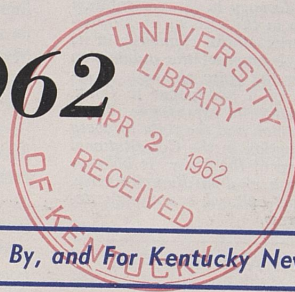


The Kentucky Press

March, 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 SIX



Kentucky's Showcase: Southern Panorama Of Frankfort

The Kentucky Press + As We See It +

Volume 28, Number 6

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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Businesses Face Continual Rise In Operation Costs

Increases in operational costs for American businessmen will come from many quarters in 1962, as evidenced by the following: Social Security—increased from 3% to 3 1/4%. Maximum per employee from \$144 to \$150; Federal Unemployment tax—increased from 3.1% to 3.5% for an employer with four or more employees; Wage-Hour minimum rates—increased from \$1.00 to \$1.15 for affected newspapers—with proportionate increases on up the scale in most cases.

Union contracts—higher settlements for union labor are reported almost daily—Postal Costs—very strong probability of further increases in second-class rates by Congressional action this year; and Equipment and Machinery—indication is that investment and replacement costs will continue to rise.

Generally speaking, newspaper costs can be expected to increase about 5%. This figure is based on the annual average increase for the period 1951-1960. Additional revenue is being seriously considered by many newspapers through rate increases and circulation price adjustments. During the past ten years, newspapers generally have managed to increase revenues by approximately 4% a year.

Review Of Federal Law On Political Advertising

KPA members' attention is once again directed to the Federal laws regulating political advertising. The Federal Law, enacted in 1948 and amended in 1950, is found in Volume 18, United States Code annotated, Section 612. It reads:

"Whoever willfully publishes or distributes or causes to be published or distributed, or for the purpose of publishing or distributing the same, knowingly deposits for mailing or delivery or causes to be deposited for mailing or delivery, or, except in cases of employees of the Post Office Department in the official discharge of their duties, knowingly transports or causes to be transported in interstate commerce any card, pamphlet, circular, poster, dodger, advertisement, writing, or other statement relating to or concerning any person who has publicly declared his intention to seek the office of President, or Vice President of the United States, or Senator or Representative in, or Delegate or Resident Commissioner to Congress, in a primary, general, or special election, or convention of a political party, or has caused or permitted his intention to do so to be publicly declared, which does not contain the names of the persons, as-

sociations, committees, and corporations responsible for the publication or distribution of the same, and the names of the officers of each such association, committee or corporation, shall be fined not more than \$100 or imprisoned not more than one year, both. June 25, 1948, c. 645 62 Stat. amended August 25, 1950, c. 784, Sec. 64. Stat. 475."

Many Job Openings

Newspapers require about 3,500 workers a year for news and editorial staffs about 1,000 more than total annual number of journalism graduates, according to Theodore Peterson, College of Journalism and Communications, University of Illinois. He added that job placement offices of schools of journalism, including the University of Kentucky, list anywhere from three to ten job openings for every graduate and said that newspaper salaries have risen dramatically in recent years, with even a prediction that they will continue to increase. "In the past two years, nearly three-fourths of the newspapers have increased their starting salaries—some by as much as 10 percent, and on the average by 14 percent," stated Dean Peterson.

New Salary Minimum Proposed In W-H Law

Salary minimum for "executives" from coverage of the Fair Labor Standards Act may rise from the present \$80-per-week to \$92 this year and \$100 in 1963 or later. NEA uncovered this information at a meeting with retail groups which will be held here on March 26.

The formula for setting the salary minimum was set in 1959 when \$1 an hour was set. Now the law provides a \$1.15-per-hour minimum, or \$46-per-week. Thus the formula an upgrading of "executives" is indicated. Minimum wage legislation passed in 1961 called for a two-step increase, \$1.15-per-hour until September 1963, then \$1.25. Therefore if the minimum for "executives" is in place some 18 months hence.

Business groups with which NEA have a disastrous operating will seek to persuade the Department to scrap the formula. Organized labor will seek to preserve the formula. Tailors will lead the fight at the hearing.

Perseverance indicates a strong will to overcome a strong won't.

MARCH, 1962

KPA, S

With Maurice KPA with the Senator John Sh five publishers of NEA gave testimony Office Committee Thursday morning granted ample testimony friendly.

