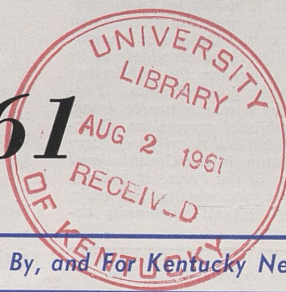


The Kentucky Press

July, 1961

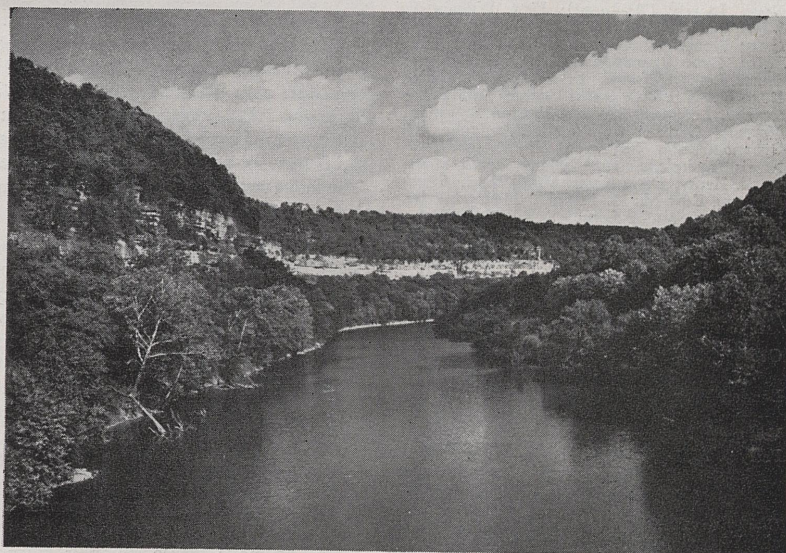


Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



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Publication Office:
School of Journalism
University of Kentucky
Lexington

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VOLUME TWENTY-SEVEN
NUMBER TEN



Kentucky's Showcase: Palisades of Kentucky River

The Kentucky Press + As We See It +

Volume 27, Number 10

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.

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Berea Citizen, Berea
John B. Gaines, *Vice-President*
Park City News, Bowling Green
Victor R. Portmann, *Secretary-Manager*
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Action On Postal Bill Postponed Until August

The House Post Office Committee, meeting July 20, handed President Kennedy another setback in his efforts to raise postal rates by postponing further action until Aug. 17.

With Congress eyeing a Labor Day adjournment and opponents of any increase armed with dozens of time-consuming amendments to be disposed of, the postponement all but kills the bill for this year.

"I say it's dead as a doornail for this session," declared Rep. James H. Morrison (D-La.), who offered the postponement motion. It carried 13-9 in a vote cutting across party lines.

The delaying motion action came on the heels of a new request by Kennedy for increases in postal rates to help cut the mounting deficits of the Post Office Department, estimated at nearly 900 million dollars for fiscal 1962.

The administration is asking for rate changes that would bring in 590 million more, largely through one-cent increases in first-class mail, postcards and air mail. The total was scaled down from 741 million after the committee rejected the larger bill.

Kennedy made pointed reference in his press conference Wednesday to the failure of Congress to act on his request and expressed again the hope that the higher rates would be approved.

Although the rebuff came in the House, a major stumbling block to a rate increase has been in the Senate, which has not even held hearings on the administration bill.

NEA and other interested groups having been denied an opportunity to testify on the substitute rate bill now supported by the P.O., the NEA position was set forth in a letter from Legislative Chairman Bernard E. Esters to postal committee members. The letter was delivered to committee members and made these points:

1. Second class rate proposals "are somewhat less drastic than originally proposed" and their impact is spread over two years but "the effect of a one-cent surcharge will still be serious on many small newspapers."

2. Public service provisions are "a sharp disappointment" although in some respects they represent "a step in the right direction."

3. NEA'S position is set forth in the resolution adopted at the recent convention, urging Congress "to insist that proper allocations for public service costs of the Post Office be made before action is taken to change the second class postal rate structure."

Senator Frank Carlson (R., Kan.), ranking minority member and former Chairman of the Senate Post Office Committee, spoke about NEA on the Senate floor this week, and reprinted the text of its postal resolution in the Congressional Record. Senator Carlson said that NEA's stand "is a position that I have taken for many years and is based on hearings before the Senate Post Office and Civil Service Committee."

Senator Carlson headed the Senate P.O. Committee when the first study was made of public service costs of the postal service. It was this pioneering work that finally led to adoption of the Postal Policy Act of 1958. The refusal of postal officials and Congressional Appropriations Committees to follow the mandate of this law is the core of the current disagreement over rate increases.

Methods To Avoid Employee Relationships

Writing in ICMA Official Bulletin, Feb. 1961, Louis Trupin, ICMA State and National Regulations Chairman, explains that an independent contractor is one who contracts to do a certain piece of work, using his own methods and exercising his own judgment without being subject to any controls of the newspaper or its representative, except as it affects the outcome of the work.

"While you may contract for the boy as an independent contractor to deliver a certain route, you must not, in any way, attempt to instruct him to do anything not directed toward the result to be obtained, that the way to obtain that result remains his prerogative," said Mr. Trupin. "You should not tell him how to deliver his newspapers, nor what type of vehicle to be utilized. You may assign him to a certain section, but you cannot tell him that he must go down one side of the street and up the other. Regardless of how your contract is worded or what may be the oral agreement, it is not the phraseology of the contract, but the actual performance that determines the status of the newspaperboy."

"Relative to paid-in-advance subscriptions, most newspapers attempt to avoid any mention in contracts of such payments. There have been opinions from learned jurists that such payments made by the publisher to the newspaperboy do constitute an employee relationship. Some newspapers avoid accepting such prepaid subscriptions for that particular reason. Some contracts that we have read carefully circumvent the situation by stating that the publisher, at the request of the subscriber, is acting as the depository to make period-call credits to the route carrier." (SNPA)

When a congregation sleeps it's the parson who needs waking up.

JULY, 1961

Wilson W

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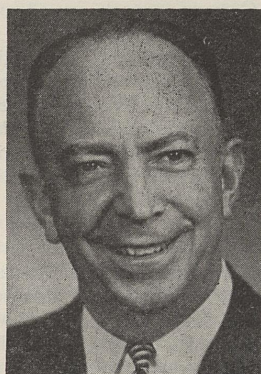
News Media Have Vital Role In Economic Growth

Today, I have the privilege of speaking about a most timely topic for all Kentuckians—the economic development of our Commonwealth. The subject is of immediate concern to this group for the news media have a vital role to play in our cooperative effort to seize positively this moment of opportunity, to hasten our industrial and agricultural growth, to improve materially in our day the economic, social and cultural fabric of Kentucky.

