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The Kentucky Press

Voice of The Kentucky Press Association

VOLUME 34, NUMBER 8

AUGUST 1968

EIGHT PAGES

WKPA MEETS AT ROUGH RIVER



Rough River's beautiful lodge beacons press people to meaty meeting

Members and guests of the Western Kentucky Press Association will gather on September 19th for their Fall meeting. The site of this year's meeting is the popular Rough River State Park.

As usual, a full program is planned. The action starts on Thursday night when the Western Kentucky Press Association hosts a reception. Friday morning Carolyn Beauchamp is going to head a program on the workings of an advertising

agency. This session is planned in order to enable newspaper people to gain in their knowledge of the expectations an agency has when dealing with newspapers as an advertising medium as well as some of the problems facing agencies in their daily work. Miss Beauchamp heads her own agency in Louisville.

Also planned for Friday is a discussion on the rise in popularity of preprinted inserts as an ad-

vertising vehicle. Joe Dorjes of Hopkinsville will lead this discussion. This should be a discussion of interest to every newspaperman in Kentucky. It is interesting to note that word out of Detroit indicates that pre-prints figure to be an important part of the new car announcements this Fall.

John O'Connor of the U.S. Brewers Association will be on hand to offer his hospitality to the meeting goers. John, a long time friend of

the Kentucky Press Association as well as the Western Kentucky Press Association will host a party on Friday night.

There will be no KPA Executive Committee meeting at this WKPA get-together. The regular Fall meeting of the Executive Committee will be held in connection with the NNA Fall Meeting at the Sheraton-Gibson Hotel in Cincinnati, on October 12. Place of the board meeting will be announced later.

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 Better Business Bureau*

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GUEST EDITORIAL

**Bourbon Curtain
 in Kentucky**

From The Lexington Leader

TEN KENTUCKY COUNTIES, not including Fayette, have been closed to Russian diplomats and journalists in what must be regarded as a silly game of childish play between the American and the Russian departments of state, "The Bourbon Curtain," as one Kentucky newsman called it, consists of Bullitt, Christian, Hardin, Jefferson, McCracken, Meade, Oldham, Todd, Trigg and Trimble counties.

They were put on the off-limits list by the U.S. State Department because they most nearly matched the type of territory closed by the Russians earlier this year to American diplomats and journalists.

Several other American counties have been closed to the foreign visitors along with the order to close the 10 Kentucky counties. Indiana, for example, has 40 counties closed, in a haphazard pattern. Monroe County, Indiana, is closed to the Russians, but its county seat, Bloomington, is not.

This game of travel restrictions has been going on since 1955, when someone in the State Department decided the U.S. would have more leverage in the cold war if we matched restrictions with those of Eastern Europe, particularly the Communist countries.

About the only thing that has happened as a result of that decision 13 years ago is that the U.S. has imposed travel restrictions on the Russians as silly as those the Russians impose on Americans. To be sure both countries have areas which should be off limits to the other for reasons of national security - but the senseless pettiness of restricting travel in places such as the 10 counties in Kentucky should be recognized for what is really is.

Our fighting back at Russia's childishness with American childishness hardly makes either nation appear worthy of world leadership and responsibility.

The Bourbon Curtain should go and so should its counterpart in Russia.

Continuing a practice started in 1960, the Greenville Leader-News has presented to the public libraries in Greenville and Central City bound volumes of all issues of the paper for the past year.

GUEST EDITORIAL

**Unsigned
 letters?**

From the Shelby News

We have been charged with printing letters to the editor that sharply criticize a group of people (doctors) and withhold the name of the letter writers, as they requested.

Shouldn't be done! Terrible! Not fair! The Courier-Journal doesn't do it, etc., etc. And looked at perfunctorily, we would have to agree with those who accuse.

It is easy to maintain that all criticism should be properly and publicly signed, and contemptuously thrown away if it doesn't meet these specifications.

But we can't agree. Abolishing the right to withhold the name would, in effect, abolish all meaningful criticism on controversial subjects. The realities of the small town are such that silence would prevail.

That leaves a heavy burden on the editor. He must throw away the crank outbursts, the totally irresponsible, the psychopathic and learn to spot the genuine letter. The writer, who may be totally wrong in his facts and beliefs, but is writing an honest letter about a matter that deeply concerns him.

Such letters are welcome at The News whether we agree with their content or not.

GUEST EDITORIAL

About tending store

From the Georgetown News

Upon several other occasions The Georgetown News has made it quite clear that we take a very, very dim view of public officials telling citizens that certain official records "will be kept out of the paper."

This newspaper, like all newspapers, resents this suppression of news. We no longer intend to tolerate it.

We respect the right of certain officials to refuse news which may prejudice a criminal or civil suit. We pride ourselves in our judgment concerning the use of names in juvenile cases, and even in the cases of first time minor offenses, and we feel we have the sole right to judge whether a certain infraction of the law is news worthy. We resent an official, elected or appointed, who says "I'll see that your name does not get into the paper."

To those which this shoe fits, (and they are few) we suggest that you tend your store and we'll tend ours, but with the admonition that we are entitled to look at, inspect and print public records. . . and with the further admonition that you are not entitled to assure people what "will not be printed in the newspapers."

We hope we have made this unmistakably clear.

Taking a better view

As the Good Book notes, where there is no vision, the people perish, and it is heartening to learn that somebody is doing something about it.

The Chemical Specialties Manufacturers Association reports that there was an 84.83 per cent increase in the production of windshield washer concentrate in consumer-size packages in 1967.

The total was 14,203,141 packages, a far cry from the measly 49,872 produced in 1961.

Traffic accidents haven't gone down, but at least more people are getting a better view of the car that runs into them on the highway.

GUEST EDITORIAL

**Air second
 class rates**

From Advertising Age

When the 1967 postal rate increase bill was passed last year it contained a provision which instructed the Post Office Department to offer air mail service for newspapers and magazines. The new postal rate law specified that this new rate for second class air mail must be sufficiently high to cover present second class, plus all costs in excess of those now incurred by regular second class mail, and that the minimum yield per piece of second class air mail must be at least 4¢ per copy or per piece.

As a result of this provision the Post Office Department issued a schedule of proposed surcharges for second class air mail calling for 5¢ per lb. in the first three zones; 6¢ per lb. in zone four; 8¢ in zone five; 10¢ in zone six; 12¢ in zone seven and 17¢ in zone eight.

