

The Kentucky Press

March, 1961

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



•
Publication Office:
School of Journalism
University of Kentucky
Lexington

•
VOLUME TWENTY-SEVEN
NUMBER SIX



KPA Seminars Indicate Growing Interest

The Kentucky Press + As We See It +

Volume 27, Number 6

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.
Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor
Member
Kentucky Chamber of Commerce
Newspaper Managers Association
Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

W. Foster Adams, *President*
Berea Citizen, Berea
John B. Gaines, *Vice-President*
Park City News, Bowling Green
Victor R. Portmann, *Secretary-Manager*
Perry J. Ashley, *Assistant Secretary-Manager*
Florida R. Garrison, *Assistant Treasurer*
University of Kentucky, Lexington

District Executive Committee

Chairman, Fred J. Burkhard, Casey County News, Liberty (At-Large); First, William T. Davis, Lyon County Herald, Eddyville; Second, Larry Stone, Messenger-Argus, Central City; Third, Basil Caummissar, Courier-Journal and Times, Louisville; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, George Trotter Enterprise, Lebanon; Seventh, Warren R. Fisher, Mercury, Carlisle; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, James T. Norris, Jr., Independent, Ashland; Tenth, Maurice K. Henry, Daily News, Middlesboro; State-at-Large, Edwards M. Templin, Herald-Leader, Lexington; State-at-Large, S. C. Van Curen, State Journal, Frankfort; Immediate Past President, Paul Westpheling, Fulton County News, Fulton.

Kentucky Press Service, Inc.

James M. Willis, *President*
Messenger, Brandenburg
George M. Wilson, *First Vice-President*
Herald-News, Hardinsburg
Landon Wills, *Second Vice-President*
McLean County News, Calhoun
Victor R. Portmann, *Secretary-Treasurer*
Perry J. Ashley, *Asst. Secretary-Treasurer*
University of Kentucky, Lexington

Board Of Directors

Chairman, William T. Davis, Lyon County Herald, Eddyville; Maurice K. Henry, Daily News, Middlesboro; Niles O. Dillingham, Progress, Dawson Springs; Ro Gardner, Courier, Hickman; Bob Fay, Shelby News, Shelbyville; Officers ex-officio.

Justice Douglas Contends Canon 35 Should Be Kept

A learned discussion of Canon 35 and contentions that cameras have no place in the courtroom, by Supreme Court Justice William O. Douglas, is carried on Page One. The article, presented before the law school on the Colorado university campus, is reprinted from the Colorado Press Magazine.

There are many newspapermen, including the Press, that will not agree with all of Justice Douglas' premises and contentions. Many lawyers take issue with the good judge. In order to present both sides of the question, the Press will reprint in the April issue, a dissenting point of view by a leading Colorado law teacher that was presented at the same meeting.

Perhaps the controversy on "cameras in the courtroom" will not or cannot be resolved. But the common-law axiom that "judges always have control of their courtroom and trials" seems under implication in the controversy: that many lawyers do not trust the judges in securing fair treatment of the litigants. It is a resumption of the oft-repeated cry of "trying the case in the newspapers", which, we must admit, has some basis of fact because of some newspapers which are always seeking the sensational without due regard to their responsibility to the litigants, the witnesses, and the theories of "innocent before proven guilty" and "every person is accorded a fair trial."

Should cameras be permitted in the courtroom, we are sure that responsible newspapermen will ask for and respect the orders of the judge which, themselves should be given without prejudice. Our newspapers should give this pledge and not violate the judge's orders for the sake of sensationalism. While we favor qualified picture-taking in the courtroom, we cannot always go along with newspapers in their cry of "prejudice" and their selfish definition of "freedom of the press."

• • •

ONA Sponsors Amendment To Open Trials To Public

The Ohio Newspaper Association is sponsoring a Senate resolution to provide for a Constitutional amendment in that state which would open all trials to the public, which would have the effect of opening the courts to newspaper photographers and television cameras at the discretion of the presiding judge. The resolution would call for the vote of the people of Ohio at the November regular election. Amendments have been offered to exempt

adoption and insanity proceedings and juvenile courts from the sweeping resolution.

ONA Executive Director, William J. Oertel, pointed out it would be in the best Ohio tradition to let the people decide the issue as long as the presiding judge would have the authority over determining what constituted proper dignity and decorum in his courtroom. He also pointed to the fact that population increase meant fewer and fewer citizens could get inside courtrooms already too small.

The resolution reads: "All trials shall be open to the public who may attend and observe in a peaceful manner in such numbers as will not interfere with proper conduct of the trial but the court or other tribunal may exclude any person of objectionable character, or a minor, or any person whose conduct is of a disturbing nature or whose presence is likely to interfere with the fair, orderly, and impartial administration of justice according to law, provided that such trial remains open to the public generally without arbitrary discrimination against any person."

* * *

The tax bill in Congress to provide additional weeks of unemployment pay for persons who have exhausted normal state benefits is in "conference," after Senate amendments added addition increase of 0.4 percent increase levied on employers on first \$3,000 of annual wages.

U.S. Supreme Court has denied hearing to Vi Murphy, Colorado reporter, who was found in contempt of court for refusal to reveal a confidential news source. Court also has refused to reconsider its recent decision upholding censorship of films prior to public showing.

A stiffer bill to repeal the Oregon Libel Correction law is in the "hopper". New bill would place burden on publisher to prove alleged defamation was unintentional, was published without negligence, that prescribed retraction was made, and published on first page of all editions of newspapers for one day. Proposal shifts traditional responsibility for proof from plaintiff to newspaper. We watch the result with interest.

To show impact of classified ads, the Gainesville, Georgia, Daily Times put a full page of classifieds on page One with the headline, "Want ads make front page news." Regular front page was shifted to page three.

* * *

When parents are able to answer the children's questions it's a sign that the kids are growing up.

MARCH,

Justice

By JUST

There is pr all over the la on radio and TV a court which At fifteen min announcement people that "the lawyers" a busy and writ to change the Others have to know" is be fore the court and all like ses and broadcast is said, have eral public; an public should ter understand ernment.

The sixth a caused a "pub ment goes, e by pictures o cluded in: "f Constitution

Dissen

The Suprem adopted a rep that trials ma the discretion it would not the dignity t giving his tes otherwise m achievement

Photograph in my view i we boast. It new. It is c sidious influe the administr

Newspaper the hands of tical philosop what justice istered.

