

# The Kentucky Press

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

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

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

April  
1964

Volume 30, Number 7



Jenny Wiley State Park, Prestonsburg  
Where The Fourth Seminar Will Be Held

# The Kentucky Press

Volume 30, Number 7

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

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

Member  
Newspaper Managers Association  
Kentucky Chamber of Commerce  
Better Business Bureau, Lexington  
Sustaining Member  
National Editorial Association  
Associate Member  
National Newspaper Promotion Association  
Publication Office  
School of Journalism  
University of Kentucky

## Kentucky Press Association, Inc.

George Joplin III, *President*  
*Commonwealth*, Somerset  
Maurice K. Henry, *Vice-President*  
*Daily News*, Middlesboro  
Victor R. Portmann, *Secretary-Manager*  
Perry J. Ashley, *Assistant Secretary-Manager*  
Florida R. Garrison, *Assistant Treasurer*  
*University of Kentucky*, Lexington

## District Executive Committee

*Chairman*, Larry Stone, *Messenger-Argus*, Central city (*Second*); *First*, William T. Davis, *Lyon County Herald*, Eddyville; *Third*, Al J. Schansberg, *Voice of St. Matthews*; *Fourth*, Howard Ogles, *Favorite*, Franklin; *Fifth*, Frank C. Bell, *Trimble Democrat*, Bedford; *Sixth*, Edwards M. Templin, *Herald-Leader*, Lexington; *Seventh*, Warren R. Fisher, *Mercury*, Carlisle; *Eighth*, Louis DeRosett, *Adair County News*, Columbia; *Ninth*, James T. Norris, Jr., *Independent*, Ashland; *Tenth*, R. Springer Hoskins, *Enterprise*, Harlan; *State-at-Large*, S. C. Van Curon, *State Journal*, Frankfort; *State-at-Large*, James Lee Crawford, *Tribune*, Corbin; *State-at-Large*, Warren Abrams, *Courier-Journal*, Louisville; *Immediate Past President*, Fred J. Burkhard, *Casey County News*, Liberty.

## Kentucky Press Service, Inc.

George M. Wilson, *President*  
*Breckinridge Herald-News*, Hardinsburg  
Landon Wills, *First Vice-President*  
*McLean County News*, Calhoun  
William T. Davis, *Second Vice-President*  
*Lyon County Herald*, Eddyville  
Victor R. Portmann, *Secretary-Treasurer*  
Perry J. Ashley, *Assistant Secretary*  
Florida R. Garrison, *Assistant Treasurer*

## Board Of Directors

*Chairman*, Martin Dyche, *Sentinel-Echo*, London; Maurice K. Henry, *Daily News*, Middlesboro; Niles O. Dillingham, *Progress*, Dawson Springs; Thomas L. Preston, *Democrat*, Cynthia; Robert Fay, *Shelby News*, Shelbyville; *Officers ex-officio*.

## + As We See It +

### Consumer Affairs Director Cites Advertising's Role

Mrs. Esther Peterson, Special Assistant to the President for Consumer Affairs, has made her first full-dress speech on advertising, finding much to praise and much to condemn. She spoke before a Manhattan College awards luncheon in New York. Press reports featured her critical comments on cigarette ads but a review of her text shows she is not anti-advertising.

She began by acknowledging that the best advertising "leads to the enrichment of the lives of the persons who act on it." She cited advertising's "extremely important role" in our society, saying that advertising has helped develop the mass production market and "is almost a necessity for its continuance."

The President's consumer leader also praised self-regulation of advertising. She said that while it has not been 100 percent effective, it has brought "a vast improvement in the moral tone and truthful content" of ad copy.

Turning to her objections against advertising, she cited types that still "leave much to be desired." Her complaint is against "respectable humbug—exaggerated claims for questionable products, poney association of products with completely unrelated situations or objects, and appeal to the worst rather than the best of human motivations." Her examples included detergent, deodorant, automobile, and vegetable campaigns.

She was particularly critical of ad themes addressed to youth, and called for an ad drive to convince young people of the dangers of cigarette smoking. She did not suggest who should finance such a campaign.

### Encourage Youngsters To Enter Journalism

Here are a few suggestions to help encourage bright, young people to enter journalism, which the field critically needs:

1. Stop all critical talk about newspapers, such as hard work, long hours, poor pay, no opportunity. (Forget the good-old-days.)

2. Raise prestige of weekly and small daily newspapers by telling the truth about the satisfactions and compensations of this kind of career. (Let's divulge what the publisher of a good weekly makes, salary and net profit; let's tell how work on a small-town newspaper often leads to ownership.)

3. Close and continued contact with high school principals and vocational advisors. (Especially set the latter straight in their

knowledge of newspaper careers; persuade both to encourage more boys on the school paper.)

4. Well-prepared talks on values of small-town newspaper career before school newspaper staff and/or journalism class. (Carry reports on these talks in your newspapers so they may be seen by parents, too.)

5. Participation in career days held at schools.

6. Annual plant tours for school classes beginning with seventh grade. (Conducted by someone who knows the right answers to all these questions. And be sure to give each visitor a souvenir, even if it is no more than a type slug with his name on it, maybe refreshments, too.)

### Free Press Danger

ANPA General Manager Stanford Smith told the ANPA Convention in New York "the chief danger to a free Press is from Government; Big Government especially." He spelled out nine specific activities which are of concern to daily papers.

On his list was the entry of the Department of Agriculture into the news wire field through Market News Service; refusal of the U.S. to allow American reporters to visit Red China; Senator Edward Long's FOIA bill, S.1666; new specifications for newsprint sought from the Customs Bureau; the leased wire rate case; the Federal Trade Commission's "power grab to control cigarette advertising"; the fact that "many Government agencies don't understand advertising"; the National Labor Relations Board's "interference with freedom of speech" by employers; and the Celler subcommittee investigation of the Press, in recess for over a year.

\* \* \* \*

### Your Big Market

Even though your newspaper may have just 1,000 subscribers, do you and your advertisers realize that those 1,000 readers will spend \$208,000 in additions to their homes, replacement of furnaces, plumbing, and so on, and in maintaining their houses? It's true! The Bureau of Advertising of the ANPA quotes official U.S. Dept. of Commerce studies showing that the average householder spends \$208 each year on his premises. That's a figure that ought to be interesting to your hardware dealers, your building supply dealers, plumbers, electricians, and all the others who provide the things needed by your neighbors to keep up their homes. That figure could provide the "meat" for a mighty interesting house ad—for your own specific market just multiply your number of subscribers by \$208. Just think! A paper with 2,000 circulation can point to a half-million dollar market!

