Time after time, we have asked the question: "What happened when you raised sub rates?" And the answer, almost without exception is: "Nothing—four or five crank calls, that was all." If your newspaper isn't worth 10c a copy, then it's time to get out of the newspaper game and go into some other line of business.

An absolute increase in cost of doing business is reflected in following figures. In 1965 a newspaper with 100 workers at an average annual wage of \$6,600 will pay about \$1,740 into the Social Security fund. In 1966, with the same payroll, the newspaper will contribute \$2,772—and this is only the first year of the already projected Social Security increases.

Castles in the air demand too much upkeep.

(Continued From Page 1)

additional newspapers but it removes the option of enrolling second publication.)

5. On July 1, 1965, increase sustaining memberships in NNA by \$5 per newspaper or individual, making this category \$30 plus the affiliate dues paid through the state association, or \$40 total per year if paid direct to NNA.

6. Associate memberships are established at \$200 for those with national interests and \$100 for those with regional interests and shall be available to business firms, suppliers, manufacturers, and public information-minded concerns.

(Continued From Page 2)

We will first, abide by the laws. We will next do everything in our power to guarantee accurate, complete and impartial news in order that all our readers might have what is justly theirs. If problems arise elsewhere for other professions, because news has been made, we trust they will understand our role as working journalists. How elementary that role it too. How many million times have newspapers, newscasters and others in paralleling roles replied: "We don't make the news. We report it."

Our entire system of democratic government is based on the principle of participation of an informed public. The first amendment provision of a free press was not written to serve the interest of the newspapers, but to serve the interest of the people. Our founding fathers were aware that the newspapers' role was not one to make the court's work easier, but the people's right to know was deemed of sufficient importance to be guaranteed by our nation's charter, nevertheless. This alone should answer anyone advocating censorship or suppression of news.

Finally, The Cynthiana Democrat is asking for a written opinion from the Attorney General in order that guidelines can be followed, not only for us, but for all others concerned—the press, bar and the public. If there is no specific ruling available, we will ask the courts to decide responsibility as to determining the public's right to know. In this we would expect full cooperation from the bar, as the Kentucky Press Association has cooperated through adoption of its code.

## Somerset Weeklies To Form New Daily On January First

A formal announcement has been made of a new daily to serve Somerset, Pulaski county and south central Kentucky—The Commonwealth - Journal, Somerset. On January 1, the Commonwealth and The Somerset Journal, the two weekly newspapers which have been serving that section of the state for more than 70 years, will consolidate to form The Commonwealth-Journal.

The newspaper will publish daily five days a week, Monday through Friday, and will be distributed by carrier boys in the more populated areas early on the afternoon it is published. This means that subscribers will receive five copies of their local newspaper each week instead of just one.

Motor routes also are being established to deliver the papers throughout the country and in surrounding counties each afternoon.

Since The Commonwealth was founded in 1912 it has been a promoter of the Republican Party. The Somerset Journal, on the other hand, which stated publication in 1895, has been recognized as a strong Jeffersonian Democrat newspaper. With the consolidation, Pulaski County's new daily will be independent in politics.

Under the reorganization and consolidation of the weekly newspapers, Mrs. George A. Joplin, Jr. and Mrs. Murray K. Rogers will remain as publishers and George Joplin III, present editor of The Commonwealth, will serve as managing editor.

James O. Burdine, now editor of The Somerset Journal, has been named news editor of the daily; Bill Mardis will serve as city editor. Don Hampton as sports editor and Miss Thelma Ferrell and Mrs. A. B. Waddle as society editors. In the advertising department, John W. Fitzwater will serve as director and other personnel will be added later.

Handling the circulation and distribution of the daily newspaper will be Jerry Adkins, who joined the staff of the newspaper last week. He has worked in the circulation departments of Huntington, West Virginia newspapers for 11 years and most recently was circulation

director of The Daily News at Port Clinton, Ohio.

Working with him will be Mrs. Jewell Tomlinson, Ruth, who formerly served in the circulation departments of the weekly newspapers. She recently returned to her position to succeed Mrs. Gene Williams, Touristville, who resigned. Mrs. Edwin S. Lester will serve as bookkeeper for the daily.

Two other personnel have been added to the newspaper staff in recent weeks. Mrs. Janet Gaddis, and Miss Jenny Lee Phelps are operating a new teletypewriter unit which is a part of the newspaper's new system of setting type.