Some new when owner with owners' station, the rated with o

Pres

We have ants and sou courts as we sure can b elected—as t of our states

Justice William Douglas Defends Need For Canon 35

By JUSTICE WILLIAM DOUGLAS

There is pressure these days on courts all over the land to put trials and hearings on radio and television. In one state the radio and TV industry leveled its guns at a court which had banned those broadcasts. At fifteen minute intervals there were spot announcements over the air reminding the people that "the courts do not belong to the lawyers" and urging the listeners to get busy and write the members of the court to change the rule.

Others have maintained that "the right to know" is basic in our liberties and therefore the courtrooms, investigative hearings, and all like sessions should be photographed and broadcast. Trials and investigations, it is said, have educational value to the general public; and, it is contended, the general public should be admitted so that they better understand the operations of their government.

The sixth amendment guarantees the accused a "public trial." And so, the argument goes, everyone who can be reached by pictures or by radio or television is included in "the public" about which the Constitution speaks.

Dissent from Colorado Court

The Supreme Court of Colorado in 1956 adopted a report of a referee recommending that trials may be televised or broadcast in the discretion of the trial judge, provided it would not in his judgment, "detract from the dignity thereof, distract the witness in giving his testimony, degrade the court, or otherwise materially interfere with the achievement of a fair trial."

Photographing or broadcasting of trials in my view imperils the fair trial of which we boast. It is not dangerous because it is new. It is dangerous because of the insidious influences which it puts to work in the administration of justice.

Newspapers, radio, and television are in the hands of men who have their own political philosophy and their own ideas as to what justice is and how it should be administered.

Some newspapers dominate a community; when ownership of the paper is combined with ownership of the radio and television station, the community may become saturated with one point of view.

Pressures on Elected Judge

We have had publishers who were tyrants and sought to impose their will on the courts as well as on the people. This pressure can be serious when judges are elected—as they are in about three-quarters of our states.

Even federal judges who have life tenure may feel the lash of editorials demanding that cases be decided this way or that.

In Great Britain and in countries like Pakistan, India, and Australia that follow British procedure, an editor will be hauled up before the court for contempt if he attempts to indicate how a case should be decided, if he dramatizes the trial, or if, pending appeal, editorializes the case. Sparse comment is indeed all that is tolerated.

That kind of issue has consumed many pages in American law reports. We, too, have advocates of the view that the editor who comments on pending litigation risks contempt. We have, however, resolved the question differently from England. After all, we have a written Constitution which includes, in terms that are absolute, a guarantee of freedom of speech and press.

The First Amendment was once applicable only to the Federal Government. But the Fourth Amendment made it applicable to the states as well. As the Fourteenth Amendment provides that no state shall deprive a person of "liberty" without "due process of law," the Court eventually held that it incorporates the conception of the freedoms embraced in the First Amendment.

Free Press, Independent Judiciary

If, as in India, our written Constitution permitted "reasonable" regulation of the press, we might well say that the judicial power includes the punishment of editors who through their papers tried to influence decisions. But since our freedom of the press includes no such qualification, we have concluded that a free press has the same dignity as an independent judiciary. Judges must be sturdy characters.

This exposes them to the rough and tumble of American life. The alternative of putting the press under the thumb of the judges would be a break with the First Amendment rights.

We have made our choice, refusing to sacrifice freedom of press to the whims of judges. We know that judges as well as editors can be tyrants.

This is not to say that the influence of newspapers on trials should go unnoticed. At times the papers can help arouse passions in a community so that no trial can be a fair one. The courtroom by our traditions is a quiet place where the search for truth by earnest, dedicated men goes on in a dignified atmosphere.

The trials recently held in Cuba at a stadium filled with hooting people are the

very antithesis of our conception of fair trials.

When the famous Communist trial was being held in New York City, a motion was made to transfer it from the Federal Building to Madison Square Garden so that the crowds could pack in. That motion was denied. Those who sponsored it apparently were interested in making the trial a spectacle.

New Trial Is Alternative

Spectacles, however, do not comport with the quiet dignity and dispassionate search for truth which we associate with judicial proceedings. As John M. Harrison, former Toledo *Blade* editorial writer now at the University of Iowa School of Journalism put it, . . . "it never was intended that freedom of the press should give newspapers license to cripple the right of every man to a fair trial."

Passion and public outcry, aided and abetted by the press, have at times so possessed a community and its courthouse as to make the trial a mere mockery of justice. When that has happened, a new trial has been granted.

A mistrial was recently declared for that reason in a widely publicized prosecution of Americans charged with attempting to cause insubordination in our Armed Forces in Korea.

At other times the press has been the vehicle for getting into the jury room evidence against the accused which no judge would admit at the trial. Then a new trial has also been granted. As the court in *Coppage v. United States* recently noted, a newspaper may properly print what jurors should not know. A defendant, however, is on trial for a specific crime, and is not to be condemned, imprisoned, or executed for what laymen would call his bad character or reputation.

Judges Make, Enforce Rules

Rules of evidence are designed to narrow the issues and protect an accused against prejudice. Judges, not newspaper reporters, fashion and supervise those rules.

At other times the papers may so beat the drums of prejudice and passion as to make it doubtful whether a trial in the local courthouse can be fair to a particular defendant. Local feelings may run so high as to necessitate a change in venue or a continuance to allow emotions to subside.

The point is that our remedy for excessive comment by the press is not the punishment of editors, but the granting of new trials, changes in venue, or continuances to parties who are prejudiced.

There are, however, activities in which the press should not indulge, lest the intrinsic nature of the trial itself be changed.

The matter of the public trial assumes new proportions these days. To what extent should modern inventions be used to report a trial? Modern inventions can often help in improving the administration of justice.

Alaska, for example, has recently substituted electronic recording machines for court reporters at all trials in the state courts. When a tape recording is made of a trial, a record is preserved that has more warmth and emphasis than the cold notes of a reporter. A taped record is indeed a more faithful account of what went on than transcribed notes. Few storms gather around that type of problem. A great controversy, however, concerns the publicity which should be given a trial. Should it be covered by the camera? Should it be transferred to radio or television?

Canon 35 Bars Photographs

Canon 35 of the American Bar Association's Canons of Judicial Ethics places its weight on the side of the quiet dignity of the courtroom. It reads in part as follows:

The taking of photographs in the courtroom during sessions of the court or recesses between sessions, and the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, detract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public and should not be permitted.

Rule 53 of the Federal Rules of Criminal Procedure was written in the same tradition:

The taking of photographs in the courtroom during the progress of judicial proceedings or radio broadcasting of judicial proceedings from the courtroom shall not be permitted by the court.

In 1952, a special committee of the American Bar Association, headed by the late John W. Davis, reported on the issue of broadcasting or televising trials or legislative investigations:

To treat trials as mere entertainment, educational or otherwise, is to deprive the court of the dignity which pertains to it and can only impede that serious quest for truth for which all judicial forums are established.

