

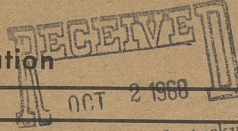
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no. 7

The Kentucky Press

Voice of The Kentucky Press Association

VOLUME 34, NUMBER 7

JULY, 1968



EIGHT PAGES

University of Kentucky
Library

Circulators bridge problems



Natural Bridge State Park

Natural Bridge State Park is the scene of the Fall meeting of the Circulation division of the Kentucky Press Association. Another good crowd of circulation men and weekly publishers is expected. Bill

Gibson, formerly of the Frankfort State Journal, and now of the Augusta (Ga.) Chronicle, is planning to return to Kentucky for the meeting.

In addition to the always impor-

tant postal session there will be a section devoted to circulation promotions. Anyone who is interested in keeping up-to-date on activities in the post office department, as they affect news-

papers, or on some timely and effective promotions aimed at increasing circulation, had better make plans to attend this meeting. Dates to remember are September 13-15.

THE KENTUCKY PRESS

Official Publication
Kentucky Press Association, Inc.
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Better Business Bureau

Kentucky Press Association, Inc.

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Weatley appointed chairman of UK Journalism Department

A professor with more than a decade of collective newspaper experience has been named professor and chairman of the Department of Journalism in the University of Kentucky School of Communications.

The appointment of Bruce H. Westley, currently professor of journalism at the University of Wisconsin, was approved by the UK Board of Trustees on July 19.

A specialist in research methods and theory in the study of social and mass communication, he will head a division of the recently organized School of Communications--established by the UK Trustees on September 1, 1966. His appointment is effective next Jan. 1.

Prof. Westley received the Ph.D. from the University of North Dakota (1938) and the MS degree from Columbia University (1941). He also did advance graduate work in social psychology at the University of Michigan.

He has served on the editorial staff of newspapers in North Dakota, 1933-34 and 1938-40; was a reporter on the Providence, R.I., Journal and Evening Bulletin, 1941-42, and a copy editor on the Wisconsin State Journal, Madison, 1948-51 and 1954-55. He was in the Army, 1942-46.

The founding editor of Journalism Monographs, Prof. Westley has been a member of the Council on Communications Research of the Association for Education in Journalism since 1956 and served as chairman, 1957-59; member of the research committee of the National Association of Educational Broadcasters since 1959, and chairman, 1962; an associate editor of Journalism Quarterly and former member of its editorial advisory board, and a member of the Social Science Research Council Summer Seminar in Mass Communications Research at Stanford, 1957.

He lectured in Ecuador in 1965 for the State Department. In 1967 he returned there to supervise a research program in the slums of Guayaquil and Quito for the University of Minnesota.

Prof. Westley is the author of "News Editing," (1953); co-author of "The Dynamics of Planned Change," (1958); and contributor to "Introduction to Mass Communications Research," (1958), and to "The Impact of Educational Television," (1960). He has writ-

Continued to page 3

Jack-Notes

By A. J. Viehman, Jr.

As many of you know, seven Kentucky editors and publishers, as well as your Secretary-Manager had the opportunity to judge the Georgia Press Association newspaper contest this past May. We have reported earlier that we learned a great deal from the papers which we judged and we also made mention of the fact that the papers we saw seemed to be quite progressive. They used a lot of color, were full of advertising, and showed an inventiveness in their promotions.

I should like to report on another phase of our dealings with the good folks in the Georgia Press Association. Maurice Henry, along with wife, Pat, and Kay and I were invited to attend the Georgia Press Association convention at Calloway Gardens last month. The purpose of Maurice's visit was to tell the Georgians what the Kentucky judges thought about their papers. The hard part of this assignment was to find some critical points to bring up, without giving away the names of the actual persons being criticized. This event is one of the "awaited" events at the GPA convention and is set up to show the Georgia publishers what they can do to have better newspapers. Well, Maurice did a beautiful job with this task, but that's not what I want to talk about today.