Kentucky, in this time of ever accelerating change, on the one hand is beset by problems; on the other hand blessed by advantages awaiting proper utilization. Segments of our economy are in the process of drastic technological adjustment. We mine our coal with 43 percent less personnel than in 1950. New employment must be found for these men and others displaced by automation in the factory and on the farm. Our agriculture requires intensive research, new markets and processing facilities. We must redouble our efforts to insure our young people and our teachers an opportunity in Kentucky equal to that found anywhere else in the nation. Our program, to be successful, must open up isolated areas and untapped resources, must raise the standard of living of our people whose per capita income is increasing but is yet only 70% of the national average.

Kentucky's natural endowments are tremendous. We are at the center of industry and consumption in the United States. 50.7 percent of America's population lives within 400 miles of this state—almost two-thirds live within 500 miles of our borders. Kentucky has an abundant water supply, adequate for the requirements of any industry. More than three quarters of the 120 counties have large supplies of natural gas presently available for industrial use. The state ranks third as a bituminous coal producer, with less than 4 percent of the total estimated high-volatile deposits having been depleted. Kentucky is rich in timber potential and is 13th among the states in the production of oil. Lastly, and perhaps most important, is the pool of responsible, easily trained people who are eager to work.

I sincerely believe that the cooperative effort of her citizens and proper leadership can place the Commonwealth squarely in the mainstream of American economic development in the "60's." Our recent efforts have already borne a considerable measure of success. Since World War II, industrial expansion has been 43 percent greater in



LT. GOV. WILSON W. WYATT

Kentucky than in the nation as a whole. Total Kentucky manufacturing is up 135.1 percent as compared with 94.5 percent for the United States. Our wage and salary employment in manufacturing and in wholesale and retail trade each increased by 21.5 percent in the period 1950-1960; the national increases were 8.0 percent and 18.0 percent respectively.

A Department of Economic Development review of developments for 1960 shows that plans for 88 new manufacturing operations or additions to existing plants were announced for Kentucky last year. These new facilities, when in full production will represent a total investment of \$161 million and some 6,500 new jobs. Moreover, last year plans were announced for construction of five new electric-power generating plants and additions to cost \$216 million. When completed, these new power sources will add 1,269,000 kilowatts to the State's generating capacity. These manufacturing and power production advances will mean—in the current year of 1961—more than 20,400 new jobs when construction employment and generation of supportive jobs in trade, services and other fields are also taken into account.

The list of products to come from the new and enlarged manufacturing facilities shows considerable diversification: chemicals and allied products, clothing, truck bodies, electronic equipment, automotive parts, fertilizer, electric motors, furniture, alloys, petroleum products, and die castings—among many others.

Our industrial diversification and access to varied natural advantages are most important, for over the nation, in the last ten years, there has been a sharp contrast in

the rate of growth in key industries. The growth pattern is uneven.

Several items stand out in the statistics as possible indicators of future economic growth in Kentucky in the light of our resource-potential and existing manufacturing complex. Forecasters believe that most of the businesses that boomed in the 1950s will continue to grow in the 1960s.

National production gains of 100% or more were registered by utilities; chemicals, drugs, plastics; electronics, electrical appliances and machinery; and rubber. The industries demonstrating gains of 50% to 100% included: paper, clay, furniture, glass, stone products; petroleum; machine tools, other non-electrical machinery; clothing; fabricated metals; steel and other primary metals.

The figures are important to Kentucky, for our program should be oriented to take full advantage of our opportunity. Your state—community, public—private program of economic development has been organized with this in mind. I am pleased to note that Kentucky is attracting a goodly share of the growth industries which I have listed. This means that the vitality of our industrial base is constantly being strengthened. It goes without saying, of course, that we welcome any new industry which with the advantages of a Kentucky location promises to make a worthwhile contribution to our economy.

The Business Development Corporation, a \$3.5 million privately financed and privately managed organization, has made commitments for loans totaling some \$400,000. An official lending agency, The Kentucky Industrial Development Finance Authority, has made two loans totaling \$467,000. The Authority has a \$2 million appropriation from the 1960 General Assembly to make loans in connection with building new plants and creating industrial subdivisions. Both the private and the public lending agencies have many applications actively pending. Twenty-five Kentucky communities have financed plants through the issuance of \$23,270,000 in industrial revenue bonds. Cities and local foundations in cooperation with the Department of Economic Development have raised, and are now raising, millions of dollars to launch industrial subdivisions and build manufacturing plants.

The entire state is being mapped geologically for the first time. This \$12 million state-federal project is the largest geological

program in the entire United States. It will result in a pictorial map of every square mile of the Commonwealth.

The state has a strong community development program. The Department of Economic Development is now working with 14 cities in helping them prepare for industrial growth and since the beginning of last year it has prepared and published industrial resources brochures for more than 70 cities and towns. Another first was signaled recently for Kentucky with a \$100,000 federal grant for a two-year demonstration project to show how a state government can aid cities engaging in urban renewal.

The \$1,500,000 administration building for the Spindletop Research Center is rising near Lexington. A research park, where industries will build their own research facilities, is in the development stage. Ground has been broken for the \$7 million Agricultural Science Center at the University of Kentucky.

Education has received more adequate support. This year \$93 million was distributed to local school districts, an increase of \$30.6 million over the previous year. New vocational education schools will greatly increase the number of young people and adults given vocational training in regular classes and in extension courses. Six new area trade schools are soon to be built and three state vocational schools are obtaining new buildings. Availability of skilled workers is an important selling point for prospective new industries.

The state has launched an intensive airport development program and is helping to finance airports in communities around the state. Kentucky is building about 690 miles of interstate superhighways; it has under construction a toll road in mountainous Eastern Kentucky; and before the month is out, we hope to sell the bonds which will enable us to make an early start on the toll road in Western Kentucky.

Just yesterday, I participated in ground breaking ceremonies for the new 24-room addition to the lodge at Pennyryle Forest State Park, near Dawson Springs. This addition is the first major construction project to be started under the State's \$14 million plan for the expansion and improvement of the park system. Five new parks are to be constructed under the program—the largest single effort of its kind in the United States.

The Kentucky Department of Economic Development has been strengthened and has a two-year budget of \$1,848,000, a sum 58% higher than ever before. The Division of Forestry, in the Department of Conservation, is adding 23 graduate foresters. Forest fire protection by 1963 will be extended to guard about 10 million acres

in 90 counties. First shipment of seedlings from a new nursery in Morgan County was made in March. The new nursery has an annual capacity of 20 million seedlings and will double the seedling capacity of the Division of Forestry.