All of the present members of the composing room staff will continue with their duties on the daily operation and others will be added as the newspaper increases in size.

Serving in the composing and stereotype departments are Onie Meece, John O. Freeland, Lucian Correll, Joe Neeley, Howard Noe, Carter Poynter, Donald Stringer and Carrol Meece.

The job printing department, located on the second floor of The Commonwealth-Journal building, will not be affected by the consolidation of the newspapers. Seven persons are employed full time in that department, which is operated separately from the newspaper.

Present subscribers of both weekly newspapers will receive the Commonwealth-Journal daily after the first of the year until their present subscription expires. In other words, if a subscription does not expire until July or August, the subscriber will receive his newspaper daily until July or August at no additional cost.

In Somerset and its suburbs and in closely populated areas in Pulaski and surrounding counties carrier boy delivery routes will be established. Applications for carrier routes are now being taken by the circulation manager.

Single copies of the new daily will cost 10 cents each. Weekly rates in areas served by carriers will be 40 cents. Mail subscription rates in areas not served by carriers in Pulaski, Wayne, Mc-

Creary, Laurel, Rockcastle, Lincoln, Casey and Russell Counties will be \$6.50 for six months or \$12 for a year.

Outside Pulaski and surrounding counties the rates will be \$4.25 for three months, \$8 for six months and \$15 for a year. All rates include postal charges and sales tax as may be applicable in the United States.

There will be more reporting in depth of local events, more local feature stories and local pictures in the new daily, plus what is considered the most important state, national and international news of the day, according to Editor Joplin.

The Commonwealth-Journal will be served by the Associated Press and will be equipped with its main-line teletype machine. The paper will also have state, national and international news picture service daily, in addition to its local photographic coverage.

There will be comics, features by such prominent columnists an Ann Landers and Art Buchwald, a crossword puzzle each day, cartoons and television program listings. These will be in addition to the regular columns, features and editorials now appearing in the two weeklies.

News from the towns and communities in the area will be carried the same as in the past, only on a more day-to-day reporting basis.

The first issue of the daily is scheduled to "hit the streets" shortly after noon on Monday, January 3. It will not be the first ever for the county. In the late 1800's and early 1900's hot political fights often led to the creation of a daily newspaper. For the most part, they lasted until after the current election campaign and then ceased publication.

At one time, when Burnside was a center of river traffic, two newspapers were published there daily, but they were short lived. Somerset also had a daily at that time, but it lasted only about three months.

The publishers of The Commonwealth-Journal citing the tremendous growth and development that is taking place in South Central Kentucky, affirmed that the daily newspaper is "here to stay" and that they anticipate its expansion within the next few years.

A man owes it to himself to become successful; after that he owes it to the Bureau of Internal Revenue.

### Anderson News Covers Recent Storm Damage

Just after midnight November 26 a corridor of wind and rain that reached a velocity of 80 miles per hour struck Lawrenceburg and certain other areas in Anderson County leaving in its wake property damage estimated to be about half a million dollars.

Within a short time after the storm had subsided, Anderson News photographer, Elliott Garrison, was on the scene which he started photographing shortly after sunup. In the afternoon a plane was obtained and he took pictures of the storm's destruction from the air.

While pictures were being made the News Editor, Frances Garrison, was getting facts and figures by visiting the damaged areas and by telephone interviews with those who witnessed the storm.

Over two hundred extra papers were printed of this edition and the demand was so great many more could have been sold.

The Press congratulates the news staff on its enterprise and full coverage of the property damage in its issue of December. We print two of the many photos taken by Elliott Garrison from the air.

