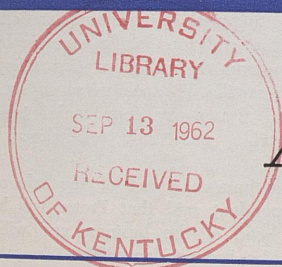


The Kentucky Press



August, 1962

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



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University of Kentucky
Lexington

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VOLUME TWENTY-EIGHT
NUMBER ELEVEN



Kentucky's Showcase: Breaks Of The Sandy

The Kentucky Press + As We See It +

Volume 28, Number 11

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

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

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.

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Old Paducah Weekly Put On Microfilm

A yellowed copy of the "Paducah Tobacco Plant," published weekly at Paducah in the 1870's, was among old newspapers being filmed recently by the University of Kentucky Microfilm Center.

The copy being preserved on film was dated August 6, 1873, and carried the names of Ed K. Warren and Len G. Faxon as editors and publishers. The publication office was located in the "old Paducah Herald" office on the corner of Main and Water Sts., upstairs.

The tightly printed front page, without a single head larger than eight-point bold, carried a full-column account of "A Sanguinary Conflict, The Ferocious Fight Between Hugh Anderson and Arthur McCluskey." The story was of a duel fought by the two men, "both desperadoes well known on the frontier for their recklessness of life," on the past July 4 at Medicine Lodge in the Indian territory.

Other front page news included an item from Bluffton, Ind., stating that "The saloon-keepers of Bluffton have issued a regular notice to the public that, having obtained license according to law to sell spirituous liquors, they propose to conduct their business according to law. They therefore notify all married women who do not want them to sell to their husbands to leave written notice to that effect within three days."

The paper also reported a meeting at Jackson, Mississippi, for the purpose of considering the formation of a new state composed of portions of Kentucky, Mississippi and Tennessee. "Dispatches do not state whether the convention was largely attended or not. The only business that seems to have been done was the appointment of committees . . . from the three states."

The paper commented editorially on the possibility of a war with Mexico. President Grant's desire for a second term, the apparent apathy of Paducah voters, and regulations regarding use of the new government postal cards.

Other old Kentucky newspapers which have been collected for filming include an 1885 issue of the Paducah Weekly News, and 1898 issue of the Ballard Yeoman, Wickliffe; Paducah Weekly Standard of 1886; and early issues of the La Center Weekly Advance.

Motorists are getting so concerned over the number of miles they can get per tank of gas that the auto manufacturers are going to be forced to enlarge the size of the tanks.

Albert K. Moore Retires After 38 Years As Editor

Albert K. Moore, publisher of the Salyersville Independent since 1924, has sold the weekly paper to three Salyersville businessmen: Luther G. Carpenter, cashier of the Salyersville National Bank; Scotty Patrick, oil company employee; and Earl C. Prater, appliance firm operator.

Mr. Moore relinquished ownership of the Independent following the death of his wife, Mrs. Anna Cooper Moore, who was associated with him in its 38 years of publication.

"When we took over the Independent in 1924," Mr. Moore wrote in a final front page editorial, "Salyersville was an isolated community. . . . There was only a dirt road connecting with West Liberty and all merchandise and food stuffs came in by wagon from the railroad station at Royals or Paintsville. It took us seven hours to 'hack' drawn by four mules to reach Paintsville, now only one-half an hour away."

The announcement of the sale of the Independent said that Prater will be executive head of the business and will take over the Independent office.

Sturgis Editor Appointed "Admiral Of The Fleet"

E. C. "Bud" Calman, publisher of Sturgis News, has been named Acting Director of the Division of Boating, Department of Public Safety, by Governor Bert Combs. Until the new appointment was made, Calman had been serving in that division as Assistant for the Western Kentucky area.

In accepting the appointment by Governor Combs, Calman stated, "I am filling in until such time as a permanent appointment can be made. At that time I trust I shall be allowed to assume my previous position as Assistant for the Western Area."

"Locally everybody knows that 'Bud' Calman," the Sturgis News reported, "and will always be the man behind the Sturgis News. We are naturally delighted beyond words that our boss has been selected by the Governor to head one of the state's newest and fastest growing departments."

Calman has been the publisher of Sturgis News for 29 years.

There's a lot of dirt that detergents touch.

Isn't it peculiar that middle age starts a few years earlier for the older low?

High



Members of the National Safety Council for the National Safety Council, Louisville, B. Gaines; Ray VanCuron, Fran

KPA President

the concern of the death and highways by the Safety Committee as chairman. In organization, Calman should give the active in the toll taken on our committee, Templin might be followed by KPA in the early First, to use a torials and feature state and each Second, in the ber of the State newspaper in the with materials on are backing. The Wheel" brochur securing the acc Third, packets be mailed to each Central Office. fall presentation Council. Fourth, to help is needed and s

Highway Safety Committee Selected By Gaines



Members of the newly formed KPA Highway Safety Committee met with state officials in Frankfort on August 11 to plan a program for the coming year. Those present were John Fleming, district director for the National Safety Council; Committee Chairman, Edwards Templin; Judson Edwards, Assistant to Safety Commissioner Lovern; (back row) Richard Lee Gentry, Department of Education; Basil Caummisar, Louisville Courier-Journal and Times; Victor Fuqua, Department of Health; KPA President John B. Gaines; Ray Wragg, Department of Public Safety; Perry Ashley, KPA Central Office, and S. C. VanCuron, Frankfort State Journal. Jack Simms, Louisville AP, was not present when picture was taken.

KPA President John B. Gaines has shown the concern of the press of Kentucky about the death and injury rate on the state's highways by setting up a KPA Highway Safety Committee, with Edwards Templin as chairman. In forming the new internal organization, Gaines said the alarming increase in 1962 traffic accidents over 1961 should give the press every reason to be active in the campaign to lower the human toll taken on our highways.

In preparing the activities of his committee, Templin outlined a program which might be followed by the members of KPA in the early stages of the campaign. First, to use available materials for editorials and features on traffic safety in the state and each local community.

Second, in the immediate future, a member of the State Police staff will call on each newspaper in the state to present them with materials on the program which they are backing. This will include the "Sixth Wheel" brochure and information about securing the accompanying film.

Third, packets of safety materials will be mailed to each newspaper through the Central Office. This will be the current fall presentation of the National Safety Council.

Fourth, to help obtain legislation which is needed and sponsored by the Depart-

ment of Public Safety.

Fifth, to encourage each local newspaper to help form and maintain a solid safety program in its community.

Two meetings of the Safety Committee have been held, the first at Bowling Green on July 28 and the second in Frankfort on August 11. In declining an offer to meet with the group, Governor Bert Combs said:

"The increasing toll of deaths and injuries on our highways is of great concern to every Kentuckian. Enough emphasis cannot be placed on combating the road death toll by a continuing highway safety education of the driving public. I congratulate and commend the Kentucky Press Association for its enthusiastic program of joining with the Kentucky Department of Public Safety in reducing death and accidents on our highways."

