

071.69
K419
vol. 33
1967
no. 8

The Kentucky Press

VOLUME 33, NUMBER 8

AUGUST 1967

EIGHT PAGES

Circulation Division Selects Site



The Circulation Division of the Kentucky Press Association has chosen Lake Cumberland State Park in Jamestown as the site for its Fall meeting. A record attendance was predicted by Bill Gibson of the Frankfort State Journal, who has served as Chairman of the division since its beginning last September. As in the past, sessions will be devoted to discussing circulation problems, and finding new techniques to increase circulation, on both the weekly as well as the daily level.

Last meeting a success

The last meeting of the Circulation Division was held at Rough River State Park, and was well attended by representatives of the weekly press in this state. In every case, the remark was made that "this was one of the most informative meetings that I have

ever attended."

Program looks like this

The program gets under way on Friday evening, September 22. An informal registration will be conducted by Jerry Adkins of the Somerset Commonwealth-Journal. At 6:30, the Kentucky Press Association will host a reception, to be followed by dinner on your own.

Be ready to work on Saturday morning. Breakfast is on your own, with the first business session getting under way at 9:00. Don Towles, Director of Public Service and Promotion for the Courier-Journal and the Louisville Times, will speak on newspaper promotion. This seems to be an area where everyone can take home some ideas.

At 10:00, Bob Thorp, of the University of Kentucky School of Journalism, will speak on the Newspaper in the

Classroom Program. This was a program originally started by circulation managers, and then was carried forward by the promotion managers in the newspaper profession. Under their leadership, this has become one of the most necessary projects ever undertaken in our field. Bob will explain to you how no newspaper is too small to participate in the Newspaper in the Classroom Program. You are certain to get some ideas for promoting this concept in your own community.

Lunch is on your own, at 12:00. At 1:30, a round-table is on the agenda. Bill Blackwell of the Ashland Daily Independent will moderate the, daily division, and Dave Schansberg, the weekly. If you attended the last circulation meeting, you know what a fine job Dave did with his talk on newspaper promotion. We'll re-group at 3:30 and have the election of officers.

A reception precedes the banquet, which is scheduled for 7:30. Secretary-Manager Viehman will preside as master of ceremonies. Various awards will be presented by S.C. Van Curon, Dave Schansberg, and Bill Gibson. Last on the program is the introduction of new officers.

Sunday for golfing

Sunday has been left open so that you may enjoy the fine golf course at Lake Cumberland, hike, fish, or have time to check out. We are looking forward to having all of you in attendance for this meeting. Reservation cards and other reminders will be mailed out to you in the near future. Reservations are to be made directly with the park. This will be one of the most profitable meetings that you will attend all year.

THE KENTUCKY PRESS
 Official Publication
 Kentucky Press Association, Inc.
 203 W. 2nd St.
 Lexington, Ky. 40507
 Printed By
 Voice of St. Matthews, Inc.
 St. Matthews, Ky. 40207
 A. J. Viehman, Jr., Editor
 Florida Garrison, Asst. Editor.
 Member
 Kentucky Chamber of Commerce
 Newspaper Association Managers
 National Newspaper Association
 International Newspaper Promotion
 Association
 Better Business Bureau
 Kentucky Press Association, Inc.
 S. C. Van Curon, President
 Howard H. Ogles, Vice President
 A. J. Viehman, Jr., Sec.-Mgr.-Trs.
 Executive Committee
 George M. Wilson, Chairman (Second Dist.)
 William Nelson (First Dist.)
 Al J. Schonberg (Third Dist.)
 Ben E. Boone III (Fourth Dist.)
 Frank C. Bell (Fifth Dist.)
 Thomas M. Buckner (Sixth Dist.)
 Warren R. Fisher, Jr. (Seventh Dist.)
 Louis De Rosett (Eighth Dist.)
 James T. Norris, Jr. (Ninth Dist.)
 R. Springer Hoskins (Tenth Dist.)
 James L. Crawford (At Large)
 Donald B. Towles (At Large)
 Tommy Preston (At Large)
 Larry Stone (Past President)

Circulating with Bill

By Bill Gibson

Dear Publisher & Circulation Manager

We're looking forward to seeing you at the Circulation Meeting for Kentucky newspapers at Lure Lodge, September 22, 23, 24, in Jamestown, Kentucky.

A very interesting program has been planned for you, which I know will be beneficial to you and your newspaper. Make your plans now to attend the Fall meeting.

If you have not yet made your re-

servations, I am enclosing a reservation card for your convenience—make your reservations early, drop your card in the mail today.

We hope to see you and your lady at Lure Lodge at the Circulation Meeting Sept. 22.

Respectfully Yours,

Jerry H. Adkins
 Vice Chairman
 The Circulation Division of the Kentucky Press Association.

Jack-Notes

By A. J. Viehman, Jr.

It's finally vacation time again. Of course, a lot of people have already taken theirs. Florida Garrison was gone for a couple of weeks to the Cloister at Sea Island, Georgia. President Van Curon took off about a month and headed West, past the cold prairies (that might ring a bell if you were at the Winter Convention in Louisville last year), and on into sunny California. Van mentioned something to me that started me thinking. He said that he only saw three Kentucky license plates on his entire journey. Where, then, do Kentuckians go for a vacation.

I can't believe that all of them go to the state parks. All you have to do is either try to get reservations sometime, or walk around a state park parking lot and count the out of state plates, and you'd know that a lot of Kentuckians go somewhere else for a vacation. To give you a "for instance," I guess that my situation is no different from a lot of other peoples'. Each year about this time I start to hear waves and pounding surf, and each year a couple of weeks from now, I vow never to go through that hot, sandy, look for a motel, ordeal ever again. Nevertheless, I probably will do it over again, for the thought of finding a secluded stretch of beach in the moonlight is just enough incentive to blot out that last stronghold of reasoning and rationalizing.

Here is the real marvel to this whole travel mania which grips our country, not only during the summer, but the whole year round. You can pick up a travel folder that shows the most beautiful snow capped mountains in the world, reflected in the bluest lake imaginable, surrounded by open fields and there is always a man standing there telling you how great it is to be wherever he's standing. Then when you get there, you find out that he has gone to the coast, or Canada, or Mexico, or someplace else. Count the number of Michigan license tags passing through and visiting in Kentucky, and yet, it's hard to beat the scenery that I saw in Michigan last year. Where do the people from Florida go to escape it all? Why, of course, to the mountains to see what trees look like and to cool off.