## Survey Indicates Many Papers Overlook County Budget Story

By J. A. McCauley

Possibly no action taken any time during the year by a county fiscal court or any other legislative body is more important than the adoption of its annual budget.

The budget is a plan of operation for the county government during the coming fiscal year. It determines how much money the county can spend and for what it will be spent. No funds can be expended during the year except as stipulated by budgetary action. In a nutshell, the budget tells taxpayers in advance where the money is coming from and how it will be spent.

Kentucky's uniform county budget system, supervised by the local finance officer of the State Department of Finance, requires each county fiscal court to adopt an annual budget by not later than July 1 of each year. Budget preparation is a responsibility of a county budget commission, which includes the county judge, the county attorney, and a citizen appointed by the fiscal court. The commission must meet not later than May 1 of each year to begin preparation of the budget.

State law requires the commission to submit two copies of its proposed county budget to the state finance officer 20 days before its adoption by the fiscal court. The commission also is required by law to post a copy of the budget near the front door of the courthouse and to publish a copy of the budget "in a newspaper of bona fide circulation in the county, at least 10 days before final adoption by the fiscal court."

Punishment prescribed for officials found guilty of violating provisions of the county budget laws ranges up to removal from office, fines of \$500 and imprisonment for 12 months.

Given this major news situation, how do Kentucky's non-daily community newspapers respond? Getting answers to this question was the object of a survey which we made last summer of 135 community papers published in 103 counties during the 10-week period beginning April 28 and ending July 6. The 17 counties not represented in the study included 14 served only by dailies and three in which no newspapers were being published.

Actually, we were interested in getting some inkling of public affairs coverage in Kentucky's community press by studying how it reported one news situation common to all counties in the state.

In the study note was taken of any news stories relating to preparation and adoption of the county budget. Besides stories relating to the actual adoption of the budget, it was noted if advance budget stories were carried; if meetings of fiscal courts, city councils, and boards of education were reported; and if the newspapers carried editorials and interpretive articles concerning the county budget.

The procedure followed was first to check individual copies of the 135 papers for the 10-week period. Questionnaires then were sent to editors of the papers to check on our own findings and to obtain other information and the opinions of editors about the importance of county budget news.

Findings obtained in the content study and from returned questionnaires indicated that 36 newspapers, or 26.6 per cent of the 135 surveyed, carried news stories mentioning the final adoption of the 1963-64 county budget.

The study also indicated that 28 papers (20.7 per cent) carried budget stories in advance of adoption, 57 (42.2) reported fiscal court meetings, 82 (60.7) covered city council meetings, 79 (58.4) ran stories of school board meetings, and 81 (60) carried editorials. (Editorials were found in only three papers, however, which commented on the new county budget.)

At a minimum, it seems, a meaningful budget story should include the over-all budget total, give at least a summary analysis of appropriations and estimated receipts, and compare the new budget's figures with estimated figures for the current year or actual figures for the preceding year. A complete budget story would give breakdowns of appropriations and receipts. All essential information for such stories is given in the budget, as prepared on Revenue Form 1001. In addition, county officials can give more detailed information about specific items in the budget.

In analyzing the stories that reported adoption of 1963-64 county budgets, it was found 27 of the 36 stories studied gave summaries of budget appropriations, 23 gave summaries of estimated receipts, 10 broke down estimated receipts from tax levies, 8 included assessments and tax rates, 14 broke down appropriations for the general expense fund (including salaries and the like), one broke down road-fund expenditures, and 20 gave comparisons of

1963-64 figures with preceding years.

The volume of details given in the budget-adoption stories ranged from a bare statement that the budget had been "approved as read," with no statistics or totals whatsoever, of the inclusion of all major budgetary items and over-all totals. No one newspaper carried stories that included all totals, summaries, breakdowns and comparisons with preceding years. However, one paper did attempt to give its readers substantially complete information in interpretive and feature articles which it ran in addition to the budget-adoption story. The same paper also carried a budget editorial.

Several newspaper excluded tax-assessment figures in their budget stories, possibly because this information had been given previously in stories on the recapitulation report of the county tax commissioner. Thirteen papers published assessment recapitulation stories, but did not carry a budget-adoption story. One editor commented that his readers "appear more interested in tax rates assessments than in budgets." (Really, it seems, the tax levy—what the taxpayers pay—is the chief point of interest.)

Comments of editors on the importance attached to budget news varied. One wrote: "I believe it is highly important for citizens in a democracy to understand how their government operates. Knowledge and understanding of local government budgets is basic for these goals."

On the other hand, another said: "Very little here. Such little change is made in budget from year to year, can see little for news story."

Others commented:

"This county has no budget; if they did, they would not know what it was."

"The county budget is not available to this newspaper."

"Most important for citizens to know where their tax dollars go—and why!"

"Is there a story every year?"

"Always front page story—up to 4-col. head."

"Not much, really, because all budgets are inadequate. When one fund is used up, it is taken from another (Peter pays Paul)—so how is such a budget effective?"

"Customarily front-page news."

William C. Caywood Jr. has resigned as instructor in journalism and advisor of the Kentucky Kernel, UK student newspaper, to return to the newspaper business. He has recently acquired a major interest in the Clay City Times. Caywood, a past president of the Kentucky Press Association, was formerly editor of the Winchester Sun.

## Good Attendance Continues As Last Seminar Approaches

High attendance continues for the current seminar series as the second and third sessions become a matter of record. The second seminar, held on April 17-18 at Kentucky Dam State Park, was highest in attendance with about 40 newspaper persons present. The third session, held at Lure Lodge, Lake Cumberland State Park, was attended by approximately 30 persons. The dates of this meeting, held in conjunction with the spring executive committee meeting, was April 24-25.

Continuing the same program as was previously held at the UK seminar, discussions were centered around management and costs, legislative programs and problems of libel, and gathering and handling of features and local news. All persons attending were engaged in the program as either a panelist or through personal experiences in their hometown operations.

