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The Kentucky Press

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JANUARY, 1967



WILLIAM L. RYAN



CREED C. BLACK



LEO H. PETERSEN

Top Speakers Attract KPA Convention Goes For '67

For almost three decades United Press International sports editor Leo H. Petersen has been active in his special field of news.

He began while working his way through the University of Iowa, as a campus correspondent for newspapers in the mid-west and press associations.

Sports continued to be a prominent part of his work from the time he joined the United Press (now United Press International), after his graduation from college in 1929. His marked aptitude for reporting then won him a place on the New York sports staff two years later.

Except for interludes as bureau manager in Buffalo, in 1933 and in Philadelphia, in 1938, and a year and a half of services during the war as overnight news editor in New York, Petersen has written and edited sports news almost entirely ever since. His appointment as head of his staff came in 1942.

Particularly of note among his recent achievements have been his initiation of the first all-sports news wire in the press association field, the assignment of divisional sports editors throughout the United States, and the organization of the foreign sports division of United Press International.

Creed C. Black was born in Harlan, Kentucky in 1925. He was educated in the Paducah public school system and then received a B.S. in journalism from the Medill School of Journalism at Northwestern Uni-

versity. He went on for an M.A. in political science from the University of Chicago. Mr. Black served for three years

in the Army during World War II and was a Bronze Star recipient.

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Kentuckians Mourn Loss Of Templin And Caywood

Kentucky Press Association members and Kentuckians throughout the Commonwealth are mourning the deaths of William C. Caywood and Edwards M. Templin. Bill was the publisher of the Clay City Times and a past president of the Kentucky Press Association, while Ed was promotion director of the Lexington Herald-Leader and would have become the next president of KPA. Both men were rare examples of devoted newspapermen and served their communities long and tirelessly.

Bill had worked on the Winchester Sun for more than 25 years when he decided to accept a position with the University of Kentucky as supervisor of publications. Bill remained with the University for only a year before the urge to publish a weekly overtook him.

The Clay City Times became the target of his attentions as he converted that paper from a four page newspaper to one of sixteen pages. His editorial might was known throughout the Commonwealth.

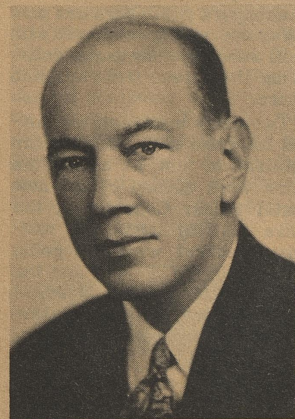
Ed Templin was a graduate of the University of Kentucky, where he studied journalism and law. He had been associated with the Lexington newspapers since 1930 and had served as State Editor, Night

Editor, and City Editor for the Herald as well as a reporter for the Leader. He had been Promotion Director for both papers since 1944. Since that time he had had something to do with virtually every civic improvement project in Lexington. Ed had been the recipient of the ANPA Bureau of Advertising Distinguished Service Award, the NNPA Silver Shovel Award, and the KPA Outstanding Member Award.

It is with a great deal of sadness that we say "farewell" to these two outstanding men, Bill Caywood and Ed Templin.



EDWARDS M. TEMPLIN



BILL CAYWOOD

1967 Convention To Be "Best Ever"

"1967 Winter Convention goers are in for a real treat," said Don Towles of the Louisville Courier-Journal and Times. Don succeeded Warren Abrams as Director of Public Service and Promotion. Both men have devoted a great deal of time and effort to assure us that this year's convention will be bigger and better than ever.

In addition to such distinguished speakers as William L. Ryan of The Associated Press, Creed C. Black of the Chicago Daily News, and Leo H. Petersen of United Press International, many of our announced gubernatorial candidates plan to be on hand.

On the lighter side let's not forget the Monte Carlo party on Thursday evening where we'll be refreshed and entertained through the courtesy of John C. O'Conner and Inc., and thrill to the sounds of head croupier Al Schansberg and his St. Matthews Junior Chamber of Commerce assistants as we do battle for our make believe money. Don't forget, either, the annual reception hosted by the Louisville Courier-Journal and Times, the Lexington Herald-Leader Company, and KPA. Of course the banquet follows. And what a banquet! Basil Caumissar and the folks at Stouffer's have assured us that we'll feast as the kings of days gone by feasted. All this not to mention that we'll be entertained by the slightly fabulous Pantomime University Band from Owensboro.

By the way, ladies, we haven't forgotten you for a minute. On Friday morning you're in store for a real treat—a tour of the model kitchens at the General Electric Appliance Park. Later on there will be a bridge party under the very able direction of Mrs. Ben E. Boone, III.

A run-down of the program looks like this:

On Thursday we have an Executive Committee meeting at

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THE KENTUCKY PRESS
Official Publication
Kentucky Press Association, Inc.
Lexington, Ky.
A. J. Viehman, Jr., Editor
Member
Kentucky Chamber of Commerce
Newspaper Managers Association
National Newspaper Association
National Newspaper Promotion
Association
Better Business Bureau

Kentucky Press Association, Inc.,
Larry Stone, President
Central City Publishing Company
Edwards M. Templin, Vice President
Lexington Herald-Leader
A. J. Viehman, Jr., Secretary-Manager,
Treasurer, Lexington.
Florida R. Garrison, Asst. Treasurer
EXECUTIVE COMMITTEE
Chairman Howard Ogles, Franklin
Favorite (Fourth) First, William T. Davis,
Eddyville; Second, George M. Wilson,
Hardinsburg; Third, A. J. Schausberg,
St. Matthews; Fifth, Frank C. Bell,
Bedford; Sixth, S. C. Ban Curon, Frank-
fort; Seventh, Warren R. Fisher Jr.,
Carlisle; Eighth, Louis De Rossett,
Columbia; Ninth, James T. Norris, Jr.,
Ashland; Tenth, R. Springer Hoskins,
Harlan; At Large, James L. Crawford;
At Large Donald B. Towles, Louisville;
At Large, Ben E. Boone IV, Elktion.

