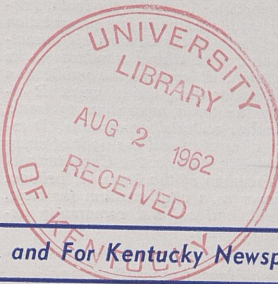


The Kentucky Press

July, 1962

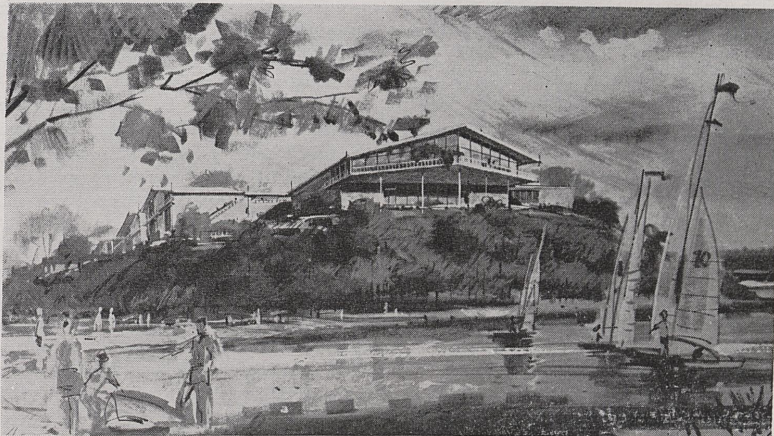


Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



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Lexington

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VOLUME TWENTY-EIGHT
NUMBER TEN



Kentucky's Showcase: Artist's Drawing Of The New Lodge At Kentucky Dam State Park.

The Kentucky Press + As We See It +

Volume 28, Number 10

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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Fred J. Burkhard, *Vice-President*
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Editor Norfleet Pleads For 100% Membership

The following editorial, written by Andy Norfleet, Russell Springs Times-Journal, immediately after the mid-summer meeting, is respectfully dedicated to the few Kentucky weeklies and dailies who still believe that they do not need the services of a trade association that works continuously in their behalf nor want to take an active part in discussions in conventions and seminars that would help them in their business and profession. Quote:

As far as we know, every newspaper that is eligible should be a member of the Kentucky Press Association. But that does not mean that they are all active.

That fact was proven all over again during the Mid-Summer Meeting held at Cumberland Falls recently. There were the same representatives of the same newspapers that we've met at practically every meeting that has been held since we joined the Association thirteen years ago.

And these faithful editors, writers, reporters, columnists, correspondents and publishers should be congratulated for their attendance at these meetings. They are due praises for their effort in uplifting their profession, for holding it in respect before others, and for their drive in pushing it business-wise.

There are editors who have not attended a Kentucky Press Association gathering in twenty years. But we wonder if they realize that it is this group, working in their behalf, who is responsible for many of those good national advertising checks that they receive monthly. And those large Kentucky Press Service checks that are so welcome every month are the direct result of members elected from the Association who work with our dedicated manager, Mr. Portmann, in lining up national accounts.

Our State's motto is "United We Stand, Divided We Fall." That same idea should certainly apply to the Kentucky Press Association. For if every newspaper would get in there and stand united we could accomplish so much more.

But these meetings—only twice a year—are not all business and serious discussion. For example, at Cumberland Falls recently, all had a chance to let their hair down; there was dancing, horseback riding, boating, swimming, golf, to name a few activities, or just plain old relaxation with friends at some shady spot or comfortable retreat at delightful Cumberland Falls.

Another thing, one absolutely can't keep

from learning something new about publishing at one of these meetings. You know it would not only be to your advantage, but really, you owe it to your reader to try and publish a better newspaper each year.

That's incentive enough to attend next K. P. A. meeting as active member of the association.

* * * *

National Committee Set-up For Consumer Protection

U. S. Department of Health, Education and Welfare announced July 11 the creation of a Committee for Consumer Protection. Mary E. Cunningham, chief of the Consumer Education Branch of the Food and Drug Administration, was appointed to the new unit.

The step is in line with recommendations made by Pres. Kennedy in his message to Congress March 15. At that time, the President revealed plans to establish a Consumers' Advisory Council in his Council of Economic Advisers to designate consumer advisory units in each of the Federal agencies. H.E.W. was first to take up the President's proposal.

In his March message, Pres. Kennedy also had this to say:

Consumer choice is influenced by advertising utilizing highly developed methods of persuasion. The consumer typically does not know whether drug preparations meet minimum standards of safety, quality and efficacy. He usually does not know how much he pays for consumer credit; whether one prepared flour has more nutritive value than another; whether the performance of a product will in fact meet his needs; or whether the "large economy" is really a bargain.

* * * *

Senate Finance Committee approved a proposal to permit a manufacturer to deduct billboard and magazine advertising costs from his price in calculating tax payments. Proposal was approved as an amendment to Bill H. R. 6682, providing for the exemption of fowling from duty.

A bill introduced in the House by Rep. Herlong (Fla.) would amend the Internal Revenue Code with respect to exclusion of local advertising costs from sales prices for the purpose of computing excise taxes. Measure would add to the local advertising definition the word "magazine, or is displayed on the premises of real property."

* * * *

He who dozes while he drives ends up in pieces forever.

JULY 1

Qual

Kander Ass

When your day, I looked nothing could tucky in Jun Falls—packed rived here yes ery minute of As a matter me a room re to June 10th. stand a guest land Falls; I v

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Mr. Gaines s tion of Newsp newspaper own newspaper talk erties are refle pers as:

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Newspaper premium price buyers than sel quire a good n must start out pay more than banker who me ment, will prob that price, but lished newspap what seems to failed to make profit.

It is hard for your lawyer to over-shadows no paper earnings goodwill. Real important of co secondary factor \$600,000 daily the buyers had They analyzed f

Quality Of Newspaper Helps Establish Its Value

By Allan Kander

Kander Associates, Washington, D. C.

