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The Kentucky Press

Voice of The Kentucky Press Association

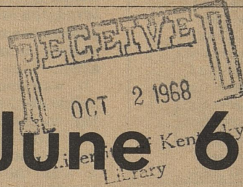
VOLUME 34, NUMBER 4

APRIL, 1968

EIGHT PAGES

CUMBERLAND FALLS - CONVENTION SITE

Summer Convention June 6-8



Cumberland Falls State Park, near Corbin, is the site for the Kentucky Press Association Summer Convention. The Corbin newspaper, local hosts for the annual affair have promised a well rounded program of meetings and fun during the three day convention.

Barb Bar B-Q First

Getting things under way on Thursday will be a beer reception hosted by John O'Connor, State Director for the United States Brewers Association. This refreshing get-together is just a prelude for KPA's first Outdoor Old Fashioned Western Bar-B-Q. Everyone who attends is asked to make an effort to wear Western Garb (boots, jeans, hats, etc.). A

delicious feast (Barbecued chicken, corn on the cob, and a few other goodies) will be followed by the world famous RENFRO VALLEY BARN DANCE.

Old Joe Clark

That's right, the Renfro Valley folks will be over to entertain us and provide dancing music. Old Joe Clark, a favorite for many years will be in the troupe, and it looks like about four hours of fun, dancing, and fellowship. By the way, the dancing patio at the Falls has been covered since the last KPA convention, so if we should have a sprinkle or two, it won't hurt anything.

Time for business

The business sessions get under way at 9:30 on Friday morning. Mr. William A. Bray, Executive Director of the Missouri Press Association, will talk with us about the press association, its function, how it can serve the membership, and possibly a little advertising gab. If you're interested in hearing how a top notch association runs a tight ship you won't want to miss the chance to hear Mr. Bray.

Fantabulous

Fantabulous must be the word for the "Ladies Tea and Hat Show" All of you gals who have asked for some entertaining special func-

tions without having to climb on a bus and depart for far away places won't have any excuse for missing this function. All you have to do is be on the terrace just off of the lobby at 10:00 on Friday morning, pour yourself a cup of tea or coffee, sit back, and have the time of your life as you watch our nation's historic hats pass before your eyes. There'll be an added treat for you also, but you'll have to be there to find out more about it.

Bill Strode

At 10:30 Bill Strode, the famed Courier - Journal & Louisville Times photographer will present a program with photographs, on his stint in Vietnam. Bill is the kind

Continued to page 8

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GUEST EDITORIAL Springfield Sun

Our mothers

Some one has observed that the United States stands out in the world today because of homage paid our mothers; the only country in the world which sets aside a special day for observance as "Mother's Day," which incidentally is next Sunday, May 12.

This occasion has special significance for those of us who have mothers in the Heavenly city. Their love was a manifestation of the love lavished upon a sin-stricken world by the blessed Lord who so loved the world he gave his only begotten son that we may have the assurance of everlasting life hereafter.

It was mother who went to the brink of the grave to give a new life to the world. It was a mother who was last at the foot of the cross and first at the open tomb. It was the love of mothers that inspired mankind to noble deeds and higher aspirations, and it is mother love that has revealed itself in human nature, inspired redemption, and has kept the world from sinking into an abyss of complete moral decay. Christian mothers are truly religious leaders of the world; their love is the impress of the Divine. It is upon mothers God relies for revelation of His Love. It is the love of mother transplanted into the heart of her sons that bring messages of hope, or redemption, to mankind, and it should be a pleasure for every individual to join the observance of mother on "Mother's Day."

It was Kipling who wrote:
 "If I were hanged on the highest hill,

I know whose love would follow me still;

If I were drowned in the deepest sea,

I know whose tears would come down to me;

If I were damned in body and soul, I know whose prayers would make me whole;

Mother o' mine, mother o' mine."

better?

In the third chapter of the Bible we read that God Himself created the institution of the home. Clean, proper relationships between men and women, parents and offspring, form the basic foundation of our system of laws.

Some insist that the money-filled hand from Washington holds the answer to all our educational problems. Let us remember that the hand is filled only with that which will eventually be taken from our own pockets.

We seriously doubt that Washington has come up with a better plan than that instituted by our Maker.

Jack-Notes

By A. J. Viehman, Jr.

Eight Kentucky publishers and editors recently had the good fortune to be able to judge the Georgia Press Association Better Newspaper Contest. We were amazed at the outstanding calibre of these papers and I found myself picking up almost as many ideas from the papers themselves as I did while talking with Glen McCullough, the Manager of the Georgia Press Association. In fact, everyone there was going around the room tearing out promotion pages, clipping out ads, and generally stealing every good idea in sight.

I guess the thing that amazed us the most was the extensive use of color in small newspapers. Excellent page make-up, effective use of pictures, and an air of progression left each judge with the feeling that we have a long way to go in order to catch some of those fellows.

