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The Kentucky Press

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Voice of The Kentucky Press Association

VOLUME 34 NUMBER 12

DECEMBER 1968

EIGHT PAGES

Eddy Arnold to sing for KPA

Entertains KPA'ers

LOUISVILLE, -- Eddy Arnold, nationally-known pop and country music singer, will entertain members of the Kentucky Press Association when the group meets in Louisville late this month for its 100th annual winter convention.

Press members will attend the Eddy Arnold Show at Louisville's Convention Center on Friday, January 24, as guests of The Courier-Journal and The Louisville Times.

More than 300 editors and publishers and their wives are expected to attend the centennial meeting of the association, which was formed in Frankfort in 1869.

Governor Louie B. Nunn will address the group on Friday morning on the state of the commonwealth.

Following the governor's address, a luncheon will be held at which Hugh Mulligan of the Associated Press will speak. Mulligan, a world-traveled newsman for the AP, has been to Vietnam twice in recent years. He covered the Arab-Israeli war in 1967.

On Saturday, January 25, Barry Bingham, editor and publisher of The Courier-Journal and The Louisville Times, will speak to the association about early newspapers in the state.

Association members will gather on Thursday, January 23, for an opening buffet at Stouffer's Louisville Inn, where the convention will be held.

Other Friday highlights of the program include an address on the buying and selling of national advertising by Abbott A. Davis, vice-president of Campbell-Ewald Advertising Agency in Detroit. Davis is director of media planning for the Chevrolet account.

Albert C. Allen, assistant managing editor of The Louisville Times, will conduct a slide show critique of the use of photographs and on layout techniques, using various Kentucky papers. A panel discussion on pre-printed newspaper sections will conclude the Friday afternoon session.

Also on Friday, Mrs. Catherine Conner, great-great-granddaughter of John Bradford, will speak to the convention. Bradford was the editor of The Kentucke Gazette, established in 1787 as the state's first newspaper. William Matthews, president of Newspapers, Inc. of Shelbyville, will talk to the group about the merged newspaper operations he heads.

The association's annual banquet will be held Friday night.

Following a Saturday morning audio-visual presentation by South Central Bell Telephone Company on advanced newspaper technology of the future, the association will elect officers and conduct its business session.

The convention will adjourn after the Saturday luncheon.



THURSDAY NITE IS
CELEBRATION NIGHT!
IN JANUARY

Come early! Register in! Get your Funny Money! And Celebrate with the rest of the big time Gamblers! See the girls in mini-mini's! Have Fun!



THE KENTUCKY PRESS

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GUEST EDITORIAL

They don't know who we are

Editors Note:
Bill Bray is the manager of the Missouri Press Association and was a speaker at the KPA Summer Convention at Cumberland Falls.

By Bill Bray

"There's something wrong when I'm convinced I have the best advertising medium in the world and so do my local merchants yet it cannot be sold on the national level," a weekly newspaper publisher said to me the other day.

This publisher felt like ANR and his own state association just weren't getting the job done. He isn't alone. A great many weekly newspaper publishers share the same feeling. The fault, however, isn't with the newspaper's representative, although we will admit they could do a better job because almost anything can be done better.

The problem is in the advertising agency and the advertising department of the big national company. In 16 years of selling national advertising for Hometown Newspapers I have learned that all big agencies are in big cities and that almost all of the personnel in these agencies grew up in big cities. These folks don't know what a weekly newspaper is. They have never even seen one let alone read one. Their idea of a weekly newspaper is a sheet full of obituaries with a few "countrified" paragraphs in an editor's column. The only time a weekly newspaper has ever been called to their attention is when some tearsheet checking girl shows them a bad print. When these Madison Avenue whiz kids think of newspapers they think of the New York Times type of newspaper.

A few weeks ago a school of journalism in a neighboring state put out a "Careers in Journalism" publication. A double page ad (the largest in the publication) was paid for by a group of weekly newspapers. Not one single article in

the issue was devoted to a career on the small newspaper even though most of the ad support for the publication came from these newspapers. Everything was covered from radio and teevee to Heaven Help Us) "Government Journalism". Last month "Quill" the magazine put out by Sigma Delta Chi, also did a careers issue and didn't mention a career on a small newspaper. If publishing a small newspaper isn't even recognized as a career, no wonder students who end up in ad agencies never heard of them.

If at this point and in the immediate future we must deal with these people in the ad agencies who do not know what a small newspaper is, the only real hope for any growth in national advertising for weeklies and small dailies is the voice of the local merchant and dealer. Newspapers must urge them into action. When the local sales outlet begins to insist on local advertising support by writing letters to the big national office and by harping away at the salesmen who call on them there will be some action. Some ad people in the big city might be forced to take a look at the medium their retailers are insisting they use.

Every small newspaper publisher and every ad manager on these newspapers ought to make a policy or perhaps a habit to see that at least one local merchant or dealer writes at least one letter every week to that big manufacturer and insist on some advertising in his local newspaper - the medium he uses. Only when the majority of the newspapers are willing to put forth a little extra effort can they expect to see any growth in national ad linage - to say nothing of keeping what they already have.

In the meantime state press associations and the National Newspaper Association better get busy with some first class promotion as to what small newspapers are all about.

Jack-Notes

By A. J. Viehman, Jr.