Panel members for the Kentucky Dam program were: management and costs—Victor Portmann, KPA central office; George Wilson, Hardinsburg Herald-News; Pat Magee, Wickliffe Yeoman; Ronnie Bean, Greenville Leader, and J. Earle Belle, Morganfield Advocate. The legislative program and libel problems were discussed by Dr. Niel Plummer, UK School of Journalism; S. C. VanCuron, Frankfort State Journal and chairman of KPA's legislative committee, and George Joplin, Somerset Commonwealth and KPA president. News and features were discussed by Bill Powell, Paducah Sun-Democrat; Harry Bolser, Courier-Journal West Kentucky Bureau; George Yater, Kentucky Department of Public Information, Frankfort, and Landon Wills, Calhoun News.

Others attending the second seminar were Larry Stone, Central City Times-Argus; J. A. McCauley, UK School of Journalism; Perry Ashley, Central Office; Homer Nichols, Princeton Leader; William Nelson, Benton Tribune-Democrat; Elizabeth Spalding, Bardstow Standard; James Willis, Brandenburg Messenger; Walter Dear, Henderson Gleaner and Journal; Frank Bell, Bedford Democrat; W. T. Davis, Eddyville Herald; Charles Taylor, Greenville Leader; John Potter, Texas Gas Company; Norris Dillingham and Niles Dillingham, Dawson Springs Progress; Howard Ogles, Franklin Favorite, Charles Baccus, Eddyville Ledger, and Charles Graves, Bardwell News.

Discussion leaders for the third seminar were: Costs and management—Victor Port-

mann, George Wilson, and Warren Fisher. News and features were discussed by James Burdine, Somerset Journal; Maurice Henry, Middlesboro Daily News; Cattie Lou Miller, Kentucky Department of Public Information; and Fred Burkhard, Liberty News. The legislative program and libel were discussed by Dr. Niel Plummer and S. C. VanCuron.

Others attending the Lake Cumberland meeting were George Joplin; Louis DeRoset, Columbia News; Perry Ashley; Frank Bell; Andy Norfleet, Russell Springs News-Journal; John Harris, Barbourville Advocate; Richard Littrell, London Sentinel-Echo; Tommy Preston, Cynthiana Democrat; Mrs. J. D. Gorin and Walter Gorin, Greensburg Record-Herald; James Crawford, Corbin Tribune; W. Foster Adams, Berea Citizen; Larry Stone; W. T. Davis; Judson Edwards, Department of Public Safety; and William Hayes, Department of Public Safety.

The final seminar will be held at Jenny Wiley State Park, Prestonsburg, on May 8-9. This will complete the series for the current year.

### Clean Shop Necessary

A panel composed of a lawyer, minister, mayor and superintendent was formed at Sioux City, S. D., and asked what they didn't like about newspapers and to give their suggestions on what newspapers could do to improve. The attorney said: "clean up the shop; too many papers I've walked into looked like a junk pile." He suggested re-arranging, a little cleaning up and a little paint.

Which brings us around to a speech made at a Mid Atlantic Mechanical Conference in which the speaker pointed out: CLEAN SHOP — CLEAN WORK. "It has been truthfully said time and time again that a neat, clean shop is conducive to clean workmanship and that a sloppy shop begets sloppy work. That truth can be carried a step farther. A printer psychologically is a better man working in and around equipment that has a meaning and a purpose in the way it is laid out . . . he is freed from the frustration of elbow-bumping congestion at some parts of a shop, and of time-consuming distances from point-to-point in other parts of the plant."

### Boone Brothers Own Farm 66 Ft. By 6 Miles

By ELMER HINTON

(Editor's Note: The following feature was written by Mr. Hinton as a column for the Nashville Tennessean.)

At last the Boone brothers up at neighboring Elkton, Ky., have found something they can do with their odd farm.

They're giving it away, piece by piece. The brothers are Ben Boone III, editor of the Todd County Standard, and George Boone, an Elkton attorney.

Formerly their farm, near Elkton was six miles long and 66 feet wide and contained approximately 15 acres. They've given it away now until it's down to five miles in length.

At one time they sponsored the idea of putting it in the soil bank. But the government people rejected that because it hadn't been cultivated before.

Then they came up with an idea to plant it in corn. Which would have been a sight to behold—30 rows of corn six miles long. But this project was abandoned before it got started, you might say, because the cinder-encrusted strip of land is so hard it's doubtful if a mule could pull a plow to break it up.

Actually, the strip of land is an old abandoned right-of-way of the now defunct, 11-mile long Elkton and Guthrie Railroad. This spur line once connected Elkton with the main L&N tracks at Guthrie.

The line was abandoned in 1957. That's when the Boone brothers purchased the shoe-string farm, for better or worse.

It's interesting to note that a kinsman of theirs, the late Congressman Benjamin Helm Bristow, who was secretary of the treasurer under Grant, was a major stockholder in the rail line.

Bristow donated a part of the right-of-way when the line was built, with one stipulation. He had an asparagus patch and it wasn't to be disturbed. Which caused some confusion since the asparagus was right in line with where the railroad was to be built.

It was settled, however, to the satisfaction of all concerned. They just made a kink in the rail line to go around the asparagus.

Anyway, the Boone brothers have recently given a part of the land to the town for a water tower site. They plan to give away the remainder for a roadway, if and when the town gets ready to build it.

Easy ink-fountain cleaning: Spray Ink O-Saver into the fountain before putting in the ink. The ink will not stick to the metal.

### Sturgis' Tours Eu

Major E. Sturgis Ne... in Europe... Staff's Ov... Reserve O... few staff... Graduat... class of 1... uate, he v... tenant and... Airborne... leased from... his father... in 1962.

He is pr... Military A... the Inspe... Enforceme... Base, Illin... was made... entire USA... ficers selec... above, wh... their state... the inform... lic.

He is av... and will b... ested group... tour, what... their capab... war."

Areas ar... pean tour... quarters, USAF H...



**Sturgis' Editor Calman  
Tours European Area**

Major E. C. Calman, Jr., editor of the Sturgis News, served on official tour of duty in Europe as a member of the "Chief of Staff's Overseas Orientation Staff Visit for Reserve Officers," an honor that is accorded few staff officers.