The Congress recently passed and the President signed into law, on May 1, the Area Redevelopment Act. This legislation is designed to effect a basic remedy for areas of substantial and persistent unemployment. Several urban areas of the State undoubtedly will qualify for industrial development under the act. The federal legislation also will provide money for plants in rural areas. A most important aspect of the bill is provision for the training and retraining of workers. Kentucky is poised to take advantage of disbursements to us under the provisions of the law. Governor Combs has designated the Department of Economic Development as the agency responsible for the Kentucky program.

American industry annually spends \$13 million for new plants and equipment. Kentucky's development program is now geared to this fact of life in our national economy. We are bringing our expanded program and Kentucky's potential for industrial growth to the attention of industrialists and potential investors, both within and outside the state.

The Industrial Promotion Division, in the Department of Public Information, is handling Kentucky's new industrial advertising program. Kentucky ads are appearing in national publications such as Business Week, Wall Street Journal, U. S. News and World Report, and Fortune, among others. To date—since launching this advertising program in April, 1960—the division has placed 129 newspaper and magazine ads in 19 publications. The response has been gratifying and promising.

A 52-page color brochure on the state's advantages to industry has been given wide of top industrial executives over the nation. The brochure has won three top national awards.

A color motion picture, "Invitation to Kentucky," has been produced and is being screened for the benefit of industrial prospects and civic groups. The film will be presented widely on TV. It has been shown on WAVE-TV and soon will appear on WHAS-TV. Later it will go to stations in Lexington, Paducah, Cincinnati, Huntington, and other areas.

The state soon will contract with a private distribution company for a guaranteed 200 showings of the film each year by television stations in other states where most of our industrial prospects are located.

Kentucky broadcasters are cooperating in disseminating information. They are carrying a widely series of three minute tapes on the economic development program. Some fifty stations are carrying a series of six 30-minute programs, each covering facets of economic development. Short weekly columns are being made available to the newspapers and I appreciate your using them.

I feel that Kentucky's "fourth estate" can do a great service in making our fellow Kentuckians more aware of the state's industrial advantage in order to further our development program through local interest and activities aimed at creating more job opportunities for all Kentuckians.

One specific move in this direction would be for us to provide the Kentucky press with one-quarter page matted reproductions of the advertisements which are being placed in national publications by the Division of Industrial Promotion. These ads, which show what Kentucky offers industry, could be published by your newspapers under local sponsorship or as a public service. I would appreciate receiving your reaction to this area.

The Kentucky Department of Economic Development is working closely with all of the professional industrial-development experts from the utilities, REA's, transportation companies, and the various Chambers of Commerce.

On the 29th and 30th of this month, a new organization, the Kentucky Development Council, will hold its first annual meeting at Frankfort. Members are now being appointed and acceptances are coming in rapidly each day. It will be an organization broadly representative of all of Kentucky. Its purpose will be threefold: 1.) to hold an annual meeting at which a full up-to-date report of all economic development activities will be made; 2.) to receive information on economic development from time to time throughout the year in order to interpret the program locally, and 3.) to furnish information and suggestions of both local and statewide significance.

In conclusion, I would like to emphasize an integral component of economic development—community interest and community support. A leading national specialist in selecting new factory sites has asserted that the psychological climate of a community is the key factor in locating a plant because it exerts a strong influence on the employees' productivity. To state it simply—in two words—it's *community attitude*. No force is in better position to exert influence in this respect than the community newspaper.

In my travels around the state in the

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In Memoriam...

Edwin J. Paxton, Sr.

Edwin J. Paxton, Sr., owner and publisher of the Paducah Sun-Democrat, died Saturday, July 22, at Lourdes Hospital, Paducah. He was 84 years old. After suffering a stroke a year ago, Paxton had recovered and was apparently regaining his health, but in June he injured his back in a fall and entered the hospital seven weeks ago.

One of Western Kentucky's leading citizens for more than half a century, he engaged extensively in civic, political and charitable, as well as journalistic, enterprises. Better roads for ending the isolation of Western Kentucky, flood relief, and the building of hospital were among the many projects which he gave his full support.

Paxton began his newspaper career at the turn of the century as publisher of the Paducah Evening Sun, which was merged with the Paducah News-Democrat in 1929. He bought and operated one of the first radio stations in Kentucky—WIAR. He was also president and director of WPSD-TV, the television station which began operating in 1957.

He is survived by his wife, Mrs. Florence Brown Paxton; two daughters, Mrs. Walter Decker, St. Petersburg, Fla., and Mrs. James Brockenborough, Paducah; three sons, Edwin J. Paxton, Jr., associate editor of the Sun-Democrat and managing director of WPSD-TV, Frank Paxton, general manager of the Sun-Democrat, and Fred Paxton, associate editor of the Sun-Democrat.

The Press extends the sympathy of its fellow publishers to the surviving family.

* * * *

M. H. Bernard

M. H. Bernard, Jr., 81 years old, former editor of the Russell County News, Jamestown, died July 3 following an illness of several months.

Mr. Bernard was a co-owner of the News from 1920 until 1944 when his interest was sold to the present owner, Ben V. Sharp. He also had been a teacher and a member of the Russell County Board of Education.

Survivors include a daughter, Mrs. Nettie Bolin, and a son, Arva Bernard.

Facilitates Handwriting. Reproducing a facsimile of handwriting in ad pieces makes it necessary to resort to the use of India ink for photo reproduction. If more than a signature is required, this chore is facilitated by buying a 10c Speedball pen point Style C-6, which is close to the width of an ordinary pen.

W-M Committee Tentatively Approves Tax Proposals

House Ways and Means Committee has reached tentative decisions on some of President Kennedy's recommendations to change the Federal tax law, as follows:

Incentive for Modernization and Expansion: Businessmen would be allowed to subtract from their Federal income tax an amount equal to 8 percent of their new investment in equipment, such as machinery and tools. To qualify as an allowable purchase, assets must have a usable life of at least six years. The plan would become effective on investments made since Jan. 1, 1961.

Expense Accounts: Disallowed after 1961 would be expenses for entertainment, amusement, or recreation, unless the taxpayer can show such expenses were for production of income. Also disallowed would be club dues and fees, gifts over \$25 to an individual, and travel expenses beyond a "reasonable" amount. Taxpayers would be required to maintain adequate records as proof of expenditures. Deductions allowed would be expenses for business luncheons or dinners, and entertainment used on the premises of the taxpayer, and for facilities provided free of charge to the public.

Capital Gains and Depreciation: Decisions reached would distinguish real property assets from personal property. Depreciable real property would retain its present capital gains status upon sale, while the gain on the sale of personal property would be taxed as ordinary income.

Dividend and Interest Withholding: Would be applied at a rate of sixteen and two-thirds percent to all dividends and to all interest, regardless of amount, paid by banks, corporations, or other business entities. Corporations and others doing the collecting of taxes for the Government would not be required to prepare annual individual withholding statements for the people getting the payments. Each taxpayer would handle the withheld dividend and/or interest payment on his individual tax return.—ANPA Bulletin.