The President's Column

By LARRY STONE, President
Kentucky Press Association

As this is being written on Friday, Jan. 6 the hearts of Kentucky newspapermen are saddened by the untimely deaths of KPA Vice-President Edwards Templin of the Lexington Herald-Leader and Past President Bill Caywood of the Clay City Times.

S. C. Van Curon has a special story about their deaths elsewhere in this issue.

Congratulations to Van Curon on the new format and content of The Kentucky Press. This is something Van has been advocating for years and the executive committee finally got tired of him griping and turned it over to him to edit. We think you will like the change. Right now I'm mad.

For more than a quarter of a century I've been working for the Internal Revenue Service.

With yesterday's mailing of our paper we took over raising another federal bureau — the U. S. Post Office Department.

With the new changes which went into effect Jan. 1 about handling second class mail newspapers publishers are now doing everything connected with mail subscriptions except delivering the papers from house to house.

Two extra mail room employees have had to be added to our publication just to handle the extra work caused by the new postal rules. Considering the extra mailing costs, the minimum federal wage law going into effect on Feb. 1 and the recent \$3.00 per ton increase in newsprint it is high time that Kentucky publishers seriously consider raising both advertising and circulation rates.

We know of one weekly newspaper that sells classified ad-

Kentucky Press Solemn Tribute

BY MAURICE HENRY

The New Year opened for Kentucky newspaper people with the sudden loss by death of two of its best-known and active members, KPA President-elect Ed Templin, Promotion Manager, Lexington Herald-Leader; and former KPA President Bill Caywood, owner of the Clay City Times.

President-elect Ed Templin was well known not only in Kentucky but across the nation in business and newspaper circles. During the past twenty-four months he had been the backbone of Kentucky Press Association official family. Living and working in Lexington the past two KPA Presidents had depended upon the quiet, efficient and very effective Templin to backstop official KPA programs and policies. This KPA tempo had increased measurably during 1966 and our President-elect Templin was carrying the ball.

The KPA work was just one of the many and varied professional activities in which Ed Templin participated. He was an idea man who could implement action programs and efforts. During all these busy efforts he always had a calming effect on his friends and associates for his sense of hu-

mor, his gentleness and the famous Templin smile. There is today a real emptiness among Kentucky newspaper folks with the loss of Ed Templin, and for his family, friends, and journalism associates.

Just twenty-four hours after the first shock to Kentucky newspaper people the word was flashed across the Commonwealth, Bill Caywood has passed away.

Only last January former KPA President Bill Caywood stood before the KPA Mid-Winter meeting in Lexington and made the formal presentation to the 1966 Kentuckian of the Year. This was a shining hour for Bill Caywood as he accepted the chore with all the charm and poise that he had brought to so many KPA meetings.

In recent years as owner of the Clay City Times he unleashed all of his many talents in news writing, editorial production, advertising ideas, and bonafide circulation promotions. A real newspaper newspaperman pro, his ready wit, charm and easy manner was befitting this Kentucky gentleman.

A few hours after the Caywood news Kentucky newspaper people were saddened again

by the loss of Mrs. Grace Stephenson Lenney Hutton, publisher of the Harrodsburg Herald. The Hutton family and Harrodsburg are one because this family has contributed so much to the community over a great span of years.

Alongside publishing a top knotch weekly, Mrs. Hutton will be remembered by future generations for her DAR work, activities in the Harrodsburg Historical Society, and as a staunch supporter of the Kentucky Pioneer Memorial Association which restored Fort Harrod and turned it over to the Commonwealth for a state park. Hers was a rich heritage for family, newspaper, church, and community.

As the Kentucky Press members meet for their Mid-Winter meeting in Louisville the loss of these three KPA members will be felt. Wonderful memories for their family, professional and civic activities will be easy to recount.

With bowed heads the Kentucky Press people salute and render homage to our three departed associates—Edwards M. Templin, William C. Caywood, and Mrs. Grace Hutton.

GUEST EDITORIAL

Bill Caywood Had Found What He Liked

By S. C. VAN CURON

If service to his fellow man and his community is the greatest award this life gives, William C. Caywood, editor and publisher of the Clay City Times, reached this goal before the Great Editor wrote thirty to his career Wednesday.

Bill, as he was affectionately known to his fellow wordsmiths, devoted a lifetime of "leading" the citizens of the Winchester area through the printed word to a more abundant life for a penny a word with a minimum charge of ten cents.

Other problems facing newspapers include an increasing, ever-increasing control of all news media. Each individual newspaper can fight the problem in its own city hall and courthouse but it takes associations such as the Kentucky Press Association and the National Newspaper Association to fight our battles against press censorship on a state and national level.

See you Thursday, Jan. 19 in Louisville at the convention.

Don't forget to bring a prize for the Monte Carlo party. Preferably something made in your home county. I'm bringing several walking canes with five vials holding Bourbon. Made in Central City. The canes, that is.

dant and rewarding life.

But it was in the last two years of his life that Bill realized the true fulfillment of his ability and desires when he bought the weekly Clay City Times and turned his talents to remaking a sleeping community into a vibrant force in the economy of Kentucky. In fact, his editorial voice was the spokesman for a large length of the Mountain Parkway, and particularly Clay City and Stanton, twin cities on the route.

He left the editorial desk of the Winchester Sun after serving more than 25 years in that capacity to satisfy a latent desire to teach or lead in a college. He served one year at the University of Kentucky where he supervised publications, but the roar of the press and the smell of ink called him back to service and Clay City was the benefactor of this urge.

He took a small weekly newspaper and converted it from four and eight pages to 16 pages to tell the story of the Powell and adjacent area on the Parkway to the rest of Kentucky and the world in words and pictures. Success of his efforts can be found from the people who respected the voice of Caywood in the Times.

It was in Clay City that Bill

found himself and enjoyed using his talents to the fullest. He was outspoken in his editorials and not an edition of his paper went to press without his forthright views on current events pertaining to his community and Kentucky.