The intrusion into the courtroom of mechanisms which require the participants in a trial consciously to adapt themselves to the demands of recording and reproducing devices, and to measure their time accordingly, detracts attention from the single object of promoting justice. The attention of the court, the jury, lawyers and witnesses should be concentrated upon the trial itself

and ought not be divided with the television or broadcast audience who for the most part have merely the interest of curiosity in the proceedings. It is not difficult to conceive that all participants may become overconcerned with the impression their actions, rulings or testimony will make on the absent multitude.

There is mounting opposition to that recommendation. The opponents maintain that the concept of a public trial is an expanding one to be kept in tune with the times, that trials should be broadcast or televised unless unfairness would result.

It is a "public trial" that is guaranteed by some state statutes. But this guarantee is for the benefit of the accused, not the press. In *United Press v. Valente*, Judge Stanley H. Fuld wrote, "As long as the defendant is assured the right to invoke the guarantees provided for his protection, the public interest is safe and secure, and there is neither need nor reason for outsiders to interject themselves into the conduct of the trial."

The concept of the public trial is not that every member of the community should be able to see or hear it. A public trial means one that is open rather than closed—a trial that people other than officials can attend. The public trial exists because of the aversion which liberty-loving people had toward secret trials and proceedings. This is the reason our courts are open to the public, not because the framers wanted to provide the public with recreation or with instruction in the ways of government.

What transpires in the courtroom is, of course, public property in the sense that what happens may be reported and discussed. Yet the historic concept of a public trial envisaged a small, close gathering, not city-wide, state-wide, or nation-wide arena.

With all deference to the Supreme Court of Colorado, I feel that a trial on radio or television is quite a different affair than a trial before a few people who can find seats in the conventional courtroom.

The already great tension on the witnesses are increased when they know that millions of people watch their every expression, follow each word. The trial is as much of a spectacle as if it were held in the Yankee stadium or the Roman coliseum. When televised, it is beheld in every home across the land. No civilization ever witnessed such a spectacle.

The presence and participation of a vast unseen audience creates a strained and tense atmosphere that will not be conducive to the quiet search for truth.

Photographing a trial with ordinary cameras does not entail those evils. But it spawns evils of its own—evils that have sometimes been summarized under the heading "trial by news-photo." Picture-tak-

ing in the courtroom is more than disconcerting. It does not comport with traditional notions of a fair trial. A man on trial for his life or liberty needs protection from the mob. Mobs are not interested in the administration of justice. They have base appetites to satisfy. Even still pictures may distort a trial, inflame a proceeding by depicting an unimportant minuscule of the whole, or lower the judicial process in public eyes by portraying only the sensational moments.

A state court rule that barred the broadcasting or photographing of trials was sustained when challenged in a federal court, Judge Wallace S. Gourley stating:

The very thought of members of the press and/or amateur photographers and others employing cameras, no matter how silent and concealed, to photograph different parties and witnesses to a court proceeding while the parties and the court are engrossed in the determination of matters of tremendous moment to the parties involved, is repugnant to the high standard of judicial decorum to which our courts are accustomed, and, indeed, may prove an opening wedge to a gradual deterioration of the judicial process.

The greatest danger to freedom may well stem from those who seek the license and luxury of increased liberties at the expense of the processes which feed life blood to our free institutions.

May Play to the Galleries

No spectacle is conducive to the search for truth which every trial involves. The opportunities for men to exploit the situation are greatly multiplied. Prosecutors usually run for office. And nowadays about three-fourths of our states provide for the election of judges, as I have said. Prosecutors and judges—as well as defense counsel—are human; and the temptation to play to the galleries will be stronger than many can resist.

Caleb Foote of the University of Pennsylvania law school recently reported on a study he made of vagrancy in Philadelphia. He relates that movies were taken of some of the trials:

At one of the hearings floodlights were mounted behind the bench and as the defendants were called up one by one, a photographer, crouching just behind the magistrate, took motion pictures of the proceedings. The lights were arranged in such a way that they must have blinded those standing in front of the magistrate; the effect was much like that of a police line-up.

His account of these trials—held when the newspapers were conducting a clean-up campaign—makes very clear that some judges make big plays to the grandstands.

A trial that
ates the oppo
magnanimous
the judge.

While the
the presence
seeking publi
or make the
ing public a

As one tri
the fact of I
intrusion is
principals to

yer, jury—are
ably detracti
is the fact th
actors which

If unwilling
nity as huma
willing actor
dangerous to

of the litiga
cern will no
oaths, but w
iveness as a
of making t

Public
A comme
Dicta 55, 5
tions:

Prior to
tor's case w
the public
the prelimi
usually aga

become cr
recollection
fendant be
public sent
recollection
that his te
reluctant t
the defend
sentiment.

H
Televisi
sional hea
frequent.

a trial in
jury. The
a verdict;
ness guilt

Yet the te
television
convict th
the count
caused th
possible.

If sever
and hear
movie ac
gation, v
cross-exa
in his ow

A trial that is broadcast or televised creates the opportunity to show the voters how magnanimous the prosecutor is, how just the judge.

While the witness may be intimidated by the presence of the microphone, others seeking publicity may exaggerate or clown or make the proceeding a vehicle for getting public attention.

As one trial lawyer recently said: "It is the fact of photography, the fact that the intrusion is present, the fact that all the principals to the trial—judge, witness, lawyer, jury—are 'on stage' which is inescapably detracting from the task at hand. It is the fact that these participants are made actors which is dangerous and disturbing. If unwilling actors, then their essential dignity as human beings is being violated. If willing actors, then they may be far more dangerous to the life, liberty and property of the litigants because their principal concern will not be compliance with their oaths, but with the question of their effectiveness as actors. The manner or method of making them actors is beside the point."

Publicity May Lead the Witness

A comment on Colorado's new rule in 34 Dicta 55, 53, adds the following observations:

Prior to any criminal trial the prosecutor's case will have been fully presented to the public because of the publicity given the preliminary hearing. Public sentiment, usually against an accused person, will have become crystallized. Will not a witness' recollection of the facts in favor of the defendant be colored by the publicity and public sentiment? Again, even if a witness' recollection is unaffected, will not the fact that his testimony is broadcast make him reluctant to fully state the facts in favor of the defendant, in the face of adverse public sentiment.