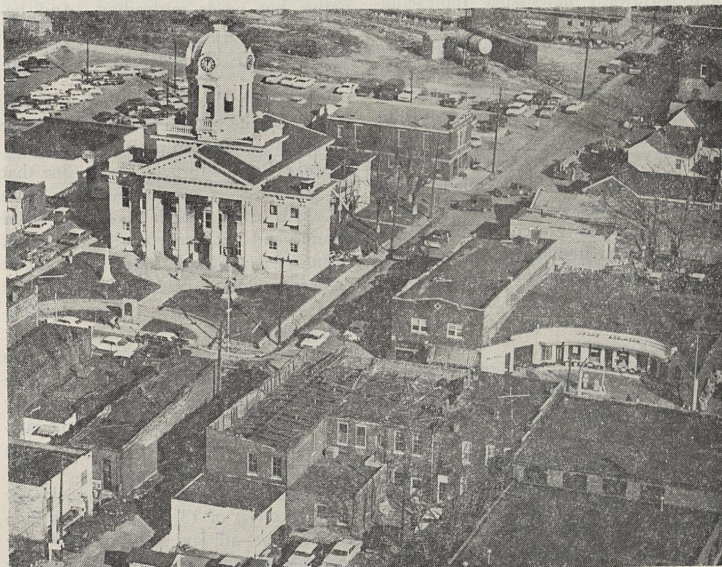
Fairchild Camera and Instrument Corp. has accepted a Federal Trade Commission consent order forbidding engaging in unfair acts which hinder or lessen competition in the sale of photo-engraving equipment. According to the complaint, Fairchild engravers were installed in more than 40 percent of the U.S. newspapers by 1963.

According to the complaint, Fairchild has refused to honor guarantee and service provisions of its contracts with lessees and owners of Fairchild equipment who purchased engraving materials from competitors; has removed or destroyed styli supplied by competitors; has disparaged competing products; raised the heat to an unnecessarily high level to destroy plastics sold by others; and engaged in similar practices.

The settlement bans all the challenged practices but does not constitute an admission of guilt by Fairchild.

A job is like tennis—a player who doesn't serve well seldom wins.

## Air Photos Of Lawrenceburg Damage



## Experts Discuss Aspects Of Outstanding Advertising

Speaking before a sales conference of Scripps-Howard newspaper representatives, Joseph St. George of Young and Rubicam brought out the following observations:

"I am sure that local advertising is the backbone of your financial survival. But I also think that this aspect of your business has been so overemphasized that you are being blackmailed, brow-beaten and deluded by local advertisers. Some newspapers are practically giving lineage away to important local accounts and then are adding to their overhead by performing all sorts of extra art work and production services for these same advertisers.

"Many of these newspapers act as if they feel that national advertisers should be milked for all they can give—today. Profitable or unprofitable, local advertisers bully papers into holding the line on rates, and to keep up with rising costs, they raise national rates.

"This is unwise for three reasons: (1) I suspect that a great deal of local lineage would prove to be unprofitable if you really cost-accounted it properly. (2) When you take advantage of national advertisers, they put their dollars in other media. And, with them goes lineage billed at a profitable rate. (3) You stop being advertising showcase. When newspapers lose national lineage, the accounts they lose are quality products marked by important companies."

Fairfax M. Cone, of Foote, Cone & Belding, has compiled five cardinal rules for advertising. They are:

In F.B.&C. we insist first of all, that advertising must be clear (as to what the proposition is).

Second, we insist that what is clear shall also be important (the proposition must have value).

Third, it must be personal (it must be beamed directly to the people for whom the proposition is intended; no one else matters).

Fourth, our advertising must be distinctive (it must express the personality of the maker of the product promise).

Finally, this advertising must demand action (it must ask for the order, or exact a mental pledge).

"Altogether this means that our ad-

vertising will command attention but never be offensive. It will be reasonable but never dull. It will be original but never self-conscious. It will be imaginative but never misleading. And because of these qualities, it will be convincing and it will make people act."

Then with this background in mind, there are some vital steps for a newspaper to follow to build up profitable lineage:

**Make Out a Prospect Sheet.** See that no advertiser is overlooked. It's those extra ads, even though small, that build volume and increase your list of clients.

**Set a Linage Goal.** It's a thrill to meet or beat a quota, especially if it is greater than your competitor's. Get in competition with yourself!

**Keep a Simple Advertising Chart.** It's so easy to be an ostrich—but a simple chart will tell the story, and may jar you out of your lethargy or smug contentment. It's fun to watch your own progress!

**Sell Ads in Series.** It takes no longer to sell a series of 13, 26, or 52 ads than it does one ad and it's best for your accounts because consistent advertising brings greater results. Give your layouts continuity of appearance or of style.

**Spread Optimism.** Advertising is based on faith. The salesman who kills interest by pessimism doesn't belong in advertising business.

**Ad Investment Reaches New High.** Latest reports in Printers' Ink say that total ad revenues in 1965 will reach \$14,935,000,000, almost \$15 billion. It is now 5.5% ahead of last year, somewhat below the 6.7% increase in Gross National Product.