There is just one thing left, known to man, to rock the happy boat of sightseeing. Relatives. This is probably more of a problem early in married life than at later stages, when you've alienated each other's families enough to say "to hell with um, if they want to see us, let 'em come up here for a SHORT visit." Right now the conversation might go like this. "Honey, let's spend a nice long three days at your house on the way to the beach, about four days at the shore, and then wrap things up with a visit to my house on the way home." The reply is, "How much time does that give us at your folks' house, dear?" "Oh, I don't know, I think about six days." "SIX DAYS," she whispers, "YOU MUST BE LOSING YOUR MIND! HOW ABOUT SIX DAYS AT MY PLACE AND FOUR AT YOURS?" "I can't stand to spend SIX HOURS at your place," comes the thoughtful reply. And so it goes, until time has passed to secure reservations, you discover that you need new tires on the car, an insurance premium is due the next month, and you owe the IRS a check for a mis-calculation on last year's income tax. What the heck, you can't afford a trip, anyway.

Well, I guess that the real great thing about our society is that we're never satisfied and we're a bunch of disbelievers. We really don't think that the grass on the other side of the hill is greener, but we want to see it for ourselves just to make sure. And so, as the sun slowly sinks over the KPA headquarters, I bid you all adieu and head for a place where the grass can't be greener. Where? I told you before, to the beach, and man, won't it be good to get home again!

GUEST EDITORIAL

A certainty

Reprint from Cynthiana Democrat

There are few certainties in the Kentucky Legislature. However, as good as any bet for the 1968 session is this: Expect some definite regulations regarding operation of motorcycles.

The new laws will affect quite a few individuals from our area since motorcycle riding is obviously becoming a very popular sport. But along with the fun is danger. Kentucky has already recorded five motorcycle rider deaths this year. Registration of this type vehicle rose to 21,000 last year, and accident incidents soared accordingly.

Some communities already have special ordinances regulating motorcycles. Barbourville, for instance, requires a safety helmet and protective eyeglasses for both driver and

passenger. Helmets must pass certain standards. Barbourville also has specific rulings on motorcycle passenger riding.

Next year though, there won't be isolated regulations. We can expect the State Legislature to follow suggestions from the Department of Public Safety. All operators will be required to pass a special examination; they must wear approved headpieces and eyeprotectors; so must all passengers. There will be motorcycle inspections. Motorscooters and motorbikes will be included in the law-making.

Some no doubt will find fault with this strictness. But those who pass our laws, in this instance, will be acting in behalf of saving a life -- both the cyclist's and the bystander's --

Maladies of the fourth estate

Newspapermen are afflicted with certain ailments rarely found in the outside world. One has only to check the records to prove it.

Statistics go back to 1867, when records were kept jointly by Matthew Bradey and Horace Greeley who started out as itinerant printers. According to them, 87 per cent of front-end and backshop mortality was from lead

poisoning, 10 per cent from natural causes, 3 per cent from overdose of caffeine, 1 per cent from ink asphyxiation, and 1 per cent unaccounted because they vanished into the galleys. (That adds up to 102 per cent, but it's well known that Greeley, especially, liked to do things in a big way.)

Later statistics on the occupational diseases of journalists are even more reliable. These cover publishers, copy editors, news editors, and city editors. Of the total 95 per cent (5 per cent missing), 28 per cent succumb (editorial term for "die") to acute euphemy. An even more extensive succumb is hardening of the brain, suffered by a whopping 49 per cent of editors and publishers. And 7 per cent have their final -30- written by the depredations of crusader's heart, which entangles the arteries and deranges the senses. As for city editors, specifically, 91 per cent pass on from straining of the vocal cords, the remainder from hardening of the brain and natural causes. Many copy editors get pedanticia, which unfortunately is not fatal. What became of the missing 5 per cent is not clear. Some say they were stolen by Horatio Alger and sold to the Hearst syndicate and then lost when Hines folded. Supposedly Alger took a bribe in the transaction, which introduced the term "five-percenter" into the language.

Sportswriters, records reveal, suffer from nostalgia and galloping superlativitis; it is shocking to note that 92 per cent of them have died of these ailments. The industry owes a vote of thanks to Dr. Mordecia ("Three-Finger") G. Whizz, who has isolated the Campus Waltercoccus as the virus that causes both diseases. As President Swiftpen (Klee) Shay told the Convention of Sportswriters at Coopers-town last summer, "A frenzied crowd

Continued to page 3

How'd you like it

Last month, we carried a column by Miss Nettie R. Willis. We didn't include an explanation of any sort for the column in the hopes that you would inquire about her. Now, in answer to your questions, I'll tell you that Miss Nettie is an honest to goodness Kentucky Mountain woman who lives near Salt Lick. In case you're not familiar with Salt Lick, that's close to Owingsville, and Russ Metz uses Miss Nettie's column frequently in the Bath County News-Outlook. Her column is titled "Of Folks and Footlogs," and Russ has told me before that she leaves her copy in her mailbox so that it can reach town. The only trouble is that the mailbox is across a creek from Miss Nettie's cabin, and when the creek rises, she can't get to it. I guess that's why she closes a number of her columns with "If the Lord willing and the creek don't rise." If you'd like to hear more from Miss Nettie in the future, let me know. We might even get up there and do a story on her.

GUEST EDITORIAL

On obscenity

Reprint from The Anderson News

If we were to print in this space in the next issue of this paper the words to some of the songs which blare out over the radio these days, we'd pretty certainly get a bundle of subscription cancellations in the next mail.

This is not to say that we think even a small percentage of our readers could be called either prudes or puritans. On the contrary, we think our subscribers are good-citizen parents who expect a family newspaper to be sensible about the language it uses in print. The same is true of all newspapers worthy of the name. The masthead of a newspaper carries the name of the editor and publisher, and he is aware that off-color or obscene material in print is going to bring not only pointed letters to the editor but even more pointed cancellations of subscriptions and advertising.

But have you sat down and really listened to the words of some of the songs and ballads on the radio these days? You should. Your teenagers do. And don't bother asking any teenager to repeat some of the words to you. They'd be too embarrassed to do so.

A few days ago the president of one network of 13 AM and FM stations ordered his stations to refuse to play records which "either in-

cently or intentionally offend public morals, dignity or taste."

There are he said, rock records that "glorify dope addiction, homosexuality in general. Some absolutely make permissible, if not encourage, fornication and all varieties of things that would have been called immoral 20 years ago."