These suggested surcharges are unrealistically high. The whole idea behind the suggestion for the establishment of an air second class rate was to provide fast delivery at a reasonable increase in cost; the proposed surcharges do not come anywhere near measuring up to offering this air service at an economically feasible rate.

Actually, in comparison with the proposed surcharges, it may be less expensive for a publication to bulk ship copies by air freight and then distribute copies for local mailing by applying for an additional second class entry in each destination city.

Second Class Mail Publications Inc., composed of publishers interested in furthering the cause of sending newspapers and magazines by air via second class, has pointed out that Post Office officials themselves have said they are not happy with the surcharge schedule that they have proposed, but maintain that they are boxed in by a combination of the provisions outlined in the postal rate bill and a conflict they have run into at the Civil Aeronautics Board. In the case of the CAB, the Post Office has an application before this body asking for a reevaluation of present nonpriority air mail rates, plus an air service rate averaging 13¢ per ton mile.

But a full hearing on this matter before CAB is not going to take place until Oct. 8 so the Second Class Mail Group petitioned the Post Office to delay issuance of the new proposed surcharge rates until after this October hearing, which would give all the agencies involved more time in which to seek out solutions to the problem.

But the Post Office denied the group's petition, saying that the Post Office "cannot further delay compliance with the law." These ridiculously high surcharges were published in the Federal Register on July 30. Publishers and other interested parties have 30 days from that date to comment; their comments will be reviewed by the Post Office, which will then set the date on which the rates will go into effect. And once they go into effect, they cannot be changed for a period of two years according to the law.

So this means that all interested parties have only three more weeks in which to do everything they can to explore ways and means by which these proposed surcharges can be brought down to a level that will make the use of second class air mail feasible for newspapers and magazines.

JACK-NOTES

By Jack Viehman

This is an important issue of the Kentucky Press. Although the advertising is pretty slim, pay attention to the breakdown of our Kentucky Press Association voting districts. Soon, nomination forms will be sent out to you by districts and you will have the opportunity to return them with your nomination for your district on the KPA Executive Committee. As you will recall, the Kentucky Press Association passed in June an amendment providing for the election of representatives on the Executive Committee. Notice which district you're in and start thinking about the person you want to have represent you. Notice that both the weeklies and the dailies are listed by counties.

After the nominations have been made, the election ballots will be sent out, returned by you, and tabulated. The new Executive committee will take office at the beginning of the January convention. This year's convention will be held at Stouffer's Louisville Inn, January 23-25. This convention will mark the beginning of the observance of KPA's centennial year.

A lot of things are happening right now in the Press Association. In addition to getting ready for the best convention ever, attending some good meetings throughout the state with the Circulation Division and the WKPA, and making plans for a year of Centennial celebration, some of the usual chores have to go on. One, for example, is the annual rate book. We're trying something new this year. Most of you realize that advertising budgets are drawn up in the early Fall. For years we've wrestled with the problem of how to get a directory, representative of Kentucky newspapers, into the hands of the agency people and potential advertisers early enough to do any good. In the past, the directory has come out at many odd times, most of which were ineffective as far as planning budgets was concerned. The snag in the whole deal is that your published statements, from which we take our circulation figures, don't appear until October. We have to wait until then because most of the time the figures on the blue information sheets which we mail out of this office and the figures in the published statements in your papers don't match up. Because people have been known to have extremely large press runs just prior to the statement publishing time or find that they have fewer subscribers when they publish their statement than they did when they filled out the blue sheet, we use the average figures for the year as published by you in your statement.

Now, what about the new deal this year? You have received a blue sheet already this year and it has a deadline of September 20th on it. A cover letter has also gone out explaining that the blue sheet is NOT an indication that you intend to belong to the Kentucky Press Association this coming year, nor is it a commitment of any kind. We simply have to have the information soon in order to get a directory out early. We want you to fill out the form right away and mail it back to us. As soon as your statement is published we want you to send us a copy of it. We'll then check the figures and should have the directory in the hands of the agency people the following week. FAILURE TO COMPLETE THE FORM WILL MEAN THAT THE LAST AVAILABLE FIGURES WE HAVE IN THIS OFFICE FOR YOUR PAPER WILL BE USED. This year's directory will contain all Kentucky Papers.

KPA to elect Executive Committee

Ed. note: Here are the KPA districts from which the new KPA Executive Committee will come. As you can see, the districts are broken down by counties and each newspaper, weekly and daily is shown. Soon you will be receiving nomination blanks for your district. Start looking over the list now and pick the people you want to nominate.

KPA DISTRICT 1

County	Weeklies	Dailies
Ballard	Advance-Yeoman Wickliffe	
Caldwell	Caldwell Co. Times Princeton Princeton Leader Princeton	
Calloway		
Carlisle	Carlisle Co. News Bardwell	
Christian		Kentucky New Era Hopkinsville
Crittenden	Crittenden Press Marion	
Fulton	Fulton Co. News Fulton Hickman Courier Hickman	Fulton Leader Fulton
Graves		Messenger Mayfield
Hickman	Hickman Co. Gazette Clinton	
Livingston	Livingston Ledger Smithland	
Lyon	Herald-Ledger Eddyville	
Marshall	Marshall Courier Benton Tribune Democrat Benton	
McCracken		Sun-Democrat Paducah
Trigg	Cadiz Record Cadiz	

KPA DISTRICT 2

County	Weeklies	Dailies
Breckinridge	Herald News Hardinsburg	

DISTRICT 2 CONTINUED

County	Weeklies	Dailies
Daviess		
Grayson	Leitchfield Gazette Leitchfield	
Hancock	Hancock Clarion Hawesville	
Henderson		
Hopkins	Progress Dawson Springs	
McLean	McLean County News Calhoun	
Muhlenberg	Messenger/Times-Argus Central City Leader-Central City News Greenville	
Ohio	Ohio County News Hartford Ohio County Times Hartford	
Union	Union Co. Advocate Morganfield Sturgis News Sturgis	
Webster	Clay Tribune Clay Journal-Enterprise Providence Sebree Banner Sebree	