I want to talk about attitude... the attitudes of the Georgia publishers as opposed to the attitudes of many of our own Kentucky publishers. I might also point out that this difference in attitudes was not noticed only by yours truly, but also by the Henrys.

There is an old saying that once a person gets to be the president of any organization, be it Civitan, Rotary, or a trade association, you can pretty well figure that you won't see much more of him after his term of office. Why? Because he gets burned out on the organization after all the years of work he puts into the blooming thing to reach the point of presidency. Not so in Georgia. I don't know whether that state down South grows people differently than they're grown up here. I doubt it, but a comment that we heard from past presidents down there was "we've got the best damn press association in the country." In fact, that seemed to be the attitudes of everyone in attendance at the convention. This even included the suppliers and associate members of GPA.

Now I'm not trying to make anyone believe that we have the "best damn press association in the country" here in Kentucky. I'm not trying to make anyone believe it because it just isn't true. We don't

have. We can make people believe that we want to have the "best damn press association in the Country," and my friends, all that it takes is a little hard work and enthusiasm. Let's cite some points. The Georgian people had a Hawaiian type party one evening and darn near everyone in the place made some attempt to wear a bright costume (at least a Hawaiian shirt). We had a Western party which would have required a difficult to find item like a pair of blue jeans, and the people who dressed for the event could be counted on one hand. The Georgia people seem to be able to make it out in large numbers for breakfast meetings and we can't get enough for two tables of bridge. The Georgia people pay for their rooms wherever they have the convention and many of our fellow Kentuckians have said that they wouldn't attend a meeting if the rooms weren't on a due bill arrangement. What does all of this lead up to? Simply that it's time to get going. We've already made progress in the organization of KPA. This year for the first time, you will have the opportunity to choose your own representative on the KPA board. It'll be done by vote. This year you'll have the chance to attend the National Newspaper Association convention in Cincinnati. You can find out what's happening on the national level as well as what's happening in modern equipment and you only have to drive as far as Cincinnati to do these things. This year you have the opportunity to attend a few KPA meetings and learn some things in circulation and advertising. Starting in January you can participate in the grandest celebration in the last hundred years, the KPA centennial.

We've said that all it takes to enjoy these things is a little hard work and some enthusiasm. If you have a complaint about some phase of the association let us know what the complaint is and then work like hell to change whatever is bugging you. If you want on the KPA Executive Committee let your fellow publishers know. If you want to know more about a new advertising account or why you're not getting the business your neighbor is getting, let us know and we'll get some answers. If you see a publisher who is napping, wake him up and let's get a little life into the whole.

I guess the whole thing boils down to this... if you want an active, aggressive and wealthy press association in Kentucky, then you, Mr. Publisher, are going to have to do something about it. This is

Continued to page 5

GUEST EDITORIAL

The Kentucky Standard

Principle of collective guilt

We have just learned of this incident in the Washington, D.C. area.

A grade school teacher had a disciplinary problem in her class. A young tough threatened her with a knife.

The teacher ordered that every pupil in the class would return to her room at the end of the school day and sit in silent meditation for one hour every afternoon that week. Before the end of the second day parent protests were shrill and the principal was on her back.

With the principal at her side, this teacher hero explained sweetly to her students that she was only demonstrating to them the principle of "collective guilt" which the President's riot commission announced, and which the politicians memorialized after the assassination of Dr. Martin Luther King.

Thereupon, she polled the class to inquire if each student understood the principle of "collective guilt." Each student did, the "stay after school" order was rescinded, and the young tough expelled from school.

GUEST EDITORIAL

The Voice-Jeffersonian

Tape recorders are poor substitute

Efforts to cut costs in any area of government activity are admirable, and welcome. But we want to register a strong dissent on one effort at allegedly saving money, currently being pushed on both coasts. This is the business of replacing the court reporter with tape recording devices. Poor economy and poor justice are too apt to result.

In the first place, there is to date no valid evidence that significant savings could be achieved by electrically recording all that is said in a courtroom. And even if it should prove to be a few cents cheaper, the cost to the cause of justice may be considerable.