Hearings Become "Trials"

Televising and broadcasting congressional hearings have been more and more frequent. Then the hearing often becomes a trial in which the entire nation sits as a jury. The people do not, of course, render a verdict; they do not pronounce the witness guilty or not guilty in so many words. Yet the television often condemns men. The television trial may produce evidence to convict the witness; and it may so saturate the country with prejudice against an accused that a fair trial may be next to impossible. As stated by Harry W. Jones:

If several million television viewers see and hear a politician, a businessman or a movie actor subjected to searching interrogation, without having an opportunity to cross-examine his accusers or offer evidence in his own support, that man will stand con-

victed, or at least seriously compromised, in the public mind, whatever the later formal findings may be.

The use of television in their inquisitorial procedure puts in jeopardy some of our basic tenets. As stated in the Temp. L. Q. 70, 73: "The entire concept of our criminal law, that a man is innocent until proven guilty beyond a reasonable doubt, is in jeopardy of being replaced by a new concept of guilt based on inquisitorial devices.

Conviction Without Trial

"What is important is that many such witnesses were convicted even though they had not been tried through any judicial processes. There was no way of testing the truth of the statements made or of reasonable implications drawn from the questions asked."

Moreover, commercial sponsorship of such broadcasts can only cheapen or vulgarize processes of government that should be sacrosanct.

In addition, as one lawyer has said one evil of televising investigations or trials is the tendency to give an "incomplete presentation"—to "carry only the sensational parts of hearings" or selected portions that "may distort" the presentation or slant it one way or the other.

These are some of the reasons behind the observation in Life magazine after the Army-McCarthy hearings on television in 1954. "If the hearings have proved anything to date it is that courtroom procedure, with its strict rules on conduct and introducing evidence, is a most marvelous human invention."

One shudders to think what could be the result in trials have a political cast—where the accused is unpopular, where the charge is inflammatory.

Think, too, of the times when a community is thoroughly aroused about some heinous crime—so aroused as to generate an atmosphere in which a fair trial cannot be had.

Imagine what could happen if the latent local passions were loosened in the channels provided by radio and television. Then there might be no place to which the trial could be transferred to protect the accused.

No Place for Mass Opinion

It has recently been observed with great discernment that "mass opinion has acquired mounting power in this country. It has shown itself to be a dangerous master of decisions when the stakes are life and death." (Lippmann, *The Public Philosophy*.) That was written about public issues on which the vote of the people is final and conclusive.

Mass opinion can be even more dangerous in the operation of our legal system. It

has no business there. It is anathema to the very conception of a fair trial. It applies standards that have no place in determining the awful decision of guilt or innocence.

The courtroom at these times is as sacrosanct as the cathedral, to be guarded against all raucous, impassioned, and foreign influences. The matter was succinctly put by Judge George H. Boldt: "Ordeal by publicity is the legitimate great-grandchild of ordeal by fire, water and battle."

It seems to me no answer to say that the trial judge can keep full control of the situation by denying permission to photograph or broadcast or televise the proceedings where an unfair trial might result.

Imagine the pressure that judges standing for election would be under in communities where the dominant paper owns the radio and television station.

In all cases where the trial promised glamour or excitement the pressure for photography and broadcasting would be enormous.

Where the judges are elected, the temptation to show the electorate how a trial can be masterfully handled would be great. Our judges are honorable people and I do not attribute base motives to them. Yet they are human; and unconscious influences would press heavily on them to open their courtrooms so that the masses could have ringside seats to a spectacle made possible by modern science. And when exceptions are made and the trial opened up to broadcasting and television the damage may be too subtle to measure accurately.

Since defendants rights are the interests protected by the public trial the end is best served by banning all photography, broadcasting, and televising.

I can still see in my mind's eye the beard of Chief Justice Hughes bristle as he reported to the conference a proposal to broadcast the proceedings before the Court. His reaction was not that of the stodgy conservative opposed to change.

His opposition welled up from a deep instinctive impulse to make the courtroom sacrosanct—to keep it a place of dignity where the quest for truth goes on quietly and without fanfare and where utmost precautions are taken to keep all extraneous influences from making themselves felt.

He knew from broad experience that procedural safeguards—control of the means used to reach a result—are often as important as the ends themselves.

Temptation may be strong, but it seldom overtakes the man who runs from it.

Most youngsters think there are only three seasons in the year—baseball, football and basketball.

Rules For Want Ads

Atlanta Journal-Constitution has following requirements for "Help Wanted" Ads:

1. Advertisements must offer bona-fide employment and state or indicate general nature, such as sales work, collections, clerical, mechanical, domestic, etc.

2. Advertisements must not offer or appear to offer, work on a wage or salary basis when remuneration is on a commission basis.

3. Advertisements stating or indicating a training period must state if, and on what basis employee will be paid during training period.

4. Advertisements offering employment must clearly state or imply the basis of compensation, subject to the following definition of the terms of compensation:

a. Salary: A fixed compensation for a specified period of time.

b. Commission: A compensation based upon a percentage of sales volume or upon a fixed sum per unit sold.

c. Drawing Account: A fixed sum which the employee shall be paid before he has earned it, but which shall be charged against his earned commissions, bonuses, etc.

d. Bonus: An amount to be paid in addition to the agreed salary or commission, as reward for extra services, efforts, sales, etc.

e. Such terms as: "Salary and Commission," "Drawing Account and Bonus" are permissible.

5. When based on commission, no statement of the amount that may be earned is acceptable. Examples: (not acceptable) "New man can earn up to \$100 first week." Also, advertisers may not imply earnings. Example: (not acceptable) "Jim Smith earned \$100 his first week," "Interested in \$10,000 a year man only."

6. Advertisements for sales help must state the type of product or service to be sold. A name which indicates the nature of the product is acceptable. Example: (not acceptable) "The American Co."; (acceptable) "The American Oil Co."

7. Offers of work at home not acceptable.

8. Advertising as a whole must not create misleading impressions even though every statement separately considered is literally true.

9. The newspaper reserves the right to properly classify, edit, or reject any or all advertising copy submitted to it when copy is deemed objectionable, or contrary to public policy now or hereafter established.

Paradise is not a locality—it's a state of mind.

Second Research Project

A second research project on the impact of newspapers is being planned by the Newsprint Information Committee, composed of a representative group of Canadian newsprint producers. The first study, made at a cost of \$45,000 with counsel of ANPA Bureau of Advertising and now being processed at Harvard University, was designed to measure the effectiveness of repetition in newspaper advertising. The new study, which will be subject to review by the Advertising Research Foundation with counsel by the Bureau of Advertising and underwritten by NIC, will cost \$60,000 and survey the audience dimensions of newspapers as a national medium.

At a recent luncheon of ANPA and NIC officials, Douglas W. Ambridge, NIC chairman, asserted that "the newsprint producers believe it is in the interest of their industry to work closely with newspapers toward maintaining and bettering the competitive position of newspapers as a medium."