Well, this is the holiday time again and the Central Office would like to wish each of you a joyous and festive season. And, oh yes, a prosperous 1969.

The holiday spirit was a little hard to get this year. Although the shoppers rushed about in search of better and more expensive gifts, it seems that we heard more people than usual remark that they "just hadn't gotten the Christmas spirit this year." We sometimes wonder why that happens. Surely the street decorations are just as pretty as they were last year and you know that the merchants are dolling their stores up just as beautifully as in years gone by. Could it be that this year, because of a shorter period of selling time between Thanksgiving and Christmas and the fact that the merchants started promoting holiday shopping a little earlier to make up for it, we just got tired of the whole thing before it started?

The holiday season is phony in a lot of ways. People speak to people they would ignore for about fifty other weeks in the year. Motorists don't get quite as exasperated when shoppers take longer to get across the street or start into the crosswalk after the lights say "don't walk", as they might ordinarily. People smile more and invite friends over for a cup of "cheer", when they probably wouldn't get together the rest of the year. Many times the whole motivation behind the spirit is one of sell, sell, sell. We've always thought that people drop their guards a little around Christmas and when we start shelling out the old hard earned cash to make a Merry Christmas for someone else, we all have something in common (other than near bankruptcy). Well, what the heck, if we can at least be nicer to each other for two weeks out of the year, that's better than no weeks at all, and that in itself makes the holidays worthwhile.

I remember hearing a song once entitled "National Brotherhood Week" and it was a real takeoff on the idea expressed in the title. It gave a run down on various nationalities and religious groups throughout the world and told how directly opposed groups should behave toward each other during National Brotherhood Week (New Yorkers invite Puerto Ricans to dinner because it's very chic) and the song ended with "aren't you glad it doesn't have to last all year!"

I don't like New Years resolutions very much because I don't think people who make them really intend to keep them, but I think I might just try one more this year and resolve to try to smile at least once during each of the fifty two weeks of 1969 and try to do something nice for someone else a little more often. It may not be the answer to the "National Brotherhood Week" idea but it might just be something that could turn into a real ball. Who knows, it could be as catching as the Hong Kong flu and a heck of a lot less uncomfortable.

There is another song of more recent vintage which projects the idea "reach out in the darkness". If I have to leave a thought for the Association for 1969, it may go like this . . . Give us the ability to reach out in the darkness and the willingness to expand ourselves to try new ideas and activities. Give us the foresight to set goals and the courage and determination to achieve them.

GUEST EDITORIAL

Greetings

Reprinted from The Irvine Times-Herald

One of the first things that will greet every working person with the dawn of the new year will be an increase in social security taxes. Social security payment deductions from wage and salary checks will rise to 4.8 per cent of earnings up to \$7,800. This means that any employee with earnings of \$7,800 will pay \$374.40 in social security taxes. Employers will pay an equal amount. Thus, the total tax taken in the name of "social security" will reach nearly 10 percent of taxable payrolls. Nearly 10 per cent of every dollar up to maximum taxable earnings will go to the federal government to pay for social security and medicare - as much as \$748.80 per employee. And more increases in this tax are coming in the years ahead. By 1987, it will amount of 5.9 per cent each for employee and employer.

Why are social security costs increasing so rapidly?

There are two main reasons. One, a great number of people are now getting benefits which come to more than the taxes they and their employers have paid into social security. Two, Congress has changed the law many times to (a) add more groups to the program, (b) make it easier to get benefits, (c) increase the benefits, and (d) add medicare. Each change costs both employees and employers more money.

So remember, among those who will be first to greet you in the new year will be the tax collector.

Stouffer's

Jan. 23-25

Eddie Arnold

Show

Jan. 24

A progressive town

Here are 32 "virtues" of a progressive town. Compilers of the list say that if a community can answer "yes" to 24 "virtues," then citizens can take pride in their town. If there are more no's than yes's, then somebody should start working.

Most high school and college graduates stay in town.

The local paper constantly pushes civic improvements.

There's a place to swim within easy reach.

Young couples have little trouble finding a place to live.

The head of your city government is a "get-things-done" man.

Teachers' salaries are better than the state average.

There's a library with a good collection of new books.

Service clubs and women's organizations team up on projects.

A modern hospital is within your trading area.

There's a hotel or motel you would enjoy, if you were a visitor.

It's easy to find a parking space in the business section.

Prompt, reasonably priced ambulance service is available.

Streets throughout the community are well-lighted.

There's as much interest in local

as national elections.

There's an active Parent - Teachers' Association.

Citizens have a positive outlook and attitude about their town.

Firemen must take regular training courses.

There's an annual Clean - Up, Paint-Up, Fix-Up week.

More than half the church congregations are under 40 years of age.

Local speeders pay the same fines as out-of-towners.

Newcomers quickly feel they're a part of the town.

Schools have plenty of room for students.

All streets are paved and sidewalks are in good condition.

At least one restaurant serves outstanding meals.

It's easy to get volunteers for any worth-while project.

There's a livewire Chamber of Commerce.

There's at least one doctor for each 800 people in your county.

Well - stocked stores keep shoppers in the town.

