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The Kentucky Press

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

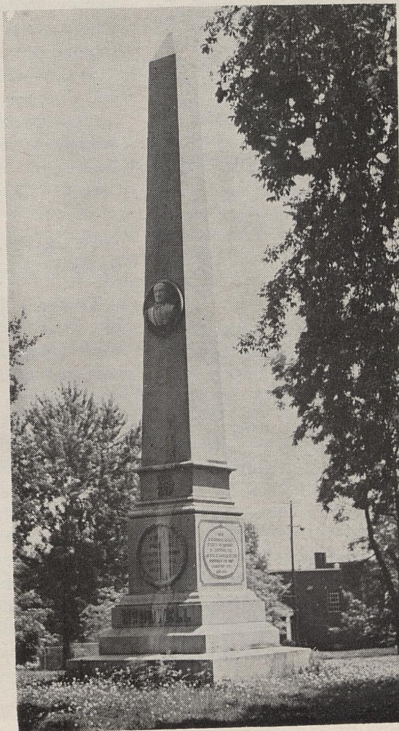
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The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth 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.

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

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**October
1965**

VOLUME 32, NUMBER 1



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Kentucky's Showcase: Jefferson Davis Monument, Fairview

The Kentucky Press + As We See It +

VOLUME 32, NUMBER 1

Official Publication

Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Member

Newspaper Managers Association
Lexington Chamber of Commerce
Kentucky Chamber of Commerce
Better Business Bureau, Lexington

Sustaining Member
National Newspaper Association

Associate Member

National Newspaper Promotion Association

Publication Office
School of Journalism
University of Kentucky, Lexington

Kentucky Press Association, Inc.

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Daily News, Middlesboro
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Messenger, Central City

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Kentucky Press Offers New Volume, New Format

With this issue the Press begins Volume 32 in a new format. Founded in October, 1928, by the perpetual editor, with suspension because of advertising difficulties during the World War II years, the Press enters the new publication year with the repeated pledge of service to Kentucky journalism and Kentucky newspapers.

The past years, since its first meager issue of four pages, have marked a vast change in many of our newspapers from sleepy, ineffectual publications—many with pages of ready-prints—oftimes poorly printed with little influence, to those of interesting format, alert typography, pictorial news and features, and outstanding community service in progressive communities.

We have noted many changes in passing: the advent of the offset process, new and improved printing processes and equipment, alert and effectual editorial pages, and a dynamic drive in an electronic age that have made our community newspapers leaders in public affairs and in the economic progress of their areas.

We have endeavored to be a guide and direction in that progress for these many years and renew our pledge to be of highest service to the Kentucky Fourth Estate.

* * * * *

New Jersey High Court Permits Juvenile Reporting

The New Jersey Supreme Court has lifted its ban on press coverage of Juvenile Court proceedings. The new rule became effective September 13. Under the new rule, if the judge permits, newspapers may print the names of juvenile offenders, their photographs and other identifying information. Radio and television are covered by the same rule, but broadcasting from the courtroom is prohibited. In addition, Juvenile Court judges will be permitted to issue statements regarding the disposition of cases in their courts.

The new rule is based on the report of a court-appointed committee of 13 judges, lawyers and probation officers,

known as the Supreme Court Committee on the Juvenile and Domestic Relations Court. The group has studied the problem of press coverage for a year.

Commenting of the new rule, Juvenile Court Judge Martin J. Kole of Bergen County, head of the Committee, said that: "... many people say in the press and elsewhere that the court is very soft on juveniles, or that the juvenile offender merely gets a pat on the wrist and is told to go home and not come back again. This is not so. Perhaps if the press is present and sees what is actually going on in the court, the public will understand."

* * * * *

ROP Color Doubles

The volume of ROP color used by national advertisers in newspapers has more than doubled in the last 10 years, according to a special report in the October issue of Media/Scope magazine. ROP color now represents 10 per cent of the national advertising dollar, or a volume of \$71 million in 1964.

Part of this rule is the result of the steady increase in daily newspapers offering ROP color. According to the report, ROP color is available in a total of 1,098 of the 1,542 daily newspapers across the nation. Four-color ROP is available in 585 of these papers with 957 offering "spot color," ROP in black and one or two colors.