Graduating from Western State College, class of 1951, as an Honor ROTC Graduate, he was commissioned Second Lieutenant and served with the 11th and 82nd Airborne Infantry divisions. He was released from active duty in 1953, and joined his father on the News, becoming editor in 1962.

He is presently assigned to Headquarters Military Air Transport Service, Office of the Inspector General, Security and Law Enforcement Division, Scott Air Force Base, Illinois. His appointment for the tour was made from applications throughout the entire USAF reserve forces who apply. Officers selected are normally field grade, or above, who are in responsible positions with their state and county, who can best relate the information gained to the general public.

He is available for speaking engagements and will be happy to appear before interested groups to discuss areas covered in his tour, what the allied powers are doing, and their capability in this period of the "cold war."

Areas and events covered in this European tour included Paris, SHAPE Headquarters, NATO briefing, Wiesbaden, USAF Headquarters in Berlin, Ramstein,

### Going Out Of Business Is Owner's Business

A test case involving an employers' right to go out of business without giving advance notice to a union will be decided by the Supreme Court. The outcome may affect at least one similar case in the newspaper field although the appeal to be heard by the high court is in the textile industry.

Darlington Manufacturing Co. closed its mill at Darlington, S. C., shortly after Textile Workers Union of America won an election and gained the right to represent the firm's employees. National Labor Relations Board ruled the closing was motivated by anti-union sentiments and ordered a related corporation to provide back pay to Darlington employees and to keep on paying them until they found equivalent jobs.

The Court of Appeals overruled NLRB saying that regardless of anti-union considerations the company's "absolute prerogative" was to go out of business. The union appealed again and the Supreme Court this week agreed to review. The deceased New York Mirror has won the first round in a similar NLRB case, which lacks the charge of an anti-union management but does have a parallel in that there is a surviving corporation which could be found liable, as was held in the textile case.

Senators John Tower (R., Tex.) and Barry Goldwater (R., Ariz.) have joined in introducing a bill to prevent NLRB from limiting the right of an employer to go out of business. The bill is S.2744.

A recent report from the Bureau of the Census, "Mobility of the Population of the United States, April 1961 to April 1962," points out dynamic changes occurring in every community with Americans on the move. Each year, 20% of the population changes his residence. Men move more often than women—negroes move more often than whites—mobility rate is highest in the 18-24 age group—blue-collar workers move more often than white-collar—mobility is almost 50% for men 22 to 24 years—(ruling out children under 14 years) 75% of the moving is done by young adults under 35.

West and East Berlin, and Italian cities of Vicenza, Aviano, Istrano, Treviso, and Naples, and London. Travel was made by jet.

If his wife, the former Patsy McGraw of Providence, and four children will let him go, call on him for interesting accounts of our "cold war" front.

### Advertising Discounts Under FTC Fire

The Federal Trade Commission may decide that discounts on advertising space and time come under the Robinson-Patman price-discrimination law, Printers' Ink warns. According to subsection 2(a) of the law, it is unlawful for a seller of commodities to give a price break to one customer over another. The FTC may contend that advertising space and time are "commodities," and as such are covered by the law.

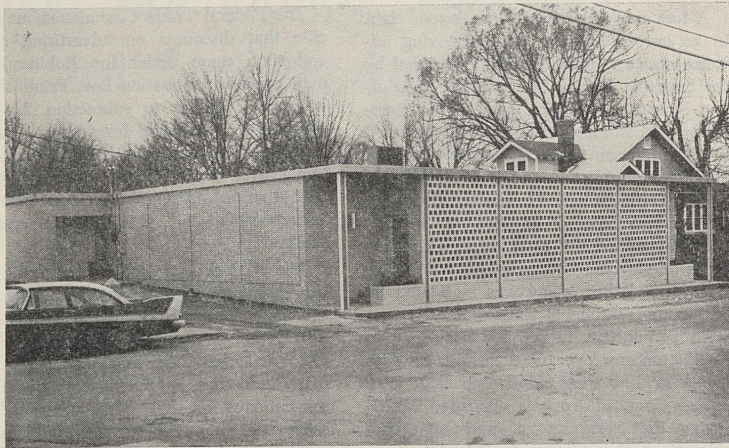
The FTC has repeatedly ruled that quantity discounts must be totally justified by savings in costs. It is doubtful that such justification is possible for advertising media, particularly the broadcast media. In many industries, enforcement of the Robinson-Patman Act has been welcomed by sellers of commodities who would prefer not to give discounts. Broadcasters, in particular, might not reject the opportunity to scale down their discount schedules if FTC pressures gave them an excuse.

### Narrower Columns Bring Increasing Repair Costs

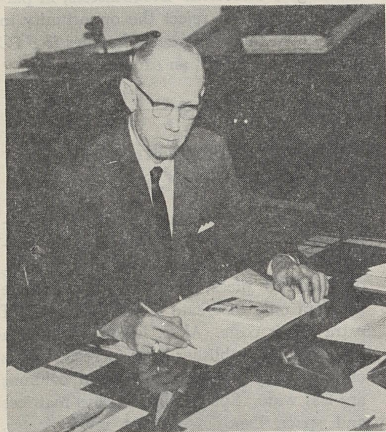
According to a former slug machine representative, newspapers, which have converted from wide columns down to 11 picas, or even 10 picas, may have solved one problem only to create another—the rise of extra repair costs. Al E. Elliott, writing in the Arkansas Publisher, says increased costs of machinery repairs result when columns are less wide. Specifically, he says matrices and space bands wear out much faster. Shorter lines call for closer tolerances, often hand spacing or "adding thin space"; matrices get banged up and bang up the right hand end of delivery channel rails; elevator back jaw and adjusting bar wears out faster; second elevator bar wears faster, especially if alignment is not kept in accurate adjustment. Back in the mid-30s, mats sold for a dime apiece. What are they now—35c?

The Rules Committee of the Georgia Senate killed the proposed bill to prohibit liquor advertising by voting to remove it permanently from the upper chamber's calendar. There was no dissent when the Rules Committee acted; the bill's sponsor was not present. The measure would have banned any advertising of whisky or beer in newspapers, magazines or on radio or television originating in Georgia.