When your President invited me here today, I looked at my calendar, and decided nothing could be more appealing than Kentucky in June. Particularly, Cumberland Falls—packed with newspaper people. I arrived here yesterday, and have enjoyed every minute of my stay.

As a matter of fact, your committee sent me a room reservation card from June 7th to June 10th. I guess they couldn't understand a guest just passing through Cumberland Falls; I wish I could linger longer.

Living in Washington as I do, it's refreshing to get out to the grass roots; Bluegrass roots are even more attractive. In Kentucky, you have a group of dailies and weeklies that are outstanding products. It is indeed an honor to be with you; renew old acquaintances and meet new friends.

Mr. Gaines asked me to speak on "Valuation of Newspaper Properties." Wherever newspaper owners gather—wherever there is newspaper talk—prices of publishing properties are reflected in such hallway whippers as:

"How much did Bob pay for the Journal?"

"What did Joe get for the Times?"

In the 34 years that I have been a newspaper negotiator and consultant, I have learned more by standing on the sidelines than by using a slide rule to determine the worth of a publishing property. It is simply impossible to cast the value of a newspaper in the mold of a formula.

Newspaper properties today command premium prices. There are many more buyers than sellers. So if you want to acquire a good newspaper in any field, you must start out with the idea that you will pay more than you think it's worth. Your banker who measures by bricks and equipment, will probably disagree with you on that price, but in recent years, no established newspaper that has been traded at what seems to be an elevated figure, has failed to make its payments and show a profit.

It is hard for your "moneymen" or even your lawyer to realize that goodwill far overshadows normal assets, and that newspaper earnings are all derived from that goodwill. Real estate and machinery are important of course, but they have become secondary factors. Just recently, I saw a \$600,000 daily change hands, and none of the buyers had ever been inside the plant. They analyzed financial statements and the

equipment inventory; visited the town; drove by the property and made an offer which was accepted.

Before negotiations start these days, most buyers mull over these questions:

How fast is the area growing?

What old and new industries are located there?

Is the paper over-shadowed by something nearby that is larger?

Does this nearby publication threaten the property I want?

What problems will be involved in new ownership?

Getting down to newspaper values, you can take a pencil and figure on the formulas that have been used over the years, whether you want to sell or buy. There are situations where real estate or equipment can throw everything out of balance. Many a buyer is confronted with a broken-down press, or inadequate press, so in his mental calculations, he adds the price of a new press to the price he has to pay.

Mr. Portmann informs me that the ratio of your Association membership is about five and one-half to one in favor of the weekly press, and that is about the ratio of weeklies to dailies in the country today. So I will try to point out such differences as may exist in the method of evaluating weeklies and dailies, as I go along.

Every sale of a newspaper property represents special conditions. No two are exactly alike. The extent and nature of real estate holdings, of course, are important. The cash position and the net quick in the balance sheet also must be examined carefully. In other words, how many dollars are you spending and how many are you trading in the deal?

A buyer can figure he needs about six weeks operating expenses on hand to get started. If the seller doesn't leave him that much in cash or receivables, then he's probably in for more outlay. Some buyers and sellers get together on a one-to-one ratio in the balance sheet, and start negotiating from there, with the necessary put and take to round out a deal.

The first and oldest formula of daily newspaper value is that it is worth its annual gross. This used to be a good basis to start, but most sales today approach 125 per cent of gross. In the boom areas of some states, papers have sold for 150 per cent of gross, or even higher.

In the weekly field, most sales still revolve around the gross formula and the factor of equipment perhaps looms larger

than it does in the daily.

The second oldest formula is that a paper is worth "X" times each unit of circulation. The theory is, of course, that circulation is a tangible measure of good will. Here again, the paper's distribution area—concentrated or spread—is a factor. I have seen a daily newspaper change hands at a price which figured \$70 for each circulation unit. One variation is this formula holds that you take the physical value of the plant and add \$15 to \$25 for each proved circulation unit to reach a price.

We recently sold a five-day evening and Sunday paper in a town of 13,000 for \$350,000. Circulation was 6,700, so the price was around \$52 per circulation unit. Real estate was owned and equipment was good. Incidentally, on the gross formula, the selling price was about 116 per cent of gross.

A third formula is centered on earnings before taxes and after depreciation. The figures have been creeping up until it's now seven to nine times those earnings. Here the question of publisher's salaries comes up, and you run into tax angles that have to be worked out before arriving at an agreed worth of the property.

A fourth formula revolves around earnings after taxes. It is difficult to find a seller who will trade at less than 12 times net earnings. It's more likely to be around 15 times these days, and you negotiate on these figures step-by-step, until a price is mutually agreeable. In such cases, real estate and equipment included must be exceptional.

In the weekly field, this formula is not so applicable, since the publisher's salary is often a high proportion of net earnings. The lack of audited financial reports occasionally complicates sales of weekly properties. The value is there, but a buyer needs proof, possibly in the form of income tax reports.

A fifth formula is to take the net worth of the operation, including all assets, and add three to four times earnings before taxes, and after the matter of depreciation has been determined.

There are, of course, other formulas which are based on a combination or variation of these approaches. Sometimes, owners will try them all, and strike an average as a basis for talking a sale.

Don't forget that buyers too have their own turn at bat on value. A few veteran operators that I have known figure a newspaper property ought to pay out in eight years. That's a pretty stiff target, but it can be done. Ten to 12-1/2 years is more realistic. If more time is required, the buyer

becomes wary of the asking price.

When it's all said and done, an established newspaper provides a satisfying economic security for its owners. It is doubtful whether any local enterprise does better than the weekly or semi-weekly in small towns. The local distributors of the low-priced popular cars might outstrip the newspaper, but in the large volume the dealers do, they are in truth writing insurance for the local publication.

As you move beyond the weekly field, an exclusive daily newspaper is the best strictly local earning proposition—investment considered—

Sitting on the national sidelines as we do, prospective buyers constantly keep in touch with us. A high percentage of these buyers are already newspaper owners. They want to expand. Sometimes they name a particular property. Sometimes they designate an area of investment to them. Many of them are so-called "group owners."