For example, recording equip-

ment sensitive enough to pick up the voices of judge, jury, attorneys, and witnesses may also record private and privileged conversations between a lawyer and his client. This warning has been raised by the Judicial Conference of the State of New York. "Many attorneys," it said in its report, "fear that sound recording, as the means of making an official record in trial courts, would inadvertently violate the confidentiality of the lawyer-client relationship."

That prospect is reason enough for ruling out court recordings. But there are others. In many recent cases, the use of tape has resulted in a record of the proceedings that contains deviations

and errors that may affect the meaning of testimony in the event of an appeal. Surely no one will contend that justice can be served by a recording that is speckled with inaudible passages and contains phrases that are ambiguous or nonsensical.

Accurately transcribing what is heard on tape may be impossible if words or phrases are slurred, indistinct, or unheard. In fact, a 1967 report of tests conducted in the New York City Civil Court stated that in transcripts made from tape recordings, "the recorded words of the witness were slurred and indistinct." But, the report said, the same testimony was "properly transcribed by the court reporter present." When

transcribing from a machine, it is often impossible to determine unerringly who is actually speaking in court if street noise, a cough, or a throat being cleared drowns out intonations. Persons have been known to rattle papers or intentionally to obscure electrical recording.

The tape record can extract sounds, but to extract meaning it takes a man or woman with extensive knowledge of the language, the ability to punctuate, and the perseverance to grasp cross-talk, ungrammatical utterances, and differing accents.

In short, you can't really expect to replace the judgement and skills of a court reporter with a machine. And it would be poor economy and poor justice to try.

Gov. Nunn to address NNA

Governor Louie B. Nunn has agreed to speak for a breakfast meeting of the National Newspaper Association during the NNA convention in Cincinnati, October 9-12. Gov. Nunn will speak on Friday, the 11, at the Sheraton Gibson Hotel.

Department of Public Information head, James Host, is planning to have a display of Kentucky points of interest at the convention. He hopes to have the display attended by uniformed Public Information employees. The NNA convention also features a trade show and attracts all of the top equipment manufacturers in the U.S. The Kentucky booth will be in the display area and should serve to brighten up the show.

In addition to the Kentucky display, the Department of Public Information also plans to decorate the room in which Gov. Nunn will speak, with various scenes in Kentucky. A token of Kentucky hospitality will also be presented to each person attending the breakfast. All in all, it should be a lively affair and a crowd of from three to five hundred persons are expected to attend the breakfast session.

The Fall meeting of the Kentucky Press Association Executive Committee will be held on Saturday morning, October 12, at the Sheraton Gibson Hotel in Cincinnati. A block of rooms have been set aside for the board members. Those who should attend will want to contact the KPA office to specify preferences for accommodations.

Insurance program going great guns

Bill Sellers, of American Fidelity Assurance Company, is keeping the Central Office posted on the progress that is being made with the KPA Insurance Program. Bill has moved to Kentucky from Oklahoma City and will head up the association program in this state.

At last count, with only less than two weeks gone by, there were over eleven papers enrolled in the program. By the time this issue is off the press there will probably be thirty.

In addition to Bill, American Fidelity is supplying the association with two more men, one in Eastern Kentucky and one in the West. We urge that you give the gentlemen your co-operation when they call on you.

Mrs. Stella Mae Petrie, administrative assistant in the Kentucky Public Information Department and former editor of the Carlisle County News, has joined the staff of Roger Wilson, vice-president for student affairs at Morehead State University.