Then, in an advertisement in the trade publications, he said: "We've had all we can stand of the record industry's glorifying marijuana, LSD and fornication."

In the future, he said, his stations would refuse any new record release "unless it is accompanied by a valid lyric sheet."

That, it seems to us, might be a good idea for parents, too. No record comes into the house unless the dealer supplies with it a "valid lyric sheet." That's when the objectionable music trade will end - when the music publisher, the manufacturer, and the dealer, including retailers, have to put the salacious lyrics in writing.

The Supreme Court of the United States hasn't found anything it considers in violation of obscenity laws for so long that our magazine stands, bookstalls, and record shops are amuck with smut. But with a little effort, and only a little, we can shut it off the airways.

K.U. Board elects Carloss

Harry W. Carloss was elected vice president of Kentucky Utilities Company by the KU board of directors, July 20. He has been with the company since 1931 and was elected assistant vice-president last October. He will be responsible for business development and public information activities of the company.

An engineering graduate of the University of Kentucky, Carloss is a native of Hopkinsville and has been active

in community affairs in Lexington. He has served in a number of state and national positions in the field of industrial and area development. He served as KU's director of business development from 1956 to 1966.

He is regional vice-president and director of the state chamber of commerce, a member of the construction and community development committee of the U.S. Chamber and a past director of the Lexington-Fayette County Chamber.

He is co-chairman of the Kentucky Clean-up and Beautification Committee, past president of the Kentucky Council for Community and Area Development and past chairman of the area development committee of Edison Electric Institute, national organization of electric companies.

A past president of the Lexington Optimist Club Carloss is a member of the Kentucky Society of Professional Engineers, the Public Utilities Advertising Association and associate member of the Kentucky Press Association.

Iowa's ad tax

A bill that imposes for the first time in Iowa a tax on advertising was signed into law July 20 by Governor Harold E. Hughes.

The new law, which was worked out in closed sessions between the Governor and legislative leaders, provides that all advertising in newspapers, magazines, on television, radio, and billboards will be taxed 3% of the gross.

Clarification needed

Floor leaders for the bill said they expect the tax to apply to out-of-state publications circulated in Iowa. Clarification of the uncertainties, however, is being left to the state department of revenue.

It is on this point that a number of lawyers have already predicted the bill will be in the courts for a long time to come. They contend that the revenue department is being given powers that should have been reserved to the Legislature.

Member stations of the Iowa radio network have voted unanimously to ask the Iowa Broadcasters Association to test its legality (E&P, July 15).

The bill in designed to increase state taxes by \$102 million. The service tax section, under which advertising was included, also levies a 3% on the work of shoe repairmen, barbers and auto mechanics, among others. Virtually all of the money raised by the measure is earmarked for education.

Iowa joins New Mexico, Arizona and Hawaii as the only other states with a gross receipts tax on advertising. In the past six months similar proposals have been advanced in Illinois, California, Maine, Massachusetts, Rhode Island, Pennsylvania, and Tennessee.

Committee meets with mass communications head

Dr. Robert Murphy, Dean of the School of Mass Communication, at the University of Kentucky, hosted the Kentucky Press Association's School of Journalism Committee at a dinner in Spindletop Hall recently. The dinner followed a very important meeting, during which, Dr. Murphy outlined the objectives of the School of Mass Communications, and how its activities would relate to KPA. George Joplin, of the Somerset Commonwealth - Journal, was asked to be chairman for the session, which was attended by some twelve KPA committeemen and faculty members.

Proposes summer work requirement

One of the most discussed proposals made during the meeting was

submitted by Tommy Preston, of the Cynthiana Democrat. Mr. Preston entertained the idea that each journalism student be required to work for at least a summer on a Kentucky weekly or community daily newspaper in order to fulfill requirements for graduation in the journalism curriculum. The student would be paid for his work during this time and then would be expected to enroll in a seminar course, based on his three months with the newspaper, the following semester. It was felt by the committee that this activity would better prepare the student for a career in journalism, and make a more well rounded graduate out of him.

KPA supplies scholarships

Each semester, the Kentucky Press Association supplies scholarships to University of Kentucky and Community College students who intend to pursue the study of journalism. This year, there are eight scholarships available. They consist of \$100 grants each semester, and are renewable at the discretion of the Scholarship Committee. The Louisville Courier-Journal & Times provides the funds for four of these grants, while the Lexington Herald Leader provides two. The remaining two are provided by the Kentucky Press Association through contributions from member newspapers. This semester, there are more applicants than scholarships, and each student's qualifications will have to be weighed heavily before the presentations are made.

Maladies of the fourth estate

Continued from page 2

at Reed Medical roared as Dr. Whizz, in an amazing display of medical magic, cornered and handily trounced the bewildered virus and brought it to an abrupt halt with a dull thud that will long be remembered there." In view of this discovery, only analgesic aspirin, resin poisoning, and mustard overdose remain to threaten the lives of sportswriters today.

But as old diseases fade away, new ones spring up. A few recent ones are: Magpie Jaw (highest among lady reporters), Siagonorea (among headline writers), Unionaria and Lofurump (backshopmen), Chentelis Presurititis (ad men), and Pornographic Thumb (also ad men, and photographers as well, not to be confused with Misleading Elbow). On the other hand, Yellow Feverishness is on the decline since the last century.

Those are the statistics available at this time. We must thank Joseph Turnrool and Stile P. Iramid for compiling the information. For Thomas Jefferson surely hit the nail on the head when he remarked that a better informed press is healthier and fitter

to run the government. Another great pile of information was made available by Buffalo Bill's bull, who was an old-time printer (the bull, not Bill; Bill was an old-time copy editor for the Buffalo Times).

To conclude, let us say, as they do in Pago-Pago, "May health and happiness be yours and may your presses be forever greased in sunshine!"

Daniel P. Gleason



Refreshing the Nation's Economy

What is the brewing industry worth to the American economy? Reckon it in billions. Here are some of our annual outlays, in round numbers:

Excise taxes (federal, state, local) . . .	\$1.4 Billion
Agricultural purchases (grains, etc.) . . .	\$215 Million
Packaging purchases (wood, paper, metal)	\$550 Million
Salaries and wages	\$2.5 Billion

ON THESE FOUR ITEMS ALONE—MORE THAN \$4 BILLION

The Breweries of America Pump Constant Refreshment into the American Economic System.

UNITED STATES BREWERS ASSOCIATION, INC.
P. O. Box 22187, Louisville, Kentucky 40222



GENERAL ELECTRIC
PARKER SPALDING
BISSELL
Kodak SCHICK
Westinghouse
CANNON
International Sterling

Familiar names. Trusted companies. You've got to be good to get into the S&H Green Stamp Catalog.