It is appropriate, then, to carry in this issue of THE PRESS, a reprint from another Press publication, in which we read of Mr. Donald M. O'Brien, vice-president of Mabley & Carew Department Store in Cincinnati, giving Ohio ad directors "Hell" about their newspapers' advertising effectiveness. It seems that much of what Mr. O'Brien says is true, but there are some grey areas here. He indicates the excuse that labor and materials are costing more is not a valid argument for increasing advertising rates unless a circulation increase can also be shown. He cites the example that we might pay more for a suit today than we did five years ago because the stores are presenting more contemporary styles (that's not hard to believe), the workmanship is better, and the fabrics are better. He mentions that the department store has problems with higher salaries, customer services, etc., but what about the fact that the suit is just plain costing him more money to buy in the first place. Why? Because the manufacturer is charging him more for the product, the same manufacturer who supplied the suit of its day five years ago. Five years ago nobody would pay as much for a suit as they will today. It might be the same material, the same company making the suit, and the same skilled labor going into the suit, but because it is cut differently and because this is five years into prosperity from that date five years ago, the traffic can bear to pay more. What about the trend to do away with lapels and handkerchief pockets. That means less material in the product, but did the prices come down? Hell no, they didn't and they won't! Does it cost less today to pay a man to dig a ditch today than it did five years ago. Does he do

any better work today? The point is that whether or not Mr. O'Brien wants to admit it, newspaper circulation is growing and more papers are able to use color in their ads all the time. More and more papers are investing in modern equipment. More and more papers are modernizing their formats and thinking "young" in their features, teen pages, fashion pages and through their advertising creativity.

It's not surprising that radio is popular. It seems that with every new car, comes a radio. We spend more time in our automobiles than ever, and what else is there to do but listen to that radio on the long interstate trip from Cincinnati to Paducah? We may even remember a jingle to two for a while. How about television? Now there is an exciting medium. The only thing we don't have so far is smell along with the sight and sound (and that may be a blessing judging from some of the programming). At any rate, television is a young and growing medium. Even newspaper people understand that. The interesting thing is that when any of those avid television watchers want to find out what's showing at the movie, where to buy that new dress, which store has the best deal on golf clubs, where to buy the next car, which grocery store is offering the best buys this week, or anything else under the sun, the avid television viewer turns off the set and picks up the NEWSPAPER.

Granted, there is room for improving the advertising messages in our papers. Ads can be more attractive, copy more alluring, illustrations more creative, white space more prevalent. These changes are taking place as our publishers pick up the ideas, or as some of the publishers themselves fall into the 20 to 35 year age group, whichever the case may be. The use of color is brightening up the appearance of the newspaper.

It's funny how everyone expects to pay more each year for everything they buy. . . everything that is except their newspaper, from a subscription standpoint as well as an advertising standpoint. It could be that newspapers have always charged less than they should have.

Well, Mr. O'Brien, it very well may be that no-one will ever go around whistling "The Daily News Rag," or "You're In The Journal Generation," but don't doubt for a minute that newspapers are changing. . . keeping an eye on future readers. . . staying abreast of things technologically. . . and that in the next hundred years they'll still be the best way for you to get your advertising message to the buyer.

The weekly press

" . . . we would like for you to read a few comments made the other day by Representative John W. Wydler, a member of Congress from the State of New York. . . 'The weekly press is the hometown voice and conscience of our country. It hasn't the far flung organization of the big daily. Often one, two or three people gather the news, write it, edit it, write the headlines and do the makeup . . . It's an excellent medium and supplements the daily. Let's help it prosper.'" - Vinton, Va., Messenger.

GUEST EDITORIAL

Owenton News-Herald

Federal education

The idea is common among educators today that the federal government has some sort of a duty to educate our citizens. There is nothing in the basic American way of life that says or even implies this.

A recent widely-circulated report suggested that boys and girls be started in school at age four "before they are adversely influenced by the home." We suggest you study these words and consider their deeper meaning.

The strength of our nation is in our homes. Good homes produce great leaders and solid citizens. Who are these dreamers who think the federal government and a socialized school system can replace the influence of the home with something

Timely advice for youth and adults

Because of circumstances of the present, and its timely importance, we take liberty to reprint the following pre-sentence lecture by a District Judge to two teen-agers who had been convicted of a felony.

"You come from good homes, both of you. Yet now you have been convicted of a felony, a crime for which you might be sent to the penitentiary. In this case I do not have to send you to the penitentiary. I am permitted to give you a parole. But even if you never see the inside of a penitentiary or jail, you will not have escaped the penalties of your crime. The record of your conviction will be here as long as the courthouse stands. No amount of good conduct in the future can ever erase it. 'Next year, or ten years from now, or when you are old men, if

you are ever called to be witnesses in any court of law, some lawyer will point his finger at you and ask: 'Have you ever been convicted of a felony?' You will hang your head and admit that you have, because if you deny it, records of these proceedings will be brought from the vaults and read to the jury. The question will be asked for the sole purpose of casting doubt on your testimony. Convicted felons are not believed as readily as other persons.

"Someday you may have a chance to live or work in one of the expanding countries of South America, and you will apply for a passport. You may not get it. You might enter Canada for a fishing trip, but you would not be allowed to stay. No country will allow you to become a resident. Your world is so much smaller than it was.

Someday you may seek a position in the civil service of your state or nation. On the application blank you will find this question: 'Have you ever been convicted of a felony?' Your truthful answer will bar you from appointment. An untruthful answer will be detected because appointments are made only after investigation. The record is here to be found by anyone interested.