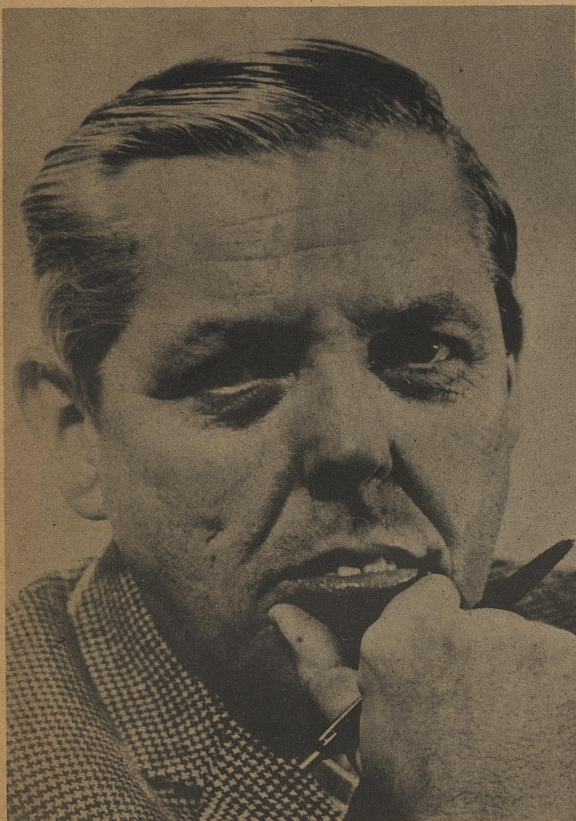
There's an ample supply of good drinking water.

The sewer extension programs keep pace with new housing.

Good zoning keeps commercial firms away from residential areas.

ADDRESSES KPA

**Delivers State of
Commonwealth Address**



Hugh A. Mulligan

Hugh A. Mulligan is a native New Yorker who roams far and wide on assignments for The Associated Press.

He spent six months in Vietnam in 1965, and in September of 1966 he returned for seven more months of arduous travel with troops in the war zone.

Mulligan's Vietnam writing won for him the 1967 Overseas Press Club's award for the best daily newspaper or wire service reporting from abroad.

He also received an Atlantic City Headliners Club Award, his second, for a series of articles produced with AP Pentagon reporter Fred S. Hoffman exposing graft and corruption in handling of U.S. supplies in Vietnam.

His book "No Place to Die, The Agony of Vietnam" was widely acclaimed by book reviewers.

Mulligan's career as a feature writer for AP has taken him to the Arctic in a Navy blimp, down the Mississippi on a paddlewheel steamer, into Louisiana's swamps in a pirogue, down Idaho's roaring River of No Return in a jet-powered speed boat and through the mountains of West Virginia in a truck loaded with dynamite.

One of AP's most sensitive writers, Mulligan went to Rome in 1963 to cover the death of Pope John XXIII, then traveled through Ireland with President Kennedy. Like other reporters later that year he had the tragic duty of covering the President's assassination and funeral.

His work on this assignment led to his part in co-authoring, with three other AP feature writers, "The Torch is Passed," the Associated Press book on the sad journey from Dallas to Arlington, which sold almost four million copies.

In June 1967, Mulligan covered the Arab-Israeli war, traveling with the Israeli forces to the Suez Canal, up into Syria and through the old city to the west bank of the Jordan. This resulted in his co-authoring "Lightning out of Israel," AP's book on the war.

Mulligan has toured with the Metropolitan Opera, where he had a chance to carry a spear in "Othel-

lo." He has spent a weekend in a nudist camp, wandered around backstage at the Folies Bergere, ridden a Freedom Bus to Mississippi and investigated the zany but felonious antics of Brooklyn's infamous Gallo brothers.

Born in Manhattan in 1925, Mulligan is a graduate of Cathedral College, Brooklyn, holds a B.A. degree summa cum laude from Marlboro College, Vt., an M.A. in English literature from Harvard and an M.S. in Journalism from Boston University.

He won a Headliners Club award for feature writing in 1963; the George Washington Medal of the Freedom Foundation, 1960; the gold medal of the American Newspaper Publishers Assn. 1951; the Tomorrow Magazine Short Story Contest, 1948, the Ellery Queen Short Story Contest, 1949; and the Hudson Valley Front Page Award of Merit for Journalism, 1964.

Overseas as a rifleman with the 106th Infantry Division in World War II, he wound up his military career as a member of the English department at Biarritz American University in Biarritz, France. He then remained in Europe for two years as an educational adviser with the War Department.

Picking up his two masters degrees within a week of each other, Mulligan set out to become an English teacher in the Boston public school system, somehow found himself teaching Latin and Greek, and then decided to go into journalism upon learning that he had won first prize, \$500 and a gold medal, in the annual American Newspaper Publishers' Assn. contest.

His entire newspaper career has been with The Associated Press. He joined AP in 1952 at Baton Rouge, covering the always newsworthy antics of the irrepressible Louisiana Legislature in the heyday of Earl Long.

After three years of state capital experience, including extensive sports coverage, Mulligan spent a year in New Orleans.

He was transferred to New York in 1956, and is now assigned to AP Newsfeatures there.



HON. GOV. LOUIE B. NUNN

DO YOU KNOW

**Which retail
promotion makes every
shopper a winner?**

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to *all* his customers—and in direct proportion to their patronage.

Here are some things an average food retailer doing a \$1.2 million annual business might use to promote sales instead of giving stamps:

He could give away, by chance drawing, *only six* high-priced cars.