KPA DISTRICT 3

County	Weeklies	Dailies
Bullitt	Mt. Washington Star Mt. Washington Pioneer News Shepherdsville	
Hardin	The Sentinel Radcliff Elizabethtown News Elizabethtown Hardin County Enterprise Elizabethtown	

DISTRICT 3 CONTINUED

County	Weeklies	Dailies
Jefferson	Jefferson Reporter Louisville Voice-Jeffersonian St. Matthews Shively Newsweek Shively Louisville Defender Louisville	The Courier-Journal Louisville The Louisville Times Louisville
LaRue	Herald-News Hodgenville	
Meade	Meade Co. Messenger Brandenburg	
Nelson	Kentucky Standard Bardstown	
Spencer	Spencer Magnet Taylorsville	

KPA DISTRICT 4

County	Weeklies	Dailies
Allen	Allen County News Scottsville Citizen-Times Scottsville	
Barren	Glasgow Republican Glasgow	Glasgow Times Glasgow
Butler		
Edmonson	Edmonson News Brownsville	
Green	Record-Herald Greensburg	
Hart		
Logan	Enterprise Adairville News-Democrat Russellville	
Metcalfe	Herald-News Edmonton	
Monroe	Tompkinsville News Tompkinsville	

Continued on page 4

What makes a perfect weekly newspaper?

By RALPH E. CAIN
(From the Oklahoma Publisher)

No one has ever seen a perfect weekly newspaper; however, the goal could be reached by any weekly in the 500-3,000 population bracket.

A perfect newspaper would have a front page filled with local news, not news releases from state or national groups hungry for publicity . . . it would have feature stories and be sprinkled with home-taken pictures .

The perfect newspaper would have at least one editorial that pertains to local matters . . . not on some soul-stirring national event. Practically no newspapers have an answer for local problems although they are expert on things beyond their borders.

The perfect newspaper would have lots and lots of local personals because these are the most interesting reading in the paper . . . and they are also the only kind of news on which a local newspaper has a monopoly.

The perfect weekly newspaper would have its advertising "set on purpose." For instance, ladies wear would be set in delicate type face with plenty of white space. Grocery ads would be planned and set, instead of just being thrown together. Borders on ads would be a lot lighter than usual. Borders are there to contain the ads and too heavy borders distract.

The perfect newspaper would use good, new, column rules, not beat-up old rules and they wouldn't have breaks in them. It would not use extra heavy, or extra light type face for its heads. Nor would it use screwball methods of make-up. Good taste is always preferable.

The perfect newspaper would have a Linotype that is in good running condi-

tion; a press ready to run and do a presentable job. A stereotype caster so thoroughly cleaned that cuts would be of proper height.

The perfect weekly newspaper would have an editor who realizes his position of leadership in his town, and who has the guts to stand on his beliefs . . . so the public would respect him even though they might not agree with him.

The perfect newspaper would have an advertising salesman who sold the last inch of advertising his customers could afford, but not "kill" his accounts by overselling. Underselling of advertising has killed more towns than overselling, and town loyalty should drive a salesman to do his utmost.

The perfect weekly newspaper would produce a paper that would appeal to its own small town, forgetting that such a thing as a competing metropolitan paper ever existed. The local weekly cannot do a good job on national and international news and a metropolitan paper cannot take care of the local news, even within its own boundaries.

The perfect weekly newspaper would not be one of those concerns which eternally "beefs" about its position in the world. Instead it would realize that it is the only traveling salesman in the world dedicated to selling the home town locally. It would also be giving its publisher more freedom, more honor, more prestige than any city editor on any metropolitan paper ever enjoyed. It would give its personnel the nearest thing to paradise in the newspaper working field.

There are many newspapers in every state that could be nearly "perfect" newspapers if publishers would just polish up a bit on the many fine features of their already good newspapers.

What happens when a store drops trading stamps?

Read this news release from New York University

For Immediate Release:

What happens to food prices when a supermarket drops trading stamps? Does a stamp drop augur well for the consumer?

A study published in the fall issue of New York University's "Journal of Retailing" finds that stores that dropped stamps in two large-city neighborhoods in 1965 cut prices initially, but the reductions were not maintained.

Prof. F. E. Brown of Pennsylvania University's Wharton School of Finance and Commerce based his conclusions on 39 price checks of 80 items each.

In both study areas, Professor Brown discovered, "the effect of the stamp exit on the general price level had disappeared within a nine-month period."

Competing stores reacted to the cuts in different ways. Some actually reduced prices more than did the store that eliminated stamps. Competitors would not allow a significant price difference to open up, Brown found.

By the end of the 12-month study period in 1966, food prices in the two areas had risen in all the study stores about as much as the Consumer Price Index for food in the most similar city for which there were data, Professor Brown discovered.

He concluded that in stamp-dropping situations, "Inability by the dropper to increase volume significantly will bring a profit squeeze, restoration of higher prices, and a new cycle with different promotions."

The professor pointed out that data for the study were obtained by on-site shelf pricing performed by women trained by the Bureau of Labor Statistics to do similar work in connection with its Consumer Price Index.

The "Journal of Retailing" is published by New York University's Institute of Retail Management.

The Sperry & Hutchinson Company Since 1896



DISTRICT 4 CONTINUED

Simpson	Franklin Favorite Franklin
Todd	Todd Co. Standard Ekton
Warren	Park City News Bowling Green

KPA DISTRICT 5

County	Weeklies	Dailies
Boone	Boone Co. Reporter Burlington Walton Advertiser Walton	
Bracken	Bracken Chronicle Augusta Bracken Co. News Brooksville	
Campbell		
Carroll	News-Democrat Carrollton	
Gallatin	Gallatin Co. News Warsaw	
Grant	Grant County News Williamstown	
Henry	Henry Co. Local New Castle	
Kenton		Ky. Post & Times-Star Covington
Oldham	Oldham Era LaGrange	
Owen	News-Herald Owenton	
Pendleton	Falmouth Outlook Falmouth	
Shelby	Shelby News Shelbyville Shelby Sentinel Shelbyville	
Trimble	Trimble Democrat Bedford	