New Facade Of The Franklin Favorite



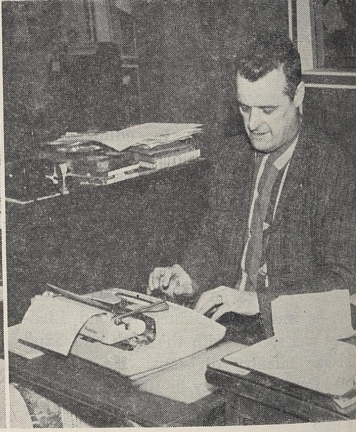
L. L. Valentine, general manager



Howard G. Ogles, commercial manager



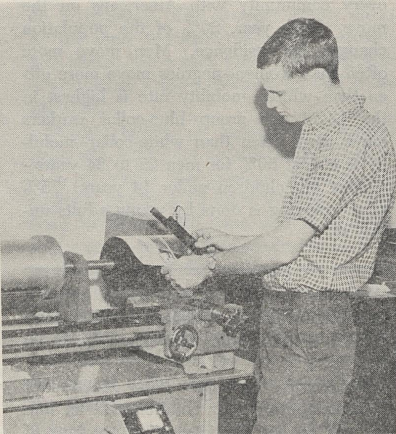
Betty Milliken, secretary-treasurer



Stanley R. Portmann, editor-news-caster



Harry D. Stone, radio news director



Davidson at the Photo-Lathe



Edgar Temple, foreman, Billy Davidson,

Franklin Intensive

The Franklin Intensive which publishes in its part building c

To the white new press vertising a modeled a spacious the offices ing shop ter and bo

Radio V section from doubles as meetings.

During ing and re has been commercial ment incl Heidelberg Kelly job install in Goss Cox-

In addition ment, new and shop

An executive Valentine, commercial ley R. Port Stone, radio ken, secretary routine fu paper-radio plus an ad corporation

Porte P Franklin I new Section lished in deals with say: "These guidance own hour who wish Typical of rates show machine co and for 10 from \$5.80 resentative log, invites through us have about

### Franklin Favorite Gets Intensive Face Lifting

The Franklin Favorite-WFKN Inc., which publishes the Franklin Favorite and operates Radio WFKN, held open house in its partly new and partly remodeled building on April 25-26.

To the newspaper's L-shaped section of the white brick building has been added a new press and stock and supply room. Advertising and business offices have been remodeled and rearranged, the walls paneled, spacious cabinet provided along one wall, the offices brightly lighted, and the printing shop redecored. The reception counter and bookkeeping quarters are separated.

Radio WFKN broadcasts in an adjoining section from all new studios. Its big studio doubles as a conference room for joint staff meetings.

During the 18-month period of rebuilding and remodeling, the firm, a corporation, has been re-equipping its newspaper and commercial printing shops. Added equipment includes a new Photo-Lathe, a new Heidelberg press, and a reconditioned Kelly job press. The Favorite expects to install in April a reconditioned, eight-page Goss Cox-O-Type newspaper press.

In addition to rebuilding and re-equipment the firm has reorganized its management, news, advertising and production, and shop staffs.

An executive staff, composed of L. L. Valentine, general manager; Howard Ogles, commercial and production manager; Stanley R. Portmann, newspaper editor; Harry Stone, radio news director, and Betty Milliken, secretary-treasurer, co-ordinate the routine functions of the integrated newspaper-radio operation. The executive staff, plus an accountant and lawyer, form the corporation's board of directors.

Porte Publishing Co., publishers of the Franklin Printing Catalog, have issued a new Section 30, to replace the one published in September 1962. This section deals with Hour Rates and the publishers say: "These rates and schedules are for the guidance of those who do not figure their own hour rates or economic values, and who wish a fair average guide to follow." Typical of the new minimum selling hour rates show an increase for hand and slug machine composition from \$9.50 to \$10.00 and for 10 x 15 hand fed platen presses from \$5.80 to \$6.10. KPA, as sales representative in Kentucky for Franklin Catalog, invites members to renew subscriptions through us and to ask any questions you have about the book.

### Does U.S. Have Need For 35-Hour Work Week?

In his column this week, a West Virginia editor says, "Who said the United States needs a 35 hour work week?"

If a person arrives five minutes late for work, spends 10 minutes freshening-up, and takes two five-minute coffee breaks during the morning, he has wasted 25 minutes of his employer's time even before he goes to lunch. Of course, if another 10 minutes of idle chit-chat are thrown in, the time loss rises to 35 minutes.

Then if he chisels an extra five minutes on the lunch hour, takes two five-minute afternoon coffee breaks, chit-chats for another 10 minutes, takes 10 minutes to freshen-up before quitting time and then leaves at five-minutes-of-five instead of five o'clock, he has cheated his employer out of another 40 minutes. Forty plus 35 minutes totals 75 minutes. That's an hour and 15 minutes off the work day. Thus an eight-hour "work day" actually represents only six hours and 45 minutes of productive labor. (If your work day is 7½ hours, your work day is actually only 6 hours and 15 minutes.) On the basis of a five day week, that's a "work week" of 33 hours and 45 minutes (or 31 hours and 15 minutes.) Who said the United States needs a 35 hour work week?

The national economy for efficient operation needs both production and distribution. Advertising is the cheapest means of obtaining maximum distribution.

Kentucky friends of Tom Tanner will be interested to learn that his retirement as Secretary-Manager of the Southern Newspaper Publishers Association became effective April 1. He was succeeded in the manager's post by Walter C. Johnson, Jr., who formerly headed the SNPA Labor Department. Mr. Tanner has taken an office at 517 Dome Building, Chattanooga, Tenn.

The Benton Marshall Courier has a beautiful golf trophy just ready and waiting for any person who has the gilding skill, the athletic abilities or the pure luck to hit a hole-in-one at the Benton golf course.

"Some of those golfers are getting pretty good out there," said Scott Smith, Courier Editor and Co-Publisher, in offering this award; "But, we are not exactly expecting a run on trophies . . . we have three bright, new ones just in case."

This "contest" includes the ladies, in spite of the fact that the three present trophies have a man golfer atop each gleaming stand.



**This halftone cost just 7 cents on Photo-Lathe**

Think of how many halftones you could make on a Photo-Lathe 12 x 18 plate that sells for \$1.10.

The Photo-Lathe electronic engraver makes halftones in 12 screens—from 70 to 160 lines. Makes *line* engravings, too.