Publishers Visit Europe

KPA President, W. Foster Adams, and Maurice K. Henry, publisher of the Middlesboro Daily News, left New York on July 5 for a 17-day trip which will take them to Belgium, Germany, Poland, Hungary, France and the Soviet Union. The purpose of the visit will be to learn in person, methods, working conditions, and, in general, attempt to improve understanding and relations between America and the people behind the Iron Curtain.

interest of industrial and economic development, I have been impressed by the measure of cooperation from newspaper people, both as interested individuals and as representatives of the press.

A successful economic advance requires strong local initiative and support, and no Kentucky community effort has been successful without the full backing of the local press. The Kentucky press has been a leader in community endeavor. No other medium is better geared to set forth in concrete terms the long-range program designed to make the community attractive to industry and then to bring in industry. You are the focal point of information for the locality. Industrialists and government leaders must rely on you to ascertain community opinions and to pass on needed information to the community. You chronicle the day-to-day activities and set them in perspective, for it is not always easy to retain perspective in a development program that runs over the course of years.

The press can exert influence to help insure activation of a local industrial development committee representing a cross section of the best business, professional, and government talent in the area. The paper can point out and assist in correcting the community defects that cause industrial prospects to lose interest—failure of the community to have suitable sites available for industrial development; inadequate city services; unfavorable community attitude; lack of cultural and recreational facilities; unattractive general appearance of streets and buildings; unfavorable housing situations; absence of an industrial promotion organization.

The influence of locally-oriented media of information is likely to increase. A recent Business Week report shows a perceptible swing from the mass media to the community press and radio. The most recent issue of your own official publication notes an increase in the circulation of the nation's weekly newspapers.

Finally, you can make this vital economic development program meaningful to each and every person in your circulation area. You can give a sense of belonging and a sense of purpose to each individual in your community—from the oldest native to the newest arrival. You can assist in advancing economic growth while at the same time maintaining that culture which makes all feel at home in Kentucky.

Old movies never die—they're re-played on TV.

This would be a better world if we had more wild life in our forests and less in the big cities.

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First 1961 KPA Seminar To Be Held At Morehead

Kentucky Press Association Seminars, 1961, will be kicked off with the first session being held at Morehead State College on Friday afternoon and Saturday morning, August 11-12. The split session, which has been very popular the past two years, will be continued again with the exception of the two days for the Western Kentucky groups. These will meet on Friday at Bowling Green for a one day session, and on Saturday at either the Kenlake or Kentucky Dam Village.

Costs of production and promotion are the two areas of discussion for the year's program. Editors and publishers of the newspapers in the assigned areas will be asked to participate on the program by leading panel discussions or sharing their problems and solutions to problems with their fellow newsmen. Of course, plenty of time is available for question and discussions of all those attending sessions on individual problems.

If conflicting dates arise and individuals are not able to attend the seminar which is scheduled for their area, we urge you to ask the Central Office to be included in another session.

Areas, dates, places and newspapers for the five meetings are:

Area 1, Eastern Kentucky, will meet on Friday and Saturday, August 11-12, at Morehead State College. Newspapers participating will be: Ashland Daily Independent, Augusta Chronicle, Campton News, Brooksville News, Carlisle Mercury, Carlisle Star, Clay City Times, Flemingsburg Gazette, Frenchburg Journal, Greenup News, Grayson Journal-Enquirer, Louisa News, Maysville Daily Independent, Maysville Public Ledger, Morehead News, Mt. Olivet News, Mt. Sterling Advocate and Sentinel-Democrat, Olive Hill Herald, Owingsville News-Outlook, Paintsville Herald, Pikeville News, Prestonsburg Times, Russell Times, Salyersville Independent, Sandy Hook News, Vanceburg Herald, West Liberty Courier, and Flemingsburg Times-Democrat.

Area 2, Southeastern Kentucky, will meet at Hazard on Friday and Saturday, October 13-14. Newspapers attending will be: Albany News, Barbourville Advocate, Beattyville Enterprise, Corbin Daily Tribune, Cumberland News, Harlan Daily Enterprise, Hazard Herald, Hindman Messenger, Hyden Thousandsticks, Jackson Times, Jamestown News, Liberty News, London Sentinel-Echo, McKee Sun, Manchester Enterprise, Middlesboro Daily News, Monticello Outlook, Mt. Vernon Signal, Pine-

ville Sun, Russell Springs Times-Journal, Somerset Commonwealth, Somerset Journal, Stearns Record, Whitesburg Mountain Eagle, and Williamsburg Republican.

Area 3, Central Kentucky, will meet with the School of Journalism, University of Kentucky, on Friday and Saturday, August 25-26. Newspapers attending will be: Bardstown Standard, Bedford Democrat, Berea Citizen, Buechel Reporter, Burlington Recorder, Carrollton News-Democrat, Cynthiana Democrat, Danville Advocate-Messenger, Falmouth Outlook, Frankfort State Journal, Georgetown Graphic, Georgetown News, Harrodsburg Herald, Irvine Herald, Irvine Times, Jeffersonton Jeffersonian, La Grange Era, Lancaster Record, Lawrenceburg News, Warsaw News, Winchester Sun, Lebanon Enterprise, Lexington Herald-Leader, Louisville Courier-Journal and Times, Newcastle Local, Nicholasville Journal, Owenton News-Herald, Paris Daily Enterprise, Paris Kentuckian-Citizen, Rich-

mond Daily Register, Richmond Post, St. Matthews Voice, Shelbyville News, Shelbyville Sentinel, Shepherdsville Pioneer News, Shively Newsweek, Springfield Sun, Stanford Interior-Journal, Taylorsville Magnet, Versailles Sun, Walton Advertiser, and Williamstown News.

Area 4, Westcentral Kentucky, will meet at Western State College, Bowling Green, on Friday, September 8, for a one day session. Newspapers invited will be: Adairville Enterprise, Auburn News, Beaver Dam Messenger, Bowling Green Daily News, Brandenburg Messenger, Brownsville News, Burkesville News, Calhoun News, Campbellsville News-Journal, Cave City Progress, Central City Messenger, Columbia News, Edmonton Herald-News, Elizabethtown Enterprise, Elizabethtown News, Elkton Standard, Fort Knox Inside The Turrent, Franklin Favorite, Glasgow Republican, Glasgow Times, Greensburg Record-Herald, (Please Turn To Page Five)

PROGRAM 1961 KPA Seminar

FRIDAY AFTERNOON

- 1:30—PROMOTION FOR THE COMMUNITY PRESS. *Is a good editorial page and news coverage enough or do we need gimmicks to sell the program? What is good promotion for all departments?*
- 2:30—PHOTOGRAPHY AS A MEANS OF PROMOTION. *What should be used and how used? What is cost? Photography costs vs. typesetting costs? How much readership can be gained through photography?*
- 3:30—"PUFFS" AND FRONT PAGE "ADVERTISING." *Is it news or should it be paid for? Does it have local interest?*
- 7:00—DINNER.