Quite often, independent publishers take a dim view of group ownership. They fear that they'll eventually take over the nation's press. I do not agree that it is a serious threat. The newspaper business—as a business—is subject to the same economic forces evident in food marketing—manufacturing—banking—transportation, etc. where acquisitions or consolidations are common. In newspapering, it depends on the policies that group owners follow when they acquire a property. When they place a trained newspaperman in charge—give him full leeway to act—then the property remains fundamentally local. There need be few, if any, major staff changes.

Another side of group ownership is that such operators have the experienced manpower to do a good community job. And lastly, they have the resources and know-how to insure the seller adequate protection for his equity, where a pay-out over several years is involved.

Then there are buyers who come to us, who have a varied and checkered background as journalists. Some of them just want to retire from Madison Avenue, and run a newspaper! They specify "dream towns;" no competition; high growth potential, and a dazzling bright modern plant. All at bargain prices, of course.

This compels us to say that it's about time to take the glamour out of newspaper ownership, and concentrate on the more exciting tasks that bring satisfaction to a dedicated publisher. There are countless newspapers in good towns whose owners are doing extremely well, even if the climate or location fails to rate the "Who's Who" of the vacation-land guide books.

Now as to the sellers who come to us.

New Depreciation Schedule

President Kennedy said June 14 that new Treasury depreciation schedules will be announced by July 6. Faster tax write-offs under a revised Bulletin F are expected to save business \$1.2 billion annually. Publishers will benefit by being able to take larger deductions on their mechanical equipment. The Administration goal is to stimulate buying. Tax savings are supposed to be used for capital investment in new machinery. ANPA has supplied data to the Treasury to justify reduction in the "useful life" of equipment used in publishing.

There are not many, I can assure you. And some of them have fancy ideas too. They usually fall into two groups—those who want to retire, and those who want to go on to a bigger property—using a sale as their cash key to such opportunities. Of course, trustee or estate problems in ownership are also reasons to sell. We have a particular interest in the latter, for we have said in our advertising that *newspapers belong to newspaper people*. They do not belong to bankers, lawyers or trust officers except for the necessary transition period.

Viewers of alarm sometimes say to us—"What's going to happen to the newspaper business with all these mergers?" Well, it's true that newspapers are getting fewer in some of our larger cities. On the other hand, there are more daily newspapers in the country today than there were ten years ago. Suburban dailies are sprouting, and growing towns with weeklies or semi-weeklies are going daily.

If I owned a newspaper, it would be difficult for me to consider selling, unless age or health were factors. If you have family coming along who can take over, they should come first. Once you have decided to sell, you'll find a choice of buyers at your door. You can pick one that you believe best to carry on.

I took five buyers to one publishing property a few years back. The Owner met and talked with all of them in individual appointments. He finally decided on the one he preferred. It was the high bidder, but it could happen that the highest bid is not always your best one, all things considered. Who can do the best with your property and for your community are very important considerations.

After all, newspapers belong to men who are journalists, publishers, and newspapermen. They have interchangeable parts. They should be intelligent men, who at the highest ethical level, act in good faith for genuine community betterment. If they do that, the economics takes care of itself.

To them should go your torch.

O'Connor New Director Of Brewers Association

President Edward V. Lahey of the U.S. Brewers Association announced the appointment of John C. O'Connor of Nashville, Tennessee, as director of the U.S. Brewers Association, Kentucky Division to succeed John H. G. of Madisonville, Ky., who resigned to enter another field of work.

Director O'Connor, 44, has been an assistant director of the Tennessee Division for the past four years, and before that time was regional manager for nine years with a national automobile manufacturer at Little Rock, Arkansas and Memphis, Tennessee.

During World War II he served with distinction in the U. S. Navy, rising to the rank of commander. Stationed at Manila at the outbreak of the war, he later served in the South Pacific and North Atlantic theaters. Born in Nashville, he attended public schools and Vanderbilt University there, later studying law and was admitted to the Tennessee bar. He is a 32-degree Mason and an Elk. He is married to the former Mary Louise Winters of Nashville, and has three sons.

They will reside in Louisville, where the headquarters of the Kentucky Division was established 21 years ago to work closely with brewers, wholesalers and retailers to carry out an educational program aimed at maintenance of high standards in the retail sale of beer. This program includes contacts with state and local law enforcement officials, the press, military and public officials throughout Kentucky.

One principal aim is the maintenance and expansion of the legal beer industry in Kentucky which contributes substantially to the state's expanding economy. The brewing industry employs more than 150,000 Kentuckians with a combined annual payroll of \$53,000,000 and pays more than \$7,000,000 annually to state and city governments which helps operate public schools, pave modern highways and provide old age assistance and public health programs.

Massachusetts Supreme Court ruled recently that a business can spend advertising money to oppose a state income tax proposal slated to come up for a vote in this fall's election. Court denied an injunction to a stockholder of Lytron, Cambridge, Mass., who sought to stop the company and its officials from spending \$500 for advertising and other activities opposed to the tax measure. The stockholder contended that the expenditure violated the state's corporation laws.

Class To D

Director
Unit

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Classroom Teaching Needed To Develop Young Readers

By Niel Plummer

Director, School of Journalism
University of Kentucky

H. A. Schwartz, assistant state circulation manager of the Milwaukee Journal, speaking at the University of Iowa four years ago declared:

"A practical technique for integrating the daily newspaper and school curricula is an elusive will of the wisp that newspaper men and educators have been pursuing for many years.

"Individual educators use the newspaper extensively. Some schools encourage its use for research projects. Newspaper educational programs have been developed with some success. But an unusually effective method for utilizing the full potential of the newspaper as a teaching aid in the primary and secondary schools has been only partially realized.

"Teachers tell us that the accelerating pace of present day living has made the newspaper more essential in the classroom than at any other time in our history. First, because changes are occurring so quickly that the newspaper represents the principal means for keeping up to the minute, and second; the necessity of a well-informed body of citizens in these times when democracy is under ceaseless attack . . ."

To this situation, we must add the fact that though newspaper circulation has been increasing steadily from year to year, it is not keeping pace with population gains—and surveys show that the most evident gap is at the teenage level.