He could offer phone orders and free delivery, provided *only 10 per cent* of his customers used the service.

He could offer charge accounts, as long as *no more than one-third* of the business was done on that basis.

In each of these, *only a fraction* of the customers benefit. With trading stamps, *every* shopper is a winner.

That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.

The Sperry and Hutchinson Company
An American way of thrift since 1896



100th Anniversary Program

Kentucky Press Association
1969
Mid-Winter Convention
Stouffer's Louisville Inn

THURSDAY, JANUARY 23

- 3:00 - 6:00 p.m. Registration, Mezzanine
- 4:30 p.m. Executive Committee meeting, KPA Suite
- 6:00 - 8:00 p.m. Early Arrival Hospitality and Buffet, Ballroom B
Refreshments - Courtesy, U. S. Brewers Association, Inc.
John C. O'Connor, state director
- 8:00 p.m. Monte Carlo Party, Ballroom A
Conducted by the St. Matthews Junior Chamber of Commerce
Auction of prizes donated by Kentucky newspapers
- 11:00 p.m. Hospitality rooms open

FRIDAY, JANUARY 24

- 8:30 a.m. Breakfast, Ballroom A
- Early Bird Prize Drawing
- Movie - "Did You Hear What I Said?"
A fast-moving account of nine days in the life of a young newspaper reporter. Distributed by The Newspaper Fund of The Wall Street Journal
- 9:30 a.m. Opening Session, Ballroom B
- Invocation - Rev. Paul Davin, Catholic Archdiocese of Louisville
- President's Remarks - Howard Ogles, The Franklin Favorite
- 9:45 a.m. The 100th Anniversary
Mrs. Catherine Conner, Bardstown
(Mrs. Conner is the great, great granddaughter of John Bradford, who in 1787 established The Kentucke Gazette, the state's first newspaper.)
Victor R. Portmann, Secretary-Manager Emeritus
Larry Stone, Chairman, 100th Anniversary Committee
- 10:15 a.m. The Central Plant
William Matthews, president, Newspapers, Inc., Shelbyville
- 11:15 a.m. The State of the Commonwealth
Honorable Louie B. Nunn, Governor of Kentucky
- 12:00 noon Adjourn morning session
- 12:00 noon Past Presidents and Head Table Reception, South Room A
- 12:30 p.m. Luncheon, Ballroom A
Speaker: Hugh Mulligan, The Associated Press, New York
- 2:00 p.m. Afternoon Session, Ballroom B
- Layout and photographic techniques with a slide show critique of newspapers in Kentucky. Albert C. Allen, assistant managing editor, The Louisville Times.
- 3:00 p.m. Buying and selling of national advertising in newspapers.
Abbott S. Davis, Vice-President and Director of Media Planning, Campbell-Ewald Advertising Agency, Detroit.
- 4:00 p.m. Panel discussion on pre-printed sections - costs, rates, postal regulations - Questions and Answers.
Robert Carter, Hopkinsville New Era
Howard Ogles, Franklin Favorite
Ray Saxton, U. S. Post Office, Louisville
- 5:15 p.m. Reception, South Rooms A and B and Poolside
Hosts: Kentucky Press Association
The Lexington Herald-Leader
The Courier-Journal
The Louisville Times
- 6:15 p.m. Annual Banquet, Ballrooms A and B
- 7:30 p.m. Board buses in front of Stouffer's to go to Convention Center
- 8:00 p.m. Attend the Eddy Arnold Show, Convention Center, as guests of The Courier-Journal and The Louisville Times
- 10:45 p.m. Board buses at Convention Center for return to Stouffer's
- 11:00 p.m. Hospitality rooms open
- SATURDAY, JANUARY 25
- 8:30 a.m. Breakfast, Ballroom A
- Early Bird Prize Drawing
- 9:30 a.m. Morning Session, Ballroom B
- Movie and Slide Show - Newspapers of the Future, South Central Bell Telephone Company
- 10:30 a.m. Business Session
- Presentation of Newly-Elected Board
- Election of Officers
- Committee Reports and Resolutions
- Old Business
- New Business
- 11:30 a.m. Adjourn morning session
- 11:45 a.m. Head Table Reception, Sycamore Room
- 12:15 p.m. Luncheon, Ballroom A
- Presentation of Edwards Templin Memorial Award
- Presentation of Most Valuable Member Award
- Speaker: Barry Bingham, editor and publisher, The Courier-Journal and The Louisville Times
- Introduction and Presentation of New President
- Response by New President
- 2:00 p.m. Final adjournment



MR. BARRY BINGHAM

Barry Bingham, KPA speaker

Mr. Bingham was born in Louisville, Kentucky, February 10, 1906. He was educated at Richmond School, Louisville; Middlesex School, Concord, Massachusetts; and Harvard University. He graduated from Harvard in 1928, with an A.B. degree magna cum laude.

Starting as a police reporter for The Louisville Times in January, 1930, he served on The Times and Courier-Journal successively as a general assignment reporter, Washington correspondent, editorial writer, assistant to the publisher, and publisher. Since December, 1937, he has held the title of President of The Courier-Journal and Louisville Times Company. He is also Editor and Publisher of the two papers; Chairman of the Board of WHAS, Inc., which operates a 50,000 watt clear-channel radio station and FM station and television station in Louisville; Chairman of the Board of the Standard Gravure Corporation.