It would be remiss of his community and fellow Kentuckians not to give him credit for bringing an industry to this one-time sleepy town along a highway. He spurred the people to wakefulness and to use their latent talents to develop and enlarge a gem they held for years without polishing it.

His first sign of faith in his adopted community was to make a large investment in a new modern press and printing machinery to produce the kind of newspaper that unmistakably bore the Bill Caywood brand. It was here that he was uninhibited by the natural restraint of protecting the investment of another. This was his and his opportunity to bloom in full flower. This he did.

Bill was a gifted wordsmith who let words flow from his typewriter with the precision of a well-trained army and the beauty of unmolested desert flowers. He was not reluctant to tell the bold truth and to be constructively critical when the occasion demanded, or to pass

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The Caywood Story....

The Clay City (Ky.) Times, for 71 years Powell County's legal paper, has spent two years upgrading itself in size and quality. It has gone from a 4-page tabloid to never-less-than 16 pages standard.

Publisher of the paper, W.C. (Bill) Caywood Jr., attributes the advance to self-analysis, self-criticism, and the willingness to change with the times.

"For all practical purposes, the paper is operated by a top newspaperwoman, Barbara W. Scott, ex-city editor of the Winchester (Ky.) daily, and Joe Williams, ex-pressman of the same paper," Caywood said. "They are ably assisted by Gene Hickman, formerly with the Maysville Public Ledger, and Norman Watson of Stanton, in the composing room; in addition, we have five highly competent young women, and an elderly woman who was with the old Times crew."

Mrs. Scott, as editor and general manager, hires and fires (there has been none of the latter, because she goes over applicants with a very fine-toothed comb), the publisher said. He rates her as hard, tough, and competent. (In high school, she swept in all of the Sigma Delta Chi awards.)

By self-criticism, key members of the staff meet after each weekly edition is published; a copy of page 1 is thumb-tacked to the wall, and a no-holds-barred session is on. Writers are criticized, as well as the stereotypers, linotype operators, compositors, and press crew. Backshop people are given every right to point out shortcomings on proofreading, time losses or unnecessary changes in news stories and advertising. By the same token—and without any authority being exercised—the front office people have their say.

While all of this is going on, someone with a felt pen is marking the paper on the wall in line with the criticism. One entire room in The Times building is always papered with current issues of the publication. The pages carry such notations as: "fair, but not good," "lousy pix," "short on ink?" "all heads, no news," "typey," "no good," "sloppy," "why?" "cute, but very trite," and so on. The markings are in red and green and thus are constant reminders to any staffer walking into the room.

Of course, as the publisher explained, there is nothing new or novel about this sort of thing in the daily newspaper field, but "we think it is unusual for a weekly published in a town of less than 1,000 population." The general offices of the plant are in its neighbor town of Stanton, where the population is

around 1,500, giving the paper a twin-town rating of about 2,500. The plant headquarters is in Clay City.

"As Lower Appalachia's largest and most widely read newspaper, we feel our plan is meeting with some degree of success," Caywood said. "Two years ago, The Times had a sworn circulation of some 1,400; today it is well above 3,000 at twice the annual rate, which is now \$4 in Kentucky, \$5 outside."

The old weekly has a rather phenomenal circulation at the national level. There are paid readers in 38 states, due in a part to the fact that job commuters to other states have continued to subscribe to the Powell County paper. "We saturate Clay City—our home base—yet we have more readers in Ohio," Caywood explained.

"We audit our own circulation annually; we have no free papers to kinfolk or officeholders; we have only 10 exchanges, and of course advertising checking copies," The Times owner said. "This is not a matter of economics, but more a question of: Where does a paper draw the line on placing friends on the mailing list?"

"We were the first paper of the size in the U.S. to become fully zipcoded, and signs may be noticed all over the mailing and plate-making area: 'Never fail to use the zipcode.'"

"Another first for a non-ABC paper of our category, so we have been told by many press associations, is the annual publication of a printed brochure of our circulation with a town-by-town, state-by-state breakdown. This is available to all advertising agencies. We have suffered some by simon-pure circulation records since it is traditional that many small papers are inclined to be a bit liberal in calculating their mailing lists. At our request, our local postmaster checks our records and routings.

"Our format is new to Kentucky, but hundreds of years old by the British standard. All heads are centered with plenty of white space; in fact, where there is an option on any line of type in the paper, that line is centered. Ironically, we are being copied by papers who feel we have something new.

"We publish large pictures, seldom under 3 columns wide, and more generally 5 columns. Mechanically, The Times is a self-sustaining operation, equipped with teletypesetter equipment, an engraving plant, linecaster, 2 casting boxes, new Ludlow, and all kinds of modern saws, routers, and auxiliary hot-metal, letterpress machines. Our press is a com-

pletely rebuilt 1937-model A Duplex; we order a half-carload of newsprint at a time—always 8-page rolls; we keep on hand, ready for use at all times nearly 10,000 pounds of linotype pigs for our Margach feeders. Other than the casting boxes, everything is electric-powered, even our six typewriters and all adding machines, and other office machinery, even pencil sharpeners.

"We maintain an 'accommodation printing department', all new offset and photocopy machines; by 'accommodation,' we mean that we do not feel job printing is a profitable venture for a weekly newspaper such as ours.

"The Times is unique in one feature—it must travel 15 to 20 miles in all directions for advertising, because a county of 7,000 in Appalachia cannot support any kind of newspaper in 1966. Hence, The Times has become what we call an area newspaper, beaming its product to Powell and its six adjoining counties: Menifee, Montgomery, Clark, Estill, Lee, and Wolfe.

"Soon, we plan expansion at Stanton, the county seat, and it

is very likely that any new equipment will be installed there. Also, we are contemplating editions of the paper in two other counties.

"Although the name of the paper will not be changed for reasons known to all newspapermen, it is today recognized out of Kentucky as the Mountain Parkway newspaper, and we are frank to admit that the progress of The Times is due in a great measure to the development of this rather fantastic superhighway."