The cost of four-color ROP compared to black-and-white advertising ranges from 20 per cent all the way up to 50 per cent higher. The average increased cost is 34 per cent for full-color. Adding one color averages 19 per cent higher.

Media/Scope reports that the two principal methods of charging for ROP color are flat charges added to the black-and-white rate or a straight schedule of page rates for color.

* * * * *

The National Association of Newspaper Purchasing Executives has issued a booklet containing all information presented at its annual conference. The booklet contains information on newsprint, newsbags, tying wire, zinc, and kraft paper and other items of interest to anyone concerned with procurement for newspapers. A limited number of copies can be obtained from the Association's vice-president, Pat McHale, Cincinnati, O., Enquirer, 617 Vine St.

\$10 Billion Increased Revenue From Advertising Is Predicted

Newspapers had the highest advertising revenue on record—a little over four billion dollars—or more than advertisers spent in TV and magazines combined! These figures will continue to grow, and I expect them to more than double in the next 10 years to close to 10 billion dollars by 1975.

Because the space age—with its emphasis on young adults, affluence, education, orientation towards reality and need for factual information—will be a great era for newspapers.

Newspapers' six billion dollar revenue makes this a big business—and, as many of you know, this is a very healthy business. Sometimes, an advertiser will ask me, "What's the matter with newspapers, anyhow?" My answer is, "More people are reading newspapers than ever before and they are spending more time doing so than ever before. Last year, newspapers sold more copies than ever before and they sold more advertising than ever before. And newspaper industry revenues were the highest in U. S. history. Otherwise, everything is all right with newspapers."

Anyone who questions the fact that newspapers are one of our great growth industries should try to buy an established paper—large, medium, or small.

Values in Fewer Papers

Some people say that mergers and sales and consolidations of newspapers indicate something is wrong. In my opinion, it is just the opposite. These changes are good. They are good because they give better value to our publics. Our reading public gets a better product because time and money, that previously have been wasted in circulation battles with other newspapers, now can be used to produce good newspapers. Our advertising public—both advertisers and their agencies—get better value because they can buy newspaper market coverage with less duplication and at lower cost. Changes in the newspaper structure are based on sound economic principles. Nearly all the growth industries in the country have had their consolidations, mergers, elimination of unprofitable di-

(Note: This thought-provoking article, a digest of a Newspaper Week address by Charles T. Lipscomb Jr. before the Los Angeles Advertising Club, is reprinted from the October 16 issue of The Editor & Publisher. It portends a glowing future for our newspapers, but, also, indicates the big job ahead if our newspapers are to profit thereby.)

visions and products. All facets of our product, of our production and of our marketing are being streamlined and modernized. Newspapers are perched on the launching pad with all systems GO for an epoch-making flight into the space age.

What will the next decade bring? Well, first of all, there will be a continued population growth. We expect to have 235 million people in the United States by 1975. Thirty-five years from now there will be a population of some 400 million and more than 100 million households. Twice as many people—and twice as many households as today. Just imagine! Twice as many people to reach with advertising messages! Just think of the number of new products and new businesses!

Education and Readership

The population of tomorrow will be the best educated one in the history of the world. This is of special interest to us because educational attainment and newspaper reading always have been correlated. Since World War II, the educated segment of the population—those who have a high school diploma or more—has grown twice as fast as the total adult population. This is what is behind the steady growth of the number of newspaper readers and the amount of time they spend with their newspapers.

The labor force in 1975 will not only be younger and better educated but will also include a much larger proportion of women. Today, there are some 27 million women in the labor force. Today, three out of five working women are over 35, and more than half of all working women are "married, husband present" as they say in the official records.

In fact, they are full-time housewives—or, to be more accurate—they are over-time housewives, because in virtually all cases, they take care of their home in addition to their job. This means that they have different patterns of shopping than the stay-at-home housewives, they have different needs in clothing and make-up, and, of course, they have very little time to watch television or listen to the radio. But they are women on the go, women who like to keep up with things—and they are excellent newspaper readers.

Working Housewives

In the \$7,500 to \$15,000 income homes, half of the housewives are working. Even in the \$15,000 to \$25,000 income homes, there is a working wife in one-third of the families. The rapid increase of the number of families in the middle and upper-middle income groups to a considerable extent has been caused by the additional income brought home by working wives.