"In a few years you will be 21, and others your age will have the right to vote - but you will not. You will be a citizen of your state and country, but you will have no voice in public affairs. Someday the Governor may pardon you and restore your rights, but it is going to be humiliating to ask him. He'll want to know your whole record.

"I am granting you a parole. A parole is in no sense a pardon.

You will report to the men who have accepted your parole as often as they may ask. Your convenience is not a matter of importance. You will also obey your parents. If your parents send you to bed at nine o'clock you will go without a complaint. You will perform such tasks as are assigned to you. Your parole is a fragile thing. Should the slightest complaint of your conduct reach this court, your parole will be revoked immediately and you will begin serving your sentence. You will not be brought back here for questioning and/or explanations. You will be picked up and taken to prison - without notice to you and without delay."

This lecture, made twenty years ago, was printed in an Oregon newspaper and is reprinted because it contains a timely message for both youth and adults of today.

QUICKIES

Miss Juliet Galloway, Lexington Herald reporter for over 30 years, was honored at the annual Matrix Table dinner, held recently by the Blue Grass Professional Chapter of Theta Sigma Phi, national professional society for women in journalism.

Randall Fields, editor of the Richmond Daily Register, has been named to the executive committee of the Kentucky Associated Press.

Jack Nelson has joined the staff of the Greenville Leader-News as photographer.

"The Service Star" column, written for the Central City Messenger by Mrs. Agnes Harralson, received

praise recently from President Kelly Thompson of Western Kentucky University. In a letter to Mrs. Harralson President Thompson stated, "You are doing a truly great service to the young men who wear the uniforms of our country . . . Your column is so unique, so comprehensive, and so well done as to put it in a class by itself."

Mrs. Jerlene Rose, who has been associated with the Clay City Times since 1965, has been named manager of that paper. She will have as her assistant Mrs. Jewel Rose.

Cecil A. Blye, Sr., has been named managing editor of the Louisville Defender.

Ben Boone heads WKPA

Ben E. Boone III, publisher of the Todd County Standard, Elkton, was elected president of the Western Kentucky Press Association at the Association's April meeting at Kentucky Lake. Other officers named were Ralph Graves, editor of the Carlisle County News, vice president, and Miss Jane Willis, editor of the Meade County Messenger, secretary - treasurer.

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PROGRAM

KENTUCKY PRESS ASSOCIATION
SUMMER CONVENTION
JUNE 6-8, 1968
CUMBERLAND FALLS

THURSDAY - JUNE 6

- 4:30 Registration - lobby
- 5:00 Executive Committee Meeting - Small Conference Room
- 6:00 Reception - Game Room - U.S. Brewers - Host: John C. O'Connor, State Director
- 7:00 Old Fashioned Western Cook-out and dance - Western dress suggested (jeans, boots, hats, etc.) Music by the RENFRO VALLEY BARN DANCE.

FRIDAY MORNING - JUNE 7

- 8:30 Registration - lobby
- 8:30 Breakfast (on your own)
- 9:30 William A. Bray, Executive Director, Missouri Press Association - "The Association"
- 10:00 Ladies tea and hat show - terrace - Mrs. Catherine Coward, The Sperry & Hutchinson Co.
- 10:30 Bill Strode - Photographer
- 12:00 Lunch on your own
- 1:00 Men's golf tournament - Corbin Country Club - Trophies for winners. \$3 greens fee - fishing contest (prize for largest fish) - also swimming, hiking, horseback riding available.

FRIDAY EVENING - JUNE 7

- 6:00 Reception - Game Room - Host: John F.S. Marcum - Executive Secretary, Kentucky Wholesale Liquor Dealers Assn.
- 6:30 Box lunch for children
- 7:30 Smorgasbord - Dining Room
- Award presentation following dinner - large conference room. John Crawford - Master of Ceremonies and presentation of awards.

SATURDAY - JUNE 8

- 8:30 Registration for late arrivals
- 8:30 Breakfast on your own
- 9:30 Senatorial candidates (45 min, each) - lounge - questions and answers - flip coin to decide order of speaking.
- 11:00 Business meeting - Howard H. Ogles presiding - vote on resolutions
- 12:00 Adjourn

Mister X to attend KPA convention

Once again "Mister X" will be present at the Kentucky Press Association Summer Convention. This year his transportation is being arranged by the American Fidelity Assurance Company. American Fidelity will begin to underwrite the KPA insurance program just as soon as the Department of Insurance in Frankfort oils its gears and clears the way for the company to begin doing business with us.

Ray Robinson, Vice President of American Fidelity has assured us that Mister X will be on hand to present \$50 to the 50th person who shakes his hand at the convention. It doesn't pay to be shy this year.

Could this be a record?

Publisher Ralph Graves of the Carlisle County News, Bardwell, reports receiving a subscription renewal from A.B. Robertson of Bardwell. "Two things make this event noteworthy," Graves stated, "It marked the 60th consecutive year Mr. Robertson has paid for a subscription, and in all that time, he said, he has never missed a copy."

Falmouth Outlook receives help

The Falmouth Outlook was on the newsstands only two hours late on Wednesday, April 24, the day following the tornado which left over a third of the Pendleton County town in ruins.