Summarily, Caywood, a 35-year newspaper editor who resides at Winchester, credits The Times growth to a youthful staff (excluding himself, the median age is 25) and the willingness of all staffers "to get out of a rut" quickly and to expedite any change for quality's sake.

Caywood, a Centre graduate, headed the Kentucky Press Association in 1955. After 30 years as a Winchester editor, he taught journalism and did graduate work at UK in 1963-64, prior to buying The Times.

(Editor's note — Last June I received this letter and story from the late Bill Caywood. I think it appropriate to print it in its entirety here.)

June 12, 1966

Dear Jack:

Sorry we had to miss the KPA meeting at Cumberland Falls, and the opportunity to personally welcome you to your new office.

Our crew is working seven weeks in a day and seven days in a week to make a truly great newspaper of The Times -- a sort of challenge, I suppose, after a rather long newspaper career.

At any rate, I noted your recent memo, soliciting ideas, et al, for The New Kentucky Press. I suppose I style myself as some kind of a teacher -- hence, I jotted down some thoughts which we feel have been helpful in reviving what could well have been a dying paper. Perhaps some of the things we have done will give publishers of other small papers some ideas. I am convinced of one thing: The newspaper advertiser of the future is going for quality...and the small paper that fails to awaken to this fact is going to have a hard row to hoe.

Best of luck to you, and if I can be of any help, please feel free to call upon me.

Sincerely yours,

W. C. Caywood Jr.
Publisher

Seven Students Get Scholarships

Six students at the University of Kentucky in Lexington and one at the Ashland Community College have received Kentucky Press Association scholarships this year. The scholarships which pay \$100. per semester are made available each year by the Louisville Courier Journal and Times, The Lexington Herald-Leader and the Kentucky Press Association School of Journalism Foundation, Inc.

The requirements for a student applying for the scholarships are that he maintain a satisfactory average in his scholastic work, be of good character and demonstrate an interest in Journalism as a career. A formal letter of application is submitted with an endorsement by a Journalism

advisor, guidance counselor or principal. Applications for the fall semester are received in the Kentucky Press Association central office no later than July 1 and applications for the second semester are received no later than Oct. 1. The scholarship committee of the Kentucky Press Association and the University of Kentucky Department of Journalism select the recipients for the scholarships.

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BILL CAYWOOD HAD FOUND

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out words of commendation when it suited the situation.

He was a graduate of Centre College and began his newspaper career on the old Louisville Herald Post but transferred his ability to Winchester as editor of the Sun where he filled the editorial chair for more than 25 years.

Writing was almost a natural talent with Bill, but he developed and polished it through the years by sheer effort and determination. This ability is to be found in some books that he has written. Probably one of his best efforts in this field is titled "Kentucky Mayor", the story of a man who held this post in Winchester for several years.

The highest praise Bill would ask of his contemporaries would be to class him as a "good newspaperman." He was that.

1967 CONVENTION

(Continued From Page 1)

4:00 p.m., followed by registration, a buffet dinner, and the Monte Carlo party.

Continental is the word for Friday beginning with that type of breakfast and moving into the business sessions and the ladies tour. Ray Saxton of the Louisville Post Office Department will speak on postal regulations and we'll hear reports on the Job Corps from James Fornear of the Breckinridge Center, NLRB hearings by Al Smith of the Russellville News-Democrat, radio piracy by Edgar F. Arnold, Jr. editor of the Madisonville Messenger, and the Ethridge Fellowships by Reed Sarratt of the Southern Regional Education Board in Atlanta.

Creed Black is the luncheon speaker and later that afternoon all of our weekly publishers will be interested to hear from J. Kay Aldous, a representative of our ANR office in New York. He's going to speak on some alarming advertising trends and how they affect the weekly publisher, so I know you don't want to miss that one.

Everyone will want to attend the Kodak photographic demonstration on Friday afternoon and of course the reception and banquet later that evening.

Leo H. Petersen from UPI gets things rolling on Saturday morning. The gubernatorial candidates are next, followed by lunch and an address by William L. Ryan, AP news analyst.

All in all it's going to be a great convention. Early Bird prizes will be drawn at the beginning of each business session so it won't pay to be poky at this meeting. See you all in Louisville!

Top Speakers Attract KPA Convention Goes For '67

(Continued From Page 1)

Mr. Black began his newspaper career with the Paducah Sun-Democrat as a reporter while he was still in high school. While in college he edited a college daily and was a part-time copy editor for the Chicago Herald-American. He worked on the Stars & Stripes after the war and then became an editorial writer for the Nashville Tennessean, executive editor of the Savannah Morning News and Savannah Evening Press, and vice president and executive editor of the Wilmington Morning News and Evening Journal. He has been managing editor of the Chicago Daily News since 1964.

Donald B. Towles has been appointed by KPA president Larry Stone to succeed Warren Abrams on the executive committee of the Association. Mr. Towles is the new director of public service and promotion for the Louisville Courier-Journal and Times, a position formerly held by Mr. Abrams. Mr. Towles, 39, has been with the newspaper since 1956, and before that was editor of In Kentucky magazine, as well as assistant state director of publicity during the administrations of Governors Earle C. Clements and Lawrence Wetherby. Mr. Abrams has accepted the position of promotion manager of the Washington Post.

William L. Ryan is always between trips. Wherever trouble is brewing, Ryan is likely to be — or on the way there. And sometimes this Associated Press news analyst is there before a story breaks.

An extensive tour of Asia, concentrating on Southeast Asia, brought him to embattled South Viet Nam at the time when the Ngo Dinh Diem regime collapsed in a violent army coup. On that trip he had personal interviews with many of the leading personalities of that sensitive area of a nervous world.

He was in central Europe when the Hungarian revolution broke in 1956, and in the Middle East a day before the outbreak of a Lebanese rebellion which developed into a dangerous world crisis. He was in Cuba just in time to witness the Castro takeover. Colleagues often eye his arrival with suspicion, wondering whether it means trouble in the offing.