KPA DISTRICT 6

County	Weeklies	Dailies
Anderson	Anderson News Lawrenceburg	
Boyle		Advocate-Messenger Danville
Fayette		The Lexington Herald Lexington The Lexington Leader Lexington
Franklin		State Journal Frankfort
Garrard	Central Record Lancaster	
Jessamine	Jessamine Journal Nicholasville	
Lincoln	Interior Journal Stanford	
Marion	Lebanon Enterprise Lebanon	
Mercer	Harrodsburg Herald Harrodsburg	
Scott	Georgetown News Georgetown Georgetown Times Georgetown The Graphic Georgetown	
Washington	Springfield Sun Springfield	
Woodford	Woodford Sun Versailles	

KPA DISTRICT 7

County	Weeklies	Dailies
Bourbon		Daily Enterprise Paris
Clark		Winchester Sun Winchester
Estill	Estill Herald Irvine-Ravenna Irvine Times Irvine-Ravenna	
Harrison	Cynthiana Democrat Cynthiana	
Jackson	Jackson County Sun McKee	
Lee	Enterprise Beattyville	
Madison	Berea Citizen Berea Madison County Post Richmond	Daily Register Richmond
Montgomery		
Nicholas	Carlisle Mercury Carlisle	
Owsley	People's Journal Booneville	
Powell	Clay City Times Clay City	
Rockcastle	Mt. Vernon Signal Mt. Vernon	
Wolfe	Wolfe Co. News Campton	

KPA DISTRICT 8

County	Weeklies	Dailies
Adair	Adair Co. News Columbia	
Bell	Sun-Courier Pineville	Daily News Middlesboro
Casey	Casey Co. News Liberty	
Clay		
Clinton	Clinton Co. News Albany	
Cumberland	Cumberland Co. News Burkesville	
Knox	Barbourville Advocate Barbourville	
Laurel	Sentinel-Echo London	
McCreary	McCreary Co. Record Sterns	
Pulaski		Commonwealth-Journal Somerset
Russell	Russell Co. News Jarramstown Times-Journal Russell Springs	
Taylor	Central Kentucky News Campbellsville News Journal Campbellsville	
Wayne	Wayne County Outlook Monticello	

DISTRICT 8 CONTINUED

Whitley	Whitley Republican Williamsburg	Daily Tribune-Times Corbin
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KPA DISTRICT 9

County	Weeklies	Dailies
Bath	News-Outlook Owingsville	
Boyd		The Independent Ashland
Carter	Journal-Inquirer Grayson	
Elliott	Elliott Co. News Sandy Hook	
Fleming	Times Democrat Flemingsburg Fleming Gazette Flemingsburg	
Greenup	Greenup News Greenup Russell Times Russell	
Lawrence	Big Sandy News Louisa	
Lewis	Lewis Co. Herald Vanceburg	
Mason		Independent Maysville Public Ledger (Morning) Maysville Public Ledger (Evening) Maysville
Menifee	Menifee Co. Journal Frenchburg	
Morgan	Licking Valley Courier West Liberty	
Rowan	Morehead News Morehead	

KPA DISTRICT 10

County	Weeklies	Dailies
Breathitt	Jackson Times Jackson	
Floyd	Floyd Co. Times Prestonsburg	
Harlan	Tri-City News Cumberland	Harlan Enterprise Harlan
Johnson	Paintsville Herald Paintsville	
Knott	Mountain Messenger Hindman	
Leslie		
Letcher	Community Press Cromona Mountain Eagle Whitesburg	
Magoffin	Independent Salyersville	
Martin		
Perry	Hazard Herald Hazard	
Pike	Pike County News Pikeville	

One of our best promotions in 1967

By Ed Willis

Spartanburg (S.C.) Herald-Journal

During the past years from Thanksgiving until after Christmas our Circulation Department was always tied up Promotion Goodfellows Inc., a project to raise money for the needy families at Christmas. We had very little time to think about selling newspapers.

In November 1967, our losses were much larger for the time of the year than normal and we decided to do something about this situation and try something new for the Herald-Journal.

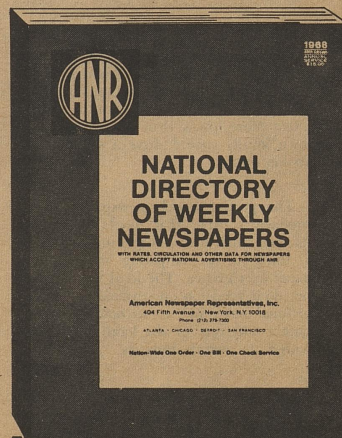
One cold and rainy day in November, we had a Pow-Wow between all our District Managers and Supervisors. Each chipped in with their suggestions and a contest was worked up by everyone in our Department. The enthusiasm

Continued to page 7

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

with rates, circulation and other data for newspapers which accept national advertising through ANR

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



Available NOW...the new 1968 ANR Directory lists more than 8,000 weekly newspapers published in all 50 states. Contains more than 300 pages, with 50 State-County-City maps. It includes national line rates and complete data for newspapers which accept national advertising through ANR, under these headings: Newspaper Name, Area Designation, Publication Day, Mechanical Requirements, Publisher, National Rates, Circulation, Population, Alcohol Beverage Policy, Type of Audit, City, County, Zip Code.

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

American Newspaper Representatives, Inc.
404 Fifth Ave., New York, N. Y. 10018

Send me _____ copy (copies) 1968 Directory Check Enclosed

Newspaper _____

City _____ State _____

(Signed) _____

Timely Topics

Kentucky papers of recent weeks have been carrying the financial statements of various city and county agencies, as required by state law. For the most part, those responsible for preparing these statements are complying with all the legal requirements, including itemized listing of expenditures. The current financial publication law, among other things requires county school boards to list the annual salaries paid to each teacher in the county system. Of some 20 school board financial statements published in Kentucky papers the week of August 19, we noted only one report which failed to comply with the law and included only a total sum of all salaries. Full compliance with this financial publication law is the joint responsibility of local officials and their local newspapers. The purpose of the law, to inform the public, should be the primary objective of both factions.

An unusually large number of requests for makegood dates for advertising was handled by Kentucky Press Service during August. How many of these, we wonder, could have been avoided by closer attention to insertion orders, adequate filing of printing materials, etc. At times ads are missed through unavoidable circumstances, and we are glad to do what we can to secure makegood dates. But too many non-runs, late runs, and too many examples of poor reproduction are difficult to explain to the agencies handling your important national accounts. Many times individual ads have a definite time value or are scheduled as part of an overall series, making makegood runs difficult. This seems an elementary matter to bring to the attention of Kentucky publishers, but it is important that ad departments make every effort to insert the correct copy on the correct date and to give the advertiser the best printing job possible. When ads are missed, and cannot be made up, we all lose -- the advertiser, the agency, the paper and KPS.