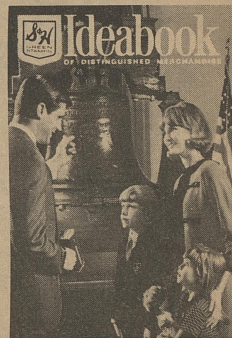
Outlook publisher Warren Shonert reported his staff worked, by the light of coal oil lamps, until past midnight the night of the storm. Two hundred extra copies of the tornado edition were printed and all papers were sold by Friday noon. Shonert reported he left the Outlook in the charge of Mrs. Doris Clinger on the afternoon of the storm and hastened out to get pictures of the destruction before sundown.

Many publishers from surrounding counties offered a helping hand, the Falmouth editor reported. "Would you believe it?" he said, "The Outlook's front page was set in type by the Carlisle Mercury, compliments of Editor Warren Fisher. We left Falmouth by 6 am Wednesday morning and drove all the way to Carlisle for help."

Shonert added, "Jesse and Sanford Alverson of the Paris Daily Enterprise were so great a help in the emergency. Their staff was just wonderful and they bent over backward in helping us get our paper out nearly on time."

Clayton Roland, editor of the Grant County News, Williams-town, also called to offer help, and Tom Preston, publisher of the Cynthiana Democrat, and Bob Watson, city editor, visited Falmouth bringing food that had been collected at the Democrat office in Cynthiana.

We figured 33,000,000 copies would do it this year.



This is the cover of one of the largest commercial printing runs in the country. For the eighth year in a row, we have printed more than 30 million copies. The S&H Ideabook contains 180 four-color pages (including covers). It took 18 photo studios and four printing plants to do the job. We suggest you look into it for the major reason that so many U.S. households—37 million at last count*—save S&H Green Stamps. The Ideabook contains 1,900 merchandise items, produced by leading manufacturers from coast to coast.

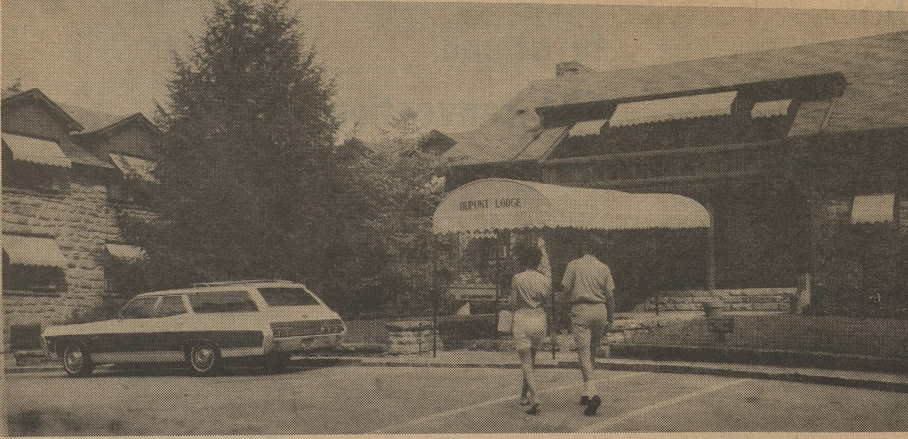
The merchandise is so popular, in fact, that many families use the Ideabook as a shopping guide for items they are going to buy, such as gifts and things for the home.

But we produce it for stamp savers—the men and women who redeem 95 per cent of all the stamps we issue. The book gets to nearly everyone sooner or later. Have you read one lately?



The Sperry and Hutchinson Company
*1967 National Public Opinion Survey by Benson & Benson, Inc.

CONVENTION TIME AT THE FALLS



Mrs. Catherine Coward, Consumer Relations Representative for the Sperry & Hutchinson Company (S & H), is shown modeling one of the hats which the ladies of KPA will have the pleasure of seeing during the "Ladies Tea and Hat Show" at the KPA Summer Convention, June 6 - 8. "Cathy", as she prefers to be called, is a native of Pittsburgh. She has extensive business and public relations experience, and has been with S & H since 1967. She is responsible for Consumer Relations in a five state area.

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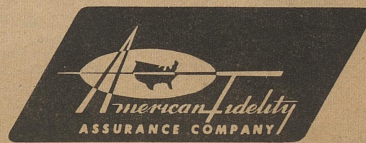
who
is
mr. X
?



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who is mr. X ?

Proposed amendment to KPA Constitution

The purpose of these proposed amendments to the constitution of the Kentucky Press Association is to:

1. Change the method of selection of Executive Committee members representing individual districts from appointive by the President to elective by the KPA membership in each district.

2. Establish a constitutional line of succession to the office of president to insure continuity of program and experience in leadership. The person elected as Chairman of the Executive Committee would automatically move to the office of Vice-President the following year and to the office of President the year after that. However, an election for the office of Vice-President and/or President could be called for by a majority vote of those members present at the annual winter meeting.

3. Increase the size of the Executive Committee from 16 to 17, to be made up of the following: President, Immediate Past President, Vice-President, member elected from each of 10 districts, four members from the state at large to be appointed by the President, and Chairman of the Executive Committee who continues to serve as a committeeman.

It is therefore recommended that Article IV - Officers in the present constitution, be amended to read as follows:

Section 1. The officers of the Association shall be a President, Vice President, and an Executive Committee. No person shall hold

office who is not a duly qualified representative in this association.