Ernest M. Lawson, editor and publisher of the Cumberland County News, has recently announced his candidacy for the position of State Representative from Cumberland County. Ernie is running on the Republican ticket.

Tom Gish, publisher of the Whitesburg Mountain Eagle, published a 32-page paper on March 16. The issue carried five and a half pages of delinquent tax notices, three pages containing the Housing Code of the City of Whitesburg, five pages of congratulations for the opening of a new funeral home in his county, a double page spread for A&P, and several political advertisements. Two pages were run in a second color, blue.

One of the largest and fastest web-fed, offset presses ever designed (perhaps THE largest and fastest) is now being assembled at the Dayton, Ohio, plant of the McCall Corporation. More than 108 feet long and almost 22 feet high, the press weighs between 600 and 700 tons. It will print magazine pages in five colors, both sides at the rate of 144 pages per revolution—or 5,000,000 pages per hour. Although this press has been designed for highspeed production of magazines, it can certainly be adapted to newspaper or supplement production.

Linotype Brush. For a handy brush around a Linotype get a nylon baby bottle brush which will reach into those out of the way places, and may be washed out repeatedly to remove old grease and other grime it picks up.

ALL
KENTUCKY
BENEFITS...

from our state's
brewing industry

... pays more than
\$7,000,000 TAXES
annually to Kentucky state
and local governments.

... annual payroll of
OVER \$53,000,000
provides a good living for
20,000 Kentucky people,
and helps all other Ken-
tucky business.



KENTUCKY DIVISION
U. S. BREWERS FOUNDATION
1523 HEYBURN BUILDING • LOUISVILLE 2, KY



Go
Owen Nam
1961 N.N.V.

Gordon P.
Utah State I
named chair
Newspaper W
ment was ar
boise, Preside
Managers, I
sponsors of N
Fromboise is
ington Newsy

Mr. Owen
announced th
the 1961 N
Stanford Smi
can Newspap
A. Serrill, Es
torial Assn.;
ager, Oklaho
General Mar
William B. L
Association.

This year
marking the
scheduled fo
the 1961 the
in Denver of
previous me
City.

Since its l
observance o
has grown t
tually every
newspaper i
and televisio



Gordon P. Owen, Jr.

Owen Named Chairman
1961 N.N.W. Committee

Gordon P. Owen, Jr., Manager of the Utah State Press Association, has been named chairman of the 1961 National Newspaper Week Committee. His appointment was announced by C. B. LaFromboise, President of Newspaper Association Managers, Inc., originators and annual sponsors of National Newspaper Week. LaFromboise is General Manager of the Washington Newspaper Publishers Association.

Mr. Owen and Mr. LaFromboise have announced the following appointments to the 1961 N.N.W. Executive Committee: Stanford Smith, General Manager, American Newspaper Publishers Assn.; Theodore A. Serrill, Exec. Vice Pres., National Editorial Assn.; Ben Blackstok, General Manager, Oklahoma Press Assn.; Vern Sanford, General Manager, Texas Press Assn.; and William B. Long, Manager, Colorado Press Association.

This year's National Newspaper Week, marking the 22nd annual observance, is scheduled for October 15-21. Selection of the 1961 theme will be made at a meeting in Denver of the Executive Committee. A previous meeting was held in New York City.

Since its beginning in 1939, the annual observance of National Newspaper Week has grown to include promotion by virtually every group connected with the newspaper industry. Recently even radio and television has given N.N.W. time in

promoting the week. The week's promotions are designed to focus public attention on the newspapers of America and the job they are continually doing for the country, the community and the individual.

When a lad starts the study of Latin and algebra he says good-bye to his boyhood and, also, to any help on his homework from dear old dad.

Folio Feeding Tip. Feeding folio through any kind of press is never easy. Since it has so little body, the principal trouble is caused by its bouncing back from the head guides. To eliminate this, insert a tongue from a gauge pin next to the head guide, and secure it by using Scotch tape. Setting the tension with a long tongue with light tension will speed up getting the job through the press.



AT YOUR
FINGERTIPS...

Ever think about the times you've picked up the phone and heard about a big story happening miles away or around the corner?

Or ever think about the time and travel you save as you gather news over the phone each week?

Not all calls result in Page One news, of course, but most of the time there's a story at the other end of the line...sped to you by a telephone at your fingertips.

The telephone performs one of its most important jobs when it helps you with fast and dependable news coverage. It's one job we always want your telephone to do well. Use your telephone for all it's worth.



Southern Bell

Coop-Advertising Rules Apply Only To Papers

After General Motors Corporation won a refund in excise taxes May 4, 1960 in the U.S. Court of Claims, on cooperative advertising allowances (General Motors Corporation, Frigidaire Division vs. Ct. Cl., claim for \$787,631.69) overruling the Treasury position, Congress enacted a new law on October 12, 1960, extending the advantages to everyone on and after January 1, 1961, if such advertising is placed in newspapers, radio and television stations.

Newspapers have thus become the *only printed advertising media* qualified under law to justify cooperative advertising allowances as a proper deduction for federal excise tax purposes. Other printed non-newspaper media such as billboards, magazines, shoppers, advertising guides, penny-savers, shopping center flyers, circulars and handbills are excluded.

Newspapers and press associations, recognizing their responsibilities under this law, and eager to develop their opportunities should undertake an intensive selling program. Such a program should include these steps, avers Joe Terry, KPA official consultant:

- a. In each papers' own columns.
- b. Special folders prepared and sent to each advertising outlet.
- c. Data added to the rate card, if desirable.
- d. Person-to-person canvass by newspaper personnel of each outlet in the trade area to present a definite selling program. This will enable a paper to answer first-hand any questions relating to handling and development of "cooperative" advertising.
- e. Official notification to the advertising agencies who prepare cooperative campaigns and select the media, and to the manufacturers who use cooperative advertising listing the qualified newspapers in the area, state or region. While manufacturers and their local outlets can place copy where they please, they risk excise tax losses by using unauthorized media. The notification should be made by the newspaper itself, by state or regional press associations, by the national advertising representative, or by all these agencies.

Newspapers not only have the duty to counsel their advertising customers as to how the best results can be obtained through newspaper space, but also have the duty to help earmark and safeguard funds appropriated for cooperative advertising in printed media.

Fair billing methods must be fostered in all qualified media. Newspapers should refuse to permit the local outlet to profit un-

duly at the expense of the cooperative advertising manufacturer by manipulation of the differential between national and local rates. In some cases, local outlets have asked newspapers, radio and television stations to furnish media billheads so that the local outlet could use whatever rate he chose.