The time is approaching for the publication of the annual statement of ownership, management and circulation. The circulation figures listed in these statements are the basis for circulation information included in the Kentucky Press Association newspaper directory, since we must have current, guaranteed figures to back up our directory information. In determining a representative circulation figure for each newspaper, we have in the past used the figure listed under "c. Total Paid Circulation," in the column labeled "Average number of copies each issue during preceding 12 months." This is taken directly from the PO form #3526.

Kentucky newspapers, as a whole, are doing a fine job of putting the name of the newspaper and the date of issue on EVERY page of every issue. We understand this is no longer a POD requirement, but from the standpoint of tear-sheeting, it is a must. What's an agency to do -- and we've seen this happen -- on receiving a tear sheet which has no newspaper name or date at the top, nor is there any other clue as to what publication the sheet is from?

The Harrodsburg Herald is the latest of a long list of Kentucky weeklies which have switched to the offset method of reproduction. Our latest count of offset papers in the state is 84, including 73 weeklies and 11 dailies.

We have just obtained a copy of a most attractive guidebook to the Lexington area prepared by Herndon J. Evans, a past president of Kentucky Press Association and retired editor of the Lexington Herald. The booklet, having a full-color illustration of the Man O'War statue on the cover, is titled "The Blue Grass Country." It is illustrated throughout and includes well written and useable information on the horse farms of the area, historic sites, etc. It may be obtained at a cost of \$1 from Blue Grass Tours, 239 North Broadway, Lexington.

Younger set not moved

If students in the high school at Pinellas county, Florida, are a criteria, freedom of the press is of little concern among young people of the present era.

This was the conclusion from a poll conducted by The Times, St. Petersburg, Fla., among 340 high school students in its area. The poll was headed "I'm For Freedom, But..."

Less than half of the students are favorable to freedom of the press and only 55 percent are in favor of freedom of speech, the newspaper reported. "One out of every five would even prefer a dictator at times and others are not sure."

In one of the poll questions suggesting that the government censor "literature with dangerous ideas," freedom of the press drew only 45 percent support. "I feel that a person has the right to say whatever he feels, unless it is against the government," a senior boy wrote.

Discussing the results of the poll, the Times observed that there is "some evidence that totalitarian mentality is developing here." It further added that lack of commitment to the basic freedoms was quite evident in the poll.

Mrs. Elizabeth R. Ecton has been named manager of the Winchester bureau of the Clay City Times.

Logan Ink, Inc., headed by Al Smith, has purchased the weekly Russellville News-Democrat from Mrs. Byrne Evans. The News-Democrat will continue to be published from its present office. Smith is also publisher of the Logan Leader, Russellville, which recently moved into new offices on Fourth Street.

FOR SALE - Full Back Shop

Turtles (6)	\$ 300.00
Chases (6, aluminum)	480.00
Stone	15.00
Chases (4, steel)	200.00
Typecase	50.00
Metal (20 pigs)	152.00
Pig Mold	40.00
Casting Box	100.00
Remitter	350.00
Type Cases (2)	300.00
Router 2	200.00
Small Saw	50.00
Large Saw	350.00
Material & Makeup cases	500.00
Material Cutter	25.00
Ludlow	2,000.00
Ludlow Type & Case	3,150.00
Model 14	2,150.00
Model 8	2,200.00
Proof Press	100.00
Mat Roller	1,000.00
Hand Cutter	10.00
Mitering Machine	80.00
Hand Slug Cutter	10.00
5 Fonts of Mats for Linotypes	500.00
Slug Cutting Machine	35.00
Type Foundry	1,000.00

JOE R. REPPERT
GAZETTE DEMOCRAT
ANNA, ILLINOIS

QUICKIES

The Gallatin County News, Warsaw, edited by J. Phil Bradley, on August 8 published its twentieth annual Green Pastures edition.

The Corbin Daily Tribune and Sunday Times is sending 17 free subscriptions to American servicemen in Vietnam and will include on the free list the names of any local area servicemen provided by their relatives.

The following staff changes have been noted recently on Kentucky newspapers: Mrs. Clifton Snider has resigned after four years as a reporter for the Hart County News, Munfordville; Don Pepper has been named wire editor of the Paducah Sun - Democrat, succeeding Hall Allen who retired after 26 years in that post; Albert McLane has joined the staff of the Elizabethtown News as sports columnist; Tom Kirkpatrick is the new sports editor of the Russellville News - Democrat; John G. Leach has been named staff photographer for the Georgetown News and Times; Bob Gorham, formerly with the Lexington Herald and the Associated Press, has been named director of public relations at Churchill Downs.

Kentucky newspapermen honored recently include C.H. Bourne, publisher of the Owenton News - Herald who was named the outstanding citizen of Owen County by the Owenton Rotary Club; and Hugh Sandefur, Henderson Gleaner and Journal, nominated for the Handicap of the Year Award presented by Dorcas of Kentucky, Inc. POD public service awards were presented to the Clay City Times, the Flemingsburg Times - Democrat and the Shelby Sentinel.

Herald-News editor named

George M. Wilson, Publisher, has named Stephen J. Myers, Jr., of Wilton, Maine, as the Editor of the Breckinridge County Herald-News. Wilson said that he will assume his duties on September 16th.

Myers comes from a newspaper family and has been involved in weekly newspapers most of his life. His family owned the Myers Publishing Company of Chicago which merged with the Lerner Publications, a group of 33 weeklies. He resigned from the position of Publisher and Managing Editor of the weekly WILTON TIMES in Wilton, Maine, a position which he held since June of 1966. The TIMES is a 1,795 paid circulation paper in Franklin County. Under his management, the newspaper has had steady growth in all phases of its operation.

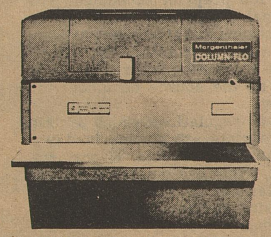
Prior to his publishership in Wilton, he owned the Myers-Hamilton Corporation in Kennebunkport, Maine. The firm was a consultant and circulation service for weekly newspapers in New England. He also founded the magazine MAINE SKI, which appears three times a year, serving the ski industry in Maine.