At the Frankfort meeting, John Fleming, regional director for the National Safety Council, gave the committee directions in securing and using prepared source materials. "Highway Safety Facts," a booklet with facts about safety programs, can be secured by writing to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Illinois, he said.

Locally, editors and publishers can organize and promote better safety in their communities. One of the best plans which

can be used is to encourage luncheon clubs, high school groups and other organized activities to plan for the showing of the "Sixth Wheel" to their membership. The film will be obtained and shown by a State Police officer in each district upon request from Judson Edwards, Department of Public Safety, Frankfort.

In other areas, local newsmen can give awards to groups from the community who are showing an interest and effort in the safety of the community. This can be as simple as a printed certificate given in recognition of their work, and cost the publisher very little.

Recognition is also given to newspapers across the state by the National Safety Council for features, news stories and advertisements which encourage safety at the local level. The National Safety Council gives certificates for outstanding work to those newspapers who submit entries in the contest. The judging is not done on a first and second place basis but on the overall effect which is gained. Entry blanks can be obtained by writing to Public Interest Awards, National Safety Council, 425 N. Michigan Avenue, Chicago 11, Ill. These will be given to entering KPA members at the 1963 mid-winter meeting, Templin said.

In addition to Templin, members named to the Safety Committee are: James T. Norris Jr., Ashland Independent; Manuel Strong, Jackson Times; J. Ray Gaines, Bowling Green News; Warren Fisher, Carlisle Mercury; Amos Stone, Central City Times-Argus; Louis DeRosett, Columbia News; James Lee Crawford, Corbin Tribune; Carl Saunders, Covington Post & Times-Star; L. L. Valentine, Franklin Favorite; Percy Landrum, Hartford News; Walter Dear, Henderson Gleaner and Journal; Basil Caummisar, Louisville Courier-Journal and Times; Richard Dugan, Louisville UPI; Jack Simms, Louisville AP; Edgar Arnold, Madisonville Messenger; George Joplin, Somerset Commonwealth; Thomas Gish, Whitesburg Mountain Eagle; S. C. VanCuron, Frankfort State Journal; Scott Smith, Benton Courier; and Victor Portmann and Perry Ashley, KPA Central Office.

National recognition came again to the Gleaner and Journal, Henderson, when Publishers Auxiliary selected a picture taken by Sports Editor Dave Lucas as an example for newsmen to follow in improving photographic technique. The Gleaner and Journal had also won the KPA award for best news photos in the 1961 contests.

'Kentucke' Newspapering Began With John Bradford

By CHARLES R. STAPLES
Lexington, Kentucky

John Bradford, commonly called "Old Wisdom," the founder and for many years owner of the Kentucky Gazette, was born in Prince William County, Virginia on June 6, 1749, the son of Daniel and Alice Bradford. He was married to Elizabeth James of Fauquier County in 1771, by whom he had five sons and four daughters. He died at his home on southwest corner of Mill and Second streets in Lexington on March 20, 1830 and was buried in the graveyard on West Main street, now a part of the First Baptist Church property. His gravestone is six or eight feet below the level of the ground at a point fifteen feet northwest of the corner to the Main street entrance to this church. The burial lot of John Bradford was unknown until the construction of the foundation for the First Baptist Church was started. Then Mr. Frank Dalton, Stone contractor, while excavating found the gravestone of Mr. Bradford and sometime later informed Mrs. W. O. Bullock, stating that the stone had something on it about being the first printer in Kentucky.

At request of Mrs. Bullock, Mr. Dalton visited the spot in company with Mr. J. Winston Coleman and the writer, and marked the location of the grave. Mr. Coleman has prepared a drawing of the location of this grave and same has been filed in the archives of the Bradford Historical Society.

Very little is known of his life before his arrival in Kentucky. There is a tradition that Mr. Bradford served in the Fauquier county Militia during the years of 1775-1777 and to have received a commission as Ensign dated July 30, 1781. His name, however, does not appear as a Revolutionary War pensioner, nor in the list of Virginia Land Bounty Warrents. He did service during the campaign against the Indians at Chillicothe in 1779 as a member of the Kentucky Militia.

Just when Mr. Bradford arrived in Kentucky has always been a disputed point. He was not amongst the original lot owners of Lexington when the drawing for town lots took place in 1780 and again in 1781. William Meredith testified that, "In 1775 he came to Kentucky in company with John Bradford, who was then a deputy surveyor under Colonel William Preston." Mr. Bradford's answer in this same suit does not throw any light upon this point.

In another suit, Mr. Bradford testified, "That in 1780 he was appointed deputy sur-

(On August 11, 1787, John Bradford established the "Kentucke" Gazette, the first newspaper published west of the Allegheny Mountains. This month commemorates the 175th anniversary of this publishing venture. In an effort to pay tribute to this unusual occasion, the Press presents the reprint of an article published in an earlier edition.)

veyor under George May and was assigned to the district north of the Kentucky River." There are other records which indicate he was in this county in 1779 and the tradition to that effect is probably correct. May gave him a large number of entries to survey, some of which Mr. Bradford purchased for himself and for Daniel Bradford.

These entries represented something over 6,000 acres, laying principally on North Elkhorn, and Cane Run creeks in Fayette and Scott counties. Amongst his other land holdings was a purchase of 100 acres from John Coburn on which is now located the north eastern portion of Lexington, besides numerous lots in Lexington business district.

During the early part of 1785 he brought his family from Virginia and settled near Bryan's Station, and thereafter made his home in this community.

Notwithstanding his many excellent parts, it has become the custom of historians to rest his fame upon the successful establishment of the first newspaper in Kentucky and his ability in keeping it going during the formative period of our history, and, when our scanty population were actively engaged in defending their lives and property against the Indians.

His entrance as owner and editorship of a newspaper grew out of the second convention which met at Danville, in 1785, to discuss separation from Virginia. Amongst other actions by this Convention, "It was Resolved; to give publicity to its proceedings, it was deemed necessary to the interests of the country, to have a printing press." To accomplish this end James Wilkinson, Christopher Greenup and John Coburn were appointed a committee to use their best endeavors to induce a printer to settle in this district and publish a weekly newspaper. Bradford's story of his efforts were published in the Gazette dated March 2, 1827 as a part of "Bradford's Notes," No. 24:

"Wilkinson and Coburn applied by letter to John Dunlap of Philadelphia, to aid them in procuring a printer but as no assurance of a competent salary could be given by them, no printer could be found in Phila-

delphia. Colonel Greenup then wrote Mr. Miles Hunter of Richmond, Virginia, a young printer of that place. From the flattering prospects held out by the Colonel of the future advantages to the printer who should first establish himself in Kentucky, Mr. Hunter at first consented to remove to Kentucky, but afterwards informed of the difficulties likely to intervene before Kentucky would become a separate state and the uncertainty of a competent support from the printing business until that event should take place, declined altogether.