Every year, about half a million women are going back to work after their child-rearing days are over. And, as we move into the next decade, increasingly more women will be in this category. This will result in more families being able to buy more expensive products and more families in which the housewife will have an even vote when it comes to the purchase of big-ticket items.

More Informational Ads

What kind of advertising can we expect by 1975? There probably will be some major changes in creative approaches. More than ever, advertising will be beamed at the housewife—because of her steadily growing importance in the family's purchase decisions. And the advertising messages to the housewife of the space age will tend to become more informational and less emotional.

A second major reason for the growing need for information will be the housewife herself. She will tend to be better educated—and a course or two in consumer information probably will be part of her educational background—and on the whole, she'll be more oriented towards reality than is true today.

Incidentally, this type of approach to advertising, with an emphasis on factual information, does not mean a setback for creativity. As a matter of fact,

creativity will become more important than ever before it will be a matter of presenting factual copy in an appealing way. And there will be few creative approaches indeed that may be considered too far out—because the young housewife of space age will be very sophisticated when it comes to visual symbols, and science, and today's avantgarde artists will be the old masters of tomorrow.

Advertising in the space age probably will be much more personal. Today's mass approaches will tend to be broken down into a variety of copy themes, each one beamed at a particular segment of the market.

Newspapers lend themselves extremely well to this space-age advertising approach. The reason: the various psychological types are distributed fairly much at random within the population—so you need a medium with maximum reach in order to provide the exposure opportunity for the advertising message. Secondly, the selectivity of perception, that is common to readers of all print media, operates to single out prospects in the audience. A major study that was published last year, with the approval of the Advertising Research Foundation, established that prospects are twice as likely to note a newspaper ad as are non-prospects.

So newspapers are in tune with the most recent developments in advertising strategy—and newspapers will make it possible for an advertiser to adapt to space age advertising strategy with maximum efficiency.

Cohesive Force in Society

In order to be able to perform their information function according to the needs of the times, newspapers everywhere, big and small, are beefing up their staffs, investing in new equipment and experimenting. For example, one of our Bureau directors, Otis Chandler, told me last summer that the Los Angeles Times has doubled its editorial budget in the last five years and that they, this year, will spend over seven million dollars in just their editorial department. And he says that they are not through yet by any means.

But there is one other function of the newspaper that may become decisive in the future. It is the newspaper as a social institution, as a cohesive force in society. The space age will be characterized by

sprawling suburban areas inhabited by people who weren't born there and probably won't die there, by people who move about the country and don't feel any close identification with the community in which they live. To such people, the newspaper provides an opportunity for identification with the rest of the community, an opportunity to keep in contact, an opportunity to escape isolation. This is no mere hypothesis thrown out by sociologists. You see proof of it here in Los Angeles as suburban newspapers are prospering along with the suburbs they serve.

Advertisers, in need of new ways to communicate their messages, are finding that newspapers now offer real creative and competitive opportunity.

Newspapers are considered a hot medium in many agencies. Many of the top creative people in the advertising business are now investigating new ways of expressing themselves in newspapers. Within the next decade, we expect to see some of the most effective and some of the most creatively exciting advertising campaigns appearing in daily newspapers.

But a discordant note is found in the September 27 issue of Advertising Age in which Lee Fondren, chairman of the Advertising Foundation of America, sounds a warning that all advertising will cease by 1980 if governmental restrictions affecting advertising and marketing continue to increase.

He cited current restrictions against outdoor advertising, charges against manufacturers and food processors in packaging and labeling, and against drug manufacturers as examples of the trend. To this we can add, the restrictive legislative powers given pressure groups in the several states to restrict or forbid advertising to members of organizations under the pretence of violating ethical standards.

Mr. Fondren described the public as finding itself "the victims of their own desire to have 'the government' protect them from anything and everything," and added that it may be against the law for anyone to advertise in any way, thus stifling the demand for new goods—and, as a result, jobs would become scarcer. We hope his predictions will surely be unfounded or mitigated.

It pays to advertise—even you!