Therefore, the use of the newspaper in the school has a two fold value: first to help the teachers take advantage of this up to date source of information on all phases of life today, and secondly, to encourage our youngsters to acquire the newspaper reading habit so that they will continue to be well informed citizens after leaving school.

When President Gaines organized a committee on newspapers in the classroom a few weeks ago, and asked me to do some work with it, I asked myself a few questions and sought a few answers in order that, in due time, our committee could have some material to work with. Among the questions were: what is the overall picture in this newspaper in the class situation? what objectives are being advanced for the project by any press association in our part of the nation? and what is the nature of the

materials prepared in educational projects by the larger metropolitan newspapers?

The evidence I have collected indicates that we are, indeed, still on the launching pad so far as developing fully operating programs. Figures released by the National Newspaper Promotion Association on the newspaper in the classroom revealed that last year only 49 newspapers reported having classroom programs, and practically all were in metropolitan areas.

In our neighboring state to the north the Ohio Newspaper Association is presently concerned with the matter as we are. They have just launched a committee for a newspaper in the classroom project on a state-wide basis. They have defined their purposes to be seven fold: (1) to encourage a better understanding of newspapers, (2) to tell students about newspapers as career possibilities, (3) to encourage editorial improvements of newspapers used as "text-books," (4) to help combat competition by other media by teaching the importance of newspapers, (5) to encourage improved readers and readership of newspapers, (6) to help teach the roots and details of freedom and democracy, and (7) to help teach the importance of leadership and individual responsibility in aiding youth to grow into sound citizens.

It was noted by the Ohio newsmen that both radio and TV educational projects are being underwritten by state and federal funds, while the newspaper in-the-classroom project must be entirely supported by the industry.

At the Ohio meeting this spring the members were assured by a speaker, Richard Dow of the Pa. Newspaper Publishers Association that wide and deep use of newspapers in the classroom will come about some day . . . but how soon depends upon newspapers themselves.

"When and if newspaper publishers and their top line executives decide to face facts and realize they have a serious problem in getting youth interested in newspaper reading . . ."

"Then and only then will the fullest potential of this great promotional and educational idea of newspapers in the classroom be fulfilled."

I am sure that most of us are aware of some of the steps in this direction undertaken by the Courier-Journal and Times in Louisville. The Courier-Journal's series of sketches of scholastic editors this spring

City-County Celebrates Chandler's Birthday

H. R. Chandler, a printer for 66 years, celebrated his 82nd birthday on July 18, but the Barbourville Kiwanis Club, at a divisional club meeting, helped him celebrate it as a surprise.

Kiwanis Lieutenant Governor E. B. Wilson of Pineville presented Chandler with a Kentucky colonel's commission for his outstanding service to his community and his record of 26 years of perfect Kiwanis attendance. He has been a club member 38 years.

Chandler, a native of Calhoun, came to Middlesboro in 1914 and assisted in the publication of The Pinnacle News, a weekly. The same year he helped found The Middlesboro Daily News. It was here that Chandler saw the first Linotype machine installed in East Kentucky.

In 1923 Chandler bought The Barbourville Mountain Advocate. He edited it for 28 years despite two fires, the last in 1938. He rebuilt The Advocate and sold his ownership in 1951.

Later he established Chandler Printing Company in Corbin, and in 1957 he was made president and general manager of The Sun Publishing Company of Pineville, which he is still operating.

He is an elder in First Christian Church of Barbourville and was honored by the Union College Veterans Club with the title of "outstanding citizen of the year" in 1948.

Early in life he worked on The Paducah Sun before coming to Middlesboro. He is the father of six children and the teacher of at least six printers and newspapermen now operating in Kentucky and nearby states.

The fellow who dreads a change the most if often one who has the greatest praise for it once he becomes accustomed.

seemed to be well read and very effective. The Lexington Leader's experiments with a School Page have been interesting. Plant tours for school children and the acceptance of speaking engagements in schools by various Kentucky newsmen have been arranged by a considerable number of our Kentucky papers, I am sure.

But, so far as I can ascertain, we have no pattern of concerted effort directed toward reaching our young people. And nowhere, in Kentucky or elsewhere, has anyone really hit upon a practical undertaking for the weekly newspaper and the small-community daily newspaper. That is, of course, a major concern for the KPA which includes in its membership a preponderant number of the smaller newspapers.

ANPA Information Service Helps Every Newspaper

"We ARE a successful business, essential to the well being of America, and we ought to be saying so—repeatedly, consistently and emphatically." This is the theme of a bold new national public relations and educational program on behalf of all newspapers now being conducted by the American Newspaper Publishers Association's Newspaper Information Service.

The quote above is from a speech by Joyce A. Swan, publisher of the Minneapolis (Minn.) Star and Tribune, on "Newspapers—A Success Story" at the 1960 ANPA Convention. He was answering those newspaper critics who "shake their cerebral dice and come out with snake eyes—twin prophecies of doom for the newspaper business."

Out of this talk was born the ANPA Newspaper Information Service, the two major objectives of which are (1) to create a better public understanding of the function of newspapers as an effective force in informing their readers and in advancing the cultural, educational, political and economic well-being of all citizens of America; and to create a better understanding of the integrity, alertness, vitality and essentiality of newspapers; and (2) to interest young people in the many worthwhile career opportunities offered by the newspaper business.

ANPA Newspaper Information Service started operation in September 1960, working in close cooperation with other newspaper organizations having similar objectives. This includes state and regional associations as well as national newspaper organizations.

Here are capsule reports on some of its activities in its first year and a half of existence:

1. It has made available one advertisement about the services rendered by newspapers and wire services in bringing to readers quickly the results of elections. Mats of ad were offered to all newspapers without charge.
2. It has made available another advertisement "I Want To Be A Newspaperman" pointing out the many satisfactions to be derived from a newspaper career.
3. It has offered without charge mats of four comic strips by well-known artists—who contributed their services—about the newspaper business and the satisfactions of a newspaper career. The fourth comic was scheduled for publication January 22, 1962 and thereafter. Newspapers with more than 25,000,000 circulation have used these comics.
4. It has issued monthly Newsletters reporting developments in the public relations

field relating to newspapers and their manifold functions.