"The attempt of the Committee having failed entirely, John Bradford called upon General Wilkinson and informed him that—if the Convention would give assurance that he should enjoy the public patronage when the printing business should become profitable as to induce one or more printers to settle in Kentucky, that he would, as soon as an office could be procured, establish a newspaper in Kentucky."

This offer was reported by the Committee and was accepted by the Convention and the patronage promised so far as they, from the nature of the attempt, were authorized. In consequence of the action of the Convention, Mr. Bradford went to Philadelphia where he secured a small second hand Washington press, with some type and hauling it overland to Pittsburgh, thence down the Ohio River to Limestone and thence over Smith's Road to Lexington, where on August 11, 1787 he presented to the world the Kentucky Gazette, with 180 subscribers.

Fielding Bradford, a brother and partner of the Editor, was interviewed many years afterward and stated "that he went to Pittsburgh in the Spring of 1787 and purchased some type from John Scull—whom he stayed from March to June 1st—

There is a tradition that the Convention seemed to think the paper was to be established in Danville, and it is evident the citizens of that town were under this impression, but Mr. Bradford had already received substantial encouragement from the citizens of Lexington, as the Trustees of the Town, at a meeting held July 28, 1787, resolved;

"That a part of in lot No. 43, containing two poles in front on Main street and six poles back, adjoining lot No. 44, be granted to Mr. John Bradford on condition that the printing press be established in the town of Lexington, in consideration of which Mr. Bradford shall be entitled to the sole use of said lot as long as the press continues in the said Town."

(Please Turn To Page Five)

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Lively Group Interest Shown As KPA Seminars Continue

By PERRY ASHLEY

Small attendance, yet lively interest, have been characteristic of the third and fourth seminars at Union College, Barbourville, and Western State College, Bowling Green. Legal problems and community development still dominate the discussion throughout each session.

Discussions on newspaper infringement, the opening session for both meetings, on the courts by advance reporting reveals that facts are being used which are not admissible in the courts as evidence. Circuit Court Judge Arthur Iler, Central City, said this was not much of a problem in Kentucky. He said most cases are tried wherever people gather—in barber shops, street corners, lodge meetings—and that newspapers alone were not guilty of this offense.

However, Iler continued, it is impossible for the newspapers to know the mental state of the accused at the time the crime was committed. This must be left to the courts to decide, and must play an important part in convictions.

Property rights on the advertisements used by a newspaper came into focus next. Even though the law does not clearly state which course a newspaper should follow in using or not using an ad which has appeared in a competing newspaper, many publishers think there is moral obligation to not use the material. One publisher suggested the same code of ethics are involved as would be if one lawyer were allowed to read the briefs of another. The theory concerned would be the amount of work which goes into the preparation of the production and the materials involved.

Area and community promotion came under fire next with the general theme being advance that the newspaper must take the lead in gaining new achievements for the community in which it is located. The editor should constantly be reminding his readers of the natural potential of his community and the possibilities which can be developed there.

In the field of promotion, it has been decided that publishers must promote both the newspaper and also try to gain as much interest in educating readers to the value of the newspaper in their early reading years. To do this, a possible program might be established in the junior and senior high school work in which the newspaper can be used as part of the core studies. The

proposal of a short course in the state's colleges for the coming summer has been received with favor during these last two seminars, just as it was during the original two sessions. This program seems to be assured of success.

Newspaper representatives attending the Western seminar were: Dan Knotts, Russellville; Al Smith, Greenville; Larry Stone, Central City; John B. Gaines, Bowling Green; Ernest Lawson, Burkesville; Stanley Portmann, Franklin; William Jones, Glasgow; George Wilson, Hardinsburg; Clarence Martin, Tompkinsville; George Joplin, Somerset; Ed Templin, Lexington; Enos Swain, Danville; Allen Read, Scottsville; Don Rutledge, Glasgow; Delmar Adams, Campbellsville; Basil Caummisar, Louisville; Niel Plummer, J. A. McCauley and Perry Ashley, UK School of Journalism. Western visitors were Robert Cochran, Public Relations Director, Western State College; Kelly Tothmpson, President, Western; Jerry Mays, Park City Daily News; Judge Arthur Iler, Circuit Judge, Central City, and McCoy Parsley, teacher of high school journalism, Bowling Green.

Attending the UK seminar were: Lewis Conn, Buechel; John Harris, Cynthiana; S. C. VanCuron, Frankfort; John Sutterfield, Georgetown; Edwards Templin, Lexington; Basil Caummisar, Louisville; Bob Faye, Shelbyville; William Matthews, Shelbyville; John B. Gaines, Bowling Green; Ray Hornback, Morehead; Harry Mahew, Morehead; Don Feltner, Richmond; Bob Amato, Richmond; W. Foster Adams Berea; Graydon Hambrick, Lexington; Jack Wild, UK; Jim Hampton, Lexington; Paul Crowds, Lexington; Perry Ashley, Niel Plummer, William Moore, Victor Portmann and J. A. McCauley, UK. Visitors during the meeting were President Frank G. Dickey, UK; and Bryce Rucker, University of Missouri School of Journalism.

James O. Burdine, former editor of the Georgetown Times and News, has been named Associate editor of the Somerset Journal. A native of Pulaski county, he originally worked as a reporter for the Somerset Commonwealth.

Burdine went to the Journal after serving one year with the 100th Division at Fort Chaffee, Ark. He has also been employed by the Lexington Leader for four years as a reporter. He is a graduate of the School of Journalism, University of Kentucky.

Graphic Arts Unified On Postal Rate Bill

All may be quiet on the Potomac at the time of this reading, but the dust still will not have settled on the mahogany tables of Senate hearing chambers where a furious battle has raged for months on proposed postal rate increases. At press time, the outcome was still in doubt.

It has been one of the greatest displays of unity in the Graphic Arts that we have witnessed in some time. Management, labor, publishers and advertisers spoke out against the increase and their echoes resounded across the country by every available media.

An important ally in this fight has been the popular television newscaster, David Brinkley, who in May devoted one program to the effect on magazines of increased postal rates. His conclusions were: The Post Office spends more money than it makes; magazines do some things better than other media; if the Post Office needs money, magazines are the wrong place to get it; passage of the bill will put good magazines out of business, leave the trash which rely on newsstand sales.

In other action, a labor union spokesman told the senators that the printing industry does not want to see a return to "the days of the tramp printer." A Congressman, opposed to the increase, was afraid that passage of the bill could cost up to a million jobs in the printing industry. An editor of a highly respected magazine said it would mean the difference between profit and loss for his publication.

Among the printing industry's biggest buyers are direct mail advertisers who spend about \$1.5 billion annually for leaflets, folders, catalogs, etc. Any effect on this volume will bring thousands of printing presses to a partial, if not total, halt.

The printing business is not in a position where it can afford a flirtation with increased costs which are necessary to its existence and over which it has no control. Most every printer—at the top, middle or bottom—must realize by now the potential effects of passage of the new Postal Act, H.R. 7927. We urge that you again make your views known to Congressmen in these waning weeks so that when the final decision is made, it will not be a major disaster to the Graphic Arts.—Printing Production.