Section 2. Members of the Executive Committee shall be nominated and elected annually by the member newspapers within each of the 10 Kentucky Press Association districts. Nomination forms shall be sent out to members in each district by the Secretary-Manager and when nominations are received, a ballot will be sent to each member paper. The Secretary-Manager will tabulate the ballots from each district. A majority of the member newspapers in each district must vote or the election will be void. In such case, the President will appoint a member from that district. In case of a tie vote, a ballot will be sent to the entire membership to break the tie. Those elected will take office at the beginning of each annual winter meeting.

Section 3. The Chairman of the Executive Committee shall be elected by ballot at the regular annual winter meeting and shall enter upon the discharge of his duties at the close of that meeting. The Chairman of the Executive Committee shall be elected from the membership of the incoming Executive Committee, and will continue to serve as a committeeman. At the next regular annual winter meeting the Chairman of the Executive Committee will assume the office of Vice-President and the following year after that he or she will assume the office of President. However, an election for the office of Vice-President and/or President may be called at the regular annual winter meeting on a vote of the majority of the members present. The Secretary-Manager shall be employed by the executive committee at the regular annual winter meeting. All terms of office shall be for one year.

Section 4. A majority of the ballots cast shall be necessary to a choice; provided, when there is but one nomination for any position, the election may be made at the pleasure of the Association by the deposit of one ballot.

Section 5. The Executive Committee shall consist of 17 members, the President, Immediate Past President, Vice-President, a member from each of the 10 established districts and four members from the state-at-large who are appointed by the President. The Chairman of the Executive Committee, chosen from the districts or the state-at-large, is also a member.

QUICKIES

The following staff changes on Kentucky newspapers were noted recently: Lisle Baker, Jr., has retired as executive vice president of the Courier-Journal and Louisville Times, WHAS, Inc., and Standard Gravure Corp. James D. Ausenbaugh has been named state editor of the Courier-Journal, succeeding George Michler who has retired. Ausenbaugh had currently been C-J city editor and was succeeded in that post by Paul Janensch, Elmer Hall, Jr. has moved up to day city editor. Fred Gipe, formerly advertising manager with the Western Kentucky Gas Co., has joined the staff of the Henderson Gleaner & Journal as director of its new marketing expansion division. Dennis Willman has retired as linotype operator for the Bracken County News, Brooksville, after more than 41 years in the newspaper business. Jack A. Caldwell, Sr., has been named business representative of the Danville Advocate-Messenger.



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Pay telephones are in all kinds of convenient locations to make your calling safer and easier. And that's why we have put them there.

And there. And there. And there.



Get in step with youth

Editor's note: The following is a condensation of a speech given by Donald M. O'Brien, vice president of Mabley & Carew Department Store in Cincinnati, at the spring meeting of the Ad Executive Association of Ohio Daily Newspapers.)

First, allow me to thank you for inviting me here! As a former newspaper man - it's nice to be back with old friends. But, of course, you invited me not as a newspaper man, but rather as a representative of retailing in general, and department stores in particular. And as a department store representative, I'm sure you expect that age - old rebuke - "Don't hand me any 10 percent increase without a 10 percent circulation increase."

Well, I'm not going to disappoint you - "Don't hand me any more 10 per cent rate increases without a 10 percent circulation increase!" OK, I've said it - and you are all gentlemen. No one stood up and said - "Are you an idiot? Don't you know about contract negotiations, cost of living increases, the price of newsprint, etc., etc.!" Yes, I do! But, gentlemen - those are your problems.

I could give you a heart-rending report on the spiraling expense structure in retailing - selling costs (salaries) up, interests on inventories up, customer services up, yes - even advertising up. And the list goes on and on! But when you decide to buy your next suit, if I were to show you an old-fashion wide pant, padded shoulder model, which five years ago had been nationally advertised and competitively sold at \$100 - would you let me charge you \$110, because of my problems? Of course not!

Yet - if I show you a suit - fashioned in today's style - cut better - better fabric - superior workmanship, it's very likely you would pay \$110, \$115, even \$125 for such a suit. In other words, gentlemen, price is not the only consideration, just as advertising rates are not the only consideration. Rather it's value received for the money spent - that is the rule today. And it is on this point I think, the newspaper industry is remiss! I think you are selling me last year's suit at this year's prices! And that fine old marriage of newspapers and retailers - although it won't end in the divorce courts - is in for some very rocky times ahead. I don't think you are in time with your marriage partner. I don't think you understand the mood of the retailer today.

Now - what is that mood? First, he is honestly trying to understand and fulfill the needs of his market. The words "image" and "discounter" crashed down on the retailer's head a few years ago and he suddenly realized the market was changing - and he had to react! He had suddenly come to realize that the educational level, the spending power, the taste level, and the entire way of life of his customers had changed! For the traditional retailer - FASHION - that intrinsic "value received" I mentioned previously - had become the force that moved the merchandise to the sophisticated and affluent American consumer - and price had become less of a consideration in buying decisions.

How many merchants can you name in your community who have gone on the extensive trade-up campaigns? How many have built and stocked expensive new "shops" and broadened credit, especially to the "under 21" group? (Two-thirds of all credit today is in the hands of people under 35!) And how many have invested in

branch stores in an attempt to catch up with the very mobile and expanding suburbs? Yes, the market is changing - and the best is yet to come. By 1980 the average family unit will earn \$12,000 versus today's \$7,000.