Send today for your free Photo-Lathe Sample Kit. Write: Graphic Electronics, Inc., LaSalle, Illinois

## ANR Reaches Record Volume

Advertising placed in weekly and small daily newspapers through the American Newspaper Representatives, reached a record high during 1963. Almost \$6 million in advertising revenue flowed through ANR, an increase of 9.2 percent over 1962, according to ANR.

First quarter billings for 1964 total \$1,189,684, an increase of more than \$90,000 or 8.2 percent over 1963. An ANR spokesman pointed out that this is a significant increase because first quarter billings are "historically low."

The future looks "even better," according to the spokesman, who pointed to several reasons for his optimistic statement.

The installation of a new Univac 1004, automatic data processing machine, will speed billing up to 500 percent. An ANR executive estimated that "it will be like doing five days' work in one," when fully operational.

Another factor going for weekly publishers is the recent tax cut, which has already encouraged greater spending by manufacturers, advertisers and consumers.

Operating expenses have been "greatly reduced" by installation of the Univac 1004, and this additional money will be used to hire new salesmen on the national level.

Payments to publishers will be speeded up, leaving more time for the use of the

Univac in developing vital research and promotional material. "We'll convert this into refreshing new sales presentations in behalf of hometown newspapers," said ANR.

The opening of an ANR office in San Francisco recently, also "further justifies this positive look at national advertising in weeklies." Billings for the San Francisco office are up 46 percent for the first three months of 1964. This was determined by comparing it with previous lineage covered through the Los Angeles office by "part-time" computing back and forth from San Francisco.

ANR, in addition to acting as ad representative for the weekly press of America, handles billings for 33 small dailies. The ANR reports lineage increases are \$25,866 ahead for the first quarter of 1964.

Kentucky ranked sixth in the volume of national advertising in 1963, only preceded by Michigan, Georgia, Minnesota, Ohio, and Iowa in that order. If we consider that the first five states have from 1½ to 4 times the number of weekly newspapers than Kentucky, the ranking takes on added significance as to the total \$\$\$ received by KPA newspapers last year.

We confidentially expect that the same volume, or augmented volume will mark 1964.

### Press Freedom In New Mexico

A controversy over freedom of the press has arisen in New Mexico. It developed from a syndicated columnist's reports on the court treatment given a lawyer guilty of manslaughter. The columnist, Will Harrison of Santa Fe, was found guilty of criminal contempt for having contrasted in dispatches the fact that the lawyer had drawn no sentence while a similarly culpable Mexican-American had been sent to prison. Harrison was given a 10-day jail sentence for contempt and was released pending appeal.

The central point at issue is whether a court case can be protected from newspaper comment by protracting its conclusion—in the case of the lawyer, by deferring sentence for a year. The lawyer defending Harrison noted that there was no jury in the lawyer's case to be influenced by any publication, and that Harrison's comment had been published only after the court had given a decision. The New Mexico Press Association and the American Society of Newspaper Editors have announced their support of Harrison.

### Political Adv. Rules

A Baltimore, Md., grand jury recently recommended the adoption of rules for political advertising. At present Maryland has no statewide law regulating political advertising.

The grand jury recommended that political candidates be required, by legislation of necessary, to use the word "advertisement" in any advertisement or advertising material. It also proposed that all advertisements and advertising material be personally approved by the person whom the advertisements or advertising material is authorized.

The recommendations followed the grand jury's investigation of charges made by a political candidate about another candidate's ads.

Robin Gardner, six-year-old daughter of Ro and Lee Gardner of the Hickman Courier, is recovering from an emergency appendectomy performed recently at the Obion County Hospital, Tennessee.

### Official Is Indicted

Robert B. Williams, treasurer of Knox County Fiscal Court, is scheduled for trial September 24 on a charge of failure to make a financial report and publish it in the local newspaper.

Judge B. Robert Stivers set the trial date in Knox Circuit Court after Williams pleaded innocent here yesterday.

Williams was indicted by the grand jury for failure to report the County's financial transactions as required by State law. Publication of a detailed report on receipts and expenditures is required within 60 days after close of the fiscal year.

### No Ads On Wrapper

Ads on wrappers, envelopes, prohibited in second-class mail. A publisher was advised recently by his local post office that a wrapper containing an ad for a special edition of the enclosed newspaper would not be acceptable under second-class postal regulations. The rule applying in this case appears in Section 132.472 of the Postal Manual. It lists the additions which are permitted on wrappers or envelopes in second-class mail. Part "d" of the rule permits: "Printed or written name and address without addition of advertisement of the publisher or sender, or both."

### Names In News

The publisher of a northern newspaper has come up with an idea that helped add new subscribers to his circulation list: Employees take extra copies of the current issue, a copy of the mailing list, a red pencil and turn to the county news. They pick out names of people in the community news who are NOT on the subscription list, circle their names in red, and mail the sample copy to them . . . along with an order form for a year's subscription and a blank check or bank draft to make it easy to "sign up" and "pay off."

### Your Phone Number

Your telephone number is important to a lot of people. The telephone number of your newspaper should be prominently carried in either one of two places, or both. Why not carry it in your masthead . . . and give it a good display? If your 2nd class mailing requirement notation is on page 1, like some, why not list your telephone number there too? Address also! We believe your readers will think it is a good idea if you carry yours.



## Cigarette Makers Issue New Code

The nation's cigarette makers announced the adoption of an advertising code designed to abolish any sales-pitch claims that smoking is essential to "social prominence, distinction, success, or sexual attraction." The code also forbids any advertising aimed at young persons.

The code will apply to all cigarette advertising, including newspapers, magazines, television, and radio.

Under the code, all advertising must be submitted to the administrator for his approval. Violators will be required to pay the administrator's office up to \$100,000 as "liquidated damages."

Spokesmen said the code will be enforced by an administrator of "recognized independence, integrity, and intellectual achievement." The as-yet un-named administrator's authority in policing the industry's advertising will be comparable to that of the "czars" who now watch over the affairs of professional baseball and football, it was said.

The F.T.C., along with the Justice Department, must approve the tobacco industry's plan before it can be put into effect. Industry spokesmen said they regarded this approval as a technicality and expected to have it within a few weeks. The appointment of the administrator will be announced "shortly," they said.