The hearing was held in several ways. It began ahead of schedule the poll tax debate. The Senate convened a hearing on the bill. It is in session.

Although preparation for the first bill after 9 a.m. was allowed to continue. Objection on the floor went on until 10:10 a.m. scheduled witnesses. R. E. Fisher, of Missouri, presented his statement but his statement was not recorded as if read.

Notable too was the fact that the Finance Committee met on Monday.

Ston, Monroney, Lausche was present. A witness (who spoke in informal language paper), a Department of Association spokesman.

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KPA, Senator Cooper Appear At Postal Hearing

With Maurice K. Henry representing KPA with the support and assistance of Senator John Sherman Cooper, a team of five publishers of small town newspapers and NEA gave testimony before the Senate Post Office Committee on the postal bill last Thursday morning. All witnesses were granted ample time to present their testimony and questioning was completely friendly.

The hearing was unprecedented in several ways. It began more than two hours ahead of schedule, at 8:12 a.m. Because of the poll tax debate on the Senate floor, the Senate convened at 9 a.m. and no hearings are supposed to be held while the Senate is in session.

Although prepared to be silenced at the first bell after 9 a.m., the NEA team was allowed to continue in the absence of an objection on the floor and the rate hearing went on until 10:10 a.m. All but one of the scheduled witnesses made the early hearing. R. E. Fisher, of Moorefield, W. Va., was absent but his statement was entered in the record as if read.

Notable too was the Senatorial attendance despite the early hour. Seven of the nine committee members attended (Johnston, Monroney, Jordan, Clark, Carlson, Boggs, and Fong). In addition, Senator Lausche was present to introduce an Ohio witness (who spoke for a Hungarian foreign language paper), and Senator Cooper also came to present the Kentucky Press Association spokesman.

Abandonment of free-in-county—but regular retention and extension of in-county pound rates—was strongly urged by Senator Monroney, after suggestions to that end were made by the Oklahoma and Wisconsin Press Associations. Chairman Johnston appeared surprised by the sentiment from those states and asked for a survey of weekly publishers on their feelings about dropping free postage for in-county mailings where there is no carrier delivery. NEA's Ted Serrill agreed to seek the information from state associations and supply it later for the guidance of the committee.

Asserting that the proposed penny-per-piece surcharge on second class mail would have a disastrous effect on the hometown press, the spokesmen pointed out that postage rates on newspapers have already been raised six times in the past decade to a total of 89 percent. One witness testified postal costs for his small daily would be 687 percent higher in 1963 than in 1951 if the pending bill becomes law.

Speaking for the National Editorial As-

sociation was Bernard E. Esters, NEA Legislative Chairman and Publisher of the weekly Pioneer-Times in Houlton, Maine. Others appearing were Maurice K. Henry, Publisher of the Middlesboro (Ky.) Daily News, representing the Kentucky Press Association's 165 members; G. Richard Dew, General Manager of the Pennsylvania Newspaper Publishers' Association with 328 members; Ralph E. Fisher, Publisher of the Moorefield (W. Va.) Examiner, and Phil Fourny, Editor-Manager of the Ravenswood (W. Va.) News, both representing the West Virginia Press Association and its 118 members; and William E. Branen, Co-Publisher of the Burlington (Wis.) Standard-Press, with 234 members.

All witnesses were accompanied by Theodore A. Serrill, Executive Vice President of the National Editorial Association, Washington. In addition to those testifying personally, a statement from N. B. Musselman, Editor of the Shawnee (Okla.) News-Star and President of the Oklahoma Press Association comprising 237 weeklies and dailies, was placed in the record by Sen. A. S. Mike Monroney (D., Okla.).

Mr. Esters, speaking on behalf of 5,500 weeklies and 570 dailies in all 50 states affiliated with the 77-year-old NEA, reported that a survey showed the average postal cost increase for NEA members under the surcharge would be 114 percent. He also predicted the Post Office would not realize expected added revenue because mail subscriptions would decline due to higher prices caused by the rate increase, because of the death of newspapers which could not absorb the increase, and because of diversion of papers from the mails where possible to substitute other delivery methods.

He also predicted that any extra income to the Post Office that did result from a second class mail increase "would be such a small fraction of the gap between Post Office income and expense that no appreciable dent would be made in the Post Office deficit, while at the same time causing great and widespread harm throughout the publishing industry."