Consumer Union Criticizes Advertising Standards

The Consumers Union, under contract for the National Bureau of Standards, has completed an 81-page report, "Standards and the Consumer." It is highly critical of current advertising standards. The report distinguishes between "product competition" and "promotional competition," the former being described as based on a meaningful product differential which is directed toward significant product improvement. The latter, "promotional competition," is said to have no necessary reference to any significant product distinctions: it is concerned with manipulating the buyer.

The report says that "The proponents of consumer standards, and others concerned with maximizing the effectiveness of the national economy, generally agree that 'creating advertising' of reasonable content and magnitude can often serve a useful function; however, widespread objections to current advertising philosophy have been registered in all sectors of the population. Expenditures for advertising in 1963 were in excess of \$13 billion, and a sampling of the ad copy forces the conclusion that only a small part of that incredible sum has conveyed information of use in making meaningful comparisons between the various brands of the commodities represented.

"Even where promotional messages include product claims," the report says, "the presentation of straightforward and meaningful information data is extremely rare."

On the other hand, an effort by the Federal Trade Commission to save residents in Washington, D.C. from the ravages of advertising seems to be failing for want of conscious victims. The FTC established a pilot local complaint office to which Washington citizens could report instances of deceptive advertising. It was intended that similar offices would be established throughout the nation following the assumed success of this first one. Despite generous coverage by local public information media, the office has not received the number of complaints anticipated. Of the first 40, only six or seven were considered worthy of investigation, and none of these involved advertising as such (most related to the home improvement business).

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Newspapers Must Not Fall For Excessive Adv. Inserts

In any business, profit has three controlling factors: what you charge for your product, how much of your product you produce, and what it costs you to produce your product. The manager or publisher of a small newspaper has to "play" skillfully on all three of these keys to keep in the black. In many communities of small and perhaps shrinking population, increasing the advertising volume is difficult. In all communities, the cost of newspaper production rises at about 3-5 percent a year, so it is difficult to control expenses. What can be done, and what has to be done to stay on the escalator is to raise rates. We have harangued you at length about the soundness of going "one-rate"—i.e., offering the same rate to everyone, and there seems to be a tendency (reflected in the 1966 rate-book questionnaire forms) that many newspapers have either gone one-rate or are closing the gap between their local, and national rates. This can't come too soon. This warning from the Minnesota Newspaper Association applies equally to Kentucky.

But in this situation there is a steady drive by advertisers to get your advertising space for far less than what it costs you to produce it. We'll forget about the PR boys who seek to get their advertising free, through handouts. We refer now, again, to the move by big advertisers, many of them chain-store people, to pre-print massive quantities of 4-p. or 8-p. inserts, and encourage their local dealers to put it in the local newspaper for a per-copy, or per-insertion charge. Apparently, there are skilled people at work doing this, for central office has heard from a number of publishers who say, in effect: "This fellow came in with the local dealer here in town, bringing this slick insert, all ready to go. He said that four-five other publishers in the county had agreed to stuff it in their newspapers for one and one-half cents a copy. When I told him I'd carry it for regular rates less a discount, he exploded, saying it was 'way out of line' and that's the last I've heard from him."

Sure—there is the temptation, if you

can pick up an extra 40, 50, 100 dollars merely by inserting these things in your newspaper—to rationalize it ("If I don't do it, someone else will." "The other publishers did, so I will, too!" "It won't cost me much extra to stuff these . . .") and go ahead.

But what happens if this practice really catches on, the food people see the amount of money they could save on a per-copy charge, printing up three or four-color inserts and sending them abroad to their local dealers? This couldn't be done you say? The food industry has too many unique prices, products, to standardize state-wide or area-wide advertising? Nope—the food people in other parts of the country have standardized their operations to such an extent that on Thursday they all sell the same specials (or enough of the same specials to make up standard ads).

We have heard that one Minnesota food chain is working on a pre-printed insert. Food advertisers have always been strong local advertisers, people who have paid the local advertising rates. If they go the pre-print route, paying 1½-2 cents a copy, and if they stop their regular advertising, and if they get good results from such advertising, it seems likely that the heart of local advertising in many small newspapers would be cut right out.