FOR SALE - Full Back Shop

Turtles (6)	\$ 300.00
Chases (6, aluminum)	480.00
Stone	15.00
Chases (4, steel)	200.00
Typecase	50.00
Metal (20 pigs)	152.00
Pig Mold	40.00
Casting Box	100.00
Remelter	350.00
Type Cases (2)	300.00
Router 2	200.00
Small Saw	50.00
Large Saw	350.00
Material & Makeup cases	500.00
Material Cutter	25.00
Ludlow	2,000.00
Ludlow Type & Case	3,150.00
Model 14	2,150.00
Model 8	2,200.00
Proof Press	100.00
Mat Roller	1,000.00
Hand Cutter	10.00
Mitering Machine	80.00
Hand Slug Cutter	10.00
5 Fonts of Mats for Linotypes	500.00
Slug Cutting Machine	35.00
Type Foundry	1,000.00



This is the beautiful lodge at Natural Bridge State Park, site of the Circulation Division meeting Sept. 13-15.

Wheatley appointed

Continued from page 2

ten numerous monographs and articles in the field of mass communications research for various professional publications.

The Cooperstown, N.D., native joined the Wisconsin faculty in 1946 as an instructor. In 1947 he was promoted to assistant professor, to associate professor in 1955, and to professor in 1964. He served as visiting lecturer in journalism at the University of Michigan in 1951-53, and as a research assistant in the Research Center for Group Dynamics at Michigan, 1953-54. He is married and the father of five children.

The Louisville Defender received six awards for outstanding achievement at a recent meeting of the NNPA in New York.

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Carroll Knicely, publisher of the Glasgow Daily Times, has been elected National President of the Travelers Protective Association.

Mrs. Helen C. Stanley, mother of publisher Frank L. Stanley, Sr., of the Louisville Defender, died July 5 at Louisville.

DO YOU KNOW

Which retail promotion makes every shopper a winner?

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to *all* his customers — and in direct proportion to their patronage.

Here are some things an average food retailer doing a \$1.2 million annual business might use to promote sales instead of giving stamps:

He could give away, by chance drawing, *only six* high-priced cars.

He could offer phone orders and free delivery, provided *only 10 per cent* of his customers used the service.

He could offer charge accounts, as long as *no more than one-third* of the business was done on that basis.

In each of these, *only a fraction* of the customers benefit. With trading stamps, *every* shopper is a winner.

That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.

The Sperry and Hutchinson Company
An American way of thrift since 1896



Ladies' Hat Show

The last issue of the Kentucky Press was devoted to coverage of the Summer Convention which was held at Cumberland Falls State Park. Unfortunately, we didn't have enough room to show you the highlights of the ladies hat show, which was presented by the Sperry & Hutchinson Company. Here in all their radiant glory are the ladies who modeled the hats. Each hat represents a period in history and these enterprising models were sharp enough to come up with a costume to fit that same period of time. Elizabeth Spaulding tickled the old ivories to provide the background music and Mrs. Catherine Coward of S&H furnished the dialogue. At the completion of the show, each lady was presented with a stylish hat, courtesy of the Kentucky Press Association.



The Line Up — Past, Present, and Future.



Jane Willis and Norma Crawford represented the late 1800's and early 1900's.



Mary Ogles sips a cup of tea before modeling.



"Gretta" Garrison wowed the crowd.



Kay Fisher with Catherine Coward in the background.



Alice Joplin wore the "Jackie Kennedy Pillbox".



Timmie Willis in a lovely number.

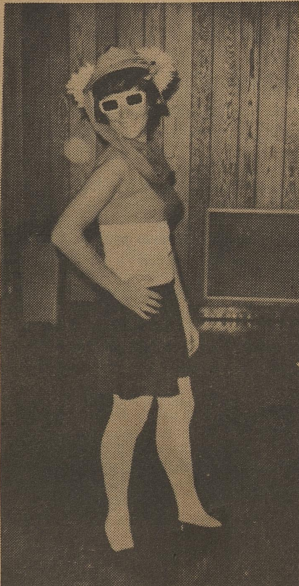


Jane Norris looks as if she enjoys modeling.



Carolyn Preston brought the "flapper" era to Cumberland Falls.

Kay Viehman wears the look of tomorrow.