NEA recommended that any rate increase be "across-the-board" applying equally to those entitled to the second class mail privilege, following the "historic precedent of percentage increases in zone pound rates, spread over a period of years to permit gradual adjustment of subscription prices."

Senator John Sherman Cooper asserted that he is "wholly in accord" with KPA's

plea to Congress against the proposed one-cent surcharge, stating further that "the surcharge would be very damaging, if not ruinous, to many small newspapers." He added that he had received messages from practically every newspaper in the state in opposition to the surcharge provision.

All who testified were in complete agreement that the surcharge would be discriminatory under the House bill, passed by a voice vote, and would apply to all newspapers mailed under second class privileges except those mailed wholly within the county of publication. This surcharge would be in addition to whatever postage the newspapers must now pay.

Cooper was accorded the rare privilege of sitting with the committee and asking questions, although he is not a member of it. He formerly was a member of the committee.

Referring to newspapers in general, and particularly smaller community publications, Cooper said: "I don't think we should ever forget they are educational and help form public opinion. If we ever lose that kind of service to the community, it would be a great blow to our democratic system."

Henry contended the proposed surcharge would spell the end of many small weeklies and dailies, saying the provisions of the bill would triple the monthly postage costs of his paper.

The figure last year was \$307.05 a month, he said, and would soar to \$921.21 if the bill wins final passage as it stands.

He said publication of news about the government in privately owned newspapers saves the government the cost of getting this information to the public. "This is a serious matter," he added, "because if postal rates legislate weekly and small dailies out of business, how much expense will be added to the government operation to get this information disseminated?"

Henry told the committee the Kentucky Press Association opposes any consideration of rate increases for newspapers until Congress first makes sure other agencies are fairly assessed and that the Post Office Department effects the \$300 million in economies which postal officials have said can be accomplished.

He also said the association takes strong issue with the statement of Postmaster General J. Edward Day that "the new rates would not be overly burdensome on small newspapers."

Lots of people play dumb. Unfortunately too many aren't playing.

Washington Fire Levelled On Advertising, Labeling

Advertising is under fire on many phases in Congress today according to the increasing press report from Washington, including President Kennedy's recent message to Congress calling for more protection to consumers. Not only is advertising on the grill from the consumer-protection angles, but proposed legislation, especially that giving the FTC almost extraordinary powers over advertising and increasing power to the Food and Drug Administration over labeling, are just two of the proposed regulatory facets that is putting all advertising in a bad light in public opinion.

The darkening picture starts with adverse actions on the Boggs advertising deductibility bill by the Ways and Means committee. This group is on the verge of completing action on a tax reform bill, and it had been hoped the long-delayed Boggs bill (H.R. 640) might be tacked on to the measure.

Now it looks as if the committee will not only reject the Boggs proposal but instead adopt language which would endorse the Supreme Court decision which Rep. Hale Boggs (D., La.) has sought to reverse. This decision came in the so-called "Cammarano case" decided in February, 1959.

The court ruled that advertising expenditures for the promotion or defeat of legislation are not deductible as a business expense. Internal Revenue Service followed in 1959 with the adoption of rules which denied deductibility to ads which involve lobbying activities. The Boggs bill would repeal the court decision and reverse IRS rules based on it.

Recently Ways and Means decided tentatively to scrap the broad language of the Boggs bill in favor of a narrow clause making deductible only those expenses incurred in connection with "legislative appearances." Now a substitute to that proposal has been submitted by Rep. John C. Watts (D., Ky.), but it would exclude advertising costs completely. The U.S. Chamber of Commerce is supporting the Watts substitute.

Full text of the Watts language: "Expenses (including but not limited to dues and other amounts paid to any organization) paid or incurred by any person or organization in connection with and in preparation for (a) appearances before legislators or legislative bodies; (b) communications with legislators or legislative bodies; or (c) communications between persons and their organizations with respect to legislative matters of direct interest to such persons and organizations; provided, however, that the provisions of this paragraph shall not be

construed as allowing the deduction of any amount paid or incurred (whether by way of contribution, gift, or otherwise) for participation in or intervention in any political campaign on behalf of, or in opposition to, any candidate for public office; or as allowing the deduction of any amount paid or incurred in connection with appeals to the general public with respect to legislative matters, elections, or referenda."