So we advise you to stick to your published rates. If you carry inserts, then proceed from a basis of your rate structure, granting a percentage off for advertiser's furnishing you the newsprint and the printing. You're not in the insert-stuffing business. The product you put out is expensive to produce, and getting more expensive all the time. You may pick up \$25 here and \$50 there inserting these things in your newspaper, and some day end up with a four-page newspaper between whose two covers is crammed a welter of miscellaneous inserts from local people who used to run big ads with you. And you won't have enough money in the till to pay the paper bill at the end of the month.

Minnesota Fights Secrecy In Pre-Trial Procedures

Whether a pre-trial hearing may be conducted in secrecy is a question being debated in a Minnesota court where the judge closed the courtroom to the press and the public during proceedings preliminary to the trial of a defendant on a charge of murder.

A motion filed by the attorney for the defendant, a woman charged in a grand jury indictment with the fatal shooting of her husband, petitioned for the suppression of certain evidence and requested that the courtroom be cleared of the public and the press during the hearing on the motion. The attorney argued that possible prejudicial information would be presented at the hearing which should not be published or be made known because of its effect on those chosen for jury service in the trial of the defendant.

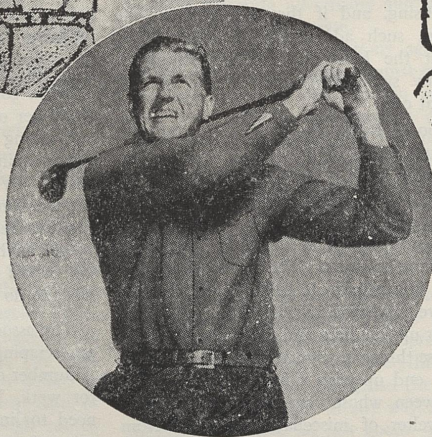
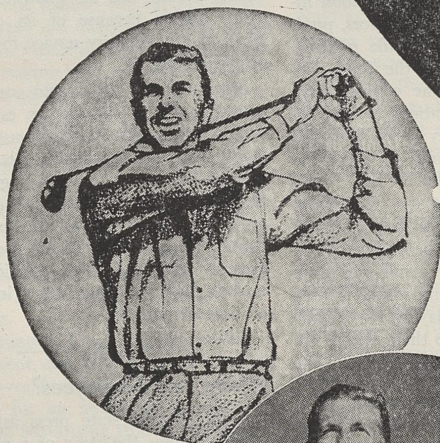
Newsmen in Minnesota assert that granting of the motion has established a precedent that is dangerous and the local newspaper has retained counsel to contest the action of the judge. They argue that a pre-trial hearing is a judicial proceeding as open to the public as a formal trial and that the court erred in granting the motion in violation of the public's right to a free press in the reporting of court news.

Where Are Employees?

From another state press association bulletin comes the story of a plea by a publisher of a high-quality weekly, "I'm not asking for a trained newsman, I'm just looking for a warm body." He added, "We used to be able to get well-trained journalism graduates out here, but I've been trying for six months now to get anybody . . . all I want is someone who's alive. I honestly don't know what to do about it."

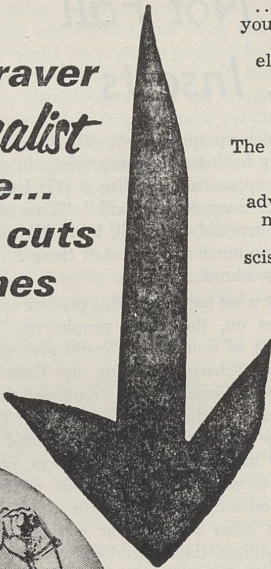
The association manager replied, "We are scraping the bottom of the barrel. A number of trained printers are looking for work, but they are in prison and need to line up a job before they can get out on parole. There isn't much that's happy about this situation. The same shortage exists for admen, reporters and managers of newspapers."—Add Kentucky!

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Eight Guides Offered For Up-Grading Weeklies

Questions are often asked concerning the measurement of a weekly newspaper as a business venture. Marion Krehbiel, Kansas newspaper broker and consultant, gives the following guides that should be of information and, we hope, practical use in up-grading business practices of our community newspapers.

He points out that the guide lines were based on case histories of about 600 weeklies he had studied, and averred that a good weekly should net, before income tax, 10 per cent of gross after depreciation and after \$6,000 to \$10,000 salary to the owner (from \$6,000 salary on \$20,000 gross to \$10,000 salary on \$100,000 gross).