**NEXT TIME AN
IMPERIAL
REPRESENTATIVE
TRIES TO SELL YOU
TYPE METAL,
BE TOUGH ON HIM.**

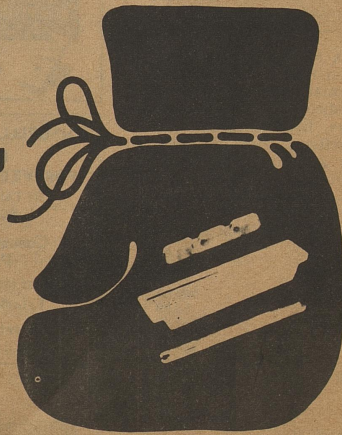
Make him prove his point. It's his metal versus what you're using now and he better give you a good reason to change.

If he can't give you better quality, maybe he can give you better service.

If he can't give you better service, maybe he can give you faster pick-up and delivery.

If he can't give you faster pick-up and delivery, maybe he can tell you about his advanced research program.

If he can't give you better quality, service, pick-up, delivery or advanced research, he's not from Imperial.



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Weeklies income decreases

EUGENE, ORE. -- The average weekly newspaper registered a decrease in income per subscriber and a drop in net income last year, if those newspapers participating in the 17th annual National Weekly Newspaper Cost Study are typical of all weeklies. Newspapers in 42 states submitted 195 reports of 1967 income and expenditures for the study which is conducted each year under the auspices of Newspaper Association Managers and the National Newspaper Association.

"The average adjusted net, after deducting a modest salary for the publisher, declined for 1967 to 7.4% from 8.2% in the previous year," says Carl C. Webb, associate professor of journalism at the University of Oregon and manager of the Oregon Newspaper Publishers Association, who conducted the study.

The average income per sub-

scriber decreased from \$38.94 in the 1966 study to \$36.23 for the 1967 study. Circulation income increased from \$3.16 to \$3.44 and the other income in 1967, per subscriber, was: Advertising, \$21.12, Commercial Printing, \$9.61; and Miscellaneous \$2.06.

Income per employee increased from \$12,524 to \$14,663 for the average newspaper reporting in the 1967 study. The average weekly newspaper employed 9.6 employees, a drop from the 10.2 average for the year previous and in 1967 the average newspaper had 414 subscribers per employee.

Offset printing of newspapers continues to increase and 44% of the participants in the 1967 study use this method, compared with 37% in 1966 and 32% in 1965. Of these 88 newspapers printed by offset, 59% report their presswork is being done in a central plant.

In this 17th annual study, 82 newspapers gave both advertising lineage and advertising income records for the four kinds of advertising. The average advertising income per inch for the "composite" weekly newspaper of 4,281 circulation in 1967 was: Local \$1.96; National \$1.12; Classified \$1.16; and Legal \$1.32.

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

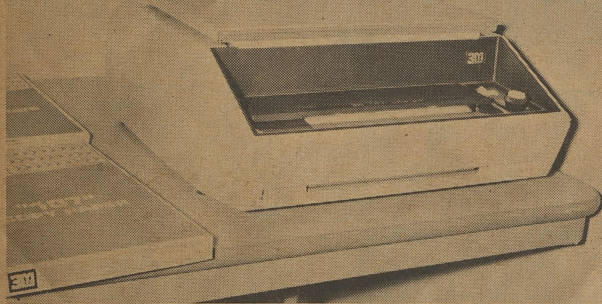
Composite Financial Report

Compiled from the 175 usable reports out of the 195 submitted.
(Circulation range from 675 to 30,562; circulation average 3,796)

	Average Per Cent	
	1966	1967
Local Advertising.....	45.3%	45.0%
National Advertising.....	4.5	4.4
Classified Advertising....	6.5	7.1
Legal Advertising.....	4.0	3.4
Total advertising.....	60.3	59.9
Circulation.....	8.2	9.4
Commercial Printing.....	27.4	24.4
Miscellaneous.....	4.1	6.3
Total Income.....	100.0%	100.0%

Expenditures (as per cent of total income)