According to a 1959 American Bankers Association survey, more banks will use newspapers for their advertising than any other medium—in fact, more than will use TV, radio, and magazine combined.

Senator Morton Joins Fight On Postal Bill

Increased second-class postal rates will have the effect of "legislating the weekly and small daily newspapers of Kentucky out of business" and deny many rural families the "services and enlightenment" of these publications, Senator Thruston B. Morton declared recently in a speech before the Senate.

Senator Morton said that he was "absolutely opposed" to the proposed second-class increases in the House-passed bill, and commented that he "had every reason to believe" that the Senate Post Office Committee will "eliminate entirely or substantially reduce" these rate increases.

"If, however, it does not, it will be my purpose to offer amendments to this end when the bill reaches the floor for action," Senator Morton declared. He helped lead the fight against excessive second-class rates in 1957.

He said that a free press "built America" and is fundamental to representative government's surviving today's grave challenges. "A free press can be killed in two ways: First, by censorship; second, by prohibitive costs of circulation," Senator Morton said, "Let's not make the mistake of killing a free press with excessive economic burdens."

He said that the additional rate would cost Kentucky weeklies from \$316 to \$3,600 a year, equivalent to 5 percent of gross income in 1961 for many newspapers.

He challenged Postmaster General Day's contention that the "free in-county" provision would not make the rates burdensome on weeklies and small dailies. "This just plain isn't so in a state like Kentucky with its many small counties," Senator Morton stated. He pointed out that 100 Kentucky counties average about 3,500 families, and commented that operating a weekly newspaper under this situation "presents a real economic challenge."

Senator Morton said that "in many instances a paper must be mailed to a post office outside the county for delivery to a subscriber within the county of publication." He cited the testimony of Publisher Maurice K. Henry of Middlesboro, Kentucky, before the Senate Post Office Committee in which he called the free in-county item a "myth" and termed increased rates "the death toll for many weekly and small daily newspapers."

Henry testified, according to Senator Morton, that the new rates, if enacted, would increase his average monthly postal cost of his Middlesboro Daily News to \$921, compared to about \$118 in 1951. Henry,

who is chairman of the Postal Affairs Committee of the Kentucky Press Association, said that only about 7 percent of his 6,500 circulation was "free within-county."

Senator Morton also invited his Colleagues' attention to comments from these Kentucky newspapers:

Todd County Standard: The weekly newspaper provides a public service in publishing without cost news articles concerning government benefits and services, which if run for a private business would have been considered advertisements and charged for.

Paintsville Herald: "This postage bill is like a curtain of darkness for the American people" who rely on newspapers for information in forming their opinions.

Hardinsburg Herald-News: Cited a letter from President Kennedy during the 1960 campaign which pledged "to restore the principle that the postal service is a public service" and to separate public service costs from mail-user costs.

Falmouth Outlook: "This bill will drive many weeklies out of business."

McLean County News: Explained it would have to pay the extra cost on hundreds of newspapers going to county subscribers through out-of-county post offices.

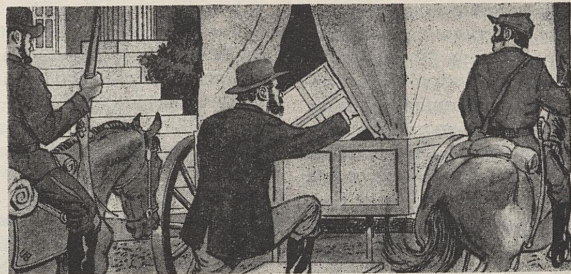
KPA President, John B. Gaines, expressed gratification with Senator Morton's stand on the controversial postal bill. "I am pleased," he said, "Senator Morton has been fit to take the same stand for the nation's press as Kentucky's other senators. John Sherman Cooper, in opposing unreasonably high second-class mail increases contained in the House-passed bill."

The bill, which for many weeks has been under study of the Senate Post Office Committee, is being opposed by the Kentucky Press Association because it would seriously hamper, if not destroy, the operation of many KPA members.

Maurice K. Henry, chairman of KPA's Postal Affairs Committee, testified before the Senate Committee earlier this year.

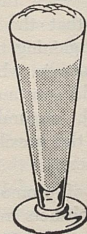
It happened 100 YEARS ago

The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN KENTUCKY, Confederate troops under General Kirby Smith seized Frankfort on September 3rd and held the Kentucky capitol until October 4th. Governor Robinson escaped to Louisville with the state's valuable archives.

In those days as now, beer was Kentucky's traditional beverage of moderation. Beer still provides enjoyment for Kentucky people, and a good living for many of them—not only for the 20,000 people employed by the brewing industry, but also for farmers and other suppliers of materials brewers use. TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.

LOUISVILLE

(Continued)

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sirable items wh his rude and u daubed the ink ink ball and mar copies printed o of an hour."

The Printer's strenuous night's was evidently on by cross legs ar horn, a Deckart of dueling pisto

(Continued From Page Two)

the right of preemption for the sum of five pounds if the press should be removed from town.

"A further condition shall be that the said John Bradford, his heirs and assigns shall be forever prohibited from erecting any improvements so as to injure the publick spring."

In 1823 the Trustees of the Town of Lexington filed suit against Mr. Bradford seeking to dispossess him from In Lots No. 42 and 43, known as the Public spring lots, but they dismissed this action leaving him in possession. These lots are now occupied in part by the Van Deren Hdw. Co., the Gas Office and Purcell Department Store. The wording of the resolution contained nothing that required Mr. Bradford to occupy these lots, they simply gave him the use of them as long as the Press was in Lexington. On a portion of these lots was erected in 1792 the Market House the 2nd floor of which was used as a State House when the first Legislature of the New State of Kentucky had its inaugural session in June 1792.

The actual spot upon which stood the cabin used by him as the printing office of the Gazette is not known. The first issue of the Gazette has a date line reading, "published at Main and Cross streets," the last named street being now known as Broadway. On March 8, 1788, this date line was changed to read, "On Main street." On July 11, 1789, the date line was changed to read "On Main and Cross streets." On October 8, 1791, another change caused this line to read "On Main street." On April 13, 1793, it again read "On Cross street," and another change was made on December 27, 1794, when the date line again read "On Main street."

There were other changes during the succeeding years, which are too numerous to be detailed at this time, but evidently, the first few years of the life of the Gazette were spent not far from the four corners of what is now Main and Broadway.

Mr. Bradford had no source of information excepting such newspapers as were brought to Lexington by visitors or travelers from the East. From these he extracted desirable items which were reproduced upon his rude and unwieldy hand press. "He daubed the ink by hand with a dog skin ink ball and managed to run off 50 to 60 copies printed on one side in the course of an hour."

The Printer's devil must have had a strenuous night's work. The editorial desk was evidently only a slab of wood supported by cross legs and equipped with an ink horn, a Deckart rifle and possibly a pair of dueling pistols. His lights were only

candles or the burning logs in the stone fire place.