Mr. Bingham went on active duty as a Lieutenant in the U. S. Naval Reserve in May, 1941. He served successively at the U. S. Naval Training Station, Great Lakes, Illinois; Navy Department, Washington, in England, France and in the Pacific. He was made Public Relations Officer for the U. S. Naval Forces, Europe, January, 1944 - January, 1945, before being transferred to staff of Admiral Nimitz in January, 1945, and assigned to Advance Headquarters in Guam as Press Officer. He accompanied 96 correspondents to Tokyo Bay for the Japanese surrender on the U. S. S. Missouri and received the Bronze Star for planning coverage of the U. S. Navy operation in Normandy landings. His second Bronze Star was for similar duty in the concluding year of the war in the Pacific. A total of 39 months duty overseas was seen by Mr. Bingham before being released from active duty with the rank of Commander, U. S. N. R., in December, 1945.

He has made trips to Germany, Austria and Trieste as a guest of the Secretary of the Army in late 1946 and again in late 1947, to report on occupation conditions. He served fifty-four weeks, be-

ginning June 9, 1949, as Chief of Mission, Economic Cooperation Administration to France, and was given the rank of Commandeur, Legion of Honor, by the French Government for this service.

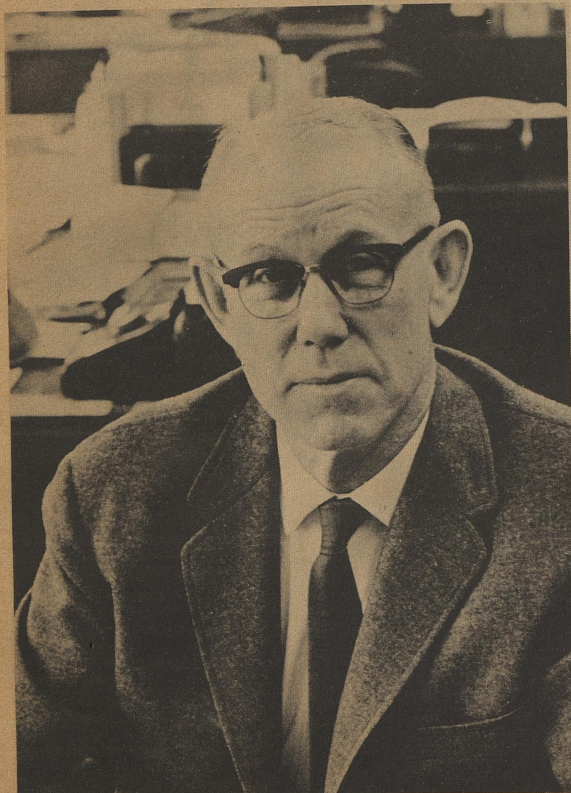
Mr. Bingham spent three months in Asia, March-May of 1953, touring with Adlai Stevenson and gave a series of lectures in the Fourth Fulbright - Conference on American Studies held at University College, Oxford, England in July and August of 1953, before serving as Co-Chairman of the National Stevenson for President Committee and of Volunteers for Stevenson-Kefauver, 1956.

Additional activities include: Trustee of Berea College; Pine Mountain Settlement School; Overseer of University of Louisville. Overseer, Harvard University, 1942-48. Director, English-Speaking Union of the U. S.; The Asia Foundation; Chairman of the Advisory Board of the American Press Institute; Director, The Rockefeller Foundation and the General Education Board; and Board Chairman, Historic Homes Foundation, Louisville, and Chairman Advisory Board, Shakertown at Pleasant Hill, Inc. Honorary President, Sigma Delta Chi, 1956-47. Member of Advisory Board for Pulitzer Prizes. Member President Johnson's Commission on Heart Disease, Cancer and Stroke. Active in various civic and charitable organizations in Louisville and Kentucky. First President, Kentucky Association for Mental Health, Member of the President's Committee on Mental Retardation. Member, Executive Board of The International Press Institute.

Received Algernon Sidney Sullivan Award in 1940 from University of Kentucky as outstanding Kentuckian of the year. Also received Honorary LL.D. degree from University of Kentucky in 1947; Honorary Litt.D. from University of Louisville, 1952; Honorary Degree Doctor of Laws, Kenyon College, 1958; Honorary Degree Doctor of Humane Letters, Centre College of Kentucky, 1959; Honorary Degree Doctor of Humane Letters, University of Cincinnati, 1962; Commander, Order of the British Empire, 1962.

Meet the members

KPA BOARD TAKES OFFICE JAN. 23

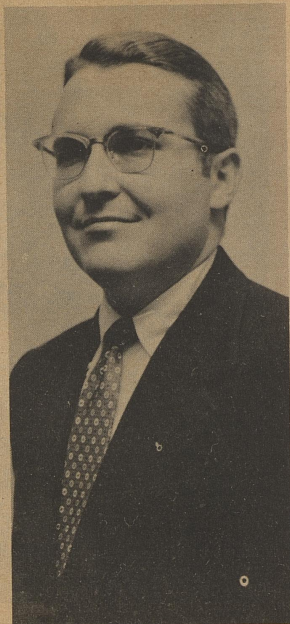


KPA has enjoyed an action-packed year under the capable leadership of Howard H. Ogles. Mr. Ogles is a graduate of Franklin High School, Franklin, Kentucky, and earned letters in football, basketball, and baseball, while there. He received his B. S. degree in 1939 from Western Kentucky University and Bowling Green Business University.