HONORED

Publisher W.E. Crutcher of the Morehead News has received a Certificate of Appreciation from the National Selective Service System for editorial support and news coverage of the local selective service board. Crutcher has also been honored by the Morehead State University Alumni Association which conferred on him its Public Service Award.

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Preprints add to newspaper's quality

Editor's Note: These are excerpts from an address by Ned J. Bradley, business manager, Columbus (Ind.) Republic, presented at the 1968 National Spring Conference of the Institute of Newspaper Controllers and Finance Officers, in Williamsburg, Va.

Once the basic decision to accept preprints is made, the newspaper should not be reluctant to enforce its right - and more importantly, its obligation - to maintain established standards pertaining to preprint content, quality and ethical considerations. Actually, it is our opinion that many preprints add to the quality of the newspaper, due to the color and artwork used.

The second major question concerns rates. In evolving our present preprint rate structure, we analyzed direct incremental costs connected with preprint handling and distribution. We also compared proposed rate structure with postal costs of mailing various-size supplements. An evaluation of the rates for preprints of other papers was undertaken. We reached a few tentative conclusions which we think are valid:

1. Preprints are here to stay, and advertisers are going to use them, whether distributed through newspapers or by other means.
2. Preprint business is highly profitable for newspapers.
3. Rates charged must be competitive with third class bulk mail rates.
4. In most cases, preprints do not materially affect regular home print retail lineage run by the advertisers involved.

Based on these general guidelines we decided to go after the business aggressively. We tried several variations on methods of charging, ranging from the cost per copy on a sliding scale based on number of pages, to our present percent of regular retail display rate per unit of space. We have tried to be competitive with the mail rates and still provide for some premium over mailing costs, due to the quality of distribution and readership involved.

We have found a separate contract or agreement form for preprints helpful in selling, scheduling and billing. This agreement specifies acceptance conditions and rate information, as well as size, date of distribution and number of preprints requested. Executed copies of each contract are provided for the advertiser and the newspaper, for each preprint scheduled. The internal copies are routed to the advertising and circulation departments for scheduling, with a copy to the accounting department, to be used as the source document for billing.

Postal regulations which pertain to preprints are summarized in a recent ANPA Special Report entitled, "How to Comply with Postal Regulations on Pre-Printed Advertising Supplements." It should be "must" reading for those concerned with preprints on your paper. Here are some highlights:

1. Nothing in the Postal Regulations precludes newspapers from accepting supplements for use only in home-delivered copies.
2. The words "Supplement to..." followed by the name of the newspaper, must be printed on the first page of the supplement.
3. No date is needed, but when one is used, it must be the actual date of distribution.
4. Any open space which looks like space for a third class address label should be avoided. Word like catalog, circular, or book should not be printed on the supplement.
5. The publisher must be paid at an advertising rate, which should make us look very critically at a stuffing charge per thousand copies without regard to the number of pages.

Print shop hints

Editor's Note: These hints were read in the August publication of the Arkansas Press Association. We thought they would be of interest.

By the Phantom Tinker

A butane-fueled hand torch is mighty handy around the shop. It can be used to warm metal engravings so the mounting tape will let loose. You can heat a soldering iron with it. You might even use it to warm up a pot of coffee.

There are still a few places where you can get "white" gasoline for cleaning. It's much safer from a health standpoint and doesn't smell as bad as the kind they sell us for our cars.

For intensifying negatives, you can get a few ounces of Corrosive Sublimate (mercuric chloride) from your druggist. It's POISON, and it costs about a dollar an ounce. Make a solution of it in water - about a half-spoonful to eight ounces - and you can re-develop weak negatives (in daylight) to give them more contrast. METHOD: First soak your negatives in water. Then put them in the solution for 30 seconds to a minute, wash a few minutes and then dry. Your negatives will turn whitish color, and will look weaker than they ever did, but when you print them you'll find you have a lot more contrast and detail. CAUTION: It's best to keep your hands out of this tuff, and be sure to wash up afterward.

I don't KNOW that it'll make you sick, but don't take any chances; mercury compounds are always hazardous. Your intensifying solution will keep indefinitely, and I've never had any "wear out" from repeated use.

One way to renew work-table tops in the shop is with a sheet of Masonite. Cut to fit and nail'er on.

A little vinegar in the water fountain of your tape machine will make the tape stick better and smellless bad.

Save the cardboard "cobs" from bathroom tissue and use them for storing developed rolls of film you want to save without cutting them up.

A little squirt of "Mr. Clean" in the print-washing water just before ferrotyping will make your glossy prints REALLY glossy and without watermarks.

Charcoal lighter fluid (deodorized kerosene) mixed with oil and kept in a spray bottle (like from Windex) is great for a combined wash-oil job on presses, Linotype operating cams (not those under the keyboard!) and any other machine that develops squeaks. Keep it away from the vicinity of the mats or distributor system of your Linotype - you KNOW this. You CAN use plain old kerosene, but it smells worse.

PAINT PARTS

A can of bright red spray enamel works wonders for calling attention to protruding or dangerous parts of machinery that people might bump into. They can see red or bright orange, a lot better than other colors, or no color.

You can get scraps of Naugahyde at your fabric store. Great for facing planing blocks. If you don't like Naugahyde, you can also get thin felt from your friendly fabric vendor.

One of the best investments you can make is a "shop vacuum," a heavy-duty, barrel-type vacuum on casters, costing about \$40. In addition to picking up dirt, this thing can blow a blast of air that will practically peel the paint from dusty old Linotypes, presses and other machinery, even typewriters. After you blow the dust out of the works, you can switch to vacuum and pick it up off of everything else.

If you aren't using ROLLS of

typewriter copy paper, you're missing a lot of convenience. Cut the "tag - end" of newsprint rolls into eight-inch logs and attach the little roll somewhere on your typewriter table. Feed it through the machine, write your stuff, and simply tear off what you've used against the paper bail. There are some little inconveniences to this, but you'll be able to overcome them, and it's worth a lot not having to feed in single sheets of paper all the time. Makes your typewriter continuous-feed, like a teletype.