For some time during its early history the Gazette was printed on paper made at the mill of Craig and Company located where North Elkhorn passes under the Cincinnati Pike at Georgetown.

In his first issue Mr. Bradford says:

"My customers will excuse this, my first publication, as I am much hurried to get an impression by the time appointed. A great part of the type fell into PI in the carriage of them from Limestone to this office, and my partner, which is the only assistant I have, through an indisposition of the body, has been incapable of rendering the smallest assistance for ten days."

The early files show great dearth of local items, but contain many weighty editorials and communications from customers which breathed death and destruction, and assaulted political opponents with the heavy artillery of words.

Mr. Bradford published details of Foreign Wars, Napoleon's Career and items from European Capitals, all six weeks or more old, but local items such as births, deaths, marriages and what the fair visitors wore at the inauguration of our first Governor are conspicuous by their absence. Evidently, what every one in Lexington knew was not news.

We can easily imagine the local interest in this newspaper as it was the only newspaper printed within 500 miles, and was the only reliable source of information to our pioneer citizens regarding the happenings in the balance of the world. It was carried to other settlements by post riders, employed by Mr. Bradford and they were permitted to carry letters and packages, constituting the first efforts to establish a Postal Service in Kentucky. "For several years Mr. Bradford maintained pigeon holes in a frame over the mantle to the fireplace in his office, where the post riders left letters and packages to be called for."

The first issue of the Gazette was a small half sheet which stated "Subscriptions 18 shillings per annum, advertisements of moderate length 3 shillings." It was printed in the old style—the German "f" being used for the letter "s," and Kentucky in the title head was ended in a small "e," which was changed to "y" in 1789. For several years he carried facsimile of State Seal between Kentucky and Gazette but discontinued this in 1794. This reproduction is entirely different from the seal used by the State of Kentucky at this time, and certainly more artistic.

In one of the early issues the editorial page announces:

"The editor presents his readers with the Kentucky Gazette, executed on paper

equal to any western newspaper, and a new type. The following will be taken for subscriptions: Corn, Wheat, Country made linen, linsey, sugar, whiskey, Ash flooring, and cured bacon."

Only one advertisement appears in the early issues, that of Jacob Myers' paper mill located on Dick's River. In this same issue the editor thought necessary to explain his condition in the following:

"After having expended much in procuring the materials and conveying them from Philadelphia, I have ventured to open a printing office in the town of Lexington in the district of Kentucke. Notwithstanding these expenses and that of procuring further supplies of paper for my business and of supporting necessary hands. I shall content myself at present with the prospect of small gains. I consider this country as being yet an infant State, harassed by the most savage enemies, having no profitable trade and being drained of money by its present intercourse with the eastern part of America. However, the excretions made by a great number of gentlemen in favour of the press convinces me that a spirit prevails amongst my countrymen superior to their present circumstances. I am satisfied that every possible encouragement will be given to perfect undertaking.

It is impossible to recount all the advantages that the public will receive from the publication of a Gazette in this district.

FIRST—it will give quick and general information concerning the intentions and behavior of our neighborhood enemies and put us on our guard against their future violence.

SECONDLY—it will communicate timely information of the proceedings of the legislature and prevent us undergoing various evils by being acquainted with the laws of our country, some of which have been in force sometime before they reach this district.

THIRDLY—it will call our attention to the transactions of Congress and show us the policy which predominates in our great American Confederacy. It will teach us when we are to prepare for foreign wars; when we are to admire the successful here, the generous patriot and the wise statesman; and to greet with abhorrence the betrayer of his country.

FOURTHLY—it will carry our attention to the ancient world and gratify our curiosity with respect to the different nations who flourish in arts of arms or peace. It will lay open all the republic of letters to our view and furnish us with all necessary instructions to avoid the danger, or secure the blessings which may wait on our rising Community.

FIFTHLY—it will afford us an early method of understanding one another and coming to a better agreement on the execution of every design which may be necessary for the common good.

It will bring the latent sparks of Genius to light and give the World a respectable opinion of the people who have come across so many leagues to cultivate a desert land. When others see what we have done and what we shall still be able to do, they will come and strengthen our hands and be pleased to partake of our future blessings. Indeed it was upon a promise of patronage from the convention of 1785 that induced me to first attempt what I have now accomplished. I shall therefore rest satisfied that all my countrymen will be sensible of my claim to their notice as the first adventurer in a business which has been chiefly instrumental in bringing mankind from a state of blindness and slavery to their present advancement in knowledge and freedom.

John Bradford."

This newspaper lived through the most exciting periods of Kentucky's history; the granting of Statehood; Spanish Conspiracy; Burr's Conspiracy; repeal of the United States Bank Charter; War of 1812; The Texas Movement for Independence; The Mexican War and the Gold Rush of 1849. The purchase of the Louisiana Territory was not mentioned until months after it was known by gossip.

After the first year we find the pages of the *Gazette* adorned with crude wood cuts, no doubt made with the jack knives of the newspaper staff. Advertisements are conspicuous by their absence for several years as our pioneer merchants seem not to have learned the value of advertising until the *Gazette* had reached its fifth birthday. After that we find mentioned flints, knee buckles, hair powder, spinning wheels, buckskins and saddle bag locks, gartering and hardware.

Several issues contain notices by the editor condemning the practice of "taming bears" and "lighting fires by shooting rifles." He often mentions stealing, murdering and kidnapping by the Indians especially whenever they made a raid near Frankfort, after the Capitol had been removed from Lexington.

One of his enterprises was to publish the Kentucky almanac in 1788, probably the first pamphlet published in the west. It was issued yearly until 1807 and usually contained from 30 to 40 pages. In 1789 in conjunction with Thomas Johnson, he published the Kentucky Miscellany if we may judge by the advertisements in the *Gazette*. No copy of it is known. It was reissued in 1796, 1815, and 1821, a copy

of the last one named being the only copy known to the writer. This beginning was only the first of a long series of imprints many of which are unlocated and we know of them only through the advertisements in the *Gazette*. There were over 100 books and pamphlets printed by him before 1820.

No complete file of the *Kentucky Gazette* is known to exist. The Executors of Mr. Bradford's estate advertised for sale a nearly complete file, which is probably the one The Lexington Library acquired, but even this remarkable file lacks a copy of the first issue. The last known copy of the original issue was destroyed by fire when the office of H. H. Cratz burned many years ago. This copy had been discovered amongst some old papers in Mercer County by a descendant of a member of one of the early conventions.

A few issues of the *Gazette* are to be found in the Congressional Library at Washington, a few in the Library of the American Antiquarian Society at Worcester, Mass., a few in the John Freer Library at Chicago, and a few in the Virginia State Library at Richmond, Va. The files for the years 1829 and 1830 were borrowed many years ago and never returned. There are a number of missing issues during the years 1843 to 1847.

As a result of his enterprise Mr. Bradford received 100 pounds sterling a year from the Legislature of Kentucky as Public Printer, which amount was increased to 300 pounds, but he failed to control this appointment after some competition had arisen in his chosen field.