Howard was employed by the Federal Security Agency from May of 1939 to June of 1942, when he entered the service. Most of his four years in the service was spent with the 69th Infantry, 269th Combat Engineers, where he attained the rank of Major, Corps of Engineers. During this time, he saw 23 months combat duty in European Theater and received the Bronze Star Award.

Howard purchased the Franklin Favorite, along with his current associate, L. L. Valentine, in 1946 while still in Germany. As Howard puts it, "After having served in all abnormal capacities of a weekly newspaper and radio station, I cur-

rently carry the title of Business and Promotion Manager of the Favorite and station WFKN."



J. T. Norris, Jr. is associate editor of the Ashland Daily Independent. He is slated to move from chairman of the Executive Committee into the Vice-Presidency.

A native of Ashland, he graduated from Vanderbilt University in 1949 with an A. B. Degree in English and served in the U. S. Air Force from 1951 to 1955.

He has twice served as chairman of the Associated Press state executive committee.

A director and past president of the Boyd County Community Chest, he is a member of the following organizations:

Advisory Board, Ashland Community College, University of Kentucky;
Ashland - Boyd County Airport Board;



George M. Wilson is slated to be president of the Kentucky Press Association during 1969. He brings an impressive list of qualifications and a lot of enthusiasm with him as he takes over the helm of the Association.

Mr. Wilson was born in Gracey, Christian County, Kentucky, on November 9, 1908. He graduated from Breckinridge County High School in 1926 and attended Western Kentucky University before serving in the Army during World War II.

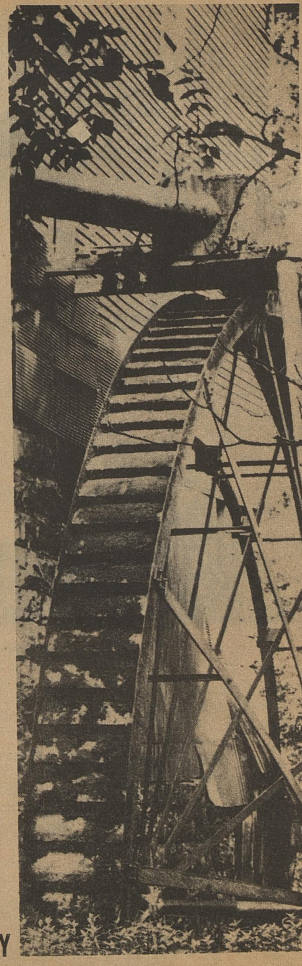
George purchased the Irvington Herald in 1945 and the Breckinridge News in 1955. The two papers were consolidated in 1956 under Wilson Publications, Inc. to pro-

duce the finished product, the Breckinridge County Herald--News.

Some of Mr. Wilson's many activities have included being president of the Western Kentucky Press Association, Kentucky Press Service, and the Irvington Rotary Club. He has been chairman of the board of trustees for the Breckinridge Memorial Hospital and mayor of the City of Irvington three times. He is presently serving on the Advisory Committee on Insurance with the Legislative Research Commission.

Mr. Wilson was married to Elizabeth Willis, sister of Irvington Herald publisher J. W. Willis, March 4, 1931.

POWER PLANT: EARLY AMERICAN



The old grist mill had one speed: slow. It had one job: grinding grain. It had one fatal flaw: no water, no power.

Meanwhile, back at the farm, the farmer worked from sun to sun, and his wife's work was never done. In town, their city cousins were little better off.

What a world of difference electricity has made!

Today the farmer has scores of wired hands who work for pennies an hour. Electric appliances save his wife 38 hours of labor every week. In town electricity does everything but deliver the mail.

The future is even more electric. Total Electric! Appliances you have. Equipment you have. Now, if you're building or remodeling -- at home, the office or the plant -- let nothing stop you from asking us about the two big jobs electricity does best: heating and air conditioning. We'll give you all the facts, all the costs. Then you decide.

KENTUCKY UTILITIES COMPANY



DISTRICT ONE

Bill Nelson is a graduate of Benton High School, Bowling Green Business University, and attended several business courses at night at Detroit University under the American Institute of Banking. He served with the IX Air Force for three years, two of them in Europe during World War II. He also worked in a bank in Detroit for twelve years.

Nelson has published the Tribune-Democrat in Benton for the past twenty years, and started the

Calvert News (Calvert City) in May of 1968. He also publishes (but doesn't own) the West Kentucky News of Mayfield and the North Marshall Jet. The North Marshall Jet is a tabloid which appears monthly.

Bill is a member of the First Baptist Church of Benton, the Benton Rotary Club, and is a past president of the West Kentucky Press Association. He is married to the former Mamie Lee and they have no children.



DISTRICT THREE

(Mrs.) Elizabeth W. Spalding is our woman Executive Committee member for 1969. She is the editor of the Kentucky Standard in Bardstown, and has been associated with the paper since the death of her late father, Alfred S. Wathen, over twenty-five years ago. The Standard is owned by Al Wathen, Jr., B. J. Wathen, and Mrs. Spalding.

Mrs. Spalding is a native of Bardstown and a graduate of Nazareth College, Nazareth, Kentucky. She is past president of the Alumnae Association and is listed in the 1967 volume of "Who's

Who Among American Women".