SATURDAY MORNING

- 9:00—NEWSPAPER COSTS AND COST ASCERTAINMENT. *What are costs? How to get an accurate page cost system. How much and which time should be charged to the newspaper? Is job printing subsidizing the newspaper or newspaper the job printing?*
- 10:00—JOB PRINTING, ITS COSTS AND PROMOTION. *Can the community printer compete with specialty houses? How? Arguments for and against the Franklin Price List.*
- 11:00—OFFSET NEWSPAPER PRODUCTION: THE CHANGE FROM HOT TO COLD.
- 12:30—LUNCHEON.

(Ed. note: It is important that each member of KPA accept the assignments which are given for the seminar series and to respond to the query of the Central Office immediately after requests are mailed to you.)

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That's What The Judge Said - - -

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

Back in March, 1938, a billboard appeared one day on an oil company's property and read as follows:

Warning!

Turn Left. U. S. 25-E

Constables & Fee Grabbers [sic]

May Get You In Whitley County

Ray Smith County Attorney Gets

40% of Fine Plus \$5.00 Cost

Mr. Smith, the county attorney of Whitley county, sued for libel.

When the Court of Appeals examined the finding of the lower court for the oil company, it disagreed with the holding and reversed the judgment, saying:

"It has always been the law that a written publication is liberous which falsely charges or imputes dishonesty or engagement in fraudulent enterprises of such a nature as reflects upon the character and integrity of a person and to subject him to loss of public confidence and respect. . . .

"We cannot assent to the argument of the appellees (oil company) that the phrase 'Ray Smith County Attorney Gets 40% of the Fine Plus \$5.00 Cost' should

be regarded independently of the other portions of the sign and that as so dissociated it speaks the truth. . . . The plaintiff, Ray Smith, is definitely therein pointed out as a 'fee grabber' and the portion of a fine received by him as the fee is so 'grabbed' is stated. The question is this: Is it libelous to publish, maliciously and falsely, that a prosecuting attorney who is lawfully entitled to certain fees upon conviction of persons of penal offenses is a fee grabber?"

The court turned to the dictionary definitions of "grab" and soon arrived at the decision that "grab" carried with it an attribution of "wrongful motives and purposes to obtain fees and compensation by dishonest and unscrupulous means and to charge him with participating in the prosecution of innocent travelers. The extreme manner of publication—a large billboard—imported malice," said the court.

And there you have it! Watch your choice of words, gentlemen, and maybe, too, the size of your headlines.

(278 Ky. 430; 128 S.W.2d 931).

(Continued From Page Four)

Greenville Leader, Hardinsburg Herald-News, Hartford News, Hawsville Clarion, Hodgenville Herald-News, Horse Cave Herald, Leitchfield Gazette, Leitchfield News, Morgantown Republican, Munfordville News, Owensboro Messenger & Inquirer, Russellville News-Democrat, Scottsville Citizen-Times, Scottsville News, Tompkinsville News, and West Point New Era.

Area 5, Western Kentucky, will meet at the Kenlake Hotel, or Kentucky Dam Village, on Saturday, September 9, for a one day session. Newspapers attending will be: Bardwell News, Benton Courier, Benton Tribune-Democrat, Cadiz Record, Calvert City Sun, Clay Tribune, Clinton Gazette, Dawson Springs Progress, Earlington News, Eddyville Herald, Fort Campbell Courier, Fulton Leader, Fulton News, Henderson Cleaner and Journal, Hickman Courier, Hopkinsville Messenger, Marion Press, Mayfield Messenger, Morganfield Advocate, Murray Democrat, Murray Ledger and Times, Paducah Sun-Democrat, Princeton Leader, Princeton Times, Providence Journal-Enterprise, Sebree Banner, Sturgis News, and Wickliffe Advance-Yeoman.

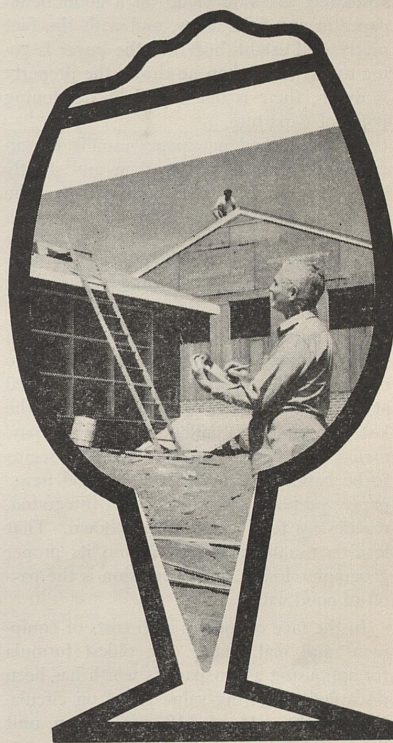
Florida Political Adv. Rate Same As Commercial Rate

Legislative action was completed June 1 in Florida on a bill which will prohibit newspapers from charging more for political advertising than they do for regular commercial ads. The Florida Senate passed the measure which Rep. Jerry Thomas of Palm Beach county had steered through the House and sent to the governor. The measure was adopted as non-controversial with no debate.

The Park City Daily News, Bowling Green, has announced the addition of a new Comet linotype to its equipment. The Daily News is published by John and Ray Gaines.

Eliminate Hairlines. Hairlines occur due to mistreatment of mats. They can be eliminated by putting the form on the platen press, and take a heavy impression using several sheets of newsprint or a piece of blotting paper. This will break down the thin hairlines and not damage the type.

a glass
of beer
is many
things
to Kentucky



... naturally, it means pleasant refreshment all over Kentucky. And it also means an annual payroll of \$53,000,000 for Kentucky people—one of our state's largest. This money goes to buy homes, food, clothing, pay for education, community contributions, etc.—benefiting every level of community life.



KENTUCKY DIVISION
U. S. BREWERS ASSOCIATION, INC.
LOUISVILLE

Plant Valuations Today Bring Many Appraisal Variations

With newspaper properties today being bought and sold in a premium market, both buyers and sellers are up against a real problem in arriving at a compatible price before the deal can be closed.

How can you determine the value of a newspaper? As difficult as it is to place an absolutely accurate value on a good newspaper in any field today, and with the fact pretty well established that the buyer is going to pay more than he thinks the property is worth, there is one especially heartening point of departure.