Mr. Bradford was shrewd and ingenious and is reported to have worked with Edward West on many inventions that never saw the patent office. He was a fine mathematician and amateur astronomer, and was so uncommonly well informed he was often called upon to settle disputed points, and it was from this—he was so frequently called "Old Wisdom." He was a strong, clear writer, his English left nothing to be desired in the wilderness of Kentucky.

It was distinctly understood by the pioneers who supported his paper for many years after he had severed all connections with the Pioneer Press. He was extravagantly fond of Mr. Henry Clay with whom he spent considerable time when that statesman was in Lexington. "Mr. Bradford believed the newspapers would never reach perfection, but he considered its office was to publish the news and educate the reading public by familiarizing them with the doings of the World east of the mountains." He knew ten people would read the news of a battle, or punitive expedition against the Indians, where one would

read the news of a whist party or basket picnic.

It is unfortunate that we are accustomed to associating John Bradford's name only as the owner and printer of the first *Kentucky Newspaper*. He was a man of unusual force of character and his influence was felt in many ways in the early days of our settlement. He kept abreast of the changing conditions and the rapid growth of this community after Statehood was achieved. His name appears in every effort for the public good and he was himself, the author of many improvements for the town.

He was one of the organizers of the Lexington Library, one of the original contributors to the Lexington Hospital, now the Eastern State Hospital, which was the first west of the Allegheny Mountains and the second of its kind in the United States. He was one of the group who purchased what is now Cratz Park and offered it as an inducement for the removal of Transylvania College from Danville to Lexington in 1788. He served from 1790 to 1830 as a member of the Board of Trustees of that institution and was frequently elected Chairman.

He was elected Trustee of the Town of Lexington many times and often was chairman of that body. He was filling the position at the time of the inauguration of Isaac Shelby, the first Governor of Kentucky, and also, at the time of the death of General LaFayette in 1825. While a member of the town trustees he compelled regular and prompt attendance by the members when he introduced a resolution requiring a member "as much as 15 minutes late to the meetings to buy a bottle of wine." The minutes of this Board show there was a full attendance at every meeting after this resolution became effective.

His death brought many expressions of grief. He was buried from his home on Second and Mill Streets. His wife survived him until October 12, 1833. From the same house was buried John V. Bradford, a grandson, on August 20, 1824. Maria Bradford, a granddaughter on August 30, 1827. His son, Daniel Bradford, died in Georgetown, September 4, 1849, at 60 years.

"The *Kentucky Gazette* was conducted by John Bradford until 1802 when it turned it over to Daniel Bradford, who took charge of the *Kentucky Herald*, his first rival, which had been established in Lexington in 1795 by James H. Stepp. This arrangement lasted only a few years when he again assumed control of the old ship." He sold it in 1809 to Thomas Smith, who was afterwards editor of the *Kentucky Reporter*, but in 1814 the *Gazette*

again passed into the hands of Daniel Bradford, and Fielding Bradford as editor part of the time with John Norvell.

In 1823 John Bradford was the owner and remodeled the building. For five years in 1823 Fielding Bradford had the entire charge and Cunningham of the town was a foreman in the "advertiser." It declined and finally fell into the hands of a few mourners, abandoned later by many years of precarious existence.

The editor of the *Gazette* in those days was not for any and all interests. John Bradford's cards or personal notes were written out and sent from many enclosures and some were fortunate.

In 1798 he established "Freedom" at Frankfort and conducted by James Bradford a branch of it for the purpose of printing but the crest of their population elected public printer only for several years. It had been established in State office. So in writing, John Bradford only attempt to find his modest a holiday for the office. In the issue of 1812, the results of Richmond Hickory Young Ewing.

James Crutcher John Bradford He was elected Fayette County in His name appears on committees. He had been of Fayette only a death.

Mr. Bradford's newspaper, and his number of books were of much benefit to his most important tuckians was the pioneer Notes" on the pioneer These notes began until 1829. There of these notes, the August 25, 1825, and

again passed into the hands of the Bradfords, and Fielding Bradford, Jr., appears as editor part of the time alone and partly with John Norvell.

In 1823 John Bradford again became the owner and remained so until his death. For five years it was run by Daniel and Fielding Bradford, but Daniel finally took entire charge and in 1840 sold it to Josiah Cunningham of Louisville, who had been a foreman in the office of the Daily Advertiser." It declined under his management and finally, in 1848, died with but few mourners, aged 60 years. It was revived later by Mr. Gratz and lived a few years of precarious existence.

The editor of a small frontier newspaper in those days was held personally responsible for any and all items appearing in his pages. John Bradford's policy of not printing any cards or personal items unless they were written out and signed probably saved him from many encounters. Several of his successors and some of his rivals were not so fortunate.

In 1798 he established the "Guardian of Freedom" at Frankfort under name of John Bradford and Son, but in 1803 it was conducted by James M. Bradford and was evidently a branch office for the Gazette, opened for the purpose of securing the public printing but the Bradfords had passed the crest of their popularity and were not again elected public printers. The Guardian existed only for six years. It may have been established in an effort to secure a State office. So far as I can find at this writing, John Bradford was defeated in his only attempt to be elected to a State office. In the Gazette for June 9, 1812, we find his modest announcement of his candidacy for the office of Lieutenant-Governor. In the issue of same paper for August 11, 1812, the results of the election are given:

Richmond Hickman	23,444
Young Ewing	7,489
James Crutcher	3,611
John Bradford	3,180

He was elected a representative from Fayette County in 1797 and again in 1802. His name appears on several important committees. He had been elected High Sheriff of Fayette only a short time before his death.

Mr. Bradford gave Kentucky its first newspaper, and he also printed a large number of books and pamphlets which were of much benefit to the pioneers, but his most important contribution to Kentuckians was the publication of "Bradford's Notes" on the pioneer history of Kentucky. These notes began in 1825 and continued until 1829. There appear to have been 62 of these notes, the first appearing on August 25, 1825, and it is unfortunate that a

considerable number are missing. They are wonderful source material for historians and no history of Kentucky has been written without reference to these notes. Mr. Bradford personally knew many of the pioneer leaders and was often a participant to many of the incidents he describes. As the years grow he will be awarded imperishable fame as a distinguished historian of pioneer Kentucky. The most beautiful imprint of the year 1932 was the Grabhorn Press publication of the first twenty-three of these notes. It was oversold three times before issued.

There has been an attempt to criticize Mr. Bradford for his failure to mention those associated with him during the early days of the Gazette. Fielding Bradford, his brother, was a partner for many years but the scope of this paper has prevented any research into his activities. Mr. Bradford did neglect to mention his first typesetter, but then, our newspapers do not do so even today. From statements secured from Henry Parvin, and also one from Fielding Bradford, which now are in the Wisconsin Historical collection, we learn that Thomas Parvin was the first typesetter who had served a regular apprenticeship in the business, to work on the Gazette and who also set up some of the forms for the early issues.