Office Salaries (all except publisher's salary)....	16.5%	17.8%
Shop Wages.....	22.9	23.7
Materials.....	18.5	17.1
Depreciation.....	4.0	4.4
Taxes (all except income).....	2.6	2.6
All other expenses.....	22.1	21.8
Total Expense.....	86.6	87.4
Net Income, including publisher's salary.....	13.4	12.6
Total Expense and Net Income.....	100.0%	100.0%
Adjusted net income, LESS publisher's salary.....	8.2%	7.4%



A new piece of equipment has been acquired by the KPA Central Office. It is a new 3M 107 copier. This marks the first time that the KPA office has been able to enjoy the services of a copier right here in the office. In the past whenever a copy was needed, one of the staff members had to run out and either pay for a copier or ask one of our friends to make a copy for us. The new machine has already proved to be indispensable for copying newspaper clippings, letters, and insertion orders.

Jack-Notes

Continued from page 2

not a one way deal. The association cannot be expected to give without expecting something in return from the very people who created it. We can listen to the words of the people from all the outstanding press associations in the Country, as they tell us what

they do in order to have a successful association, or as they tell us what must be done to solve our problems, but in the final analysis, it comes back our DOING. It comes back to taking a look at our objectives, plotting a course of action, and making an enthusiastic move.

Learn the secrets of beer cookery

Find out how to make delicious everyday dishes with beer—such as beer meat loaf, beer chicken, beer sausages and beer cake. And then there are such gourmet treats as rarebits and Carbonnades Flamandes.

Beer cookery is as traditional as yesterday... as modern as tomorrow. Beer adds a real flavor treat.

Send in this coupon for our pamphlet of free recipes on cooking with beer.



I'm interested in recipes for cooking with beer. Send me my free pamphlet.

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City

State Zip

UNITED STATES BREWERS ASSOCIATION, INC.
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Newspaper Advertising PROMOTION CALENDAR

● AUGUST - Back-to-School outfitting time... Summer's end clearances... introducing new Fall fashions - PLUS many traditional promotion events:

- Back-to-School Promotions
- August Fur Sales
- August White, Bedding Sales
- August Furniture Sales
- August is Sandwich Month
- It's Bowling Time (Aug.-Sept.)
- Nat'l Greeting Card Week (8-10)
- National Smile Week (5-10)
- V-J Day, 1945 (14-Wed.)
- National Aviation Day (19-Mon.)
- Little League World's Series begins (20-Tues.)

COMING IN SEPTEMBER (Condensed):

- Fall Opening Fashion Events
- Back-to-College Promotions
- Football Season Opens
- Autumn Clean Up, Fix Up Time
- Frozen Food Buy-Time
- Better Breakfasts Month
- National Pancake Month
- UNITED FUND - Community Chest Drives (Sept. - Nov.)
- LABOR DAY (2-Mon.)
- Nat'l Child Safety Week (4-11)
- August Harvest Lamb Season (Sept. 7 - Nov. 30)
- Grand-Dad's Day (8-Sun.)
- Fall Clean Up Time (to Oct. 31)
- Planned Parenthood Week (11-21)
- NATIONAL HOME WEEK (15-22)
- National Sweater Week (16-22)
- Citizenship Day (17-Tues.)
- Constitution Week (17-23)
- "Golden Value Days", Fall Housewares, Hardware Event (19-31)
- National Tie Week (21-28)
- Autumn begins (22-Sun.)
- Fall Millinery Week (22-28)
- Rosh Hashana (23,24)
- Kid's Day, Kiwanis (28-Sat.)

NOTE: National h-h Club Week, 1968, is scheduled for Oct. 6-12

He can be **ZAPPED** by a staple

A lineman's safety depends upon his climbing spur sinking into wood. A tack head or a staple can make his next step a long one. All the way to the bottom of the pole...crunch. Please ask your poster customers, "Please don't staple or tack these to poles. Please."