Today - almost 1/2 of the population is under 25 - and by 1975 one-third of the population will be in the 20 to 35 year age group. For a merchant - this is the "have not" group - almost one-third of the girls marry at 17 years! They "have not" anything (no furniture, no pots and pans) - except, of course, the money - or the credit to buy it! This isn't a new generation we see today, it's a new kind of generation!

Department stores are extremely sensitive to today's changing customers. We must woo the youthful, affluent, fashion - conscious consumer. . . if we are to survive. We must keep abreast of their changing tastes - as they mature. And - above all we must communicate with them. We must advertise in a contemporary manner thru media that delivers the message effectively.

Point two of the "mood of the merchant": Here is man or a company - who has deeply invested his inventory in fashion - and better quality merchandise. He is spending important money at the point of purchase to present that inventory in a manner which appeals to the vast majority of today's consumers. Within his store - he has created an atmosphere which our young moderns understand and approve. Even the so called "secure" smaller city, dominant department store is aware of the fact he must sell on the basis of desire - not need - if he is to grow.

Today, the merchant - (since he, too, is a product of his environment) - is "with it" - he has a beautiful store out front - and EDP equipment in the back room. He's open and ready for business - more business than he's ever done before - and he must now rely on the almost miraculous power of advertising. What are today's merchants thinking as they

form their advertising strategy - and budgets?

F. & R. Lazarus Company in Columbus through their advertising agency, Byer & Bowman, say: "Columbus is a rapidly growing market - and through our research we learned that newspapers are not keeping pace with the growth of new households. Also, considering the general youth movement, the target market for Lazarus is growing younger and younger. These customer prospects are basically broadcast oriented." Charles Lazarus says: "What we have done so far is a drop in the bucket compared to what we must do - what we are going to have to do (in the broadcast media)."

Dayton in Minneapolis - Advertising & Publicity Vice President Thomas Jeglosky reporting on his use of broadcast media says: "Of the \$3 million spent for advertising last year, only 4 per cent went for Radio & TV." He further states "this year it will be 5.5 per cent. . . he hopes by 1969 it will be 10 per cent - and by 1970 it could be 1/2 of his advertising budget." Reporting on his TV commercials he states: "We've done some that were great, others fair and some bad. But we've had tremendous response to all and you can't say that for newspaper advertising."

And how about the "Big Daddy" of Retailing, Sears Roebuck & Company? In the first nine months of 1967 they spent \$3,589,000 on TV alone! Up over \$1 million over the entire year of 1966! And they are just now hiring a radio-TV broadcast director for their company!

Why is the retailer turning to broadcast media? The retailer must gain volume! He's caught in the profit squeeze. Expenses, many of a non-controllable nature are up, and he must remain competitive. Of the top 10 retailers in the nation in 1966, all had increased sales, yet seven showed a profit margin loss - one held even - and only 2 had a profit gain. The only answer is faster turnover of inventory - in other words, in-

creased sales. The new strategy must be to make the customer come to us. The tool we must use, of course, will be advertising.

And what is advertising? Gentlemen, it's entered on the retail ledgers as an expense. Certainly advertising is the expense that moves the inventory that minimizes expense that creates profit - but only if the advertising, and the media in which it is carried are effective. Only then does it cease to be an expense and become a profit factor.

Now, if the retailer such as the F. & R. Lazarus Company are correct, your effectiveness as a medium is declining. Your entry in the merchant's ledger under the heading "expense" looms larger and larger every year. So, the merchant is "mixing" that advertising budget into other media in an attempt to cover the voids, in newspapers. He's experimenting, but as he becomes more proficient in the use of broadcast media, your portion of the "mix" will become less and less. What's happening today is only the beginning.

Why is newspaper effectiveness declining? Where has it failed? From an advertiser's point-of-view, I offer two explanations:

- 1) You have failed to keep pace with the youthful explosive growth of suburbia.
- 2) You have failed to improve your product thru better development of editorial and advertising methods.

I'll be honest - I don't know which should be point 1 or point 2. Maybe I should simply restate these two points differently. The newspaper industry has failed to grow younger. You are not part of the Pepsi and Mustang generation. You have to want to be young!

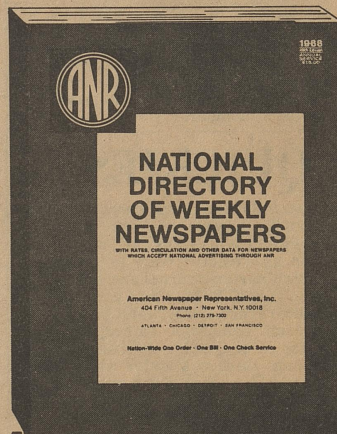
Is it important that newspapers should want to become young? Should want to penetrate the affluent young market that exists today? Or can you survive by simply waiting for today's youth to grow up to - to mature into - becoming newspaper readers? Well, from the retailer's point-of-view,

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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, Alcoholic 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) _____