"Parvin was a weak little man who suffered from the palsey." He was the father of a large family and had taught school in Virginia before removal to Kentucky. He lived for a time near Strode's station and was outside the stockade one day when the Indians made an attack. He managed to get some of the children into the stockade but two of them were shot, as was the man with him. Parvin declined several offers of employment by Mr. Bradford, but finally moved to Lexington in the Fall of 1787 and assisted in getting out the paper. He remained on the Gazette until sometime during the Spring of 1788, and then began to teach a school in Lexington. It is possible he took over the school advertised by John Filson who had announced he was to open a school in Lexington that year, but removed to Cincinnati instead. "Parvin taught the week and worked on the Gazette on Saturdays," but later in the year moved to Bourbon County. I have found nothing to show that Parvin worked on the first two issues of the Gazette, and the fact that Mr. Bradford in his second issue was advertising for a printer would confirm this belief.

Fielding Bradford spent three months with John Scull at Pittsburg and then had more than two months after his arrival in Lexington before the first issue of the Gazette, in which to set it up in the forms.

This was certainly not an impossible task, even for the inexperienced.

Time will permit only a brief mention of Mr. Bradford's activities as owner of real estate. In addition to the acres mentioned above, he made an entry on 21 February, 1784, by treasury warrant for 2,500 acres, and another on 19 September, 1798 for 1,711 acres all running westward from the Russell Cave property. There was a long, drawn-out law suit with Francis Patterson, father of Colonel Robert Patterson, which was compromised by division. Part of the acreage secured by Mr. Bradford is now included in the boundries of the Spindletop Farm. In 1785 Mr. Bradford made claim to a large part of Lexington, but when the case came up for trial on June 21, 1786, the jury returned a verdict for the town with costs against Mr. Bradford.

This resume of our first editor and his newspaper, represent only a sketch of his activities. It is hoped additional light will be thrown upon his career by some one with more time, with a better power of interpretation and a keener sense of historical values.

Mr. Bradford changed the entire outlook of our people. Before the birth of the Gazette, the pioneers were simply a group of people living in a typical frontier community, situated hundreds of miles from the seat of Government and many months separated in knowledge of the outside world. Further more, there was no contact even with adjoining stations and neighborhoods, excepting by means of messengers sent through the Indian infested forests.

The Gazette changed all this and welded the entire area into a community with a purpose. It placed before them the goal of Statehood, of churches, schools and of a well organized society with a knowledge of the doings of the World. The pioneers knew they were dependent upon the activities of Mr. Bradford to keep them informed. In September 1791 when it became known that statehood was just over the horizon, and an election was to be held to select delegates to form the Constitution, then the list of subscribers doubled and the Gazette achieved the position of supreme importance, and became a powerful agent in advertising the new State and in making Lexington, with the exception of New Orleans, the largest town west of the Allegheny mountains.

In 1890 the reappearance of sensationalism, the rise in prominence of evening papers, and great improvements in the mechanics of newspaper production marked a turning point in the evolution of the American newspapers.



Middlesboro News Polls Papers On Candidates

The Middlesboro Daily News, in an effort to find the political sentiments for the coming senatorial and gubernatorial contests during the next two years, made a survey of all newspapers in the State. The purpose was to find the present positions of Senator Thruston Morton and Lt. Gov. Wilson Wyatt in the race for a U.S. Senate seat and at the same time to see what the chances are for former governor, A. B. Chandler, to win a third term in office against the opposition of Ned T. Breathitt.

A total of 169 newspapers were polled by the News with 56 percent, or 95 publishers, responding that Morton and Wyatt are a toss-up across the State. Forty-four gave Wyatt the edge, 44 gave Morton the front seat, while 7 were undecided.

However, the News poll shows that Chandler is running far ahead of Breathitt in the gubernatorial race. The results gave Chandler a 2 to 1 edge. 71 newspapers returned the queries in this contest.

"Everyone reads the newspaper!" said Erik Isgrig, vice-president in charge of advertising for Zenith Radio Corp., at a recent luncheon meeting of the Chicago chapter of the American Association of Advertising Representatives. In a nutshell that's Mr. Isgrig's reason why Zenith will continue to spend most of its co-op money—currently 70 percent—in newspapers.

Mr. Isgrig stressed market penetration as the key factor in Zenith's choice of newspaper for selling color TV "or any type of durable consumer product."

"To me and to everyone else," he said, "my daily newspaper has a character and a flavor which nothing will ever replace. Whatever else we do, we read our daily newspaper every day . . ."

"When we run an ad in the paper we are talking to the dealer as well as to the customer. We all like to think our product is pre-sold by our advertising but the fact is that the final decision is made in the store. Dealer influence is important in selling durable products . . ."

"No other medium ties your story as closely to the retail outlet, because none can offer an effective substitute for the dealer signature ad and co-op tie-in ad.

"Even if our friend is only a clerk in a department store section carrying a wide selection of name brands, when he reads an impressive ad on our product on his way to work he will influence more customer decisions for our product . . ."

"We use newspapers because newspapers are the way to get our product 'voted' into more homes."

CALENDAR OF EVENTS

SEPTEMBER

- 14—Western Kentucky Seminar, Pennyryle State Park, Dawson Springs
- 15—West Kentucky Press Association Pennyryle State Park, Dawson Springs.

OCTOBER

- 14-17—National Editorial Association Meeting, Hotel Sheraton—Jefferson, St. Louis, Mo.
- 14-20—National Newspaper Week
- 20—Fall Meeting, KPA Executive Committee, Lexington.

Beaver Dam Messenger Enters Restraining Suits

Embry Newspapers, publisher of the Ohio County Messenger, Beaver Dam, has asked the Ohio County Circuit Court for restraining orders against Miss Bess Alford, treasurer of the City of Beaver Dam and Earl R. Johnson, treasurer of Ohio county.

The suit against Miss Alford would compel her to publish in the Messenger a statement of public funds expended by the City of Beaver Dam. The newspaper contends that no financial statements have been published in recent years.

The suit against Johnson would enjoin him from publishing an itemized financial statement in any newspaper other than the one published in Beaver Dam. The Messenger contends to have the largest bona fide circulation of any newspaper in the county. KRS 424 requires financial statement be published in the paper with the largest bona fide circulation in the county. The Messenger contends Johnson falsified for himself that the Ohio County News, Hartford, was the newspaper with the largest circulation in the county.

There was a time when girls blushed when they were embarrassed, now they are embarrassed if they blush.