5. More than 30,000 pieces of material have been supplied by N.I.S. to those requesting information about the newspaper business as a career. These requests came from grade school, high school and college students, from teachers, school guidance counselors and from many others.

6. It has supplied material for use by a university on an educational TV station and has arranged for newspaper representation in a youth program on commercial TV.

7. It has issued a big full-color brochure "A Public Service Story That Never Ends" reporting the innumerable instances of public service rendered by ANPA members on a day-to-day basis. More than 10,000 copies of this brochure have been distributed.

8. Through National Scholastic Press Association, Associated Collegiate Press, Columbia Scholastic Press Association and the Quill and Scroll Society it has presented 18

plaques for the best high school and college newspapers and for the best work by individual staff members of school newspapers. These awards were first made by N.I.S. in 1961. The same awards are offered again in 1962 in cooperation with the same educational organizations.

9. N.I.S. prepared a series of short articles on "What is a newspaper?" for distribution by the Armed Forces Press Service to post, camp and base publications of Army, Navy and Air Force. Articles were illustrated by prominent comic strip artists.

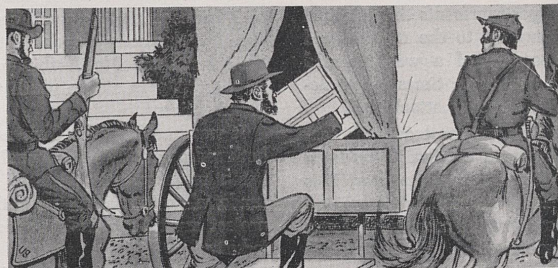
Guidance counselors, teachers, student librarians, magazine writers and many others are learning that there is now a source to which they may turn for information about the newspaper business.

Remember the good ol' days—when civility was a virtue, not an industry?

Think twice, once for yourself and once for the other fellow.—Drive Safely.

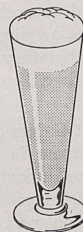
It happened 100 YEARS ago

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**

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**First 1962 Seminars
Gain Full Approval**

By Perry J. Ashley

Advertising law and the use of newspapers in the classroom have contributed to the unusual success of the KPA seminars as the series gets well into its fourth year. Two sessions have been held so far this summer at Morehead State College, and Union College.

Infringement of newspapers on the rights of the courts by advance reporting of facts involved in certain cases, has received the major attention during the legal discussions. The main concern, as pointed out by Niel Plummer to each of the groups, is the hindering of justice and fair court proceedings. As an instance of the harm which can be done in this manner, courts are finding it increasingly hard to seat an impartial and unbiased jury. With reporting in advance in "depth," many jurors must admit having formed an opinion in advance of hearing the testimony.

Community development and the future of community newspapers seem to get intermingled as the discussion proceeds in these areas—most newsmen seem to think, with good reason, that the future of the papers depends on the development and progress of the community. The newspaper must, in conjunction with the local elected officials and civic organizations, take the lead in progress. Industrial development, improvement of public utilities, highway development and an educational policy toward the general public about the value of the com-

munity, were brought out as prime areas of concern for the local newspaper.

A growing concern for the development of young readership for the local press centered around working with the student at a high school level. It was pointed out that the principle need was for more training in the understanding and application of news on the part of the teachers of journalism, current events and related subjects in the public schools.

From this grew the feeling that the Association, possibly with help from outside scholarship funds, should underwrite the expenses of these teachers to attend a two-weeks short course in the colleges of Kentucky. The overall program would be coordinated through the Association and the college involved. The purpose of this work would be to give instruction and materials designed to aid the educator in his work with newspapers of all levels.

Enthusiasm ran high on the proposal, with the community newspapers proposing to back, on a 50-50 basis, some teacher from the particular area which that paper represented. Adrain Doran, president of Morehead State College, pledged the support of his institution and quoted figures of approximately \$100 for the total cost of such a course.

The remaining three seminars, which are yet to be held, are Western State College on July 27, University of Kentucky on August 10, and Pennyrite State Park, Sep-

tember 14. Newspapers which have not been represented at one of the sessions held in their area, are encouraged to send a representative to one of the last meetings.

Persons attending the Morehead meeting were W. H. Hough, Brooksville; Jack Thompson, George Wollford and James Norris Jr., all of Ashland; James Phillips, Grayson; Fred Luigart, Courier-Journal; W. E. Crutcher, Morehead; W. Foster Adams, Berea; Russell Metz, Owingsville; Edward Templin, Lexington; George Joplin, Somerset; Fred Burkhard, Liberty; Edmond Burger and Ralph Derickson, Clay City; Warren Fisher, Carlisle; Tommy Preston, Cynthiana; Lowell Denton, Prestonsburg; W. P. Nolan, Hazard; George Purdon, Maysville; Mary Sparks, Louisa; Vic Portmann, Niel Plummer and Perry Ashley, Central Office and School of Journalism, and Ray Hornback and Harry Mahew, Morehead State College. Visitors from Morehead College were President Adrain Doran and Billy Jo Hall, director of alumni affairs.

Representatives at Union College were Martin Dyche, London, George Joplin, Somerset; Fred Burkhard, Liberty; Cecil Wilson, Barbourville; Richard Littrell, London; Maurice Henry and Ellis Easterly, Middlesboro; Louise Hatmaker, Hazard; Jim Lee Crawford, Corbin; Milton Townsend, Union College, and Niel Plummer and Perry Ashley, Central Office and School of Journalism. Visitors from Barbourville were Circuit Judge Sampson Knuckles, and President Mahlon Miller and Bill Murphy, Union College.

Handling The Teenage Problem

Fed up with the destructive antics of teen-agers in one of the wealthiest residential towns in California, Herbert H. McCormick, publisher of the San Marino (Calif.) Tribune, in a recent editorial, stated that hereafter all names of those over eighteen who reach the police blotter would be named in his newspaper. In addition, he said, any under eighteen would be named if they had a prior record with the San Marino police.