A Fair Employment Practices Commission bill reported by the House Labor Committee would affect newspapers by imposing a ban on discriminatory employment ads. The bill, H.R. 10,144, would be effective in all states which do not have a statute covering fair employment practices.

The bill would make it illegal to publish or cause to be published any notice or ad relating to employment based on "race, religion, color, national origin, ancestry, or age, except that such notice or advertisement may indicate a preference, limitation, specification, or discrimination based on religion when religion is a bona fide occupational qualification for employment, or based on age when the reasonable demands of the position require such a preference, limitation, specification, or discrimination."

As reported by Arnold B. Sawislak, UP special writer on March 17, a proposal to put a strong new enforcing tool into the hands of the Federal Trade Commission could ignite the loudest Congressional dispute in years over Government regulation of business.

The controversy centers on a bill that would authorize the F.T.C. to issue temporary "cease-and-desist" orders similar to preliminary injunctions issued by judges to "freeze" a situation while regular court procedures are under way.

Purpose of the bill would be to permit the Commission to stop a business practice it believes may be illegal and may cause irreparable harm before a final F.T.C. decision can be reached.

The F.T.C. policies product-labeling, advertising and some pricing practices by business. It shares responsibility with the Justice Department for enforcing laws against monopolistic mergers.

Supporters of the bill feel its impact would be strongest in fighting price and distribution offenses against small businesses. Opponents think it might bring on an all-out drive against advertising and other business practices.

The F.T.C. now may seek temporary injunctions from federal courts to stop fur and textile mislabeling and deceptive drug

and medical-appliance advertising.

Should it be given authority to issue temporary orders in its own name, they could also cover illegal price discrimination, medical advertising and mergers that stifle competition.

The bill has the strong support of President Kennedy, F.T.C. Chairman Paul H. Dixon, Chairman Wright Patman (Tex.), of the House Small Business Committee, and some independent business groups.

The measure is just as vigorously opposed by other business organizations, including the U.S. Chamber of Commerce and the Advertising Federation of America.

The bill's fate at present is in the hands of the House Commerce Committee, which took testimony from Patman, Representative Tom Steed (D., Okla.), and other sponsors of the legislation last August. Chairman Oren Harris (D., Ark.) has promised further hearings this year. But thus far has not set a date.

Supporters of the bill say justice denied is justice denied. They say the F.T.C. has done much work and takes so long to do it that a businessman who is the victim of unfair competition may win his case only after he has lost his business. This is particularly true, their argument holds, when a business sets out to drive a small business out of the wall.

President Kennedy, in a letter to Harris last August 28, said "small businessmen are so often the target of discriminatory, monopolistic activities are often irreparably injured or destroyed long before the legal process of adjudication has been completed."

Patman backed the argument with a illustration of the problem. He said the F.T.C. started proceedings in July, 1959, against a big milling company which had acquired two small competitors within a few months. He said it was seven years before an F.T.C. examiner's decision in the case was reached, another two years before the full Commission ruled on the examiner's findings, and the decision now has been appealed to the federal courts.

"We must not stand by and permit a little fellow to be annihilated," Patman said. Patman and Steed, appearing before the F.T.C. committee, said the proposed new law for the F.T.C. could be surrounded by safeguards against abuse. They said a cease-and-desist order could be issued only if the alleged violator had been given notice and had failed to appear before the F.T.C. on the complaint. After that, they said, the company could

(Please Turn To Page 3)



Kentuckians at... in Lexington we... editor, Courier-... KPA secretary-... the group at the

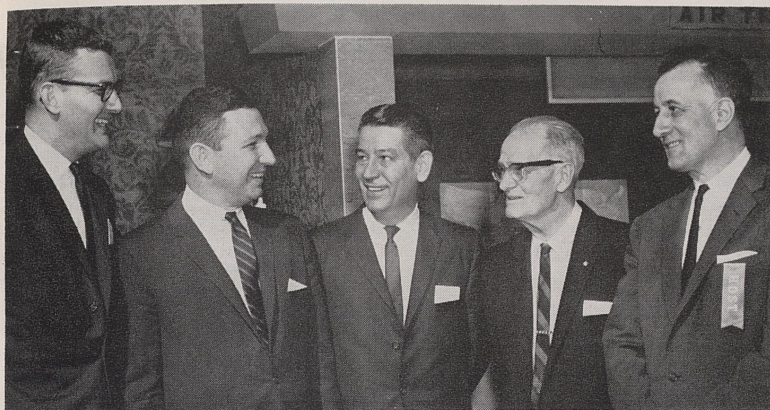
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Kentuckians attending the American College Public Relations Association meeting in Lexington were Ray Hornback, Morehead State College; Ben Reeves, managing editor, Courier-Journal; Robert Cochran, Western State College; Victor R. Portmann, KPA secretary-manager; and R. W. Wild, University of Kentucky. Reeves spoke to the group at the Monday evening dinner.