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 SERVING AMERICA'S WEEKLY NEWSPAPERS
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 The same fast, safe method of valuation that is so popular in the FRANKLIN PRINTING CATALOG.
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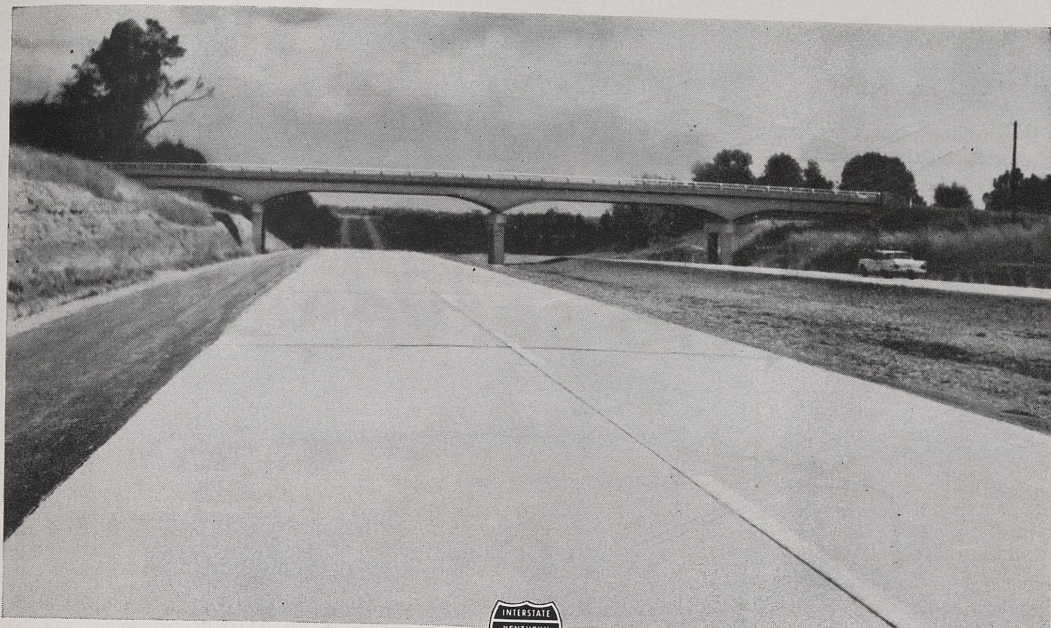
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 Mergenthaler's new Operator's Chair features automatic height adjustment. Upholstered in Naugahyde in a variety of colors and metal finishes. Now available through Mergenthaler Agencies and representatives.

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Enjoy a beautiful ride on modern concrete mileage of Kentucky's new Interstate 64.

Kentucky taxpayers can afford the best on their new Interstate highways—modern **CONCRETE**

1. Concrete's first cost runs virtually the same as asphalt. Proof of this can be seen below in the comparison of costs for the two types of pavement on Kentucky's Interstate 64. Remember, on each mile of Interstate System highways, the Federal Government pays 90% of the first cost, the state pays 10%.

2. Concrete can save thousands of tax dollars in upkeep. Even though the U.S. Government pays 90% of the cost of construction, to any state's 10%, all upkeep costs must be paid for by the state—forever after. So you as a Kentucky driver-taxpayer should also be concerned about future costs.

Performance studies of Kentucky highways prove concrete on the Interstate System will need no significant upkeep for decades.

These studies also show asphalt highways in Kentucky, in addition to continuing maintenance, require complete resurfacing 8 to 12 years after they're built. To resurface just one mile of Interstate highway with a 2-inch layer of asphalt, based on current estimates, will cost about \$24,000! This is more than it cost Kentucky for that mile in the first place!

Concrete assures low upkeep costs. That's been proved in state after state. Official 1961 reports on the Indiana Test Road show that the concrete has in 8 years saved \$5,602.02 per two-lane mile in upkeep costs. With about 700 miles of planned Interstate highways, Kentucky needs that kind of economy!

In addition, of course, concrete assures extra driving enjoyment—a smooth ride. The safe feeling of driving on a surface that's skid-resistant in all weather, wet or dry. You go 1st class with concrete!

ASPHALT

Clark Co., project
I-64-5 (9) 90,
2,969 mi. Paving
cost per mile

\$210,500

Clark Co., project
I-64-5 (7) 93,
6,939 mi. Paving
cost per mile

\$214,300

Average cost
per mile

\$212,400

Kentucky's 10% share
of the above initial
cost on a 9-1
matching basis,
per mile

\$21,240

CONCRETE

Shelby Co., project
I-64-2 (4) 24,
6,125 mi. Paving
cost per mile

\$218,300

Jefferson-Shelby Co.,
project I-64-2 (6)
17, 6,086 mi.
Paving cost
per mile

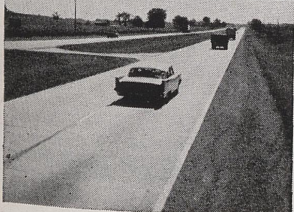
\$206,700

Average cost
per mile

\$212,500

Kentucky's 10% share
of the above initial
cost on a 9-1
matching basis,
per mile

\$21,250

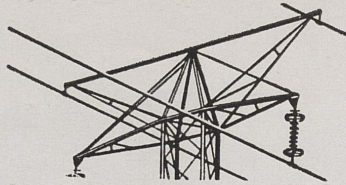


Concrete section on Indiana Test Road, built as part of U.S. 31. After 8 years it is still in fine shape. Asphalt sections have now been resurfaced.

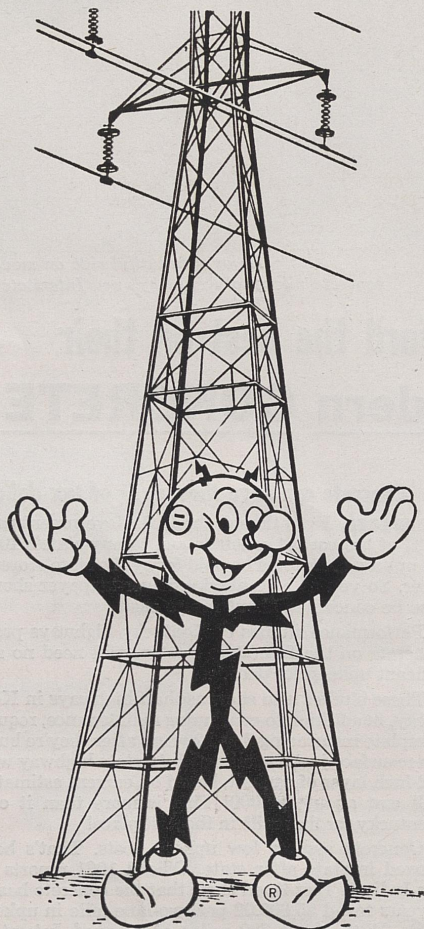
PORTLAND CEMENT ASSOCIATION

805 Commonwealth Bldg., Louisville 2, Kentucky


A national organization to improve and extend the uses of concrete



Reddy to serve you!



All the power you want or need is at your fingertips in Kentucky 24 hours every day. Whether you have a coffeemaker, an electric milker, or a huge new manufacturing plant to "plug in" you'll find the power you need is *here* — anywhere in the 77-county area served by Kentucky Utilities Company. One big reason industrial growth has been continuous and unimpeded in our service area has been the pre-planned, *already-in-existence* growth in the power needed to serve new industry.

 Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY An Investor Owned Electric Company