This decision followed a series of disturbances which so aroused Mr. McCormick that he felt forced to drop his former policy of thinking of the families and of hoping that the kids would see the errors of their ways and turn over a new leaf.

The first incident which angered Mr. McCormick was when a group of 30 San Marino high school students draped the high school property trees with paper and then went to the home of the vice principal and barraged it with garbage. Most of those involved were caught and the high school meted out stiff punishments, but at this time, when the school board was meeting to discuss the situation, the group again attacked the vice principal's home—this time throwing a rock through a picture window. A couple of weeks later, when a father refused to let his daughter go out with a boy who had been involved in the rowdiness, the boy got his gang together and drove an axe through the front door of the girl's home.

This was when, as McCormick remarked in an editorial later, he decided he was "through."

He printed the names and addresses, held his breath and sat back to await reaction—cancellations, criticism and castigation from outraged parents. He got reaction, but not what he expected, according to a report in the California Publisher.

In addition to a number of letters, the paper received 50 phone calls soon after the story was printed.

Two callers objected; 48 "were most emphatic and laudatory in their comments."

In a follow-up editorial, McCormick said he was prompted into a change of long-standing policy because he knew that not only did naming names clear other youths, whose neighbors always suspected them when such incidents happen, but the guilty "hellions came right back bragging because they got away with it."

"From here on, if aberrant persons do not wish to see their names on the wrong side of the eldger, they should watch what they are doing. After all, law enforcement

officers are paid to do their duty, and besides the police blotter is open to the press."

In addition to the unanticipated endorsement of so many San Marinans McCormick also picked up strong support from neighboring publisher Ralph T. Turner, Temple City Times.

Turner, in an editorial, said that "many editors will agree that it is about time" to abolish "this outmoded principle" that the "little bad boys should remain anonymous."

He told his readers about McCormick's eventful decision, commenting that "there are some pretty important people in San Marino."

"... we are encouraged to learn that public opinion believes newspapers should name names when undisciplined children go haywire," Turner concluded.

* * * *

L. A. Whiting, Indiana city court judge, who punishes teen-age offenders with head shavings, spankings, and clean-up jobs, said today he believes a whack in time cuts juvenile delinquents down in size.

Judge William Obermiller believes some teen-agers would prefer to go to jail because they regard jail as a status symbol. On the other hand, Obermiller said, a spanking lowers them in the eyes of their teen-age friends.

"If I feel the youth needs a little time behind bars, then that's where he goes, but I think spanking in court and shaving their heads is, at times, much more effective."

Obermiller believes his type of punishment helps parents regain authority in the home.

"So many kids today feel, 'I am the boss even at home.' When these kids come into court they have chips on their shoulders. When they leave, Mom and Dad are the bosses again."

Obermiller never orders a spanking unless parents give their permission. None of the parents of offenders have turned him down so far. A policeman or bailiff usually administers the spanking.

"I don't say that psychology shouldn't be used," he said. "In fact, my type of punishment is a form of applied psychology."

Obermiller said he will continue to spank and shave. Defendants who talk back to police are sent to a library to copy the U.S. Constitution in longhand.

Accidents don't just happen. They are caused.—*Drive Safely.*

Newspaper Is A Business; Watch Your References

Numerous court decisions refer to newspaper publishing as a "business," not an "industry," and ANPA General Counsel advises that from a legal standpoint it is advisable to refer to newspaper publishing as a business, states the Bulletin. ANPA first won this point during the time of preparation of a Code of Practices under the National Industrial Recovery Act.

The distinction between the terms "business" and "industry" is that the newspaper publishing business is engaged in rendering a service and not an industry engaged solely in the manufacture of products. The fundamental characteristic of the newspaper business lies in the service which it renders to the public in gathering and disseminating information in printed form. The product of its press is merely the chief vehicle for the dissemination of that information. It is really a vehicle of service.

Under some state laws, the classification of newspaper publishing as a manufacturing industry would subject newspapers to higher taxes than classification as a business with elements of a professional service in addition to the production of the daily product.

ANPA Counsel recommends that references to newspaper publishing as a whole should be to "the newspaper business" rather than to "the newspaper industry."

Standing Signatures. A Wisconsin publisher reports he has released a lot of type by having all standing signatures (in type sizes larger than he has on his Lintotype) on Ludlow in a nearby shop. He has the sets of slugs cast for each signature so he would have extras.

Another Static Solution. Do you use Miehle or other two revolution press carrier delivery and have static and refuse to be pushed off the carrier trouble with today's newsprint curling sticks? Probably you have tried powder or creasing the stock profanity. Here's a cure: Loosen the clamp that hold two of the carrier sticks, one in the middle of each half of the sheet and lies on the carrier. Raise these two sticks higher than the rest. An inch or so high on the loose end will do the trick. This procedure "strengthens" it so it will push off with any trouble.

Castling Border. Cast border on 9-point as well as 6-point base. This eliminates spacing with leads on 2, 4, or 6-column where there are half-em measures to go with.

Libel And Conflict W

U.S. Supreme Court decision in *New York Times v. Sullivan* held that Black was qualified to sue for libel damage suits with the First Amendment.

The First Amendment protects the freedom of speech. Black's view of the First Amendment is that it protects all speech, even defamatory speech.

In the interim, the American Civil Liberties Union protects all speech, even defamatory speech.

"I believe we wrote this amendment that Congress should not do what they should do and that is ab-

"It says (Congress) and that is wh-

Black did not advance and, according to the First Amendment in federal libel or "Just as it (Congress) intended to authorize words, as distinguished as the federal government should have added.

The Supreme Court amendment's role as well as the

Black said he any halfway ground of the First Amendment that it ment to step in they do something."

In this context, as opposed to the freedom of the crowded theater, any difference was his conduct, and it was legally restrained.

**Libel And Slander Judgements
Conflict With Constitution**

U.S. Supreme Court Justice Hugo L. Black was quoted as saying he believes that damage suits for libel and slander conflict with the First Amendment to the Constitution.