Public Relations Meet Held In Lexington

Athletes and scientists have been allowed to steal the college show from the real story which lies on each campus, Ben Reeves, managing editor of the Courier-Journal, told a gathering of college public relations personnel. He said football players and scientists were heroes to most people but "between these two poles the great body of the collegiate story remains largely untouched and untold."

Reeves spoke to about 100 public relations personnel for colleges and universities from six southern states—Alabama, Florida, Georgia, Tennessee, South Carolina and Kentucky. The staff of the University of Kentucky public relations department was host for the two day event. R. W. Wild,

director of the UK department, was convention chairman.

"A college is in essence the story of the whole world, the arts and sciences are gathered up in one place," Reeves said. Parents who pay the bills have the right to know about the humanizing arts, he continued.

Reeves said public relations men are among the most important officials of colleges and universities, but often have to become drumbeaters for presidents and deans with personal ax to grind.

In other sessions, the American College Public Relations Association members discussed problems and new developments in college public relations and public information bureaus.

Watch Those Advertisements

Better Business Bureau has warned that any ad to sell stainless steel cookware and other products through the mail by labeling them "distress" or "must liquidate" should be carefully scrutinized and rejected. The ad usually states the "list price" as \$199.50, and sacrifice price as \$35.00 which the BBB claims is entirely fictitious. Ads with such phrases as "Distributor giving up franchise," "Not picked up by agents," "Unclaimed freight," and the like and offering goods at "Unbelievable prices" come in this category. Watch for these ads. There is also some valid objection to such phrases as "Must sell," "Must make room," "Won't last long at these prices," those that stimulate a distress pitch and the "sad plight" of the advertiser.

New Powderless Etchant

The Imperial Type Metal Company, originators of the zinc powderless etching process, announces a new and different etchant bearing the name VitaGarD. The manufacturer states that extensive tests show VitaGarD as having a remarkably high degree of uniformity. In these tests all batches produced identical high quality results. Using any zinc powderless etching machine, a "clean" first flat results without seeding the bath or using other methods. This new additive is said to produce smoother shoulders on all zinc alloys. In mixing the bath, 20-25% less VitaGarD is required, yet bath life is increased with greater holdover qualities. New Vita-GarD is blue in color and is packaged in 5 gallon full open head metal pails with pouring spout.

Community Maps Establish Good Public Relations

City, village, or even township maps should have a decided place in the program of a community newspaper publisher. First of course, there is the obvious consideration that he may produce such a map—if he has the facilities. In many instances the city or village has a master map but doesn't provide copies for public sale or distribution. For the publisher with offset facilities this is an opportunity to provide a community service, and, perhaps, make a bit of profit.

A former publisher told us once that he made good use of the village map. He didn't have offset facilities, but one of the local businesses did and that firm turned out a couple of thousand maps for him. He took these maps to a Chamber of Commerce meeting and sold the business men on the idea of imprinting a "Welcome To Town" message on the back. The copy was quite simple; it welcomed the recipient to town, informed him that the map was being given to help him find his way, and then wound up with the reminder that local business places could serve practically any need. The names of the local merchants appeared below. The Chamber of Commerce mailed maps to all patrons of the rural postal routes. In addition, each merchant was given several dozen maps—when a stranger asked directions the businessman could take a map and easily mark a route for the visitor.

This publisher told us that he had hoped to get up a map of the surrounding rural area and use this in the same way. He said that the project hadn't been a source of big profit, but he had made a little money from it and was most pleased because the people indicated that it was an appreciated public service.—Wisconsin Bulletin.

The Oklahoma Press Association dedicated a new \$273,000 building at its annual mid-winter meeting January 25-28 in Oklahoma City. The building, in the planning stages for the past five years, will serve as headquarters for the press in the state. It is designed to have rental office space, in an effort to retire some of the debt taken on by OPA.