Each of these firms has been doing it for 25 years or more. But all 721 companies in the catalog this year are first-rate firms. They have to be, because our hard-to-please merchandise buyers review the products of literally thousands of American manufacturers before making final selections.

Offering merchandise with brand names that people have confidence in is one of the reasons we're the world's most popular trading stamp company.*

*63% of all U.S. families save S&H Green Stamps.

Need information about trading stamps? Write or call the local office or redemption center of The Sperry and Hutchinson Company.

An American Way of Thrift Since 1896



Chrysler-Plymouth new model anniversary date

American Newspaper Representatives (ANR), has been advised by the Chrysler Corporation that their 1968 Chrysler - Plymouth Announcement advertising schedule is set for September 14, 1967.

ANR weeklies will receive the schedule for the week of September 10. Every effort will be made to see that you receive insertion orders no later than September 7. A special letter of instructions will accompany the insertion order. The number of newspapers on the schedule is expected to be about the same as for the 1967 release, and each paper will receive either an 800 or a 600 line ad.

Other automotive makers have not yet officially made known their announcement dates, at the time of this writing, but they are expected to make their announcement the week of September 18. It is the thinking of this office that you will be able to secure additional advertising from your local dealers, with this advance warning of the announcement dates.

Dodge cuts newspaper out

Dodge Division of the Chrysler Corporation does not plan to use newspaper advertising in connection with their 1968 model announcement, we hear. Some of the Dodge Dealer Associations plan to fill this local print void through the use of an eight-page pre-printed color insert. However, there appears to be a lack of uniformity of thinking among the various dealer associations concerning the use of the inserts in single dealer point markets (which would be just about every Tennessee city except perhaps the four metropolitan cities). Hence there is strong likelihood that many or maybe most Tennessee Dodge dealers will be without local newspaper advertising support on announcement day. Publishers would do well to drop by their Dodge dealer for a chat. Maybe you can stimulate him to file objections with his factory.

Judge sites newspaper routes as solution

Circulation managers everywhere would no doubt appreciate the wisdom exhibited by City Judge Richard S. Kaplan of Gary, Indiana, in the following unsolicited talk to parents in his courtroom:

"Unless boys are given some program of activities, they become bored, and boredom is a dangerous state for both children and adults.

"A solution is to induce your boy to join the large ranks of newspaper carriers. All they have to do is to apply at a local newspaper and they will start on a lucrative and pleasant occupation.

"As a newspaperboy -- and some of our greatest men in America started as newspaperboys -- your son will learn initiative. He will meet his neighbors, he'll learn the meaning of working and earning his own money, and he'll gain a sense of importance and independence.

"You will rarely find a newspaperboy who is a juvenile delinquent. Give him this inspiration to begin a business-building program now which will pay increasing dividends after the close of school and even when school begins. He will gain a confidence in himself which will stand him in good stead for the rest of his life. This is one sure way to prevent your son from becoming bored and it will help keep him out of trouble."

Owensboro Publishing Co. to have new plant

On Friday, July 21, the Owensboro Publishing Co., publisher of the Messenger and Inquirer signed a contract with Clark Construction Co. of Owensboro to erect a new building for the newspaper fronting on Frederica Street, between 14th and 15th Streets. The lot is a block wide and 400 feet deep.

The building will consist of two stories, one extending four feet above grade, with the second floor covering

that completely. Each floor will contain approximately 19,000 square feet of floor space. The contract calls for a building costing in excess of \$700,000. One section with three stories in the southeast corner will house a new Goss Metro offset press, with process color capability and to cost approximately \$500,000. It has a guaranteed speed of 60,000 per hour. Its initial three units will produce 48 pages.

Sen. Dirkson comments on Gov't. advertising

Sen. Everett McKinley Dirksen, R-Ill., the Senate minority leader, has warned that Congress "may have to step in" and make certain that government attacks on advertising do not lead to a "new revolution" which would subject the free enterprise system to "unwarranted intrusion by Government" though "arbitrary and capricious administrative edict."

He said, "if government is to be able to control the creative aspects

of honest and proper American advertising, the ultimate and frightening conclusion must be that all parts of a newspaper would become vulnerable to such control -- and the very purpose of the First Amendment would be threatened.

"People dare not forget," he said, "that advertising is as much a means of informing people as any other part of a newspaper or other news media. If one may tamper with or abridge one portion of the press, then the entire press structure is jeopardized.

Close Up Public Records?

When the United States became the "Land of the Free" so many years ago, the Founding Fathers decided on a pretty good method of keeping it that way. They insured that all public records would be open to the public - period. No extra special breed of person had any kind of fancy rights that any of the rest of us didn't have. Information on births, deaths, land rights, marriages - whatever was needed to insure public order was right there where every citizen could look it over. No secrets.

But now the bureaucrats seem to think that too much information about ourselves may be bad for us. There's a big move on in a number of places to close up the public records letting only the privileged few have a peek at them when somebody with a title

says it's all right.

The idea behind it seems to be that by hiding all information, the state can protect us from direct mail firms who provide information on new products, new services, new industrial techniques.

When someone decides to shut up sources of public information- for our own good - we're in trouble. Watch out!

"Among other things, freedom in the market-place means the right of the people to be informed of what is being offered for sale and the right of the seller to inform the people of what he has to sell. It may be an idea, a product, a service -- many things. But the advertisement is as much a part of the daily news as any other event that is being reported,"

American Newspaper Representatives (ANR)

Works For YOU.



NATIONAL NEWSPAPER WEEK

OCT. 8-14, 1967



Explore
Kentucky Parks
and all of
Kentucky
...great for family vacations

Dept. of Public Information, Section PDB
Capitol Annex Bldg., Frankfort, Ky. 40601

Please send, without obligation, information on
Kentucky's parks and shrines.

Name _____
Address _____
City _____ State _____ Zip _____

Copy of original "Smooth Coon" forerunner of The Winchester Sun

THE SMOOTH COON.

Vol. 1. WINCHESTER, KY., SEPT. 30, 1878. No. 5.

Take care of your nickels, and your half-dollars will "take yer" to the show.

They say that "school butter" out in Brax Lisle's neighborhood is worth \$1.50 a pound and it is impossible to work the water out of it, at that.

Rise, little children, rise and speak, there's going to be a circus to-morrow week. Save up your nickels and save up your dimes, if you want to have some jolly good times.