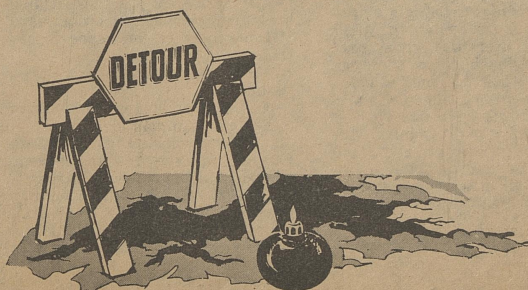
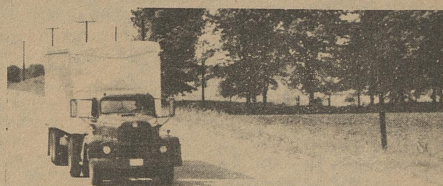
Eight Kentucky newspapermen judged the Georgia Press Association Newspaper Contest, May 3 and 4 at Cumberland Falls. Pictured here are Glenn McCullough (back to camera), Manager of the Georgia Press Association, Tommy Preston, Cynthiana Democrat, Al Schansberg, Voice-Jeffersonian, Bill Blakeman, Winchester Sun, and Maurice Henry, Middlesboro Daily News.



Two days of rugged judging not only produced some fine winners, but also provided the judges with many excellent ideas to incorporate into their own newspapers. Judging was done in teams so that each contest could be discussed and the decision was not up to just one judge. The folks from Georgia have invited Kentucky Press Association to bring its contest to Georgia next year for the same type of judging.



Fred Burkhard, of the Casey County News, snapped this picture of Jeb McCullough, son of Georgia Press Association Manager Glenn McCullough. Jeb is holding a Brown Thrush (for the sake of bird-lovers everywhere, I hope I'm right), the Georgia State Bird. The small bird mysteriously appeared during the judging and seemed unafraid of its inquisitive admirers.



WHEN SPRING IS "BUSTING OUT" ALL OVER concrete pavement isn't...

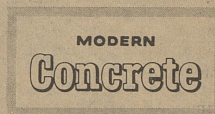
Detours—one sign of spring that costs you money! You won't find them where there's concrete!

The toughest winters and the "spring break-up season" can't hurt concrete. You'll find no potholes, ruts and washouts to plague drivers.

Concrete is tremendously strong—no pavement could be stronger even if carved from solid rock. "Frost boils" can't push through it. It bridges soft, thawing ground beneath it. Upkeep costs *stay* low—all year long, year after year. Concrete's moderate first cost isn't just a down payment!

PORTLAND CEMENT ASSOCIATION

1105 Commonwealth Bldg., Louisville, Ky. 40202
A national organization to improve and extend the uses of concrete



Get in step with youth

Continued from page 6

you have no choice! Remember they are almost 50 per cent of our business today! And it's today they are the "have nots"! And for every "today" in the foreseeable future, they are going to be more and more our important customers - not only, simply because there will be more of them - but their influence will permeate in all age groups. (Remember when we used to borrow dad's ties? Today's father sneaks a little of son's after shave lotion - just for kicks!) Yes, wanting to be young is important to the newspaper industry. The youth market has to become your prime target!

Now, why should the youth market not become your readers? Why is it that an awesome 95 per cent of young men 18 to 35 years of age listen to radio regularly - and that over 60 per cent of these young men spend 1 hour and 59 minutes a day - listening to radio? Why is it that this highly educated, sophisticated, able-to-buy market will spend two hours a day with radio, but be only a sporadic newspaper customer? After all - he is literate. He does read without moving his lips. How can you blame your "partner in marriage" for mixing his media - in view of statistics like these?

Even when we recognize the glaring weaknesses of radio and television at the local level, we know that when we buy radio, we are buying "numbers." We know that radio is a non-participating media on the part of the listener

Summer Convention

Continued from page 1

of guy who can conduct a really informal session and I'm certain that there will be many questions for him to answer.

Fun time is one time . . . 1:00 that is. The men who want to participate in the KPA Golf tournament will proceed to the Corbin Country Club. The fishermen in the crowd will proceed to any favorite spot in the area to try to hook that "big one." Of course the local market is off limits. This is a contest where any size fish might win. Trophies will be awarded in both the golf and fishing contests.

Each year, those people who have entered the KPA Better Newspaper Contest anxiously await the outcome of their endeavors. This year the Kansas Press Association judged the contest and the results will be announced after the Annual Banquet by Mr. John L. Crawford. The banquet will be one of the Cumberland Falls outstanding buffets, and it will be preceded by yet another of the Cumberland Falls treats. . . one of John Marcum's fine cocktail receptions. John is the Executive Secretary of the Kentucky Wholesale Liquor Dealers Association, and always gives us a beautiful reception.

Politics still with us

Politics are always with us in Kentucky. Maybe "Politicians Still With Us" would be more descriptive of the Saturday morning session. Both of the Senatorial candidates are supposed to talk with us. The flip of a coin before the meeting will decide the order for them to speak. The annual business session will follow the speeches and then the convention will be adjourned by KPA President, Howard H. Ogles.

(susceptible to distractions). We know retention value - unless we spend a lot of money either producing the commercial or repeating it - is low. We know how tough it is to sell specific merchandise over radio. We know all this and more, but how else can we communicate with this new kind of generation?

And what about television? We know that in this media we are also purchasing numbers - paying for viewers who by virtue of geographic location alone can never be our customers. We know we are paying for an awful lot of wasted circulation. We are very aware of the production difficulties - and costs - (23 percent of all TV sets today are color sets - and we have yet to learn how to handle black and white.)