Early in 1961, while on a newsgathering expedition in a dozen South American countries, he interrupted his planned schedule to write many sparkling stories on the hijacked Portuguese ocean liner, the Santa Maria.

Ryan is a specialist on Soviet Russia and its internal and external moves.

Today, he devotes most of his attention to the affairs of Red China and the U. S. S. R., carefully watching the progress of a split he foresaw a dozen years ago.

He attended New York University and Columbia, graduated from the American School of Banking, but began his career by working a short period on the old New York World. He became a sports editor for the Macy-Westchester papers and later moved to the news side by covering politics in his home state of Connecticut.

Ryan joined The Associated Press in New York in 1943 and rapidly earned a reputation for his ability to handle the big stories. He was transferred to AP's Foreign News Desk during the war and his first assignment abroad came in 1946 when 32 Cardinals were elevated in Rome. He is an expert on Vatican affairs and frequently draws assignment there for outstanding happenings.

Ryan's travels in the past decade have taken him into more than 80 countries and he has interviewed most of the outstanding figures of the day.

Circulating With Bill

BY BILL GIBSON

Postal regulations now require that an annual verification of the records of all second-class publications be made.

Postmasters or their representatives, by joint review of Form 3542, for a selected issue of each publication with the publisher, including a review of the publisher's records, shall determine that.

(a) Copies reported as subscribers copies, are in substantial agreement with publisher's mail circulation records.

(b) Nonsubscribers copies, other than those mailed at the transient 2nd class rate, are declared as samples but do not exceed the amount allowable.

(continued on page five)

Did You Know That—

**THIS IS THE FIRST YEAR SINCE 1851
THAT ALL STATES IN THE U.S.
ALLOW LEGAL LIQUOR SALES?**

FACTS from LBI

Mississippi was the last of the states to provide for legal liquor sales. It did so by legislative action which authorized local option elections to legalize such sale beginning July 1, 1966. Within 90 days, 38 counties had voted wet, putting 64.6 per cent of the total population of the state in areas of legal sales.

The Mississippi referendums have increased the proportion of our nation's population living in legally wet areas to 88.9 per cent. This reflects unprecedented acceptance of alcoholic beverages and the industry that produces and sells these products.

This also demonstrates that a vast majority of the American public are realizing the economic and social advantages that go hand-in-hand with legal sales of alcoholic beverages. Their experience has proved that PROHIBITION DOES NOT SOLVE OLD SOCIAL PROBLEMS, IT MERELY CREATES NEW ONES—moonshining, bootlegging, crime and corruption.

And surveys show that the vast majority of Americans consume alcoholic beverages in moderation. In fact, 71.5 per cent of our adult population use these beverages. Today, alcoholic beverages are an accepted part of everyday living. The normal, healthy adult may even find the moderate use of these beverages beneficial.

And moderate use is the rule, even though the number of adult consumers has increased. Despite minor fluctuations during the 32 years since Repeal, the per-drinker consumption has remained almost constant—it was 3.4 gallons in 1934 and 3.4 gallons in 1965.

YOUR SOURCE FOR AUTHORITATIVE FACTS ABOUT
THE DISTILLED SPIRITS INDUSTRY:

LICENSED BEVERAGE INDUSTRIES, INC.
155 East 44th St., New York, N.Y. 10017

Union County Advocate Gets Summary Judgment In Libel Suit

Tyler Munford, publisher of the Union County Advocate, was granted a summary judgment on December 7 in a case tried before Judge Faust Y. Simpson in which Virginia L. Pease had sought \$50,000 for invasion of her private rights and \$50,000. for punitive damages.

The suit involved a picture published in the January 13, 1966 Advocate in which a part of the plaintiff's head and face appeared in the background. The picture was taken in the Union County Courtroom during an examining trial for Carl Brummett who was charged with the fatal shooting of Phillip McMain. Brummett was the object of the picture.

Mrs. Pease, a daughter of the slain man charged that she was photographed by the plaintiff "though requested not to do so". In his opinion, the judge cited the case of Sellers vs Henry in which the Kentucky Court of Appeals quoted from an older case (Jones vs Herald Post) in which the court said in part:

"It has been held by this Court that a regular newspaper account of an occurrence of public and general interest does not constitute an actionable invasion of the right of privacy."

In the Herald Post case the Court of Appeals gave this quotation:

"The right of privacy may be defined as the right to live one's life in seclusion, without being subjected to unwarranted and undesired publicity. In short, it is the right to be left alone. There are times, however, when one, whether willingly or not, becomes an actor in an occurrence of public or general interest. When this takes place, he emerges from his seclusion, and it is not an invasion of his right of privacy to publish his photograph with an account of such occurrence."

In his opinion Judge Simpson said, "Murder is a matter of

general news interest and the courtroom scenes following murder are of particular general interest.

In the case at bar the examining trial of the accused was being held, a matter of particular interest to the public. The plaintiff was attending the trial as an interested party. In the words of the Court in the above case (Jones vs Herald Post), she emerged from her seclusion and right to privacy when she attended the trial of her father's alleged murderer. The Court is of the opinion that anyone in the courtroom could have had their picture taken without having their privacy invaded, and particularly the children of the deceased. It is a matter of public interest how many and who are children of a murdered person. But in this case the plaintiff was not even mentioned by name, which the Court thinks could have been done."

Judge Simpson further quoted from 41 American Jurisprudence, Sec. 23, which states in part: "Upon the same principles, it is settled that publication of a person's name or picture in connection with a news or historical event of legiti-

mate public interest does not constitute an accountable invasion of the right of privacy."

"The Court has no doubt that this is a case for a summary judgment, and one may be entered."

Harry E. Heath, co-editor of the Central Kentucky News, Campbellsville, Kentucky, was killed instantly in an automobile accident, Tuesday, November 22, 1966. Mr. Heath was well known and highly respected as an outstanding newspaper man. He was a graduate of Murray State Teachers College, and business manager of the College News. He worked on the Murray Ledger and Times, was a reporter for the Paducah Sun-Democrat and Mayfield Messenger, and editor of the Fulton Daily Leader.