The Democrat has put its power press in the second story in a place where, if it falls through the floor, it will violently set upon our Coroner, who has his office upon the first floor.

Some coyote in human form went through the Coon man's vest pocket, the other night, and got away with \$1.35 in currency, a "comp." ticket to the circus, and three diagonal pieces of "sticking-plaster."

Will T. Adams and Fred Broadhurst leave this morning for Lebanon, Indiana. We ain't going to say whether anybody is going to get married, or not.

We learn by grapevine telegraph that another "coon" paper is to be issued at Mt. Sterling, and will be called the "Gas Pipe." Those who read it must pay the gas piper.

The Small Talk man has yielded his "space" in the Courier-Journal to a patent medicine advertisement, and has retired to Shad's saloon to study German and contemplate the rigging of a fleet of "schooners."

It is a bad example for men engaged in business here to go to Lexington when they want anything out of their own lines, especially when they can get what they want much cheaper at home. Too much "tone" is worse than none.

Exasperating Items.

Next to a young rabbit, nothing is so hard to raise as a young newspaper.

Why can't the Devil skate? —Where in Hell could he find ice?

A mosquito that bites and flies away, Lives to bite another day.

Ed. Smooth Coon: Please inform a constant reader what are the politics of the man in the moon? * JASPER.

* Judging from the shape and color of the place he lives in, he must be a hard-money man. We never see anything but his face, however, and he may have a green back for all anybody knows to the contrary.

The SMOOTH COON, a diminutive sheet published at Winchester, by J. J. Adams, has been received at this office. It strikes us that the editor's journalistic talents fit him for larger fields, and that he is hiding his light under a bushel, as it were.—Blue Grass Clipper.

The SUN will rise and shine.

THIS IS SO! W. D. RASH,

(No. 1, Simpson's Block.) Has the largest and best selected stock of

Boots, Shoes, Hats, Caps, Gents' Furnishing Goods, Trunks, Valises, Umbrellas, &c., &c.,

Ever brought to Winchester, and he is selling them as cheap as they can be bought in any retail store under the sun.

If this isn't so, I hope I may die.

And I'd have you all to know, The place to buy your Boots and Shoes

Is at DINK RASH'S STORE. A full line of Boyden's Boots and Shoes always on hand.

NEW MUSIC!

Just received at the POST-OFFICE. All the Latest Songs and Instrumental Pieces NOW ON HAND.

Ad Manager appointed by Voice-Jeffersonian

Jerry Peters has been appointed advertising manager of The Voice-Jeffersonian.

Peters formerly was advertising manager of The Bryan (Ohio) News, a daily.

Prior to that he worked in the advertising department of The Lima (Ohio) News and for Westchester County (New York) Publishers Inc. Peters, 34, is a graduate of Ohio State University.

While in Bryan he was a member of Kiwanis, Knights of Columbus, and representative of The Bryan News on the Chamber of Commerce.

He and his wife and their five children reside at 1710 Claremore Dr.

The announcement of Peters' appointment was made by general manager David Schansberg.

Schansberg said Peter's primary duties will be to direct and expand the paper's advertising program. He also will handle new major accounts.

Fred Eads, former manager, will continue in the department in sales, along with Roger Gernert, Mrs. Helen Stiebling, and Mrs. Dorris Ries.

Veteran staffer Gernert will take on new responsibilities as head of a copy and layout service in addition to other duties, and will continue to service some accounts.

"Don't use no double negatives"

Newspaper writers should adhere strictly to certain rules when preparing copy for publication. To help budding writers, here are some rules promulgated by the Minnesota Newspaper Association with some additions by Ormund Powers of the Orlando (Fla.) Sentinel:

1. Don't use no double negatives.
2. Make each pronoun agree with their antecedent.
3. Join clauses good, like a conjunction should.
4. About them sentence fragments.
5. When dangling, watch your participles.
6. Verbs has to agree with their subjects.
7. Just between you and I, case is important too.
8. Don't write run-on sentences they are hard to read.
9. Don't use commas, which aren't necessary.
10. Try to not ever split infinitives.
11. Its important to use your apostrophe's correctly.
12. Proofread your writing to see if you any words out.
13. Correct spelling is esential.
14. Don't touch an overworked expression with a 10-foot pole.
15. Be absolutely sure to get their names right, as in Jhon Smith.
16. Don't be obfuscatory; write clearly.
17. Writers whom don't know when to use who and whom don't last long.
18. Wrong verb tenses make editors tense.
19. Bad grammar don't read good.

William Hager, Publisher, died at Owensboro

OWENSBORO (AP) - William Bruce Hager, 74, a publisher of the Owensboro Messenger and Inquirer and vice president of radio station WOMI has died following a stroke at his home.

The 74-year-old Ashland, Ky. native was graduated from the University of Kentucky in 1912 with a B. S. degree in mining engineering.

Mr. Hager began working for the Inquirer in 1914 and became the general manager and secretary-treasurer in 1929 when the two papers were consolidated by the family.

He also helped organize the Owensboro Country Club and was vice president of the Owensboro Broadcasting Co. and past president of the Owensboro Country Club.

Surviving are his wife, Inda; daughter Mrs. Ann Hagerman and brother, Larry Sr., present publisher of the paper.

ANR SELLS YOUR PAPER EVERYDAY

One Point of Contact
With Kentucky's Weekly - Daily Newspapers

One order specifying what you want in which Newspapers when-

One complete set of tearsheets-

One complete and correct bill-

One check in full settlement.

Yes, we can help you in other states
No, our service doesn't cost a cent extra

Kentucky Press Service, Inc.
Business Affiliate of the
Kentucky Press Association, Inc.

Phone: Lexington 233-1731 Area Code 6:5

203 West Second St., Lexington, Ky. 40507



In September, 1942, we decided that newspapers were the best media to introduce a corporate advertising program that has continued uninterrupted in our on-line hometown papers ever since. We've never regretted the decision.

Southern Railway System
WASHINGTON, D.C.



LOOK AHEAD-LOOK SOUTH

National study reveals weekly cost profile

An increase of 23 percent in total revenue per subscriber is noted for the average newspaper participating in the 16th annual National Weekly Newspaper Cost Study as compared with the previous year's study.

Newspapers in 40 states submitted reports of 1966 income and expenditures for the study which is conducted each year under the auspices of Colorado Press Assn., Newspaper Association Managers and the National Newspaper Association.