KENTUCKY UTILITIES COMPANY

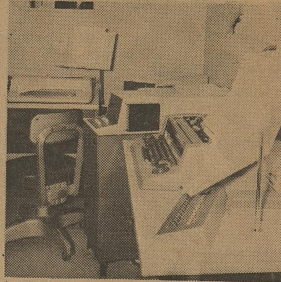
Newspaper Of The Month

By A.J. Viehman, Jr.

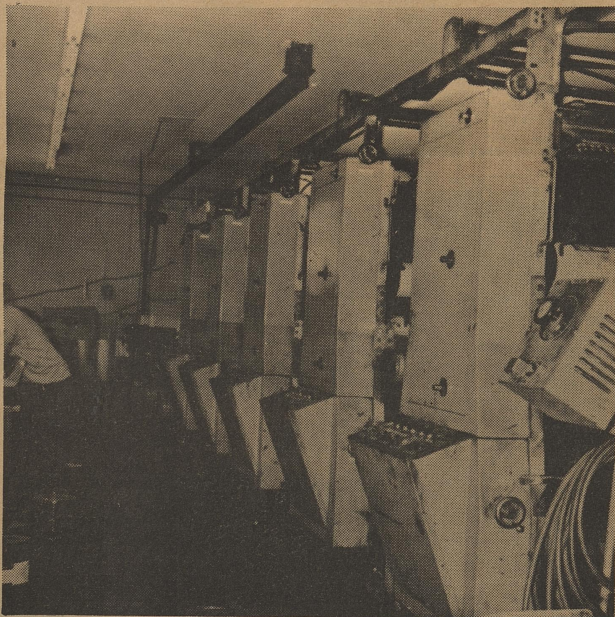
Glasgow Daily Times



This attractive modern building is the home of The Glasgow Times.



Modern equipment is one of the secrets to producing a good paper.



This is the five unit press which has served to print many other Kentucky papers in addition to the Glasgow daily.



These two unique awards (The cats) are prominently displayed in the front office.



I would have needed a wide angle lense to get in all of the awards that this outstanding paper has won.

On my way to the Georgia Press Association convention in Callo-way Gardens, I decided to stop off in Glasgow to take some pictures for the Newspaper of the Month slot in this month's Press. As luck would have it, I missed both Carroll Knicely, the publisher, and Joel Wilson, the managing editor. Fred Ganter, the able sports writer and former KPA award winner, gave me the guided tour of the Daily Times operation.

The outside appearance of the building is impressive to begin with. An effective use of wood trim and siding allows the structure to take on an "old English" aire. Once inside, the visitor is impressed by the large number of awards he sees displayed on the walls. Even to the casual observer, this newspaper would certainly make an impression through the amount of recognition it has received in contests over the years.

My quick tour produced at least one familiar face, . . . that of Clyde Harlow. Clyde is the circulation manager and a hard worker in the Circulation Division of the Kentucky Press Association.

Impressive equipment and a warm reception on the parts of the staff of the Glasgow Daily Times made this stop a most memorable one.

Why The Christian Science Monitor recommends you read your local newspaper

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

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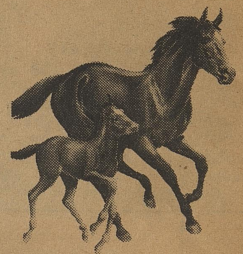
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Please send, without obligation,
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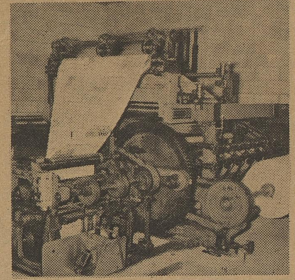
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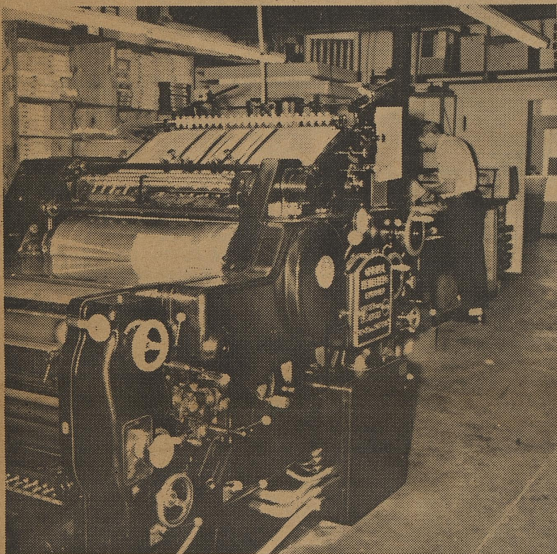
A visit to the Scottsville Citizen Times