She is currently serving her second three-year term on the board of trustees of the Stephen Foster Drama Association, which produces "The Stephen Foster Story". Mrs. Spalding is also a member of the board of directors of the Flaget Memorial Hospital, Bardstown, and is serving as a member of the Mayor's Advisory Committee for the city of Bardstown.

Her hometown column, "What Have You" took home first place honors in the 1962 Kentucky Press Association Better Newspaper Contest, and she has received other awards for editorial excellence.



DISTRICT FOUR

Ben E. Boone, III was born in Todd County, July 15, 1916. He attended Vanderbilt University and was on both his high school and college newspaper staffs. He is a Navy veteran of World War II, and married to the former Mary Lou King, a native of Livermore. Mr. Boone has two daughters, Dell, age twelve, and Mrs. Richard Perry of Bay Shore, L. I.

Ben became editor and business manager of the Todd County Standard in 1957 and owner in March of 1960. He was the original Secretary-Treasurer of the West Kentucky Press Association, serving from 1958-1967. He has also served as vice-president and is now

President of that organization. He has served on the Executive Committee of the Kentucky Press Association since 1965 and represented KPA on the Know Ontario Tour in 1963.

Ben is also former president of the Elkton Chamber of Commerce, director and secretary-treasurer of the Elkton Rotary Club, and a member of the American Legion and VFW. He is a former member of the Executive Committee Pennyrite Community Action Committee, Paducah-McCracken County Economic Development Commission, and a member of the Executive Committee of the Audubon Council Boy Scouts.



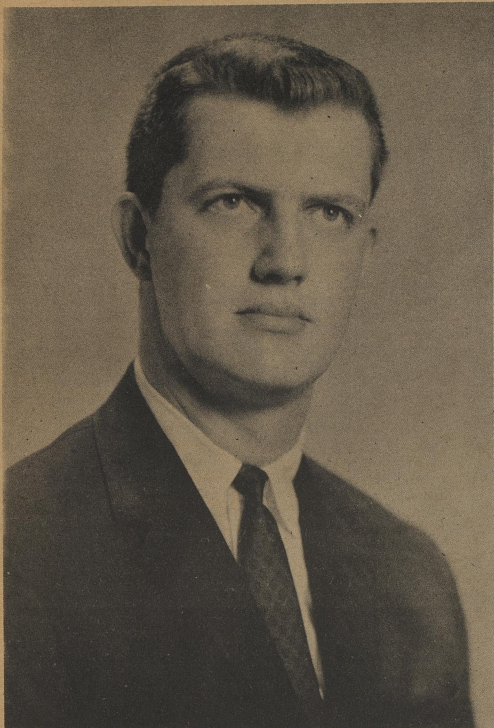
DISTRICT SEVEN

Corban Goble, the new representative from the seventh district, is 38 and a resident of Berea since the age of five. He graduated from Berea College in 1952, majoring in History and political science. During his college years he served as editor of the student newspaper and co-editor of the senior yearbook. He also worked on the Berea Citizen.

After graduation from college, Corban served three and a half years in the Navy aboard the

destroyer U.S.S. Moale and was engineer officer during the last year. He is now a lieutenant in the Naval Reserve.

He began work in December, 1955, under W. Foster (Pap) Adams as his assistant on the Berea Citizen and at the Berea College Press. When "Pap" retired in 1964, Corban became editor and superintendent of the 2700 circulation newspaper, which through Berea College's labor program, is able to put to good use the talents of students interested in journalism.



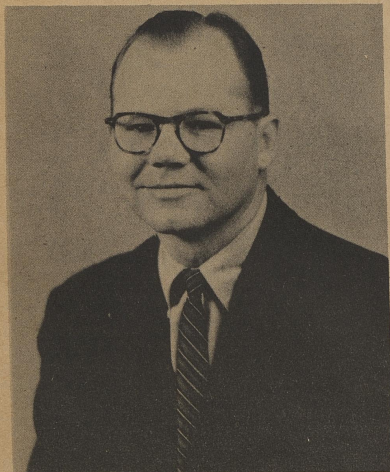
DISTRICT 8

James L. Crawford is a returnee to the KPA Board. He was born on April 23, 1935 and is a native of Corbin. He is a graduate of Corbin High School and the University of Kentucky (1956), where he was editor of the Kernel during his senior year.

Jim Lee is a member of Sigma Delta Chi professional journalism fraternity and was named "Young Man Of The Year" by the Corbin Jaycees in 1964. He has won the following first place plaques in the KPA Better Newspaper Contests:

Best News Story, four times; Best Sports Column, two times; Best Home Town Column; Best Editorial; and the best Highway Safety Editorial. He also took third place in NNA sports column competition this year.

Jim Lee, who has been with the Corbin Times-Tribune for twelve years and is now associate editor, is married to the former Norma Hammons, also a native of Corbin, and they have one son, John Leland Crawford II.



DISTRICT 10

R. Springer Hoskins is returning to the Executive Committee. He is a native of Harlan and was educated at Harlan High School, and Davidson College, Davidson, North Carolina, where he received his B. S. degree in 1950. He also attended the University of North Carolina at Chapel Hill and the University of Kentucky School of Journalism.