The First Amendment provides that "Congress shall make no law . . . abridging the freedom of speech or of the press."

Black's views will be published later this month in the New York University Law Review. He gave them in an interview with Prof. Edmond Cahn of the NYU Law School, who had the remarks tape-recorded and stenographed, and released the transcript today.

In the interview, conducted at a meeting of the American Jewish Congress last April, Black said he thinks the First Amendment protects all speech and writing, including even defamatory words, from legal restraint.

"I believe when our founding fathers . . . wrote this amendment, they wanted to ordain that Congress . . . should not tell the people what religion they should have or what they should believe or say or publish, and that is about it.

"It says (Congress shall make) 'no law,' and that is what I believe it means."

Black did not see Cahn's questions in advance and, according to Cahn, was not offered the transcript for correction or revision. The justice was quoted as saying he has no doubt that the framers of the First Amendment intended there should not be a federal libel or defamation law.

"Just as it (the amendment) was not intended to authorize damage suits for mere words, as distinguished from conduct, as far as the federal government is concerned, the same rule should apply to the states," Black added.

The Supreme Court has held that the amendment's restraints apply to the states as well as the federal government.

Black said he did not believe there was any halfway ground in enforcing protections of the First Amendment. "I believe with Jefferson that it is time enough for government to step in to regulate people when they do something, not when they say something."

In this context, his reference to conduct as opposed to words, Black was asked about the freedom of a man to shout "fire!" in a crowded theater. He said it didn't make any difference what the man shouted—it was his conduct that was causing a disturbance, and in that sense the man could be legally restrained.

SPEAKING OF TAXES . . .
(and everyone is these days)

How would you feel if your new \$2,000 compact auto had cost \$7,750

Or your pack of cigarettes cost 72 cents

Or a gallon of gasoline cost 74 cents

Or your \$200 television set cost \$747.50 —

WELL . . . if the tax on those products bore the same relationship to cost of production as the tax on liquor does that's what they **WOULD** have cost!

SINCE REPEAL . . .

the Federal excise tax on distilled spirits has increased 854 per cent — to \$10.50 a gallon. Add on the state and local taxes, and 55 cents out of every whiskey dollar goes to a tax collector.

We're proud that the \$71 billion that have been collected in direct taxes on our products since Repeal have contributed so much to the welfare of our fellow citizens.

But — these excessive taxes on distilled spirits are hurting you. They're supporting a gigantic moonshine racket that cheats Federal and state governments of millions in revenues every year — and, more important, endangers the health of the public.

Taxes on our products have priced millions of consumers out of the market for legal liquor.

**Let's not bring back
Prohibition by taxation!**



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Azoplate Corporation announces a new booklet describing the techniques used in working with the Enco Positive Pre Sensitized Aluminium Offset Plates. Our KPA members, who print in offset, and others interested are invited to write for a free copy to the Azoplate Corp., Dept. 15P, 538 Central Avenue, Murray Hill, New Jersey.

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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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House Committee Plans Intensive Research

An antitrust panel of the House Judiciary Committee is preparing a broad inquiry into the press and other newsdispensing media. Public hearings are scheduled to begin soon after the adjournment of Congress, states C. P. Trussel, New York Times News Service.

Emanuel Celler (D., N.Y.), Judiciary chairman, will head the subcommittee.

"We shall avoid like the plague any censorship," Celler said. "We are not gunning for any newspaper or individual. We just want the facts."

The facts, Celler explained, concern consolidations and disappearances of newspapers, the organization and operations of newspaper chains and wire services, non-journalistic ownership of news media through bank trusts, and the effects of concentrated ownership of mass communications in any city.

Such a search, he added, would reach into the cost of production, the handling of news, and the impacts, if any, of syndicated columns on local news gathering and presentation.

Further, Celler said, examination would be made of the fast-growing suburban press, radio and television reporting, the effects of TV-radio competition with newspapers, instances of a fading of competition in news gathering and presentation, and the depth and breadth of coverage.

"Is it healthy," he asked, "to have on entity owning the morning and afternoon newspaper? In a number of instances also, the same ownership that controls the morning and evening papers in a given city also controls the sole radio or television station.

"We shall endeavor to find out whether in those cities, the news is slanted according to the prejudice or idiosyncrasies of these common owners; whether the editorial policy is consistently politically slanted."

In its preliminary work, the subcommittee staff, headed by Stuart H. Johnson, Jr., a New York attorney, is undertaking a "newspaper content" study at the Library of Congress.

Merged newspapers are under examination as to what and how much they published before and after consolidations in the way of self-produced news, retention or dropping of columnists, or other possible changes.

Johnson said he did not want the inquiry to be viewed as "an investigation" or "an inquisition."

"Inquiry, or 'study,'" he observed,

CALENDAR OF EVENTS

AUGUST

10—Central Kentucky Seminar, School of Journalism, University of Kentucky.

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.