Mr. Heath was born in Graves County, Kentucky on March 27, 1908, the son of the late Mr. Jack Heath and Mrs. Alice White Heath. He is survived by his wife, the former Miss Virginia Allen, two sons, Harold E. Heath and Max Heath, residents of Campbellsville. He also leaves one grandson, Richard Eugene Heath of Chicago, Illinois and a brother and three sisters: Mr. Fred Heath, Dayton, Tennessee; Mrs. Sam Rhodes, Crawfordsville, Georgia; Mrs. Mary Ellen Apperson, Chicago, Illinois; and Mrs. John Badree, Hickory, Kentucky.

Funeral services were held January 6 at Harrodsburg for Mrs. Grace Stephenson Linney Hutton, publisher of the Harrodsburg Herald. Mrs. Hutton died January 4 at a Harrodsburg hospital. She had become publisher of the Herald in 1951 following the death of her husband, Daniel Mac-Hur Hutton. She held a master's degree from old Beaumont College and was active in civic, church and historical organizations. Survivors include two daughters, Miss Jane Bird Hutton, editor of the Harrodsburg Herald, and Mrs. James L. Pyles, Maysville.



Maurice Henry With Portland Award

Portland Cement Sponsors Highway Interest Contest

The Portland Cement Association this year will sponsor its ninth annual Highway Interest Contest for community daily and weekly newspapers of Kentucky. First prize in each category consists of \$100 for the writer and a plaque for the newspaper.

Closing date for entries will be April 15, according to J. J. Farra of Louisville, Kentucky District engineer for PCA. Entries must have been published after March 31, 1966.

Mr. Farra said the purpose of the contest is "to encourage continued interest in highways of Kentucky." Entries are limited to one editorial, new story, or feature story. Topics of continuing importance to Kentucky's highway program are controlled-access highways, right-of-way acquisition, bypasses, construction, maintenance, and local highway programs.

This year's contest will be judged by faculty members of the Henry W. Grady School of Journalism, University of Georgia, Athens, who will be appointed by Dr. John E. Drewry, dean.

Articles entered should be mounted on cardboard. Date, name of newspaper and name of writer should be listed. The mounted articles, together with one complete copy of the newspaper carrying the story or editorial entered, should be sent to Highway Interest Contest, Portland Cement Association, 1105 Commonwealth Building, Louisville, Ky. 40202.

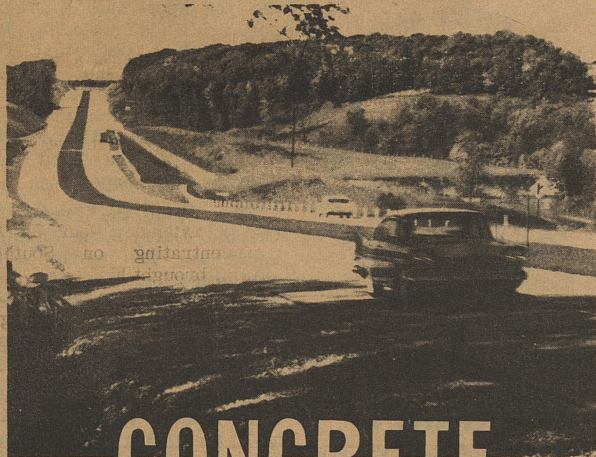
Senior citizens clubs in Kentucky have a total membership of nearly 5,000, the Kentucky Commission on Aging reports.

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PORTLAND CEMENT ASSOCIATION

1105 Commonwealth Bldg., Louisville, Ky. 40202

A national organization to improve and extend the uses of concrete

CIRCULATING WITH BILL

(continued from page four)

(c) Nonsubscriber's copies which exceed the amount allowable as samples are mailed at the 2nd class transient rate.

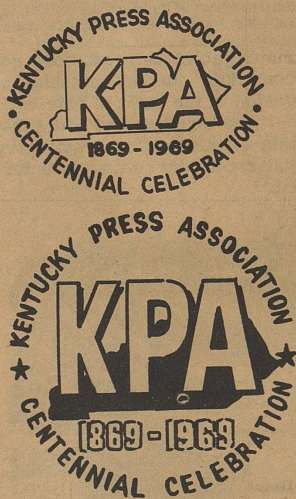
(d) During the previous 12-month period the total copies to paid subscribers and to purchasers of single copies constitute at least 65 per cent of the total circulated in any fashion.

Records that postal personnel MAY examine include a card file or other record of each paid subscriber showing expiration date of current subscriber. A cash book or other record showing bank deposits of monies received for subscriptions should be available for examination.

Newspaper May Refuse Any Ad

The Federal Trade Commission has ruled that a newspaper has the right to refuse an advertisement regarded as false and misleading. The decision came in an advisory opinion in a case involving a paper which rejected an ad from an automobile dealer whose copy falsely implied that a used car had been repossessed.

FTC's policy on advisory opinions is to withhold the identity of the parties involved but to issue a digest of its opinion for the guidance of all concerned. In this case, FTC said the question presented "went far beyond the fate of the particular advertisement and involved the basic question of whether or not a newspaper has the right under the antitrust laws to reject advertisements which are submitted to it for publication."



What Do You Think?

Which one of these two proposed KPA Centennial Seals do you like the best? Mr. Joe La Gore of Paducah has already devoted a lot of time and thought to the Kentucky Press Association Centennial celebration in 1969. We want to make this a bigger and better centennial year than any other press association has ever had, and we're going to need your support to do it.

Clip out the seal that you like the best and mail it to the Central Office here at the Journalism Building on the U. of K. campus, Lexington 40506.

The American Medical Association estimates that three per cent of any state's population is mentally retarded. For Kentucky this percentage would include some 91,000 persons.