An established newspaper usually has an economic standing better than any strictly local enterprise in the community. The weekly or semi-weekly holds its own with other local enterprises, and seven times out of ten, the daily newspaper is the best strictly local earning proposition in the town.

One outstanding newspaper broker, with over 30 years' experience, states that no established newspaper that has been traded at what seems like an elevated figure in the last ten years has failed to make its payments and show a profit. This fact seems to be based on the idea that a good newspaper, properly edited and well integrated, reaches up to a level and not down. That level is usually expressed within its proper geographic limits, and circulation is the payoff of good will.

In the face of today's high costs of equipment and real estates, the oldest formula for appraising a newspaper's worth has been discarded. Figuring value based on circulation at the rate of \$10 per proven unit leaves out too much.

In this day of supply and demand when your newspaper may be worth 5 to 7 times its earnings before taxes and after depreciation are figured, another old formula—gross income—has to be abandoned.

So what's the yardstick? There are several of them, some simple and some complicated, that are currently being used by professional appraisers and brokers. Some apply to weeklies, some to small dailies, some to large dailies, and none can be used without taking into consideration each individual situation.

A nice, easy way to evaluate any newspaper is to take its earnings, after taxes, and multiply it by 8. This method is merely based on the idea that a good newspaper investment should pay for itself in 8 years.

In the small daily class (2,500 to 20,000 circulation), if a newspaper pays itself out in 10 years, it's considered a mighty good investment; if 12½ years, still a decent venture. If it takes 15 years it would be classed as marginal and if more than 15 years would be required to get back the investment, it's probably valued dangerously high.

This method of evaluation is considered the safest, by all odds. Since it's difficult for a seller to get a buyer to readily agree to trade at 8 times earnings after taxes, negotiations usually proceed until some figure acceptable to both is arrived at.

Another plan is based on the net worth of the newspaper. Take the net worth of the operation, including all of the assets. Then, before taxes and after the question of depreciation has been considered, add to the net worth three times the amount of earning of the previous year.

Still another formula, called the "4 yardsticks," has been devised as the result of a survey of representative small daily newspapers, both with and without commercial printing departments. (Commercial departments don't seem to have much effect on grosses and nets unless they far outweigh the newspaper itself.)

The "4 yardsticks" following are designed to apply only to small dailies and do not mean very much singly:

1. Take the past year's gross volume and add 2 per cent.
2. Multiply the urban population of the town by \$17 a head (to be exact, \$16.85). This is the ratio of selling price to population.
3. Multiply circulation by \$30 (average index was \$29.88) per unit.
4. Take annual net profit (clear investment net is annual profit after all taxes, salaries, and depreciation) and multiply it by 8. This is based on pay-out time.)

After a value is set down for each of these 4 "yardsticks," they are added and then divided by 4. The result should come very close to the average normal value of any daily of the 2,500 to 20,000 class. There will be other pluses and minuses peculiar to each field as compared with "normal." They can be added up and balanced out—then added or deducted from the basic "average and normal" value obtained from the 4 yardsticks.

Another survey, nationwide, made

through newspaper publishers and brokers, turned up a number of different formulas being used for placing value on newspaper property. Listed below, in order of "popularity," are the seven most used:

1. Value of equipment, plus gross income for the year.
2. Value of equipment, plus \$10 per paid-up subscriber.
3. Value of equipment, plus \$5 per paid-up subscriber.
4. Invested capital, plus twice annual profit.
5. Seven times net earnings.
6. Gross income for average year.
7. Real estate, plus gross income for year.

No matter what formula is used, once the basic figure is pinned down tight, many other contributing factors have to be considered seriously. These points are the ones most often entering the transaction:

1. *Competition.* Is it a one-paper or a two-paper town? Is there a strong weekly in the area? Radio and TV competition bleeding off advertising?
2. *Opportunity.* Is the community growing or losing population? Is circulation up to 56 per cent of the population reachable by city carriers?
3. *Equipment.* Does a broken down press mean the investment of \$75,000 within a year or so for newer and faster equipment?
4. *Vigor of the Field.* Is the town on its toes, aggressive commercially, with good civic organizations? Or is it backward, stagnant? Do the stores pull trade? Are municipal facilities good? Is the general economy of the area steady or boom? Is there a dangerously low-income group in the area?

5. *Economy and Finances.* How many local dealerships supported by national advertising? Is classified fully developed? Is the area high or low-cost labor, Union or unorganized? Does bank deposit-population meet the average—\$1,320? What have been the newspapers' highest and lowest earnings for the past five years? How often has the property changed hands in the past 5 to 10 years? Unless a new owner stays long enough to establish an upward trend, value usually drops with each sale.

Out of all these formulas and contributing factors comes the appraiser's price; but, overhanging the price is supply and demand. The experts point out that it is impossible to approach the valuation of any particular property with any set pattern. Each valuation, large or small, is an individual situation. In the final analysis, a lot of plain good sense has to be added in arriving at the worth of newspaper property, whether you're buying or selling.

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From the back

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Those were the days...

(From the back files of the Kentucky Press)

30 Years Ago

The KPA summer convention met in Paducah with President Joe Lovett presiding. The session, held at the Irvin Cobb Hotel, was attended by over one hundred newspapermen and their families. The address of welcome was delivered by E. C. Mitchell, editor of the Paducah Sun-Democrat who attended a hearty welcome to the editors. Mr. Mitchell read telegrams from Irvin Cobb and Senator Barkley expressing regrets upon being unable to attend.

The editor has been asked to call the attention of Kentucky newspapers to some clever "free" advertising that is being offered by a manufacturer of dog biscuits in plate form articles on the care of dogs, animals, etc. If such series is offered to you, write the company, enclosing your advertising rate card, and inform them that all advertising is accepted at the stated rate in advance.

Col. Urey Woodson, former Owensboro publisher, addressed the mid-summer meeting on the past history of the Kentucky Press Association. Woodson was president of the organization in 1890.

The Highlander, a weekly newspaper, has made its appearance in the Highlands section of Louisville. The editors not only made immediate application for membership in KPA, but asked that their names be placed on the Press list.

20 Years Ago

Barry Bingham, publisher of the Courier-Journal and Times, has reported for civilian duty at the Great Lakes Naval Training Station, pending an expected appointment as a commissioned naval reserve officer. During the publisher's absence, Mark Ethridge, general manager, will have charge of the two Louisville newspapers.

To make available a newspaper body type that provides maximum visibility, or color, and which at the same time helps to conserve newsprint by saving space, the Linotype Company introduces Corona, the newest member of its Legibility Group.

Fred B. Wachs, general manager of the Lexington Herald-Leader, was elected a di-

rector in the Southern Newspaper Press Association at the close of the annual meeting held in Edgewater Park, Miss.

The editor of Editor and Publisher blasted widespread current rumors concerning censorship of the press in the United States.