Bowaters Southern Paper Corporation has announced plans to build a new pulpwood yard at East Bernstadt and improve a yard at Savoy as part of a program to increase its purchase of pulpwood by 25 per cent. The expansion will be made possible by a spur of 9.2 miles being built by the Louisville and Nashville Railroad from Patty to Calhoun, Tenn., giving direct rail service to Calhoun.

Newspapering Of Past Recalled By Former Middlesboro Reporter

A newspaper reporter's job in Middlesboro, despite the advent of better roads and quicker communications, is still basically the same.

The color, drama, and excitement of the 1920's still exists in 1961 with the fresh pursuit of live news. Whether it be covering an election, a social, or a murder, human aspects never change.

What does change is perhaps the breadth of coverage. With highways, job commuters and centralized shopping and service facilities for an area, newspapers have gained perhaps a wide perspective.

Subjects Stay Same

But while the area of coverage may extend, the subjects covered do not change.

Mrs. Kathryn Rash, a reporter for the Middlesboro Daily News in the early 1920's, recalls incidents that today fill the working span of any reporter.

Mrs. Rash was then Kathryn Burch, a 21-year-old reporter fresh from the University of Missouri School of Journalism. She brought into her new job in Middlesboro a zeal for newspapering gleaned from growing up near her uncle's country weekly at Linneus, Mo.

Middlesboro at that time was not nearly as mature in size as now. Its center was from 27th Street on Cumberland Avenue to 16th Street. On both ends of the town beyond that the city began to blend into the rural surroundings of the county.

Intense Average

But this very closeness provided an intense type of localized, personal coverage. "It was Middlesboro first, then the county, then anything that happened to trickle in," Mrs. Rash said.

Major events got their share of full coverage, however.

She recalls vividly covering shooting during a trial at Pineville. Taking a taxi to there from Middlesboro, she remembers arriving at the courthouse and then rounding up interviews with the wounded.

She interviewed two people in a hospital and another one in jail. Two people were killed in the incident.

But one of her more pleasant tasks was covering the activities of the newly-formed Middlesboro Kiwanis Club. The first civic club in town, it later helped form the Chamber of Commerce in 1926.

Bond Issue Promoted

It promoted the 1921 school bond issue,

(NOTE: The following article was written for the Middlesboro Daily News for its special 50th Anniversary edition, published October 19, 1961. Mrs. Rash is a former reporter for the newspaper.)

the first real development in Middlesboro schools, and underwrote the Cumberland Hotel.

"They were all so young and their spirit at that time was wonderful."

Besides the city government and courts, there were always good news sources. They included meeting the trains as they came in (there were 27 passenger trains a day in 1921), interviewing guests at the Old Booneway Hotel, and cornering actors and actresses at the Manring Theatre, then providing live entertainment.

Mrs. Rash recalls in particular being swept off her feet interviewing a famous actor from Broadway.

"I can remember how tongue-tied I was—because he was so elegant and handsome."

Spent Year As Editor

Mrs. Rash also spent approximately a year as editor. This was before the teletypes were standard newspaper equipment, feeding wire service stories into the plants electronically on punched tape.

At that time the paper's wire service sent telegrams of national and state news through Western Union. Editors had to decipher and re-write them into news story form.

Mrs. Rash recalls being perplexed during world series time. Not being a baseball fan, she was nevertheless put into the position of supplying baseball-hungry fans with world series news both on the front window of the newspaper shop and in the paper itself.

"I had never been interested in baseball. But I had to memorize all those ball players and all their teams."

Mrs. Barry Bingham is one of 12 persons appointed by Secretary of State Dean Rusk to the United States National Commission for Unesco. The 100-member commission was established by Congress in 1946 to help the Government formulate and carry out programs for Unesco. Mrs. Bingham, wife of the publisher and editor of the Courier-Journal and Times, is a vice-president and director of the papers.

FTC Amendment Would Stop Bait Advertising

S.J. Res. 159 by Sen. Humphrey (Miss.) would amend the Federal Trade Commission Act to prevent "unrestrained predatory pricing" of trademarked items of food, drugs and beverages. Referred to Senate Commerce Committee. Resolution would give power owner of a brand name to revoke retailer's right to use its trademark if the product were used in "bait merchandising practices," or misrepresented or sold at other than the "currently established resale price." It would also provide that exercise of this power by a trademark owner "shall not be construed to be a violation of any of the anti-trust laws."