This Is What We're Here For

Your Kentucky Press Association central office staff wishes to take this opportunity in the first edition of the Kentucky Press to wish each of you a very Happy and Prosperous New Year! The purpose of this publication is to keep you, our members and friends, up-to-date on press happenings throughout this Commonwealth and the nation.

We hope to provide you with enjoyable and interesting reading material. We hope that this will be just another in the long list of services which KPA renders to its members in its constant effort to promote journalistic education and newspapering in Kentucky.

Last June when Mr. Portmann retired as Secretary-Manager of the Kentucky Press Association, the Executive Committee of KPA decided to suspend publication of THE KENTUCKY PRESS in order to give me a chance to get my feet wet and gain a better understanding of the duties of my office. Now, eight months later we're ready to get the presses rolling again. In this "new" KENTUCKY PRESS we hope to be able to offer you something different. First of all you'll notice that we're no longer a magazine. As newspaper people you appreciate a newspaper. You'll also notice that we're an offset publication. This will help your "short on newspapering experience" Secretary-Manager click his camera here and there and have lots of pictures of you good folks throughout the paper.

How about the President's Column? Larry Stone got things under way this month in his customarily enjoyable way. The President's Column is one of the duties (or should I say "hazzards") of the presidential office.

S. C. Van Curon contributed this month's guest editorial. We'll be picking one out or asking some of you to write one for us each month.

Our thanks to Maurice Henry for his contribution to the editorial page. A task such as the one that Mr. Henry undertook is always especially difficult. On Page 4, you'll notice a column on circulation written by Bill Gibson, Circulation Manager of the Frankfort State Journal. Bill is the chairman of the Circulation Division of the Kentucky Press Association. For those of you who missed the organizational meeting last September at Lake Cumberland, I might explain that many of us felt that it was time for KPA's in particularly related areas of the newspaper profession to get together in order to discuss related problems. The circulation division was the first. This year

we hope to have an advertising, newswriting, editorial, and photographic division and even include a mechanical seminar. Our circulation division is already drawing attendance from outside the state and Bill is going to keep you informed this year.

Although you won't find it in

this issue, we plan to have a classified section and a section devoted to the purpose of letting you know what's happening in the available labor market throughout the state.

All in all we hope that this will be the type of publication that will make you proud to be a member

Are you up to date on trading stamps and prices?

HYPOTHESIS: If trading stamps lead to higher food prices, then wouldn't prices be higher where stamps are given and lower where they are not given?

Only one way to settle that one. Go out and check prices.

A fellow named Verne A. Bunn did just that in 1965. He was a research analyst at the Midwest Research Institute of Kansas City, Mo., and a former professor at the University of Wichita.

He used an ideal laboratory: The Kansas/Missouri area. Trading stamps are used freely in Missouri, but not in Kansas, the only state that prohibits stamps.

He checked prices in non-stamp stores in Topeka and Kansas City, Kansas. Then he compared them to prices in the same chains' stores across the state line in Kansas City, Missouri, where stamps are freely

used.

Conclusion: Food prices in stamp giving stores in Missouri were actually a tiny bit lower than prices charged by stores in the very same chains on the non-stamp side of the border.

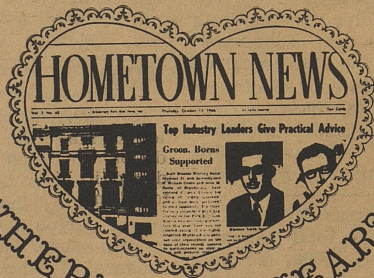
This didn't surprise Mr. Bunn very much. He had made similar studies four times in the past, beginning in 1960. Got the same results each time.

And that pretty well agrees with other studies going back nearly a decade that also fail to establish that trading stamps do, in some systematic way, lead to higher prices for food, drugs, gasoline or anything else.



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Over 250 weekly newspapers have switched to our Magnetic Ad Paste-Up since its introduction in January. Using only the face of your regular hot type, not the body, even an inexperienced person can learn in one hour how to set even the most complex ads.

Type, flat casts and engravings are "floated" on our transparent Energic polypropylene pressure-sensitive film without the use of galleys, leads, slugs, strip material or wood base.

You use no waxing or light tables, yet you get all of the time savings of cold type offset paste-up and still stay letterpress without the need for expensive new equipment and high skills. You can make up mixed ad and news pages without waiting for the ads, lock up forms—and at the last minute insert the ads quickly.

Grocery pages in one hour

"Before we used the Paste-Up system we spent approximately four hours on a full page grocery ad with heavy composition," says a Canada weekly. "Now we spend less than an hour on the make-up of the same ad. Not only do we save a great amount of time, but these ads are made up by compositors who have very little experience."

A Michigan publisher writes "Our page costs are now far less than offset. Your system should be of interest to publishers caught in the offset craze."

"This system has made our grocery ads into child's play," says an Indiana publisher, "and yet they retain the neat hot type look in the printed page. They also cut time way down on proofing, correcting and killoff."

A Minnesota daily: "The installation of Magnetic Hot Type Paste-Up Process is without a doubt the greatest single money-saver that has been introduced into our composing room; we have found the answer to ad make-up."

"It has been a tremendous help," says an Illinois daily, "I can safely say it has cut our overtime several hundred hours."

"It has speeded up our ad make-up when we really needed it," writes a Georgia publisher. "We would not like to have to do without it now."

Offset no competition

"My hat is certainly off to you and your company for making a time saving process like Magnetic Hot Type Paste-Up Process available," writes an Illinois weekly publisher. "I have read your claims that the process has reduced com-

position time 50%, and this is true to a certain extent, but we most generally save more than 50% with unskilled help. And by this I mean office personnel. We print grocery mailers as well as a weekly newspaper. On large layouts such as full page grocery ads or 4-page tab flyers, the savings in time and material is tremendous. This system also has a place in the job work department; we use it in booklets and programs, everywhere except where straight body copy is used. Offset printers are not the competition they were before this process came into being. They may have fast presses, but they have very little over us now on original composition."