**Do Small Markets Count?** Richard Forbers reports in a recent AA issue that Chrysler sees "the days of the all-paper buy phasing out" and newspaper ads being held to the top 50 or 100 markets. AA comments: "The smaller markets don't absorb as many cars, but there are an awful lot of them." This sort of report, incidentally underlines the need of smaller newspapers for steady promotion at the agency and client level which is afforded by the ANR operation.

**Can One Advertiser Use Another Merchant's Name?** "Our J.C. Penney store has left its old location and moved out into a shopping center. A dollar discount house is taking over Penney's old location. The discount house has evidently

been advertising over the radio that it is now located 'in the old J.C. Penney building'. Penney's local manager has called us and asked that we not use their name in any advertising for this new concern because people might get the impression that Penny is connected with it. What about it?"

We see nothing wrong, or illegal, with the new store designating its location by using Penney's name so long as it doesn't get "cute" and imply that it is connected with the Penney store. As a matter of fact, Penney's should feel flattered that it was so well known that people would recognize the location in that manner. (R. Cardwell, Hoosier State Press Assn.)

**Need for Better Church Advertising.** Clergymen and students meeting at MSU to discuss church advertising agreed there is a need for more and better ad messages. Blatant billboard messages were decried and radio was considered effective only when so much time was purchased that the cost is prohibitive. Newspaper ads and yellow pages offer the best media to reach the public, according to the Rev. Leo Tomko. Ads should carry the time and location of the services but should not present topic matter as if it were competing with a current movie, agreed those at the meeting.

Dipping the American flag in salute is generally forbidden, but there is one exception. When passing ships of friendly nations, United States vessels execute the ensign greeting as a return compliment. It is thought that this custom originated in the days when windjammers lowered their sails in recognition.



**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.



**COMMUNITY PRESS SERVICE**  
SERVING AMERICA'S WEEKLY NEWSPAPERS

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.



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NEWSPAPER  
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NEW YORK 3

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**S. SERVICE**  
NEWSPAPERS  
ING ADS  
SETTING ADS

Frankfort, Ky.

### Promoting Classifieds

Try some of these promotion suggestions that we've found in other press association's publications:

1. Real estate agencies or individuals with homes, lots, apartment houses, lake-shore lots, farms and other property for sale or rent.
2. Persons with rooms for rent.
3. Contractors to build and repair buildings.
4. Used car dealers. Many papers publish gratis ads listing used car dealers advertising in classified sections.
5. Firms supplying home and business services such as furniture upholstery and repair, electrical service, air conditioning, basement water-proofing, furnace and chimney service, lawn mower service, mattress renovators, paperhanging and decorating, piano tuning, stucco work, plastering, plumbing, heating, roofing, radio repairing, rug cleaning, weaving and repairs, stove and furnace repairs, vacuum cleaner and washing machine repairs, watch and clock cleaning and repairs, window cleaning and window shades.
6. Firms equipped to pack, move, haul and store furniture.
7. Owners and dealers having bicycles and motorcycles for sale.
8. Dealers in household goods and furniture.
9. Dealers in livestock, poultry and pets.
10. Dealers in radio and supplies.
11. Dealers in farm machinery, engines and tools.
12. Owners of miscellaneous seasonal demand items such as lawn mowers, bicycles, sleds, skis, coaster wagons, trailers, tractors, and so on.

### A Good Reporter

A good reporter must have two well developed abilities in addition to the standard journalistic tools.

One is the ability to ask intelligent questions which penetrate the facade behind which so many sources dispense news. To do so, the good reported must read more widely than just the words from his own typewriter. He must not be content with the carefully rehearsed statements which many public officials prepare.

The other ability of a superb reporter is how well he writes it. Much reporting

is unclear, omits necessary facts and reads like the movement of a jack rabbit.

It must be added that to attain this mark of perfection, the reporter must be objective. Unobjectivity limits searching questions which get to the core of the many-sided issues of government at all levels.

Some public officials feel that some re-

porters "lobby" or argue with them rather than ask objective questions. Such conduct lowers respect for the reporter and lessens his value to the media he represents.

Sometime, however, it's not so much that the reporter is prejudiced as that he is just plain unprepared. (The Oklahoma Publisher)

#### LATEST REPORT ON TRADING STAMP POPULARITY

## How do trading stamps stand with the public today?

—*Never better.*

Latest industry statistics, developed by Benson & Benson, show that 84% of all U.S. households save trading stamps.\*

With 57 million households in our country, this means that in 48 million of them you'll find a stamp saver.