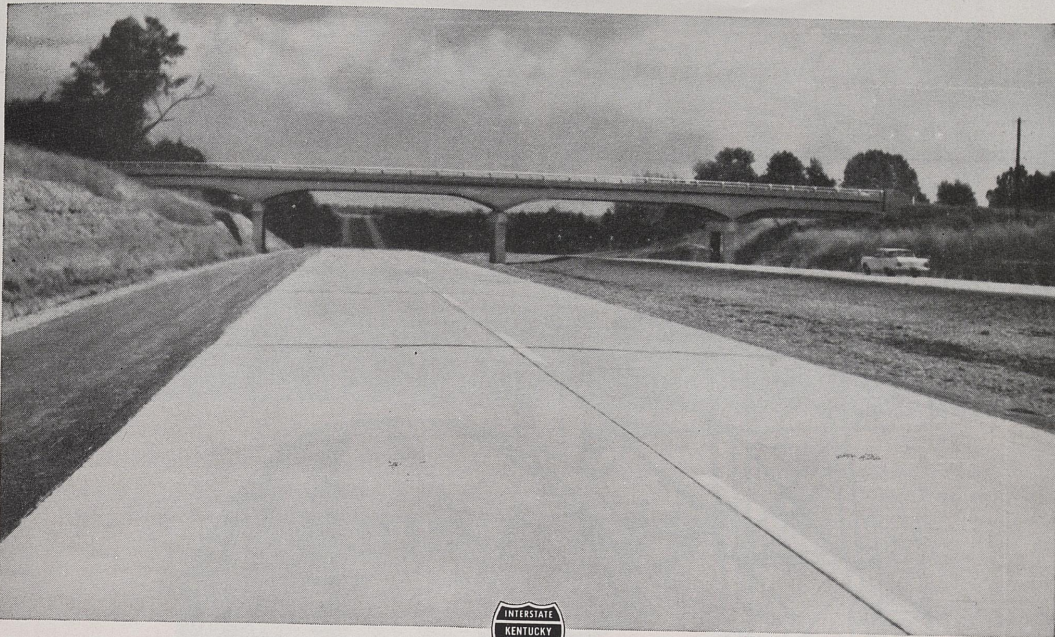
"would be more correct."
"We are very much aware of the First Amendment (to the Constitution). We are also aware that the courts have said we can distinguish between the business practices and the editorial operations of newspapers.

"If anyone doesn't choose to testify on editorial content, that is up to them. We will not subpoena witnesses. The people we have talked to so far have been very cooperative."

"This Fair Eden, a novel by Roscoe Downs, publisher of the Hancock Clarion-Hawesville, has been published by Greenwich Book Publishers, Inc., New York.

The book tells the story of a boy and girl, both in their teens, who make the way to a tropical island following the sinking of a ship which was to take them to the Philippines. The two, only survivors of the shipwreck, grow to maturity on the island, learning to survive entirely by their own efforts. Many human experiences are encountered before the pair return at last to the civilization of the mainland.

Mr. Downs, who purchased the Clarion in 1945, has continued as its editor since that time. His paper has won a number of awards in Kentucky Press Association newspaper production contests, including the 1962 award for "Best News Photo of the Year." (FRG).



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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%.

ASPHALT	CONCRETE
Clark Co., project I-64-5 (9) 90, 2,969 mi. Paving cost per mile	Shelby Co., project I-64-2 (4) 24, 6,125 mi. Paving cost per mile
\$210,500	\$218,300
Clark Co., project I-64-5 (7) 93, 6,939 mi. Paving cost per mile	Jefferson-Shelby Co., project I-64-2 (6) 17, 6,086 mi. Paving cost per mile
\$214,300	\$206,700
Average cost per mile	Average cost per mile
\$212,400	\$212,500
Kentucky's 10% share of the above initial cost on a 9-1 matching basis, per mile	Kentucky's 10% share of the above initial cost on a 9-1 matching basis, per mile
\$21,240	\$21,250

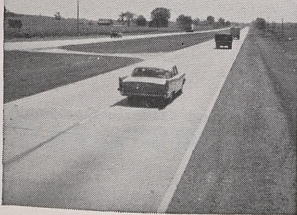
2. Concrete can save thousands of tax dollars in upkeep. Even though the U.S. Government pays 90% of the cost of construction, to any state's 10%, all upkeep costs must be paid for by the state—forever after. So you as a Kentucky driver-taxpayer should also be concerned about future costs.

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!

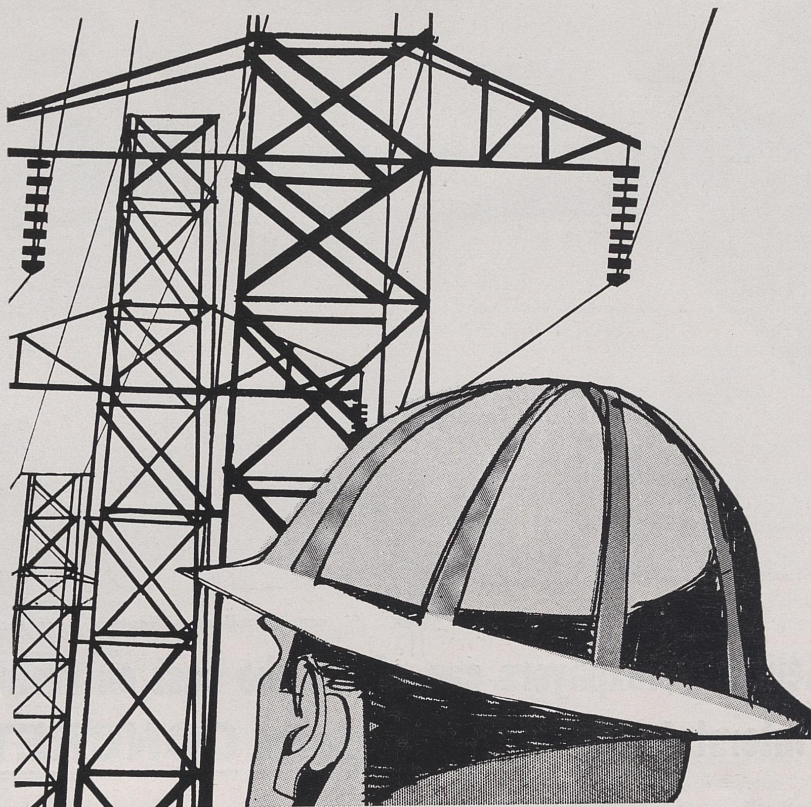


Concrete section on Indiana Test Road, built as part of U.S. 31. After 8 years it is still in fine shape. Asphalt sections have now been resurfaced.

PORTLAND CEMENT ASSOCIATION

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There's no doubt who's winning out between Soviet-controlled electricity producers and America's investor-owned electric companies. You see it close to home, too, as we carry out our growth program which has already doubled our generating capacity since 1952. And more is on the way. A second generation unit will soon *more than double* the capacity of our E. W. Brown plant near Dix Dam.

The hard-hat men of our team help keep America on top in power production . . . a victory which may well be the best deterrent to the cold war's getting hot.

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