Edwin P. Finch, president of Brown & Williams Tobacco Corp., stressed the industry's proposed advertising code in six provisions:

1. "Testimonials from athletes or celebrities in the entertainment world, or from other persons who might have special appeal to persons under 21, shall not be used.
2. "Cigarette advertising shall not appear in school, college, or university media, or in comic books or comic supplements of newspapers.
3. "Sample cigarettes shall not be distributed to persons under 21.
4. "Promotional efforts shall not be conducted on school or college campuses or in fraternity or sorority houses.
5. "Cigarette advertising shall not appear on television and radio programs, or in publications, directed primarily to persons under 21.
6. "Persons depicted in advertising as smokers must be at least 25 years of age and must appear to be at least that old."

Finch said the cigarette-manufacturing companies already have begun reshaping their advertising campaigns to conform to code provisions.

Whether the industry's new standards will mean a drop in the huge amounts they now spend each year on advertising remains to be seen. Finch said Brown & Williamson plans no reduction in its advertising budget as a result of the code.

Among the code's provisions are several relating to advertising statements about smoking and health. The code directs that no such statements can be made unless they are "significant in terms of health and based on adequate, relevant, and valid scientific data."

Provisions of the code indicate the cigarette industry will continue to pin its hopes for the future on developing better filter cigarettes. Under the code, advertisers will be banned from using filters as the basis of health claims. However, under certain conditions, the industry will be permitted to advertise its progress in the development of more effective filters.

The unveiling of the code follows by three months the United States Surgeon General's report linking cigarette smoking with lung cancer and by five weeks the F.T.C. hearings on its proposals to regulate cigarette advertising. Finch said the industry began work on the code at least a year ago, and has nothing to do with the Surgeon General's report or the F.T.C. proposals.

However, he said after the press conference that he hoped adoption of the code might lead the F.T.C. to consider its position. "We have no way of knowing that it will, of course," he added.

The F.T.C. now wants warning labels on cigarette packages. Similar warnings would be contained in all cigarette advertising under the agency's plan. The F.T.C. has until May 15 to decide whether to put the proposed regulations into effect, to modify them, or to drop them entirely.

\* \* \*

Federal Trade Commission has produced a fat report on "Cigarette Advertising and Output" including background information to be used in reaching a decision on proposed rules to require health warnings and other restrictions. Various FTC bureaus contributed sections to the report.

To give opponents of the proposed rules time to study the report, FTC postponed for 30 days, until May 15, the deadline for filing written comment on the proposal.

Readers pay only about 30 percent of newspaper costs—advertisers pay about 70 percent.

## Liquor Ads On TV Face Possible Ban

Plans for breaking the broadcasting ban on liquor advertising have yet to materialize. Whiskey commercials over Station WQXR, the New York Times station, during late evening hours only and excluding Sunday, were slated to begin April 6 but none have been aired yet, apparently due to the threat of Congressional action.

McKesson & Robbins, a liquor importer, contracted to advertise Scotch over WQXR but cancelled its plans after Senator John O. Pastore (D., R.I.) introduced a bill to outlaw such commercials on both radio and TV. The advertiser announced it did not want to "encourage any added restrictive legislation in an industry that is burdened by controls."

Schenley Industries was the other advertiser to sign with the station for hard liquor ads. After the Senate bill was introduced and McKesson had cancelled its contract, Schenley said it would go ahead on schedule, starting April 6. Later a two-week delay to April 20 was announced because of "copy problems."

On April 20 Schenley began its WQXR schedule, but not with whiskey ads. Instead announcements were confined to public service messages dealing with parks, the World's Fair, concerts, etc. None of the sponsor's products were mentioned and the sign-off simply credited "Schenley Industries and its dealers." WQXR is still ready to accept liquor advertising but at the moment lacks a sponsor willing to risk the threat of Congressional action.

## Fifteen Cent Letter?

Postmaster General John A. Gronouski, while not seeking a postal rate increase at this time, has warned of the possibility of a 15-cent letter by year 2000. He said nothing about second class rates at any future date. Gronouski's theme, in addressing a convention of Postmasters in Cincinnati, was to beseech his troops to cooperate fully in popularizing the ZIP Code. He warned of "sky-rocketing costs" and said: "If we ignore advancing technology and permit postal costs to continue to rise, the 15-cent letter could be a grim reality by the year 2000."

Ezra J. Crane, member of the National Editorial Association Board of Directors, died unexpectedly following a heart attack at his home in Wailuku, Maui, Hawaii, March 29.

**For Women Only—**

"Now that it is almost time to store your blankets and winter clothing, here is a good suggestion: After reading the paper today, use it to lay between your blankets and clothing. This will keep the moths away. I even hang newspapers on my coat hangers to cover my dresses and coats. You will never see a moth again. It's inexpensive but so good." . . . from HELOISE.

You might reprint this—and sell some old newspapers in bundle lots. Looking backward—newspapers were standard in under-laying carpets.

Mr. and Mrs. Lawrence W. Hager, Sr., of the Owensboro Messenger and Inquirer, with their granddaughter, Susan Hager, left New York April 27 for Europe. They will complete a six-weeks tour.

**CALENDAR OF EVENTS**

**MAY**

8-9—Eastern Kentucky Seminar, Jenny Wiley State Park, Prestonsburg

**JUNE**

4-6—Mid-Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

8-19—Newspaper in Classroom Short Course, School of Journalism, Lexington.

24-27—NEA Annual Convention, Hotel Commodore, New York

28-July 2—Newspaper Managers Annual meeting, Ocean Park, New Jersey

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

**STAMPS CONHAIM**  
A COMPLETE NEWSPAPER  
ADVERTISING SERVICE  
FOR Daily and Weekly Newspapers  
101 FIFTH AVENUE, NEW YORK 3  
Representative  
Chas. H. Lovette  
1919 Sundown Lane, Ft. Wayne, Ind.

**FTC Booklet Available**


The new Federal Trade Commission booklet, outlining its four advisory programs, are designed to help the business man keep his practices within the law, to "substitute sound legal guidance for uncertainty" and to eliminate speculation about "what the FTC will or will not do" in a given matter, as the publication explains.

The booklet gives examples of how the four programs—Advisory Opinions, Guides, Trade Practice Conference Rules and Trade Regulation Rules—work out in actual situations when the agency is consulted before a business acts. FTC Chairman Paul Rand Dixon has declared the agency recognizes that the great majority of business men "want to play fairly." The booklet may be obtained without charge at Better Business Bureau offices.