"The average adjusted net, after deducting a modest salary for the publisher, increased for 166 to 8.2% of total income from the 7.6% level in 1965," says Carl C. Webb, associate professor journalism at the University of Oregon and manager of the Oregon Newspaper Publishers Association, who again conducted the study as he has the previous studies with the exception of last year when the task fell upon Theodore A. Serrill, executive vice president of NNA.

The income per subscriber for the average newspaper increased from \$31.45 in 1965 to \$38.94 in 1966, which was divided as follows: from Advertising \$22.93; from Circulation \$3.16; from Commercial Printing \$10.96; and from Miscellaneous \$1.89.

"A billion dollar industry" can be said of the 8,003 weekly newspapers published in the United States in 1966. Multiplying their combined cir-

ulation of 26,088,230 by the \$38.94 average income per subscriber for those newspapers participating in this 16th annual Cost Study, produces a total estimated income of \$1,015,875,-676.

A total income of \$12,524 for each full-time employee was realized by the average of all newspapers reporting the number of employees as requested. The average weekly newspaper employed 10.2 employees and had a circulation of 327 per employee.

Of the newspapers participating in the cost study, 37% are produced by offset, an increase of 5% from the previous year and 21% from two years ago.

Each participating newspaper will receive a 14-page detailed report on the findings of the study as a "reward" for providing the information upon which the entire study is based. The detailed report gives the data for the six circulation groups for weekly and semi-weekly newspapers and classifies each newspaper's total income into the "high, low, median and average" for that group.

Composite Financial Report
(Circulation range from 360 to 11,014; circulation average 3,335)

	Average Per Cent	
	1965	1966
Income		
Local Advertising	45.0%	45.3%
National Advertising	5.3	4.5
Classified Advertising	10.4	6.5
Legal Advertising	3.6	4.0
Total Advertising	64.3	60.3
Circulation	10.4	8.2
Commercial Printing	21.2	27.4
Miscellaneous	4.1	4.1
Total Income	100.0%	100.0%
Expenditures (as per cent of total income)		
Office Salaries (all except publisher's salary)	19.3%	16.5%
Shop Wages	24.1	18.5
Materials	15.7	18.5
Depreciation	4.1	4.0
Taxes (all except income)	2.3	2.6
All other expenses	22.2	22.1
Total Expense	87.7	86.6
Net Income, including publisher's salary	12.3	13.4
Total Expense and Net Income	100.0%	100.0%
Adjusted net income, less publisher's salary	7.6%	8.2%

How to promote your newspaper image

George Beebe, past president of the Associated Press Managing Editors, offers the following basic points that every newspaper should remember in promoting its own image:

1. Get community leaders into your plant, so they will understand papers.
2. Get the best-known speakers on your staff out on the club circuit.
3. Get out personally into the community and serve on some committees.
4. Publicize some of the problems

Continued to page 8

Why The Christian Science Monitor recommends you read your local newspaper

Your local newspaper keeps you informed of what's happening in your area — community events, public meetings, stories about people in your vicinity. These you can't — and shouldn't — do without.

HOW THE MONITOR COMPLEMENTS YOUR LOCAL PAPER

The Monitor specializes in analyzing and interpreting national and world news . . . with exclusive dispatches from one of the largest news bureaus in the nation's capital and from Monitor news experts in 40 overseas countries and all 50 states. **TRY THE MONITOR — IT'S A PAPER THE WHOLE FAMILY WILL ENJOY**

The Christian Science Monitor
One Norway Street
Boston, Massachusetts, U.S.A. 02115
Please start my Monitor subscription for the period checked below. I enclose \$ (U.S. funds).

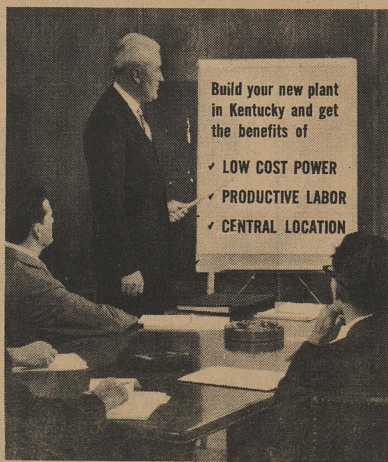
- 1 YEAR \$24 6 months \$12
 3 months \$6

Name _____
Street _____
City _____
State _____ ZIP Code _____

PB-17

LET'S SPEAK UP FOR KENTUCKY

KENTUCKY'S RURAL ELECTRICS WILL HELP



Kentucky wants new industrial plants, and we have a story to tell industry about the advantages of our central location, our efficient transportation, our abundant power and raw materials, our good labor supply.

Kentucky's Rural Electrics are helping to tell this story by running national magazine advertising on behalf of our state, and by person-to-person presentations to prospects for new plant sites. The success of this effort will mean more jobs for Kentuckians . . . a more prosperous economy.

Let's all speak up for Kentucky! Wherever you go, wherever you meet, tell them about the advantages of Kentucky as a place to work and live and do business. All Kentuckians will benefit!



LET'S SPEAK UP FOR KENTUCKY!

New

The series

Each outstanding the Pr chosen

Fred Baber, the plate maker

The extreme outstanding

Oscar L. E. Chester Sun, to 1966. When they had to f stood. This in and Oscar wa tiels in the fr

Newspaper Of The Month

By A.J. Viehman, Jr.

The Winchester Sun

The Sun first paper of new feature series on Kentucky papers

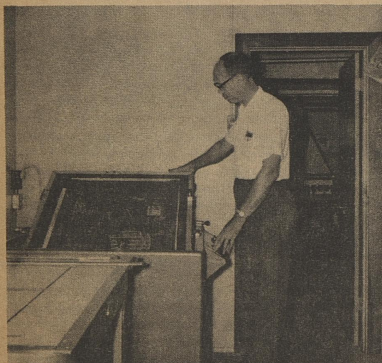
Each month, we plan to feature an outstanding Kentucky newspaper in the Press. This month, we have chosen the Winchester Sun, a news-

paper with a circulation of about 5,000, located in the Bluegrass region near Lexington. The Sun has a colorful history, as illustrated partly by a forerunner, the Smooth Coon, which appears on another page in this issue. Winchester, as a town is growing rapidly with the help of numerous new industries which have recently come into the area, and the Sun is growing with the town. For many years, the Sun was printed with an old letterpress unit, which had been moved at least three times. In 1964 under the leadership of the publisher, James S. Tatman, the Sun purchased a new Goss Community press, which has four units. (The last unit was just installed this past Spring.)