Such "double" billing is fraudulent and has been specifically outlawed in several states. It should be specifically outlawed throughout the country, and the ban should apply

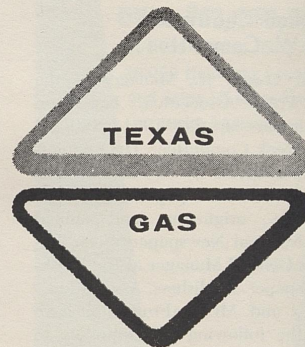
equally to newspapers, radio and television stations.

Competitive printed media should be monitored by newspapers and by state and regional press associations so as to call the attention of advertising agencies and cooperative advertisers to unqualified media who appear to be carrying unauthorized cooperative advertising. This may result in saving the manufacturer taxes, and ineffective advertising expenditures.

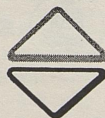


To a newspaperman, this always means "spell out"

To homes and industries in the Big River Region, this always means an abundance of efficient natural gas



There are many ways in which Texas Gas seeks to provide growing supplies of natural gas for the Big River Region at the most reasonable possible rates. By diversifying sales to local gas companies, to industries, to other pipeline companies and by transporting gas for others, Texas Gas manages to keep its lines full the year round. This reduces unit costs and helps keep rates low. Even so-called "interruptible" gas sales to industrial plants — though a small part of our business — helps spread the cost of service and keeps natural gas a bargain for all the families in the areas Texas Gas serves.



TEXAS GAS
TRANSMISSION CORPORATION
General Offices: Owensboro, Kentucky

SERVING THE BIG RIVER REGION

Those

(From the ba

The conven
Congress of
Mexico City,
President Lov
gates as rep
President Lov
ing progressi
delegates:

B. F. Forgy
Crawford, Co
thiana Demo
Messenger; C
bethtown N
News; L. G.
R. L. Elkin
Dyche, Lond
Thompson, P

J. I. Bro
chased the C
Mrs. Margar
maining with
Brown sold
County Stan
Petrie, who
that paper.

Herndon
Sun, address
the facilities
duties and
editor".

After bein
July, the Be
moving into
Frank C. Be
of "brick, co
nates the da
astrous fire."

Dan Bow
sailles Sun,
in a small cl
per for July.

"That ven
machine, is
represented
don, setting
sand. About
in a newspa
many years
count of this
ing to revol
The type-se
amuse the p

Those were the days...

(From the back files of the Kentucky Press)

30 Years Ago

The convention chairman of the Press Congress of the World, which meets in Mexico City, August 10-14, 1931, has asked President Lovett to appoint ten official delegates as representatives at the meeting. President Lovett has appointed the following progressive Kentucky editors as these delegates:

B. F. Forgey, Ashland Independent; J. L. Crawford, Corbin Times; J. M. Allen, Cynthiana Democrat; J. Curtis Alcock, Danville Messenger; Col. Harry A. Sommers, Elizabethtown News; B. B. Cozine, Shelby News; L. G. Barrett, Ohio County News; R. L. Elkins, Lancaster Record; Russell Dyche, London Sentinel Echo; and A. S. Thompson, Paris Kentuckian-Citizen.

J. I. Brown, formerly of Elkton, purchased the Crittenden Press, Marion, from Mrs. Margaret Hogard, Mrs. Hogard remaining with the Press as editor. Mr. Brown sold out his interest in the Todd County Standard to his partner, R. D. Petrie, who remains as sole proprietor of that paper.

Herdon Evans, editor of the Pineville Sun, addressed the Commonwealth, through the facilities of radio station WHAS, on the duties and responsibilities of a "country editor".

After being destroyed by fire the previous July, the Bedford Trimble Democrat was moving into its new home. The editor, Frank C. Bell, said the entire structure was of "brick, concrete and steel, which eliminates the danger of a recurrence of the disastrous fire."

Dan Bowmar, smiling editor of the Versailles Sun, handed us a good laugh found in a small clipping from the files of his paper for July, 1871:

"That venerable fraud, the type-setting machine, is again before the public, and represented as being hard at work in London, setting type at three-pence per thousand. About the first thing we ever read in a newspaper, we are ashamed to say how many years ago, was a circumstantial account of this hoary humbug, which was going to revolutionize the newspaper business. The type-setting machine may serve to amuse the public, but it doesn't alarm the

"comps". They know that until a machine can be made which can think, get drunk, and d--n the editor for his bad copy, their craft is safe from the encroachments of cog-wheels and 'hoss-power'."

The Illinois Central Railroad agreed to advertising in newspapers to equal the amount paid for transportation over its lines to members of KPA attending the summer meeting in Paducah.

20 Years Ago

Plans for state-wide publicity on Kentucky historic and scenic spots were completed at the spring meeting of the executive committee of the Kentucky Press Association in the Brown Hotel at Louisville, March 15. The publicity plan will cover each of the nine congressional districts and will consist of 14 stories. Each officer and member of the association's executive committee will furnish one of the stories.

Mammoth Cave was selected as the site of the Mid-Summer meeting for 1941. Rates for hotel accommodations were: room without bath for one, \$1.50; room with bath for one, \$3.00; room without bath for two, \$3.00; and room with bath for two, \$4.00.

Miss Mary Elizabeth Hutton, of Harrodsburg, was elected president of the Kentucky Press Woman's club at an organization meeting Saturday, March 22, at the Brown Hotel in Louisville. Other officers chosen were Miss Mildred Babbage of Cloverport, first vice president; Mrs. Jewel Duncan, Dixon, second vice president; Mrs. Frank C. Bell, Bedford, third vice president; Mrs. J. R. Wallace, Walton, recording secretary; Mrs. J. LaMarr Bradley, Providence, treasurer; and Miss Urith Lucas, Maysville, corresponding secretary.

Purchase of the newspaper plant of the Bourbon News, one of the two semi-weekly newspapers published in Paris, was announced March 5 by its competitor, the Kentuckian-Citizen. Carl M. Johnson, owner and publisher of the News since 1925, will be associated with the new owners and will continue active in management of the paper. The News was founded in 1880.

State press associations all over the nation are taking up the discussion of frequency modulation broadcasting and the effect it will undoubtedly have on local

newspapers when it comes into widespread use. Experts predict that it will not be long before the weekly publisher will have to decide how he intends to meet the competition which FM will bring. "For there can be no doubt that there will be more radio stations than ever before, each one serving a relatively small area."

Barry Bingham, publisher of the Louisville Courier-Journal, was honored in his appointment as vice-chairman of the Southern Electoral Reform League, Richmond, Va. The League seeks the abolition of the poll tax in southern states which disenfranchises those who do not meet the annual payment.