No tape

Magnetic Ad Paste-Up works with any size newspaper, tiny weekly, big daily; any kind of press, rotary or flatbed. (Our exclusive new double-coated mounting film for flatbeds needs no tape.)

We supply everything you need in one \$500 basic newspaper package: all tools, equipment, base, and supplies to last many months. Each man-unit package for \$55 includes grid plate, magnets, hand tools, instructions. Printers love the process because it is simple, makes their work easier, nothing new to learn.

Hard to believe?

Of course it is. That's why you have to see how it works before you can realize the big savings you can get in your plant. There is no obligation; just send us the coupon below, we will arrange a demonstration at your convenience.

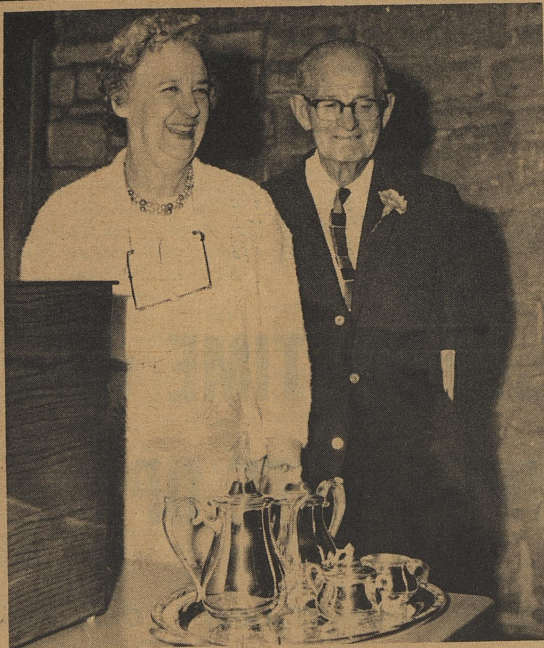
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Name

Title

Company

City State Zip



Mr. and Mrs. Victor R. Portmann were presented with a silver service during the KPA summer convention at Cumberland Falls State park this past June. Mr. Portmann retired as Secretary-Manager of KPA at that time. Mrs. Portmann wrote us a very nice note after the convention and we're happy to be able to pass it on at this time.

Dear Friends of Kentucky Press:
Mr. Portmann and I wish to thank our many KPA friends for the beautiful coffee and tea service presented to us at the recent Cumberland Falls meeting June 3, 1966.

We want all of you to come see us and have some coffee. Your many kindnesses to us and your friendship over the years have meant much to us and we hope to remain part of KPA.

Gratefully and lovingly,
Vic and Catherine Portmann

Milward Retires Editorial Post At Lexington Herald-Leader

Burton Milward, assistant editor of The Lexington Leader, retired Dec. 31 after 20 years as the chief editorial writer for the paper.

He will be succeeded by Stephen Palmer, an attorney who is a member of The Leader news staff.

A lifelong Republican, Mr. Milward covered the political campaigns of Simeon Willis, John Sherman Cooper, James Park, Eldon S. Dummit, Charles I. Dawson and other candidates in addition to reporting the activities of Kentucky's General Assembly.

As assistant editor, he has written most of the editorials that have appeared in The Leader over the past two decades.

Mr. Milward's grandfather, Col. H. Kavanaugh Milward, was one of a group of Republicans who founded The Leader in 1888. His son the father of Burton Milward— was advertising and business manager of the paper prior to 1918.

Mr. Milward, 55, was educated at the Massie School for Boys in Woodford County, the University of the South (1929-1931), Transylvania College (where he received an A. B. degree in 1933) and the Uni-

versity of Kentucky (1934).

Mr. Palmer, 26, edited a monthly newsletter, "The Thunderbird" when he was a Boy Scout in the Order of the Arrow.

A native of Lexington, he is the youngest son of Mrs. Joe H. Palmer and the late Joe H. Palmer. Before his death in 1952, Joe Palmer was the racing editor for the New York Herald Tribune and turf announcer for the Columbia Broadcasting System.

Prior to joining The Lexington Leader in February, 1964, as an editorial writer while attending law school at the University of Kentucky, Palmer worked two years for the statistical and editorial departments of The Blood-Horse weekly magazine.

Mr. Palmer, who is a member of the Fayette County, Kentucky State and American Bar associations, belongs to Alpha Tau Omega social fraternity, Sigma Delta Chi journalism fraternity, Phi Alpha Delta legal fraternity, Lexington Lodge No. 1 of Free and Accepted Masons and the Oleika Shrine Temple.

ANR Elects New Board; Now Has National Billing Of \$8 Million

American Newspaper Representatives, Inc.— and its parent organization, the National Newspaper Association— have announced election of a new ANR Board of Directors.

To develop a more flexible and cohesive unit, the Board has been reduced in number from 12 to seven members. Under a new system of closer liaison and more involvement with ANR activities, the new Board will meet more frequently than did former ANR Boards.

President of the new ANR Board is George C. Wortley, III, publisher of the Fayetteville (New York) Eagle-Bulletin and DeWitt News Times. Ben Blackstock, secretary-manager of the Oklahoma Press Assn., is vice president-treasurer and Palmer H. Sondreal, publisher of the Amery (Wisc.) Free Press, is secretary.

In the officer echelon, Wortley succeeds D. Eldon Lum, publisher of the Wahpeton (N. D.) Farmer-Globe; Blackstock succeeds Wortley as vice president and Sondreal replaces Gordon P. Owen, Jr., manager of the Utah State Press Assn.

Others named to the ANR Board include William J. Oertel, executive director, Ohio

Newspaper Assn.; Lyle A. Young, secretary-manager, Idaho Press Assn.; Richard M. Westerfield, publisher, West Union (Iowa) Fayette County Union and Argo Gazette and Verle Kramer, publisher, Gibson City (Ill.) Courier.

Continuing as assistant secretary and assistant treasurer respectively are Warren E. Grieb and Joseph J. Amodeo. Grieb is executive vice president and general manager, operating from ANR's New York headquarters, while Amodeo is assistant general manager and comptroller.

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