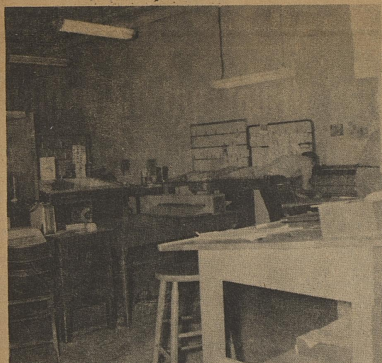
Mr. Tatman bought the paper in 1936. It had been in its present location since 1924. Many improvements have been made in the building. The latest one was the air conditioning of the back shop, a feat that many "experts" said was impossible because of the vast area to be cooled.

William E. Blakeman, the editor, has been with the Sun for seven years. He is a graduate of the University of Kentucky School of Journalism, and has served as editor for four years. He concentrates on editorial and feature writing, and has won a number of KPA awards for his talent, over the past few years.

In addition to printing their own paper, the Winchester Sun also prints the Owinsville Bath County News-Outlook, and the Cynthiana Democrat. Both of those papers, incidentally, are winners of numerous state and national awards.



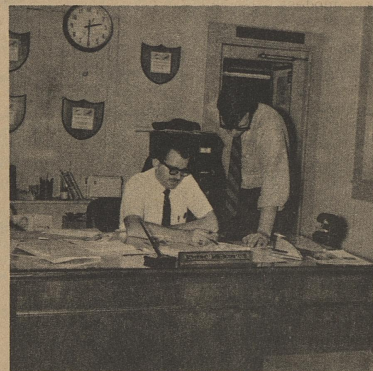
Fred Baber, the Production Manager, prepares to flip the plate maker, to burn a plate.



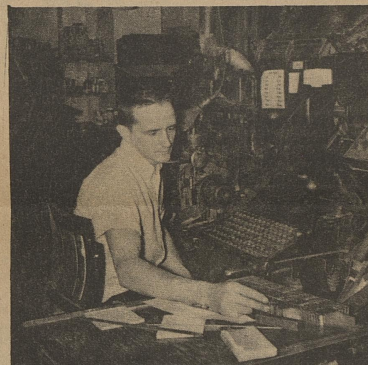
The extremely spacious paste-up area is one of the outstanding features of the Sun Plant.



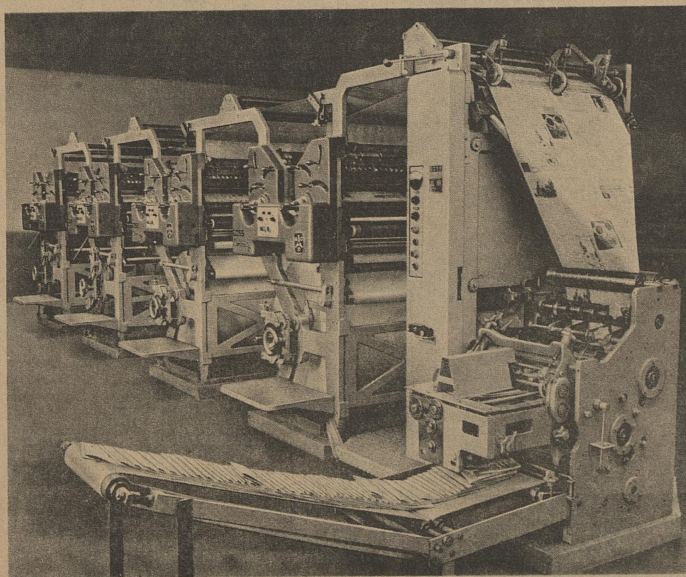
Oscar L. Ecton, 76 and still an employee of the Winchester Sun, ran the old press on this site from 1909 to 1966. When the Sun purchased a new offset press, they had to fill in the area where the old press had stood. This inscription was put in the fresh concrete, and Oscar was the only person allowed to put his initials in the fresh cement.



Bill Blakeman, (seated) the Winchester Sun's Editor, checks some copy with J. Ambrose, the city editor.



The Winchester Sun, although an offset newspaper still uses hot metal type. Tom Winier is shown at the Linotype machine.



Winchester Sun's New Goss Community Press

Per Cent
1966
45.3%
4.5
6.5
4.0
60.3
8.2
27.4
4.1
100.0%
16.5%
18.5
18.5
4.0
2.6
22.1
86.6
13.4
100.0%
8.2%

ELP

s, and we
vantages
ortation,
our good

ng to tell
advertis-
to-person
sites. The
for Ken-

rever you
he advan-
d live and
t!

CKY!

Mother of rioter sends judge letter

Lake Geneva's Municipal Justice John Russell received the unsigned letter which appears below from the mother of a boy arrested in the midst of the Fourth of July rioting in this area.

The letter makes one parents' point and we're indebted to Judge Russell for letting us print it and we're happy to reproduce it here. The letter was postmarked from a near Chicago suburb.

The letter follows:
Hon. Judge Russell
Sheriff Alex Johnson's Squad Room
Walworth County Courthouse
Elkhorn, Wisconsin

Hon. Judge Russell:

I know how busy you are at the moment, and I hope you can take a brief few minutes to read the following letter from a heart broken mother. My son was one of the youths jailed and charged with disorderly conduct, and fined \$100.00. Although he was not in any way involved with the vandalism, I feel he is just as guilty, because he had no business being there. He defied my authority, and went to Lake Geneva.

I am making no excuses for my son. I tried my darndest, . . . but I had to do the job alone. . . and I guess, . . . the job was too big for me. You see Judge, he is like at least 75% of the boys that were jailed, . . . he is a boy without a father, or a boy without a mother, or a boy without any parents.

OH, these boys have parents. . . but long ago the parents have abrogated their responsibilities, while they bettered their golf scores, drank and played cards at the country club, or just went out with the crowd. These boys were given EVERYTHING. . . except TIME. . . TIME WITH THEIR PARENTS. The fathers gladly handed out dollar bills to their sons

and sent them on their way. . . so they could go their way.

I notice by the papers that you are sitting in on many of these cases, please Judge read my suggestions and do the young men and women a favor . . . help them because they don't have parents to turn to for help.

1. Look at the boy, . . . he probably has long scruffy hair. This is his symbol of disrespect for his parents, for society and for YOU, Judge. Sentence him first, before you hear his case.

. . . to a hair cut, . . . preferably to a nice old fashioned crewcut. . . and sentence him to a hair cut once every three weeks for one year.