The Benson & Benson study concludes:

**"Nationwide, availability and saving of stamps remain at about the same high levels reached in 1962."**

In most of those households you will also find the little luxuries that can be gotten with trading stamps. Last year, brand-name merchandise obtained just with S&H Green Stamps went into more than 20 million households and sales of S&H Green Stamps are up 5% so far this year.

It's not really too surprising to find public attitudes remaining highly favorable toward stamps in general and S&H Green Stamps in particular.

After all, thrift has always been popular.

*An American way of thrift since 1896*



\*Benson & Benson, Princeton, N. J.: "Nationwide Survey of Attitudes and Familiarity with Trading Stamps, 1965." Copies available on request from The Sperry and Hutchinson Company, 830 Madison Ave., New York, N. Y. 10017.



## helping others . . .

The Christmas spirit of helping others brightens the Yuletide season for the helper as much as for those helped.

Southern Bell employees have a long tradition of spreading Christmas cheer by helping others.

It may be sharing . . . like collecting food for needy families. Or it's friendliness . . . like taking an elderly neighbor Christmas shopping . . . or rebuilding old toys for deprived children.

The spirit of helping others is a simple but great thing. At Yuletide, Southern Bell employees give the spirit its highest meaning.

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business.)



**Southern Bell**

## SDX Announces Prizes For Outstanding Writing

Deadline is Dec. 31 for the first annual Sigma Delta Chi Foundation Writing Awards contest, offering cash prizes totaling \$500 for articles about the field of journalism. Awards will be made for "outstanding, original manuscripts on journalism problems, practices, standards, instruction or research."

Under contest rules, entries will be judged for "contributions to a fuller understanding by journalists and/or the public of the role and responsibilities of journalists as practitioners and journalism as a profession."

First-place award will be \$250; second place, \$100. Three \$50 awards will be made for honorable mention.

Manuscripts, with a limit of 2,500 words, should be submitted to the SDX Foundation, 35 E. Wacker Dr., Room 852, Chicago, Ill. 60601. Biographical sketch and photo of author should accompany each entry. All entries become the property of the SDX Foundation.

## Lean Months Advertising

This stunt has been worked successfully in several cities and lends itself well to the "lean" months early in the year. It is called "Name of Leading Business Citizens." About 50 leading merchants are pictured on a page. On another page are names of the 50 merchants with a little sales talk and a description about them and their stores. Charge \$10 to \$20 per merchant for the deal. Offer a \$50 prize to the first reader who submits the most accurate list; second and third prizes (or even more) increase the interest in this deal. Newspapers which have tried this say the merchants like it, it is easy to sell and the readers get a big kick out of it.

From 260 separate obits in "Editor and Publisher" magazine (Jan. 2 through Sept. 25) we took an average age of working newspapermen who had died on the job—or after retiring from a working newspaper job. The average age is 65½. The average life expectancy of the average American male is 66.6 yrs, female 73.4 yrs.

A man seldom knows what he can do until he tries to undo what he did.

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



**THE HARD WAY**

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

**THE K.P.S. WAY**

<b>ONE CONTRACT</b>	<b>ONE ORDER</b>	<b>ONE BILL</b>	<b>ONE CHECK</b>
ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.

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



**THE HARD WAY**

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

**THE K.P.S. WAY**

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

# 13 + 49 EQUALS 62 WINNERS!!

Thirteen Kentucky cities entered in the 1965 "Opportunity for Progress" program qualified for "All-Kentucky City" awards by achieving a rating of excellence in four of seven project categories.

We sincerely congratulate Campbellsville, Flemingsburg, Frankfort, Glasgow, Harlan, Hartford, Hickman, Jackson, Marion, Middlesboro, Morganfield, Russellville, and Somerset.

Forty-nine other cities are no less winners than these 13 since each of them achieved a rating of excellence in one or more project categories.

The achievement lies not in the award, but in the civic improvement accomplished by ALL of the cities entered. Each of the 62 is a sig-

nificantly better home town, a more attractive community. Each has taken at least one giant step forward in its efforts to attract new industry. With proved leadership, and with people working together, the next steps will be easier.

KU's Community and Industrial Development Departments sincerely hope they have been of some help to the eight winners and 39 other entrants served by the Company.

 **KENTUCKY  
UTILITIES  
COMPANY**  
120 S. Limestone St., Lexington, Ky. 40507