Now isn't this a fantastic opportunity for you? Aren't you the only medium that can give the retailer - (or any advertiser):

- Selective market penetration
- Advertising impact
- Low cost production.
- Retention of the advertising message, because you command 100 per cent of the reader's attention.
- Effective multiple-item presentation.
- Complete buying information (sizes, color, price.)

If you can do all these things for the advertiser - and if your competition has all the weaknesses I cited above - then it seems to me you have only one small problem. EXPAND your circulation by capturing the all - important youth market! Give us your next rate increase on value received rather than simply increased expenses. Do this and newspapers and retailers will begin another hundred years of marital bliss!

Do I have any suggestions on how you should go about this? I think so. Now, I'm not going to suggest you tell your circulation department to run out to the suburbs tomorrow and start giving away newspapers. Nor am I going to suggest you begin sponsoring essay contests in the schools on "Why I read and appreciate newspapers." The market I'm talking about has already been exposed to newspapers - and rejected them! Yet at the same time they've made magazines, such as "Seventeen," "Vogue," "New Yorker" - "Life" and, yes even "Playboy," - all these and more - an integral part of the young American scene.

I think it's time you re-examined your product, like "last year's suit of clothes" - and begin updating it. And I don't think you can accomplish this as individuals. It's time you relinquish your tribal customs and, as an industry - support a national study and research bureau, preferably one not headed up by a dyed-in-the-wool newspaper man. True, he should have knowledge of your business, but not be bound by your Chinese walls of tradition. He should be less acquainted with what the problems are - than what the goals are. I think there are enough people available to tell him why it can't be done - after he has figured out how to do it. Now, turn this man and his bureau loose on the following points:

1. Is the editorial content and presentation of any newspaper contemporary with the times? Take a mental walk with me through your newsroom and editorial offices. What's the average age of the staff? Now, I'm not suggesting that anyone over 40 be replaced by a college sophomore, but I am questioning whether management is directing these people to think young. Are you printing articles geared to help the young marrieds

- young parents? Are you editing to the reader and his interests? Or of Space and traditional so-called "features?" Maybe - "all the news that's fit to print" is simply too damned much news. If you are doing things to inform, teach and guide the younger reader - do they know it? Is the FASHION EDITOR less informed, less authoritative on your paper than the society editor? I rather suspect that today's young moderns are much more interested in today's fashion trends than which bridge club met yesterday.

2. Is the advertising content and presentation of any newspaper contemporary with the times? This question involves people outside your organization but isn't the advertising presentation every bit as important to today's young thinkers as the editorial?

The total impact of the product on the reader must be the only consideration! And since it's your product, you must convince your advertisers of the necessity to upgrade the quality of their advertising. This has to be done at the top level of management. Today, you are allowing the advertising content of your product to be something apart. Of course, you can't dictate what the advertiser will advertise, but you can help him to produce better advertising and thereby enhance your product.

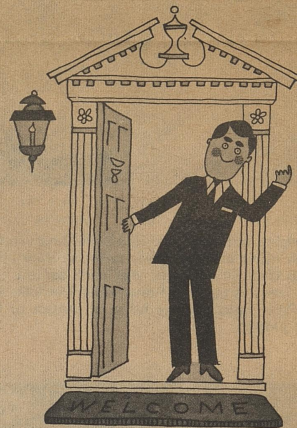
What training are you giving your ad staff? Are they sufficiently knowledgeable to get and keep the ear of the man who makes the decision? Recently, I was shown a slide - tape presentation designed

to influence newspaper advertisers to try bold, new approaches in our advertising. And I think this was great. This wasn't one of those bland little booklets I receive every once in awhile from ANPA - on how great newspapers are and here's how to make a great advertisement in 6 easy steps. This was a challenge - it told me what my responsibility was - and more of this is needed. But it must be presented not just to a store's advertising manager. It has to be exposed to top management of the store to do its job. You must get the president, the vice presidents, the merchandiser committed to these exciting new ideas before the poor advertising manager can begin to act.

Next, consider the technical requirements that will modernize your product. How about color? Nothing is more important than color to increase the effectiveness of the advertising and the excitement of a newspaper. Costs - engravings and ink costs must be brought down to a level that don't make the use of color prohibitive for the local merchant.

Finally, how about the paper on which you print and the type you use? Is it contemporary and exciting, or does it make the same impression as a first grade primer?

Gentlemen - again I urge you - reconsider your total product. Make it appeal to and aim it toward the largest, most affluent market the world has ever known. And thank you for letting me come here and give you hell!"



SHUT THAT DOOR . . . ON SUMMER HEAT

The open door policy doesn't work in summer. It means no air conditioning. Customers become passers-by. There's one decisive reason for air conditioning. Comfort.

There are five decisive reasons for choosing electric air conditioning. It costs less to install; one service does the whole job. Your electric air conditioner has the reserve power to keep you cool on the hottest days. Superior humidity control; the low temperatures of the electric unit's cooling coils bring out moisture.

They operate on the same rugged, proved principle as your refrigerator; that means low maintenance, longer life. And thanks to lower electric rates, operating cost has declined.

Choose electric air conditioning and be sure!

KENTUCKY UTILITIES COMPANY

Six rate reductions since 1962