Those little felt-tip pens work fine for numbering photographic negatives, unless you use red. After you try reading a red number in the darkroom, you'll understand.

Even if you don't smoke, keep a can of lighter fluid around. For one thing, lighter fluid and an old toothbrush are wonderful for getting the gum and ink out of typewriter keys.

SOLVENT FOR CLEANUP

If your Linotype keyboard keys are dirty and ugly, brighten them up by swabbing them lightly with the solvent you use to clean numbering machines. It's about the only stuff that will remove a generation of fingermarks.

If you use a Photo-Lathe, keep the shavings. They're practically pure zinc. Sprinkle them around your yard, particularly under pecan trees. Zinc is a "trace element" most vegetation needs and lacks in Arkansas. Even if your soil has plenty of zinc, this is as good a way as any to get rid of the engraver whisksers.

Two thicknesses of 6-ply cardboard kept by the proof press will raise cuts type-high for proofing without hunting up a galley.

A can of white spray enamel is great for re-whiting the reflectors of fluorescent fixtures. You'll get a lot more light. (You COULD wash the reflectors with soap and water,

Continued to page 7

Why The Christian Science Monitor recommends you read your local newspaper

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'Action Line' gives newspaper edge on competition

By Robert A. Juran
Director Newspaper Editorial
Workshop Services

One idea still found rarely in newspapers but which is starting to catch on slowly is the "Action Line" type of column. With it you can perform an outstanding type of public service in a way that attracts readership powerfully.

The "Action Line" column undertakes to answer readers' questions, usually about local matters, and to help them get action on certain types of problems and complaints.

Perhaps a street is in need of repair; someone wants to know where to donate outworn clothing; someone can't get satisfaction from City Hall on some problem; a street light is out, and has been for weeks; the police aren't patrolling a certain area; a woman sent money to an out-of-state firm and hasn't received the merchandise she ordered; a man wonders whether a certain planned interstate highway will run across his property.

The reader would like to be able to turn to his local newspaper, which he knows (or should know) has a reputation for public service. And, if the paper is doing a good job, it has the right connections, or applies a little pressure with a phone call or perhaps an editorial, and the reader's problem is solved. Answering questions, of course, requires only a phone call to the right source.

To date "Action Line" columns have appeared almost entirely in dailies, but there is no reason why weeklies can't do the same thing.

Besides "Action Line" the column has many names across the country: Be Heard, Quest, Watchem, Mr. Fixit, Tell It to Us, What's Your Gripe? Ask the (name of paper), Tell It to Doc, Quickline, Call Quest, Call SAM (Sentinel Answer Man), Live Wire.

In some cases the paper has a clever gimmick by arranging it with the phone company to give the column a number whose digits match the letters in the column's name. For example the Houston Chronicle advises its readers to "Dial WATCHEM." When they do, they get WA8-2436 and they reach the column. In any case, virtually all "Action Line"-type columns run a cut of a telephone dial in the column logo.

For ideas on how this kind of column is run, get copies of a paper that has one. In Illinois, Chicago's American and the Danville Commercial-News do. Some others are the Ottawa Journal, Washington (D.C.) Evening Star, Charlotte (N.C.) News, Jersey Journal (Jersey City), Detroit Free Press, Miami Herald, Philadelphia Bulletin, Houston Post, Boston Globe, Columbus (Ohio) Dispatch, Akron Beacon Journal, Arizona Republic (Phoenix), Today (Cocoa Beach, Fla.), Roanoke (Va.) Times, Winston-Salem (N.C.) Sentinel, Davenport (Iowa) Times - Democrat. Write to their promotion manager for sample columns.

What kind of questions are you likely to get? Here are the questions (some shown in abbreviated form) the Danville Commercial-News answered in one recent column.

Is there a preliminary in Vermilion County for the Town and Country Art Show? Where can I get a book of all U.S. Zip Code numbers? Where can I get an old violin appraised for value and authenticity? Is there a local gunsmith who could repair an old muz-

zle-loading rifle? What can I do about a flock of birds causing a noise and odor problem on my property? Is there any organization that would like used magazines? When will the tax levied by the junior high school referendum be paid off?

An editor's note at the top of the column should clarify precisely what it will and will not do, and answer some of the questions that might arise concerning the column. This information might include:

Whether phone calls or letters are preferred, and where to direct them. Whether all queries will be answered (i.e., by mail if not in the column) or only those selected for the column. What restrictions there are on queries (such as a

Print shop hints

Continued from page 6

but spraying's more fun.)

Your spray can of paint will work the next time you use it if you'll turn it upside down and spray until paint quits coming out, then smear a dab of grease on the little plastic nozzle to keep the paint from drying out.

Sometimes you can make a dried-out ball-point pen work again by heating the tip with your lighter or a match.

Clear fingernail polish over your Ludlow type-samples on the drawers can keep them from getting permanently smudged.

USE SCRAP NEWSPRINT

Use scrap newsprint to make desk-top-size pads, useful for jotting down stuff when no other jotting paper is available. When one page is doodled out, you can tear it off and be in business on the next one.

Cut odd-size newsprint, 8x10 or larger, drill a hole in one corner and hang the pad on a nail near the hand-cleaner dispenser. Not very GOOD towels, but bettern' nothing.

Hang a tag-end of newsprint roll on the wall and use it for a background for mug pictures. When it gets yellow or soiled, pull down a fresh batch.

One of our best promotions in 1967

Continued from page 4

was high and the results were very exciting - Our Version Of A Capsule Contest. We ran this contest for each district. All districts were allotted \$100.00. This money was divided into amounts running from 30¢ to \$10.00. Capsules were bought and the slips cut so that each would go into the capsule and could not be seen from the outside. Of course, there were more 30¢ and 40¢ capsules than others. Also, some slips read "So Sorry - Try Again" to liven up the thrill of drawing for the money.

All carriers were sent notices from his District Manager asking him to call him each day he sold a new subscription. The District Manager would then drop by the carriers home and let him draw a capsule and pay him on the spot the amount of money called for in the capsule.