10 Years Ago

A series of district meetings of KPA were successfully held during the month. President Douglas Cornette and Secretary-Manager Portmann attended the called meetings which were found to be highly successful from every standpoint. The purpose of the gatherings was to discuss the operation and problems of the Central Office and its services to the members.

For the fifth consecutive year the Louisville Courier-Journal and Times has been awarded a certificate for "best promotions" by Editor and Publisher. The award was presented "for community service aimed at improving the economic aspects of the area."

The Hardin Sentinel, Vine Grove, announced in its March 22 issue that it was suspending publication with the current issue because of publication difficulties. "Linotype operators are in short supply," the paper stated. Editor Elmo Royalty stated all persons who have paid a year's subscription to the paper would receive a refund.

Figures received from the federal Bureau of Census, Washington, compiled from data given in the 1947 manufacturers' census, show Kentucky's printing and publishing industry third among major industrial groups in the Commonwealth.

Mrs. Carlos B. Embry, associate editor of the Ohio County Messenger, Beaver Dam, has been named publicity director of the Kentucky State Federation of Women's Republican clubs.

Trouble that looks like a mountain from a distance, usually is only a hill when you get to it.

That's What The Judge Said - - -

By L. Niel Plummer, Director
U. of K. School of Journalism

The whole town was buzzing this August in 1913 and rumors were a dime a dozen while officers investigated the slaying of a citizen in the wake of a primary for county officers. Naturally, the local paper sought to keep pace with the story, and in the rumor-filled situation presented the following headlines: "Drawing Net In on Finley Slayer Before Arresting . . . Officers Sure of Murder Seek to Cinch Case with Conclusive Evidence . . . No Charge Will Be Brought Until Positive." The story stated in part: "No arrests in the murder of Tate Finley have been made, but one is probable in a few days. The officers at present are without all the evidence necessary for a conviction. It is positive that Finley was killed because of politics . . . a left-handed man committed the deed . . . Reports were current that a relative of Finley had been placed under arrest, but this is false, as the officers are awaiting until they are positive that they have a case cinched."

Do you believe this story called an identifiable person a murderer?

Well it did, and from it came a libel action. The editor admitted in court that the publication was of and concerning the man now suing for libel, but denied any actual

malice or ill-will.

The case reached the Court of Appeals after the plaintiff had gained only a nominal award in the lower court, and he questioned sharply the instructions in the lower court which limited the possibility of assessing punitive damages against the editor. The appeal was successful.

Said the Court:

"It must follow, therefore, that if words be libelous per se, it is error for instructions to require a showing of malice, in order to recover punitive damages, since the malice which the law thus implies is sufficient to authorize such a recovery.

"In this state, in all actions for tort, punitive damages are allowed when the injury is the result of a wanton or grossly negligent act; and intent or purpose to injure is not a necessary ingredient. This is especially true when the words published are actionable per se.

"The charge of murder made against the appellant, being of course libelous per se, (he) was not required to show malice in order to recover punitive damages. . . ."

158 Ky. 727, 166 S.W. 245.

Next month: The case of the officious election supervisor.

Higgins Joins Staff Of National Publisher

Charles J. Higgins has joined the staff of the National Editorial Association in Washington, D. C. He will work with both the Association and the National Publisher, official magazine of the Hometown newspaper industry.

A native of Detroit, Mich., Higgins is a 1954 graduate of the Georgetown University Foreign Service School. His background includes two years as Assistant to the Mail Sales Manager of Nation's Business magazine.

Higgins is married and the father of three children. He is an active Jaycee and a recent past editor of the Washington, D. C., Junior Chamber of Commerce publication, News Action.

A fellow wouldn't mind loaning his lawn mower if the borrower wouldn't take it out of the yard.

New Engraving Solution

Chemo Photoproducts Co. has announced a new one-step, non-etching de-scumming solution known as DS Solution. Chemco states this monobath solution, applied just before etching, will replace the two and three-part formulas now used. It is usable on both copper and zinc plates. Chemco states that with use of this solution there is no possibility of color loss or graying out of the image because solution chemically reacts only with residual chromate or oxide which are dissolved completely without removing any of the metal, weakening the top, or reducing dots or lines.

Gum Stock Waste. There is usually a certain amount of waste for trim when running gum stock. This small waste can be used by setting up three lines of type, using the names and home addresses of customers. When the job is trimmed, the small name labels are a give-away and promotion item.

METRO NEWSPAPER SERVICE
80 MADISON AVE., N.Y., N.Y.
Means PLUS BUSINESS for Your Newspaper
Lawson Spence Representative

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

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

It's not how busy you are . . .
It's what you charge that counts
Write today for 60-Day FREE TRIAL
FRANKLIN PRINTING CATALOG
\$4.50
\$19.50
PORTE PUBLISHING CO.
952 E. 21st So., Salt Lake City 6, Utah

Look into the new trade-ins on Genuine
LINOTYPE
PARTS
Get in touch with your Linotype Agency now.
MERGENTHALER LINOTYPE CO.

Responsibil
On request
Responsibilitie
fidence in Ad
46th annual c
ness Bureaus,
Support of
Declaration v
adopted at the
stated, "The I
firms the aim
tion of the
strongly urge
cept and ass
the principles
significant ad
tary self-regu
in advertising
deceptive or r
ration reads:
1. The AS
Bureaus belie
principles ne
mented, nati
action of all
tisers, advert
the essential
vance in the
lation to imp
vertising thro
tive or misle
1. That ac
to present co
questioned.
2. That m
requiring con
to publication
questionable
tioned by an
3. That B
responsibility
of business to
tion by serv
receive or in
questions as
claims and
when necess
and media t
leading prac
4. That a
these princi
leadership, so
members of
II. We be
Bureaus, in
tisers, adver
tising clubs
tising agenc
seek united
implementat
carrying out
patterns mus
requirements
some instan

Responsibilities

On request, we print the "Declaration of Responsibilities for Improving Public Confidence in Advertising," as adopted by the 46th annual conference of the Better Business Bureaus, June 9, 1960.

Support of Kentucky publishers to this Declaration was pledged in the resolution adopted at the mid-winter meeting, which stated, "The Kentucky Press Association affirms the aims and purposes of the Declaration of the Better Business Bureaus and strongly urges its entire membership to accept and assist in the implementation of the principles embodied therein . . . for a significant advance in the process of voluntary self-regulation to improve confidence in advertising through the elimination of deceptive or misleading practices. The Declaration reads:

I. The Association of Better Business Bureaus believes that the following basic principles need to be adopted and implemented, nationally and locally, by united action of all major forces concerned—advertisers, advertising agencies, and media—as the essential elements for a significant advance in the process of voluntary self-regulation to improve public confidence in advertising through the elimination of deceptive or misleading practices.