To net 10% you should conform to these norms:

1. Payroll-volume ratio, including owner's salary, should be 45% of gross volume; 50% will break even, and 60% will begin to show a loss.

2. Full-time employes (again including owner and his family) should produce \$10,000 gross each, e.g., 7 employes should produce \$70,000.

3. One employe in the front should balance one in the back shop, but the most profitable ratio is 3 in front to 4 in the back, including the owner (and wife).

4. Circulation should be 80% to 85% of town population (2,000 town—1,600 to 1,700 paid circulations). Gross volume should be \$30 per capita town population (2,000 town, \$60,000 gross).

5. Get your money! Your accounts receivable at any time should never exceed 1½ times average month's volume. Sixty thousand annual gross, \$5,000 monthly average gross, \$7,500 accounts receivable—this is the limit.

6. Raise ad rates 5 per cent per year. Inflation is raising our costs 3 per cent per year and we still haven't compensated for all of the 25 per cent inflation we failed to match in the 5 immediate postwar years while we waited for the inevitable postwar depression which never came.

7. If job work gross is going up and advertising down, look out! Your profit is going down automatically. When more than 30% of your gross is in job work, you've not only begun to lose profit but you're changing into a job

shop, and they're low profit. When you pass 50%, the tail is wagging the dog and you've created a monster you don't want. And neither does anyone else.

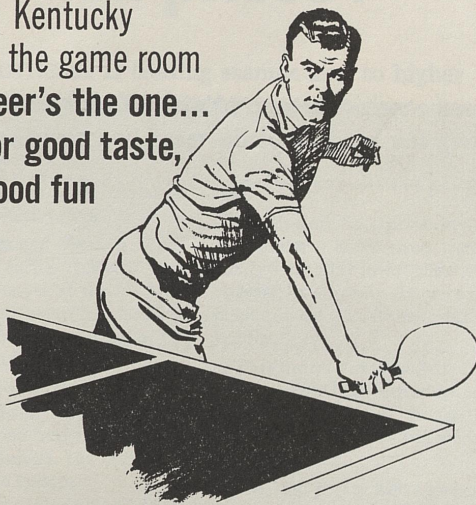
8. Keep your purchase debt financing, building financing or new equipment loans down to where they can be paid off at not to exceed 9 per cent of annual gross volume per month on monthly payments, including interests. (Fifty thousand dollar annual gross means \$500 per month maximum in principal and interest payments). One and one-half per cent is tough to meet and 2% can result in default.

Newspapers using roll film camera often are faced with wasting some unused film on the end of a roll when in a rush to get the film developed. An Oklahoma weekly shoots up the extra film

on local buildings—business, public, factories, etc.—and files the negatives. Then when a business changes hands or an addition is planned, the photo is quickly available.

A Georgia weekly found a solution to the frequent calls for old copies of the paper that eat up valuable minutes digging through files. When club women, salesmen and family members call for out-dated papers, they were directed to a legal transfer file with a pull-out drawer containing several copies of each week's issues. Vertical guides with the latest issue at the front make the dividers. Customers then are invited to do their own searching. This pleases them and saves the staff's time, reports the weekly. The back copies are sold at a higher price than the regular current counter copies.