The Kentucky Press Association, meeting for the seventy-second mid-summer outing at Mammoth Cave, approved two important measures. The first was an agreement to sponsor a test case of the State law governing publication of governmental financial statements, and the second, to approve the appointment of a representative at Frankfort during the coming session of the Legislature who will make reports on bills affecting newspapers and publications laws to the KPA legislative committee.

More than 120 persons registered for the meeting, which opened Thursday evening with a buffet dinner. President Russell Dyche opened the session.

The Union County Advocate, Roy and Tyler Munford, publishers, Morganfield, was named the best all-round community weekly, and the silver trophy to the best community daily was received by the Harlan Daily Enterprise, C. E. Clark, editor.

Sale of half interest in the Shelby News to Bennett Roach was announced by Mrs. Ben R. Cozine, publisher of the Shelby weekly newspaper.

Miss Mary Elizabeth Hutton, Harrodsburg Herald, president of the Kentucky Press Woman's Club, took an active part in the annual convention of the National Federation of Press Women, Inc., in Milwaukee. She was accompanied by Miss Jane Hutton, national vice-president of the Federation, Miss Mildred Babbage, Breckinridge News, Cloverport, and Miss Janet Shutts, Danville Advocate-Messenger.

Miss Lillian Richards, who leased the Russell County Banner in January from J. R. Bernard, purchased the Banner and goodwill the early part of this month. The Philadelphia Inquirer recently ran a feature story on Miss Richards who is one of the youngest, if not the youngest, woman editor and owner of a newspaper in the country.

Our genial secretary, J. Curtis Alcock,

was made a director of the Danville Board of Commerce.

Elmo Scott Watson, editor of the Publishers' Auxiliary, sponsored the plan to send the home-town newspapers to the boys in the camps. A number of Kentucky newspapers have joined in the worthwhile movement.

Warren R. Fisher, Jr., business manager and Waller Boyd, editor, of the Carlisle Mercury were painfully injured on July 25 in a motorcycle accident while returning home from Lexington.

10 Years Ago

The Fleming Gazette, Flemingsburg weekly, has been purchased from Ransom Todd, by Lowell Denton, Fleming County High School teacher.

Two western Kentucky dailies, the Owensboro Messenger-Inquirer and the Park City Daily News, Bowling Green, have recently installed new teletypesetters.

The Clinton Gazette reports an entirely remodeled building with equipment overhauled and improved for speedier and better operation.

Owensboro publisher Lawrence Hager also reports his son, John, who graduated from Princeton last year, has completed a year of travel in Europe and work in the Messenger-Inquirer offices and is currently attending a Michigan law school in further preparation for a newspaper career.

New equipment at the Madisonville Messenger includes a 16-page Goss Dek-a-Tube rotary press.

Mrs. Douglas Wheeler reports her Paintsville Herald is "run entirely by women" with one woman printer in the back shop.

Holliday Publications, Jackson, has announced the purchase of the weekly Manchester Enterprise from Leonard Busby who will become associate editor of the paper.

Philip L. Swift, of Lawrenceburg, is the new editor of the Woodford Sun, Versailles.

The State Journal, Frankfort, will switch from a morning to an afternoon newspaper beginning July 1, and will be published every day except Saturday.

George A. Joplin III, son of Somerset Commonwealth Editor George A. Joplin,

CALENDAR OF EVENTS

AUGUST

- 11-12—Eastern Kentucky Seminar, Morehead State College
- 25-26—Central Kentucky Seminar, University of Kentucky

SEPTEMBER

- 8—Westcentral Kentucky Seminar, Western State College, Bowling Green
- 9—Western Kentucky Seminar, Kentucky Lake Area
- 30—Fall Executive Committee Meeting, Lafayette Hotel, Lexington

OCTOBER

- 13-14—Southeastern Kentucky Seminar, La Citadell, Hazard
- 12-14—National Editorial Association Fall Convention and Trade Show—Pick-Congress Hotel, Chicago

Jr., has been awarded a masters of science degree from the Graduate School of Journalism, Columbia University.

Another publisher-family man, Roscoe I. Downs of the Hancock Clarion, Hawesville, reports an "all family shop." Son Irvine manages the back shop, and Irvine's daughter Bernice Downs Wimmer, grandson Donn Wimmer, and Mr. Downs do all the work in both front and back shop—including linotyping and stereotyping.

It was voted that immediate steps be taken for the incorporation of the Kentucky Press Service, Inc., which will hereafter handle all the advertising that goes through the Central Office.

President Douglas D. Cornette presented his "Plan For A Greater KPA" which included far-reaching programs for the Association.

One hundred and eighty-seven persons registered for the annual mid-summer meeting at DuPont Lodge, Cumberland Falls State Park. The Providence Journal-Enterprise was adjudged the best All-Round Community Newspaper for the year.

Sale of the Journal-Enquirer, Grayson weekly newspaper, to W. E. Crutcher and E. D. Thompson of Morehead was recently announced.

Gov. Lawrence Wetherby entertained 75 newspaper and radio representatives at a press luncheon at Louisville.

Sale of the Hindman Herald by Dennis Sturgill to the Holliday Publications was announced this month. This is the eighth newspaper to be added to the eastern pub-

lication chain.

Clayton Roland, formerly associated with the Standard Publishing Company, Cincinnati, is the new editor of the News-Herald, Owenton.

The Park City Daily News, Bowling Green, recently purchased its modern building.

A new up-to-date engraving plant, employing three engravers, is now in operation by the Ashland Daily Independent.

The Anderson news, Rumsey E. Garrison, publisher, moved this past week to its new location on Main Street, in Lawrenceburg.

Ed E. Easterly took over his new post as chief of the Associated Press bureau in Louisville, on July 6.


The Kentucky State Police have no "program" being aided by magazine sales, and claims to this effect in the Richmond, Ky., area by one "Roy Reed" are false, Col. David A. Espie, director, has notified the National Literary League, Inc., Jackson, Miss., which sales agency Reed said he represented. The agency in turn has notified Colonel Espie that "Roy Reid" has not represented them since March 3, 1960, and asked for any further information available.

Colonel Espie reported the Richmond incident to us, noting the salesman told a prospect the "proceeds of the program" would be used to buy gymnasium equipment. At our instance the police head notified the sales agency. It is possible that these sales efforts will be continued elsewhere in Kentucky.