Newspaper Fund Seminars

Twenty-three colleges and universities will cooperate this summer with Wall Street Journal's Newspaper Fund in conducting seminars and workshops for high school journalism teachers and publications advisors.

Seminars run from three to four weeks and are approved for graduate credit by operating institutions. Workshops, similar to the seminars, are refresher courses lasting about a week. In addition, Fund makes individual grants for graduate study at college and university summer sessions. The U. of K. School of Journalism is one of cooperating universities.

President Must Approve 'Executive Privilege'

Kennedy Administration officials will be allowed to hide under the skirts of "executive privilege" only with the specific approval of the President. Chairman John Moss (D., Calif.) of the House Government Information Subcommittee announced a limitation by releasing recent correspondence with President Kennedy.

The issue of withholding information from Congress arises frequently, most recently when Defense Secretary McNamara invoked "executive privilege" at Senate hearings. Rep. Moss wrote to the White House for clarification and the President responded that his policy is to make available all appropriate information and "Executive Privilege can be invoked only at the President and will not be used without specific Presidential approval."

An estimated 3,500,000 children in 7,500 elementary and high schools are receiving television course instruction each year. How many are using newspapers in the classroom?

(Continued From

to a federal court trial was issued in violation of process of law.

Even then, Patman could insist on a trial refusing to obey and to seek a contempt order.

Once in effect, a stand until the F.T.C. decision in the case. The power to issue desist orders after merits. Companies in federal court both and the evidence under order.

Patman calls the "a modest addition" had the authority to for years.

A Congressional bill's supporters said temporary cease-and-be widely used. The authority to issue such discourage unscrupulous planned to drive the business before the F.T.C. is seeking power, judge, jury and of regulating private.

The charge, in violation made against the F.T.C. legal groups opposing.

They hasten to save small business Administration's proposal would, in the view of a national opponent, "cut cancer."

Lowell Mason, a commissioner now in Washington, has been opponents. In a recent can Federation of American the legislation with "In Wonderland."

"The Red Queen's public interest was: Mason said. "When she should first go to trying a defendant the answer was: 'No wards.'"

Edgar E. Barton, committee on Trade Regulation, New York City Bar Association "represents a striking mental and long- Anglo-Saxon jurisprudence."

"The passage of effect would be a giant

(Continued From Page Two)

to a federal court to appeal any order it felt was issued in violation of its rights to due process of law.

Even then, Patman said, a company could insist on a third day in court by refusing to obey and forcing the Government to seek a contempt order from the courts.

Once in effect, a temporary order would stand until the F.T.C. reached a final decision in the case. The Commission now has the power to issue permanent cease-and-desist orders after a final decision on the merits. Companies now may challenge in federal court both the legal proceedings and the evidence used to reach the permanent order.

Patman calls the proposed new powers "a modest addition" because the F.T.C. has had the authority to issue permanent orders for years.

A Congressional aide associated with the bill's supporters said it was likely that the temporary cease-and-desist orders would not be widely used. The mere existence of authority to issue such an order, he said, would discourage unscrupulous businessmen who planned to drive their competition out of business before the F.T.C. could act.

Opponents of the measure charge the F.T.C. is seeking power to become prosecutor, judge, jury and executioner in its field of regulating private business.

The charge, in varying forms, has been made against the F.T.C. by business and legal groups opposing the bill.

They hasten to say that they also favor saving small businesses. But they feel the Administration's proposed method of doing it would, in the words of one Congressional opponent, "cure an ulcer and create a cancer."

Lowell Mason, a former federal trade commissioner now practicing law in Washington, has been one of the most vocal opponents. In a recent speech to the American Federation of Advertising, he compared the legislation with the Red Queen of "Alice In Wonderland."

"The Red Queen's favorite directive in the public interest was: 'Off with their heads,'" Mason said. "When somebody suggested she should first go through the formality of trying a defendant before executing him, the answer was: 'Verdict first, trial afterwards.'"

Edgar E. Barton, representing the Committee on Trade Regulation of the New York City Bar Association, said the bill "represents a striking departure from fundamental and long-cherished principles of Anglo-Saxon jurisprudence."

"The passage of legislation having this effect would be a giant step toward a condi-

tion in which the citizen has no redress against the naked exercise of arbitrary governmental power," he said in a statement given the House Commerce Committee.