In Kentucky
in the game room
beer's the one...
for good taste,
good fun

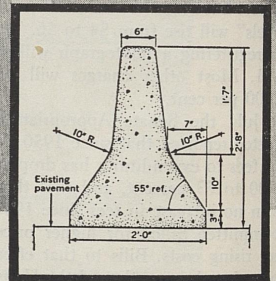
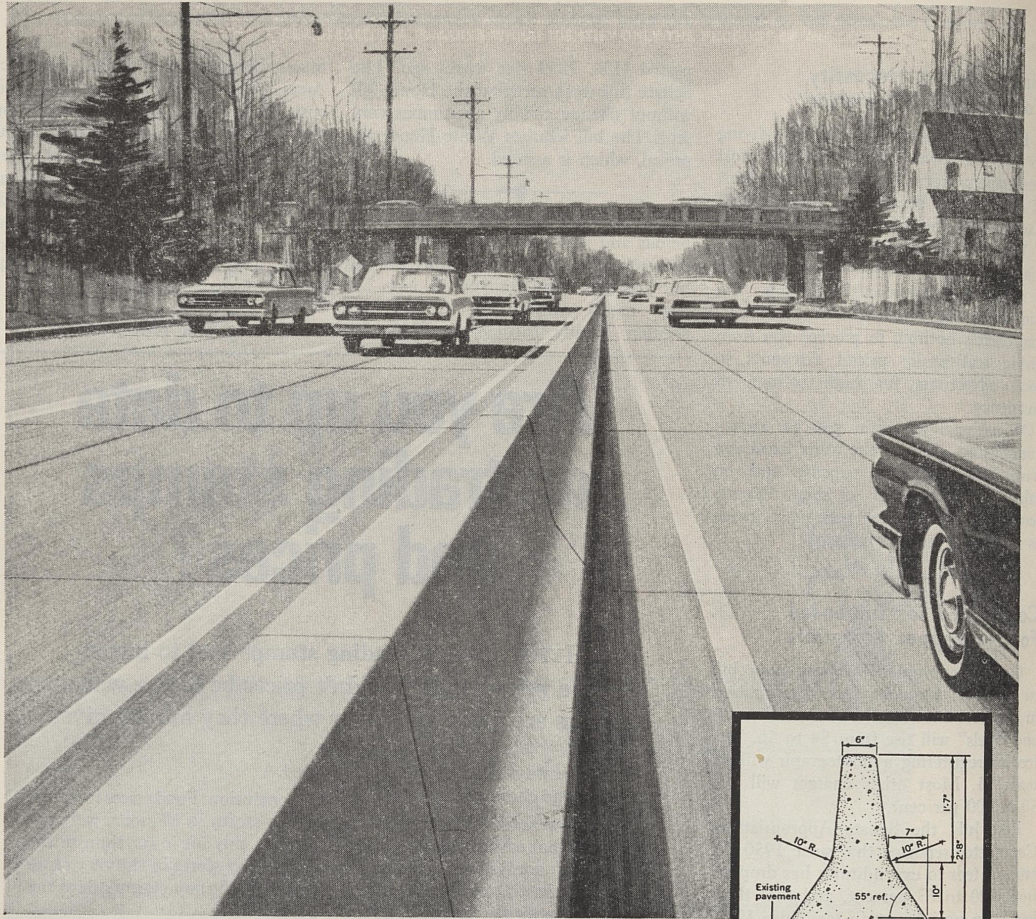


You name your game, ping-pong or checkers, cards or chess. Play it hard, and it takes a lot out of you. That's when you like most to settle down in a soft chair and enjoy your friends' talk and your beer's taste. Beer was made to relax with. Made to refresh you, cool you, cheer your taste. So next time you're playing some sociable at-home game, take time out for the companionable taste of beer.

UNITED STATES BREWERS ASSOCIATION, INC.

P. O. Box 22187, Louisville, Kentucky 40222





Dimensions and curve detail diagrammed above show compact simplicity of concrete median barrier

Concrete median barriers permit unique design that cuts accidents dramatically

Center barriers to separate opposing high-speed traffic on restricted-width highways are vital to preventing accidents and saving lives.

Today, a new-type concrete median barrier is producing outstanding safety results, and gaining the special interest of highway engineers.

Key factor in this success is the barrier's unique contour, which concrete makes possible. Vehicle deflection is effected at the wheels. Car bodies do not strike the barrier at a flat angle of impact. Drivers, with no fear of scraping, readily ride close to the barrier. For maximum barrier visibility, without painting, white cement concrete is used on the exposed surfaces.

Long-term use and studies by the New Jersey State Highway Department confirm the barrier-design effectiveness. Vehicles are not deflected or slowed too rapidly, causes of side and rear reaction collisions. Drivers retain control easily. A typical installation not only eliminated head-on collisions, but reduced injury accidents 75%.

Concrete median barriers offer an immediate life-saving improvement for both old and new expressways and other highways. Minimum upkeep cost is assured by concrete's strength and durability.