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

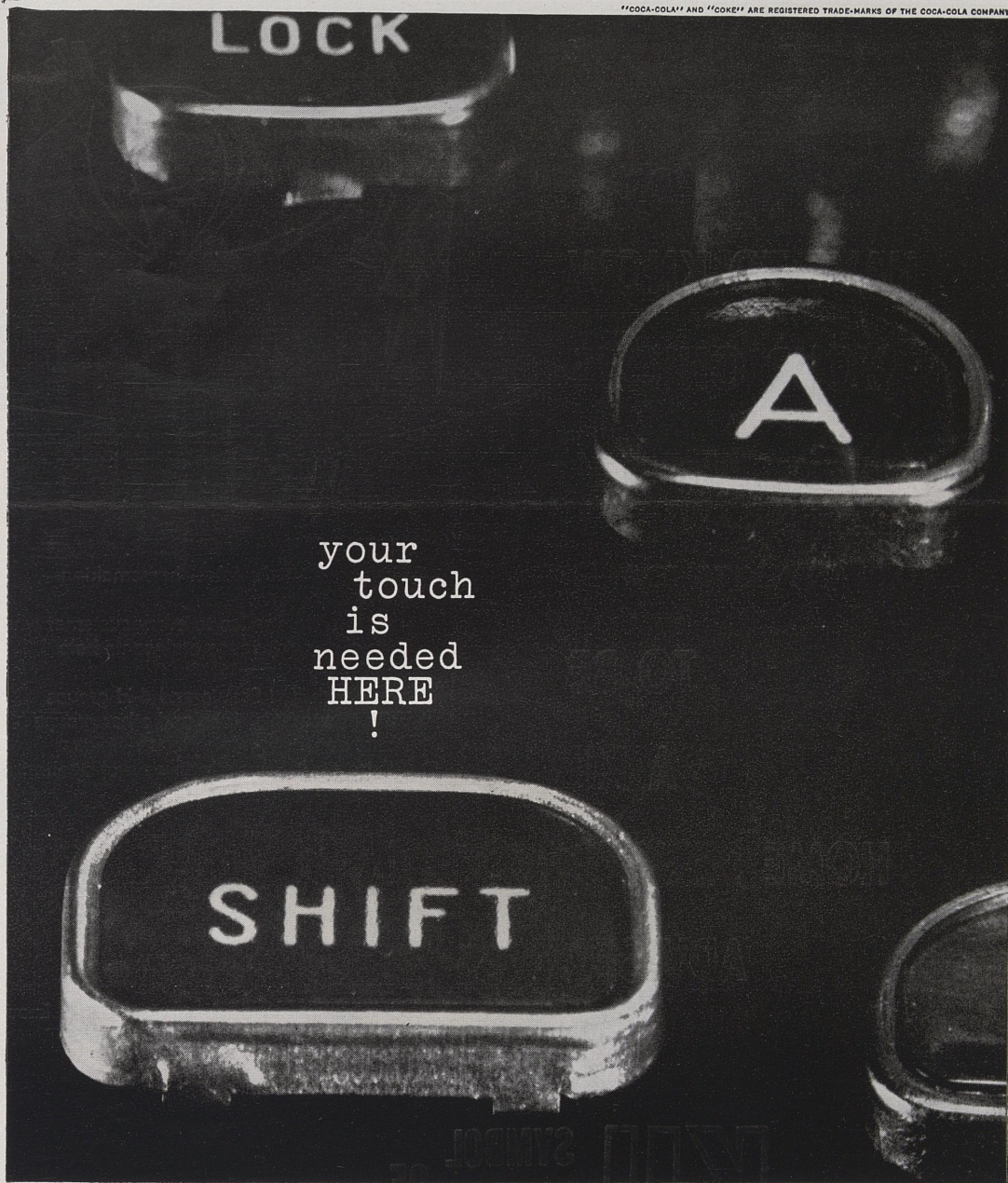
STAMPS CONHAIM
 A COMPLETE NEWSPAPER ADVERTISING SERVICE
 For Daily and Weekly Newspapers
 101 FIFTH AVENUE, NEW YORK 3
 Representative
Chas. H. Lovette
 1919 Sundown Lane, Ft. Wayne, Ind.

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
 PORTE PUBLISHING CO.
 952 E. 21st So., Salt Lake City 6, Utah

MERGENTHALER
 means "One-Stop Shopping" for your equipment needs!
 Now, in addition to the world-famous Linotype Line, you can obtain through your Linotype Agency the products of these outstanding companies:
 HAMILTON MANUFACTURING CO.
 HAMMOND MACHINERY BUILDERS
 AMERICAN STEEL CHASE CO.
 SHAFFSTALL EQUIPMENT, INC.
 • LINOTYPE •
 Mergenthaler Linotype Company

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS OF THE COCA-COLA COMPANY.



your
touch
is
needed
HERE
!

"Coca-Cola" and "Coke" are spelled with a capital "C." We respectfully ask that you spell them this way, too. We're proud of our trade-marks. And we're proud of the three-quarters of a century we've spent offering a pure, wholesome, refreshing product to the American people.

The familiar trade-marks "Coke" and "Coca-Cola" symbolize our refreshing beverage the world around. We would appreciate your help in safeguarding them. So please, when you write about our product, remember to touch the SHIFT KEY. THANK YOU.

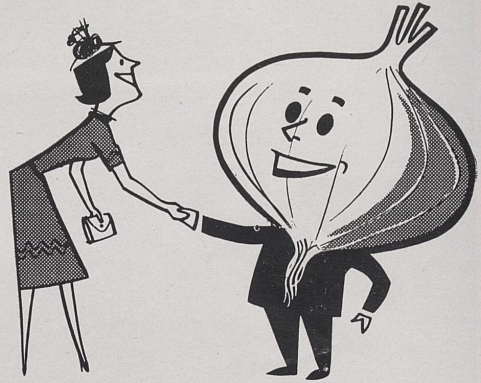


*Ask for it either way
...both trade-marks
mean the same thing*

**You
HAVE TO KNOW
YOUR ONIONS**

(AND SPICES, FREEZING
LAUNDERING AND HOW
TO PLAN A KITCHEN)

**TO BE
A KU
HOME SERVICE
ADVISER**



KU home service advisers know about homes, and how electricity will make your home a more pleasant, convenient, and economical place to work and live.

KU HOME SERVICE ADVISERS

- Keep up with the latest homemaking methods
- Supply home service to every customer who buys a new appliance and wants help
- Teach young people
- Work with Girl Scouts and 4-H groups
- Talk to women's clubs and other groups
- Assist dealers who need their services
- Advise on kitchen planning and appliance purchases

The free services of KU's home service advisers are typical of the company's feelings toward you, its customers. You'll find them helpful in hundreds of ways. It's part of their job . . . and KU's way of doing business.

KU IS ITS PEOPLE. They're one of the big reasons why you get more than kilowatt hours when you take KU service. Get to know your local KU people and you'll know KU.

KU SYMBOL OF SERVICE

AN INVESTOR-OWNED ELECTRIC COMPANY

KENTUCKY UTILITIES COMPANY

K

Pub



Publicat
School o
Universi
Lexingt

VOLUM
NUMBE