2. Sentence him to wear slacks and shirt. . . no cast off Army surplus clothes. . . If he likes Army clothes . . . hand him an application blank and tell him to sign for the U.S. Services where he can wear a nice new clean uniform.

3. Sentence him to polished shoes (Daily for one year)

4. Put him on one year probation subject to the above, . . . with a report to be mailed to you monthly, signed by his father.

5. Sentence him to no beer for six months.

6. Make it mandatory that every youth up to and including the age of 21 Yrs. . . MUST BE BAILED OUT BY HIS FATHER. . . not by his friends. If you inconvenience the fathers and pull them away from their golf games, their cards, their drinking parties. . . you will be hitting them where it really hurts.

7. Sentence the boy to an "in court" inspection by his father. For many fathers this will be the first time in years that they will SEE their sons . . . ask the father if he likes what he sees and if he is proud of what he sees.

8. Hit both father and son hard, . . . in the pocket book. What is a hundred dollar fine to a father who spends thousands each year running away from his son in pursuit of his own pleasures.

9. Have the boys report WITH THEIR FATHERS once a month to you, for six months. . . even if it is for a few minutes. . . for many sons . . . this will be the first time in years that they spend that much time with their fathers.

I know that it will be impossible for you to implement all these suggestions. . . but if you just use one. . . I will be most grateful.

I am sure if you make a headline announcement that all HAIR will be cut here after in Lake Geneva. . . you will get back the nice young men and women. . . who have been coming to your resort area since my time. Thank you for listening. . . and I am sorry that I cannot sign my name. . . but I am sure you will understand why.

A concerned and heart broken mother.

Flemingsburg Times-Democrat observes 100th Anniversary

By Florida Garrison

A century of colorful journalism is described compactly in a recent issue marking the 100th anniversary of the Flemingsburg, Ky., Times - Democrat.

The paper's front page carries descriptive articles on four Fleming countians who have edited the county's newspapers since the establishment of the Flemingsburg Democrat in 1879 when he sold it to Hiram Duley who combined it with his Flemingsburg Times.

Both these early editors were described as forceful personalities not at all reluctant to express their views editorially. Duley, who established the Times in 1869, was a "man of strong will" devoted to the Democratic party and opposed to whisky, high

school football and Sunday baseball games. His editorial stand against football for highschoolers resulted in the sport's being abolished at the local school.

Personal news was not slighted in the Times which carried a standing front page notice: "If you have visitors from outside of Fleming County, of whom you are not ashamed, report them to this office for notice."

An avowed advocate of state sovereignty, Ashton ran a business-like paper whose quoted price was "\$2 a year invariably in advance." He discontinued free papers to all "except our immediate relatives" and visitors to the office were instructed to "keep your hands off the type, let the press alone and ask no questions unless on business."

In 1942 the Times-Democrat was purchased by John K. Ryans who steered it through the frustrations and shortages resulting from a world war already under way. After 19 years of community leadership Ryans sold the paper in 1961 to its present publisher, Jack G. Thomas, an experienced printer and newsman who had been serving the Times-Democrat as managing editor.

The Press salutes both John Ryans and Jack Thomas and wishes the Times-Democrat many more years of successful publication.

How to promote your newspaper image

Continued from page 6

- of the neighborhoods themselves.
5. Get the staff to be habitually friendly to callers.
6. Make sure every letter is answered.
7. Get some truly heart-warming features into the paper, to breathe some personality into it.

Protest song

(This song, to the tune of "Old Man River," might be sung by an employee of the Post Office Department . . . the postman who actually carries the mail load on his daily rounds. Since this is a family newspaper, the editorial staff thought it good judgment to include in parentheses those words for which, under the proper circumstances, synonyms could be substituted.—Ed)

Postman he work on de house delivery.
Postman he work while the nice folk stay

Nice and cool and all air-conditioned,
Postman he sweat til de judgment day.

How'd I get into the Civil Service?
How'd I get in the POD?
Luggin' tons of this unwanted paper
Doin' my bit to ruin pri-va-cy.

CHORUS:

Third class bulk mail
It's name is junk mail,
It don't pay nothin'
It don't say nothin',
It keeps on rollin', just keeps on rollin'
Along.

Junk mail means volume
For all postmasters,
It's great for business,
But us poor (rascals)
We keep on shoveling,
Just keep on shoveling,
Along.

First and second class we can hack,
But junk mail breaks the postman's back.

There's no credibility gap
Third class mail's an ocean of (pap) . . .

I get weary of liftin' and baggin'
My head is weary
My hind end's draggin'
But that old junk mail
JUST KEEPS ON ROLLIN' ALONG!

STAMPS • CONHAIM
NEWSPAPER ADVERTISING SERVICE
555 No. La Brea • Los Angeles, California 90038

Charles H. Lovette
1919 Sundown Lane
Fort Wayne, Indiana

LINOTYPE REPAIR SERVICE
Contract Maintenance or Emergency Service
Multi-Sizes — Quindlers — TTS Units
Reasonable Rates — 24 Hour Emergency
References on request — Limited number of simultaneous contracts available
Write Now For More Particulars

ELMER TAYLOR BEDFORD, KENTUCKY 40005

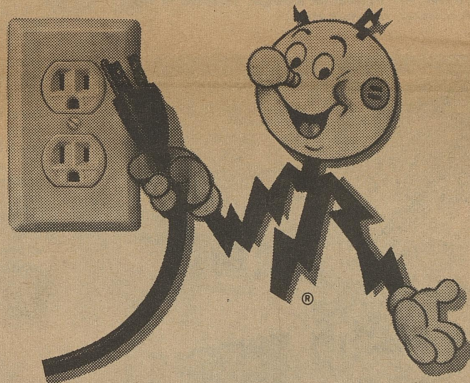
The No. 1 single factor in PROFITS is your Estimate*

*No matter how efficient your production — the proper valuing of each order determines your profits.

Check the benefits offered in the No. 1 Offset estimating catalog. Write today for . . .

60-DAY FREE TRIAL

PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City, Utah 84106



The Business End of a Bargain

With six rate reductions for you since 1962, it's easy to see that the cost of electricity is down. So, when you think ahead, think electrically. When you plan for tomorrow's construction, plan electrically, confident your costs will get lower, not higher.

When you build, expand, remodel or modernize, look to electricity for the technological best, for lower maintenance costs, and for ever lower operating costs. Put your business at the business end of a bargain.

KENTUCKY UTILITIES COMPANY
Six rate reductions since 1962