Springer joined the Enterprise Publishing Company, publishers of the Daily Enterprise, in January, 1951. He worked in the news and advertising departments until

becoming editor and vice in 1960. A past president of the Harlan Jaycees, Springer is also a member of the board of directors of the Harlan County Chamber of Commerce. He is on the advisory Council of the Harlan Appalachian Regional Hospital and on the board of trustees of the Pine Mountain Settlement School. A member of the Kiwanis Club, Springer is also an elder in the First Presbyterian Church.

Mr. Hoskins is married and has four children, two boys and two girls.



DISTRICT 9

Mr. W. E. Crutcher, of Morehead, is a new Board member. He was born in Louisa and has lived in Kentucky all of his life. He graduated from Louisa High School and Morehead State University. He married the former Darlyn M. Miller in 1933, was widowed in 1962, and has two daughters.

Mr. Crutcher has spent all of his adult life in the newspaper business and is the owner of all stock in the Morehead News, the Grayson Journal-Enquirer, and the Greenup News. He also owns the Birthday Calendar Company in Morehead, The Morehead Publishing and Mailing Company, and is a partner in subdivision developments and other business interests.

Mr. Crutcher's activities and awards are numerous. He is former president of the Morehead Board of Trade; Twice president of the Morehead Chamber of Commerce; Chairman Cave Run Reservoir Association; One of two people who have received the

"Certificate of Merit", the highest award conferred by the Board of Regents of Morehead State University; One of three who have received the "Public Service Award", highest award conferred by the Morehead Alumni Association; Chairman for twelve years of the Morehead Municipal Housing Commission; Only citizen to receive a certificate of "Outstanding Community Service and Contribution" from the Morehead City Council; and a special award by the State Police.

Mr. Crutcher has also been a forestry and agricultural award winner; Liaison - Coordinating Chairman for the Democratic Party; author of political books; Secretary North East Kentucky Hospital Foundation; Chairman, Executive Committee, Saint Claire Medical Center Consultation Clinic; Business Board, Church of Christ; and has been a member of and held offices in most civic clubs.

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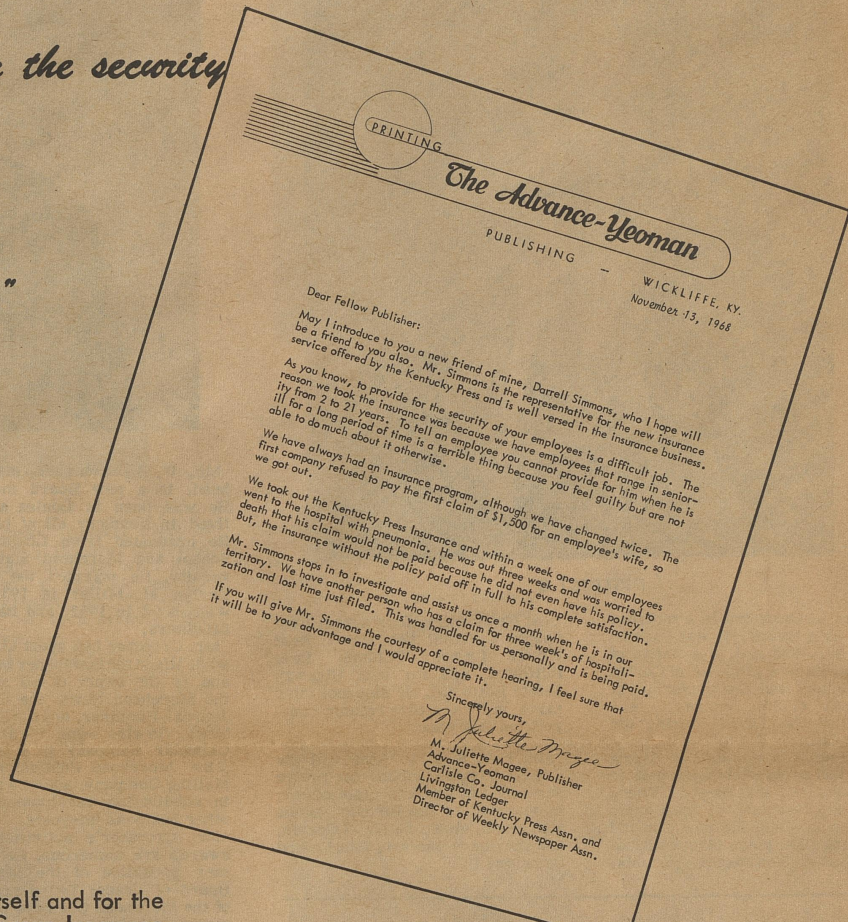


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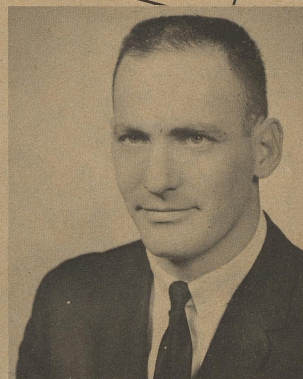
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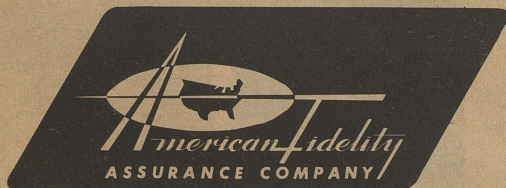
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