The same trip which took me to Glasgow also took me to Scottsville. I had the pleasure of visiting the plants of both of the fine papers located there. Pictured here are the Pitchfords of the Citizen-Times. This is a real family operation and there aren't any labor problems because this is the entire labor force. I guess the only real labor problem to ever crop up in the Citizen-Times plant has been Bob Jr.'s son (I didn't get to meet him) belief that there are neater things for a boy to do than be a printers devil.

The Pitchfords built a new addition to the back of the shop and this is where their new press stands. There is plenty of room in case they ever decide to put more equipment in and they have a lot



of storage space for their newsprint at the present time. By the way, Bob Sr. is proud of the fact that he has never personally missed an issue of the paper since he bought it. I've forgotten how long ago that was but it struck me at the time as being a fantastic number of years.



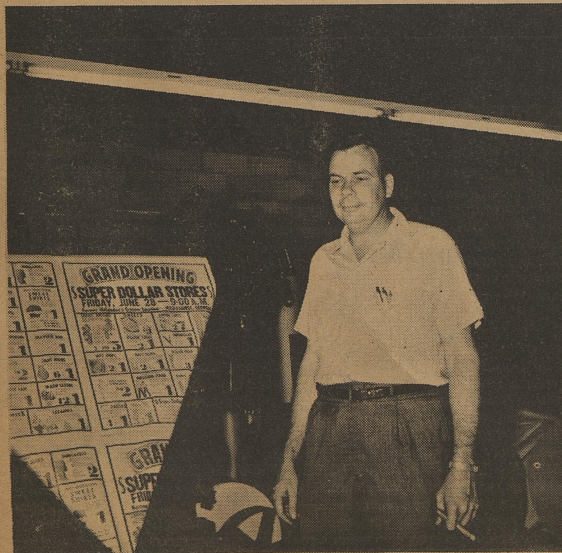
Allen County News

Larry Gerald of the Allen County News is running quite an operation. After visiting with the Pitchfords, I dropped by to see Larry. It's interesting how well these two newspapers get along so well together. They seem to cooperate in everything from advertising mats to news stories.

Larry's pride and joy is this large Heidelberg. It occupies a

position of prominence in the back shop and really turns out some beautiful work.

Larry is pictured beside a job which is being run off on the big press. This one happens to be for the Super Dollar Stores, an outfit which started in Scottsville and now operates in many states. This particular job is for a store in Georgia.



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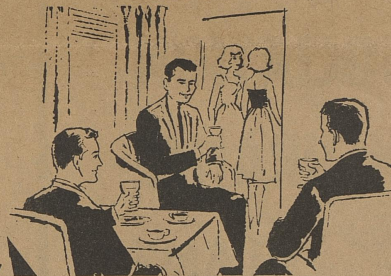
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*"Alcohol and Alcoholism"—U.S. Department of Health, Education, and Welfare, National Institute of Mental Health. Public Health Service Publication No. 1640. Washington, D.C. 20402. Price 50 cents.

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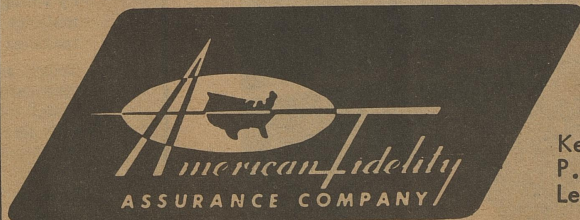
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