Any fool can criticize, condemn, and complain . . . and most fools do.

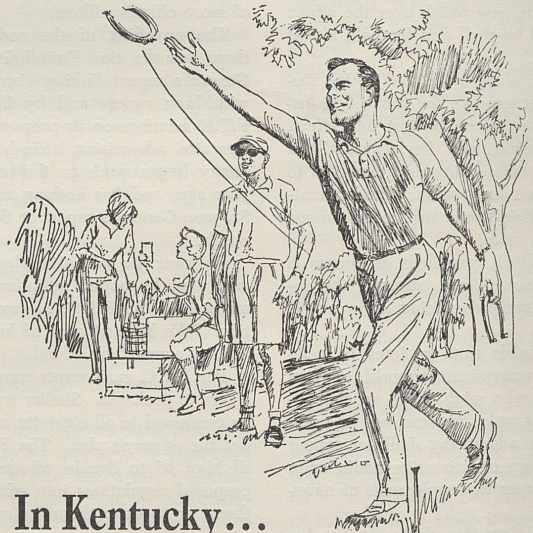
**CIRCULATION NEED A BOOST?**  
Over 3,500 Newspapers Recommend the "LINER PLAN"  
**Liner Circulation Service**  
Time-proven Integrity and Reliability  
221 N. LaSalle St., Chicago 1, Illinois  
— Since 1906 —

**This FREE TRIAL Offer—**



Will prove you can realize greater offset profits. 650 pages of values. Revised as needed.

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



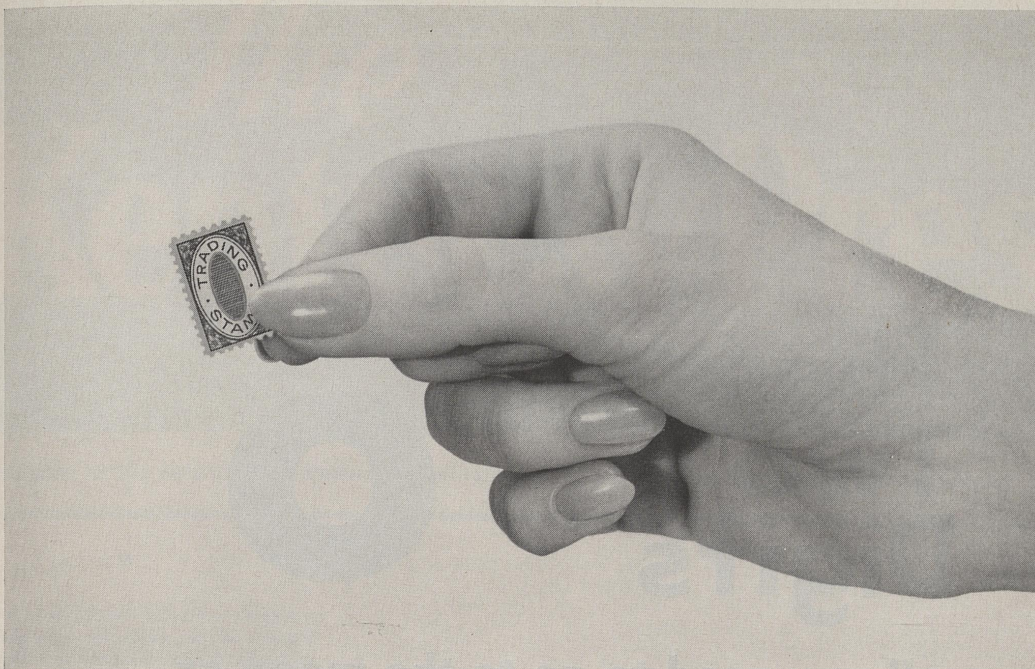
**In Kentucky...  
at a picnic, beer is a natural**

When you're relaxing at your favorite outdoor beauty spot with friends or family, and your thirst's whetted by fresh air and exercise—that's the ideal time for a cool, refreshing glass of beer. In fact, you can name your recreation—swimming, hiking, or just watching TV—and chances are nothing in the world fits it quite as well as beer.

Your familiar glass of beer is also a pleasurable reminder that we live in a land of personal freedom—and that our right to enjoy beer and ale, if we so desire, is just one, but an important one, of those personal freedoms.

**In Kentucky... beer goes with fun, with relaxation**  
UNITED STATES BREWERS ASSOCIATION, INC.  
P. O. Box 22187, Louisville, Kentucky 40222





## Only a tiny piece of paper—but it's worth \$1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little “extras” of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated \$500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another \$500,000,000, ranging from over \$120 million for transportation, warehousing, and redemption store operation, to more than \$90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000

workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.


So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

*Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.*

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.

AN AMERICAN WAY OF THRIFT SINCE 1896





**These  
Two  
Digits**

**are all you need to go to the moon or  
OPERATE AN ELECTRIC SYSTEM!**

Kentucky Utilities Company's new solid state, digital computer will be the first of its kind in the U. S. utility industry. It is known as a PRODAC 500 System Operations Computer—SOC for short. Similar computers furnish the data for space and lunar navigation.

Its electronic brain recognizes only ONE or ZERO, adding, subtracting, multiplying, and dividing in geometric multiples of one at the rate of 100,000 computations a second.

In its primary function as a giant control system, KU's SOC will accept data telemetered via microwave from master meters throughout the KU system and determine the amount of power needed at that instant. It will then select the exact setting on eight generators that will produce this power most economically, and automatically com-

mand each generator to pick up or reduce its load to achieve this economy.

Ten thousand computations are required to do this. SOC will do it in 1/10th of one second, every four seconds.

During its "free" time, SOC will be given hundreds of other complex calculations required in the daily operation of an electric company.

*What will SOC do for KU customers?*

*SOC will help keep costs down.* By taking full advantage of its ability to maintain at all times the greatest possible economy and efficiency on the KU system, the company will be better able to overcome the increasing costs of everything that goes into *making* electricity.

**Electric Power**

**Industrial Development**

**Community Development**

**KENTUCKY UTILITIES COMPANY**

An Investor Owned Electric Company

Rates Regulated by the Kentucky Public Service Commission