1. That advertisers accept responsibility to present competent proof of claims when questioned.
2. That media accept responsibility for requiring competent proof of claims prior to publication when copy is considered questionable or if it is subsequently questioned by any responsible source.
3. That Better Business Bureaus accept responsibility as the agencies of all segments of business to achieve voluntary self-regulation by serving as the impartial source to receive or initiate, investigate and evaluate questions as to the validity of advertising claims and to recommend modification, when necessary, to advertisers, agencies, and media to eliminate deceptive or misleading practices.
4. That all cooperating groups support these principles and, through affirmative leadership, seek their implementation by the members of their respective organizations.

II. We believe that local Better Business Bureaus, in cooperation with local advertisers, advertising media, and with advertising clubs and/or organizations of advertising agencies, where they exist, should seek united action for the acceptance and implementation of the above principles. In carrying out such action, local plans and patterns must be adapted to the needs and requirements of individual communities. In some instances, this will involve the devel-

opment of advertising panels or adaptations thereof, trade group activities, corrective plans, plans to preview questionable advertising, etc.

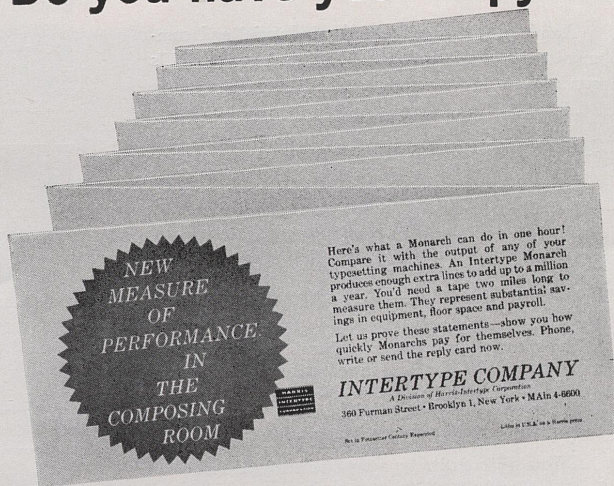
III. The problem of self-regulation of taste in advertising has not been traditionally within the province of Better Business Bureaus. The ABBB believes, however, that Better Business Bureaus will consider utilizing their facilities as a source to receive complaints concerning bad taste in advertising and to channel questions or complaints through the National Better Business Bureau to the American Association of Advertising Agencies, in the case of national advertising, and to work with appropriate elements of the local business community for the development of effective plans for handling problems of bad taste in local advertising.

IV. We believe that all major groups representing advertising, advertising media, trade associations, etc., should be invited to confer as to possible participation and further implementation of an over-all program in accordance with the general principles outlined above.

Drug stores must advertise or die. That statement was made by Charles T. Lipscomb, president of the Bureau of Advertising of the American Newspaper Publishers Association, in a recent speech before the National Association of Retail Druggists. "Some experts believe," he said, "that stores not pursuing an aggressive program of outside selling to get new customers are following a suicidal policy. These stores are losing nearly a fifth of their steady customers each year who move away or die, and simultaneously allow those coming to replace them to be exposed to the aggressive outside selling efforts of drug competition, non-drug competition and others seeking larger shares of the consumer's dollar."

Adding to Tight Line. When you must squeeze another character into a tight line that contains a pair of parenthesis, take out the regular font parens and use the matrices which have italic parens in the auxiliary position, and run pi. These matrices are thinner than regular parens as they don't have the small cap A and Q in auxiliary positions.

Do you have your copy of



This folder shows a photo of almost nine feet of news slugs — proof of what an Intertype Monarch linecasting machine can do. Use it to compare performance of your present equipment. Write us now.



Intertype Company 360 Furman Street
Brooklyn 1, New York
A Division of Harris-Intertype Corporation

Intertype is a registered trademark.

Set in News Gothic and Times Roman.

EAST . . . WEST . . . NORTH OR SOUTH . . . IN KU'S SERVICE AREA

THE POWER IS HERE



E. W. BROWN GENERATING STATION
on Herrington Lake near Dix Dam

Ample power is essential for industrial and community growth. And wherever you go in KU's service area you'll find it for sale TODAY.

But that electricity you need *now* had to be planned for years ago.

And was!

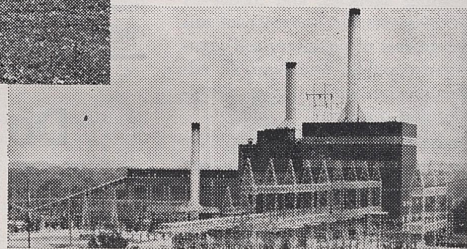
Industries seeking a location for a branch plant thoroughly investigate local labor supply, nearness to raw materials and markets, transportation, housing, schools, churches and recreation facilities for employees, and the attitude of the community toward industry.

But, they tell us repeatedly, there's one thing they never worry about in KU-served communities. They *know* there's plenty of dependable low cost power. That power is *here*, ready and waiting. What's more, there's ample reserve for their expansion plans.

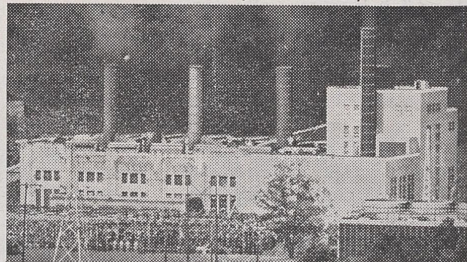
A Total-Electric home, a newly electrified farm, or a power-hungry new industry finds electricity never too little, never late in the 77-county area served by KU.

KENTUCKY UTILITIES CO.

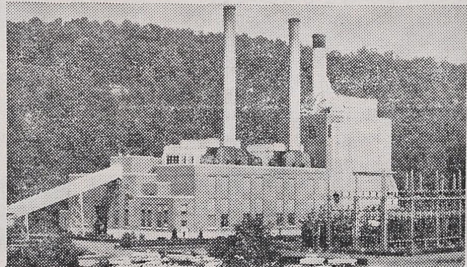
An Investor-Owned Electric Company



GREEN RIVER GENERATING STATION
in western Kentucky near Central City



PINEVILLE GENERATING STATION
southeastern Kentucky near Pineville



TYRONE GENERATING STATION
on the Kentucky River near Lawrenceburg

K

Pub



Publicati
School of
Universit
Lexington

VOLUME
NUMBER