The total amount sold was around 600 new subscriptions. Some districts sold more than others and the cost of each start was about 52¢. This was fabulous on our part. At

Continued to page 8

Pointers for Editorial writers

Pointers for Editorial Writers appeared in a South Dakota Press Association publication. These are meant to suggest sound ideas to young writers, refresh the memories of some who have written many editorials. They appear below:

The language of the editorial should be no different from the language of the news column. If anything, it should be less pretentious. Opinions expressed in basic English gain force by reason of their simplicity. The potential audience of the editorial page is no more restrictive, no more classified than the audience of the front page or the comic section.

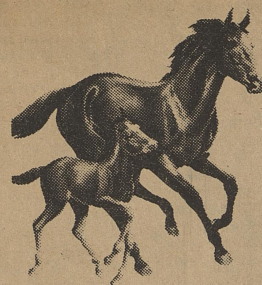
Always put reporting and analysis ahead of sermonizing. Marshall the facts and indicate the conclusion. Don't write as though you had a direct pipeline to some unchallengeable, supreme authority.

A good story, well told, is worth a thousand polemics. Sprinkle illustrations liberally through editorials, even if you have to create them for the occasion.

Editorials should be as local as news stories. The editor who always writes about something that happened a thousand miles away is

Continued to page 8

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Faster not necessarily the real answer

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

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

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

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

Editorials, for instance, are the heart-beat of a good community newspaper. Dailies may scoop us on the big stories, but nobody can take away the hard-earned right of the editor to sit at his desk and grind out personal opinions that are his very own.

Perhaps we forget that the editor in even the smallest town speaks to an audience far bigger than that of

the pastor of the town's largest church. If you have 1,000 circulation, you've got a weekly audience that would fill every public building in your town.

We're not preachers, but we've got the territory's largest "congregation," and most of it is waiting every week to hear what we have to say.

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

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

Sometimes the same fellow writes the column, the editorials, the features and the news.

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

Kentucky Press needs your news items

We are always looking for news items WITH PICTURES concerning our members. We would like to have a steady flow of material coming to us each month. We would appreciate the following kinds of news from you.

1. Changes in personnel (pictures, biographical sketches, past experience, proper titles, etc.)
2. New plants (pictures, equipment, building specification, when expected to be completed, progress reports, etc.)
3. New equipment installation (pictures, specifications, when installed, where purchased, etc.)
4. Special printing or unusual printing jobs your plant has done
5. Records your newspaper has set (largest issue, most ads, most lineage, etc.)
6. New ad ideas and how you put them together;
7. Public service features
8. Sponsorship of special events or sports events
9. Scholarship grants
10. Honors accorded any of your newspaper personnel or their children (election to civic boards, church, fraternal, city, county or state offices, children awarded scholarships or other honors, participating in athletics, etc.)
11. Features on members of your staff involved in community, county or state affairs.
12. Unusual hobbies of your newspaper family members.

Remember, we need facts, figures, details, and PICTURES. We want our readers to "see" the subject. We believe as that philosopher of old that one picture is worth 1,000 words and we sometimes run short on words!

Death takes wife of KPA Executive Chairman

Funeral services were held at Irvington on August 19 for Mrs. Sarah Elizabeth Willis Wilson who, with her husband, George M. Wilson, published the Breckinridge County Herald-News. Mr. Wilson is chairman of the executive committee of the Kentucky Press Association.

Mrs. Wilson died August 17 a few days after entering Kentucky Baptist Hospital in Louisville. She was a sister of J.M. Willis, publisher of the Meade Co. Messenger, Brandenburg.

An active member of Kentucky Press Association and the National Newspaper Association, Mrs. Willis wrote a weekly column, "Coffee Time," for the Herald-News. This was a companion piece to her husband's column "Doughnuts with George." A graduate of Irvington High School, she attended Sue Bennett College and Western Kentucky State College. She taught school in Breckinridge and Meade counties before entering newspaper work.

The Kentucky Press can print no better tribute to Elizabeth than the closing comments of her obituary in the Herald-News: "Elizabeth Wilson will be remembered as a gentle but dedicated humanitarian with close ties to few but a real friend to all."

National Newspaper Week
Oct. 6-12

Pointers for Editorial writers

Continued from page 7

likely to find his readers equally far from the topic.

Keep paragraphs short, punchy. Three short editorials on three different phases of one subject are worth at least six times as much as one long editorial on the same subject. Why? Simply because more people will read them. Five hundred words per editorial is a high ceiling.

Cultivate the lighter touch. Humor and whimsy have their place on the editorial page. People like to laugh. An editorial page that is always serious, soon becomes deadly, and then just plain dead.

Deal not in personalities but in principles.

Whenever possible, commend rather than criticize. There are enough people looking for the dark side. By supporting someone else's stand, gain the reputation of being constructive.

Don't lend your editorial page to commercial promotion that belongs in the advertising columns. Your editorial should always be the peak of the newspaper.

It is better to be silent than hypocritical. If you can't be honest and consistent, keep quiet.

One of our best promotions in 1967

Continued from page 7

the time of this contest, we were showing a decrease below normal for the time of year and at the finish we were showing a very nice increase.

Prizes were given to the District Managers - such as a watch to the first one to sell 50 new subscriptions in his district, etc. Also at the end of the contest all money left over was returned to the company.

This contest gave us the life we were needing and since then our circulation figure has continued to climb.

We realize this type of contest is not new but with us it will always be our "ace-in-the-hole" contest.

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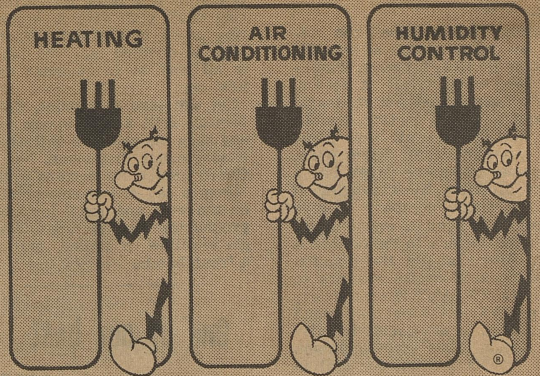
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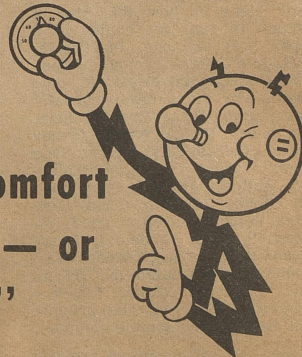
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