Portland Cement Association

1105 Commonwealth Bldg., Louisville, Ky. 40202
An organization to improve and extend the uses of concrete,
made possible by the financial support of most competing cement manufacturers
in the United States and Canada

LET'S OFFER INCENTIVES TO NEW INDUSTRY

KENTUCKY'S RURAL ELECTRICS WILL HELP



Building a more prosperous Kentucky requires that we attract new industry to provide more jobs for our citizens. Kentucky's Rural Electrics are helping to bring in new industry, such as the new \$50 million Harvey Aluminum plant at Lewisport, by offering the assurance of low cost power in the amounts needed by major manufacturers. Power for the Harvey Aluminum plant will come from the new Big Rivers Generating Station at Sebree.

The Rural Electrics' program for industrial development includes national advertising, directed to industry, as well as personal meetings with out-of-state industrialists to present the many good reasons for putting new plants in Kentucky.

Everybody can help! Speak up for Kentucky and the many benefits we offer to new industry . . . central location, good transportation, willing labor, lots of raw materials. Let's make Kentucky grow!



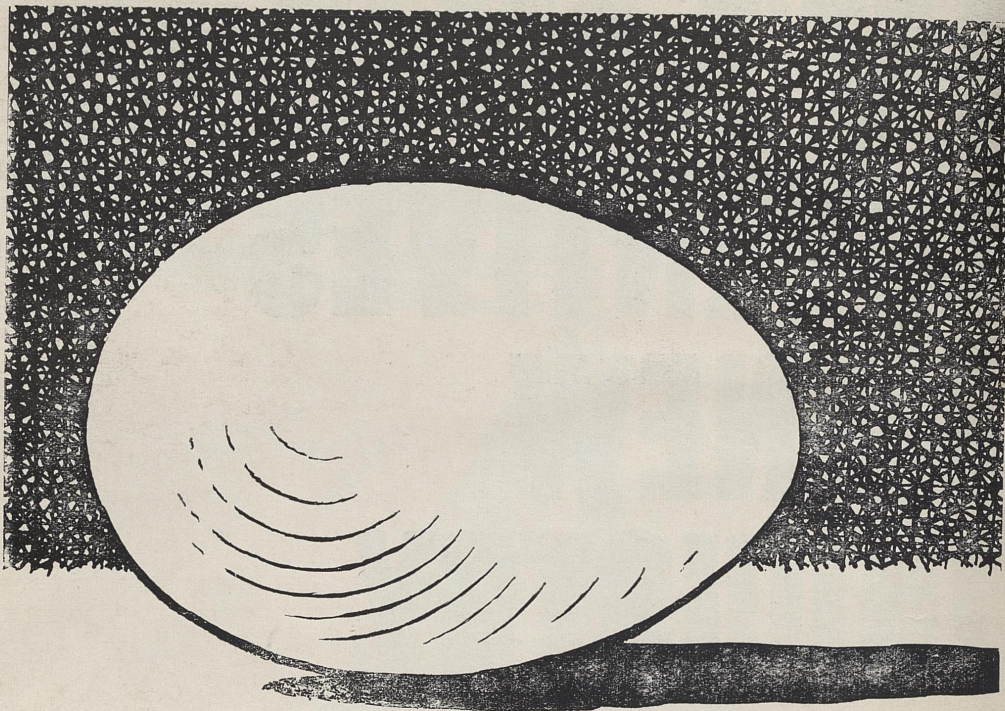
LET'S SPEAK UP FOR KENTUCKY!

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FIRST THINGS FIRST

First things must come first in an electric company serving 77 Kentucky counties. The first responsibility of Kentucky Utilities Company is to provide plenty of electric power to meet all customer demands. There must be enough, too, to supply any new industry that moves into the community.

Communities served by KU can assure industrial prospects ample power for their needs today—and for tomorrow's expansion plans.

KU will also furnish industry—existing or new—with engineering assistance to help them achieve the most efficient and lowest cost uses of electricity in their industrial processes.

And KU has an entire department whose job is to help *bring* new

industry to Kentucky. KU personnel help to establish the necessary grass roots industrial development organizations, and serve on both state and local levels in programs designed to attract new industry to Kentucky.

It all adds up to KU's efforts to be a good citizen in the area it serves. It's good business, too. New industry means more jobs, more prosperity for the community, better business for all of us.

KU KENTUCKY
TILITIES
COMPANY

120 S. Limestone St., Lexington, Ky. 40507