While not applying directly to advertising per se, yet the Food and Drug Administration is cracking down on false and misleading labeling of packaged food and other products which come under its jurisdiction. Violations, especially when such products are advertised, could cause unlimited troubles to the media. The FDA can surely expect all media to cooperate with them in this laudable drive.

Disclosure of the enforcement drive was made by FDA Commissioner George P. Larrick in testimony before a Senate antitrust and monopoly subcommittee, states an AP dispatch. It came less than a week after President Kennedy's message to Congress calling for more protection for consumers.

Larrick said he wanted to emphasize that most packages are in compliance with the law but he believes the public is fed up with such abuses as having the net weight printed in type so fine a shopper would "need a microscope to read it."

In his prepared testimony, Larricks said: "We have noted significant comment about various size designations used on the labels of packages such as 'jumbo,' 'large,' 'extra large,' 'king size' and the like.

"It would appear that at least in some areas, the 'large' is the smallest size packed.

"In any case where we encounter such terms on packages where we believe that we can prove that the designation is misleading, it will be our purpose to institute appropriate action.

"These terms are not necessary in our opinion, and they can be abused. In their place, we feel that a clear, prominent, unequivocal and accurate label statement of net contents, and in some instances the number of items in the package, is what is needed."

"However, the FDA commissioner said he wants more time to check on voluntary compliance by the packaging industry and to watch developments in the subcommittee's inquiry before deciding whether new laws are needed.

He told the subcommittee there are gaps in the existing laws but did not recommend any actions to close them.

Larrick told of short-weight checking since last June 15 which led to confiscation of packaged foods containing up to 34 per cent less than the weights proclaimed on the labels.

He said his staff, with a limited budget, has been giving priority to policing designed to keep packaged foods safe and sanitary, and until last year could spare "very little

61,500 Tree Plantings To Keep Kentucky Green

Kentucky highway crews will plant 61,500 tree seedlings alongside major roadways in the state this spring, a part of the "Keep Kentucky Green" campaign. Highway Commissioner Henry Ward has announced that the State's Division of Forestry has been asked to supply the young trees and that all of them should be in place along rights of way by the end of April.

"Our basic purpose in these plantings," Ward said, "is to control erosion and reduce maintenance costs by eliminating mowing by hand on slopes that are too steep for tractors. At the same time, they will add to the beauty of Kentucky roadsides."

Five kinds of trees—white pine, loblolly pine, shortleaf pine, yellow poplar and black locust—will be used in the plantings. The pines will be set six to eight feet apart and others eight to 10 feet apart. All of the seedlings are one year old except the white pines, which are two years old. They will cost the Department \$8 a thousand.

Planting places will be selected along highways of the Federal-aid primary and secondary systems, mostly on slopes that have become unsightly because of weeds or erosion.

New Plant At Versailles

A major new printing and book manufacturing plant will be built at Versailles this year by Rand McNally & Co., the internationally famous Chicago printing, publishing and map-making firm. The new plant will be devoted to general printing and book manufacturing. Approximately 200 persons will be employed initially.

Mrs. George Joplin III has recently been elected president of the Porter PTA in Somerset. Mrs. Joplin is the wife of the Somerset Commonwealth publisher.

The Federal Trade Commission says it again in a new case: Use of the term "Manufacturer's Suggested List" in an ad is the same as saying that the mentioned price is the usual and customary price for the product in the trade area. Any other usage, such as an inflated "list" to give the dealer a chance to claim a "saving" with a lower price, violates the law, the ruling held.

time" for what he called economic policing. He said that means checking on short weights, mislabeling, and misleading practices.

CALENDAR OF EVENTS

APRIL

- 14—Spring Meeting, executive committee, Lake Cumberland State Park, Jamestown.
- 24—Western Kentucky Turnpike Conference, Madisonville City Park.

MAY

- 9—Eastern Kentucky Turnpike Conference, Natural Bridge State

JUNE

- 7-9—Mid-Summer Convention, Cumberland Falls, Corbin.

OCTOBER

- 14-20—National Newspaper Week.

S.E.C. Has No Authority On Advertising Placement

An ANPA member recently received a publicity release from an investment concern, accompanied by a note to the editor claiming that regulations of the Securities and Exchange Commission require that the release, which dealt with a quarterly dividend, not be placed adjacent to an advertisement of the same concern.

The investment concern cited S.E.C. rules "requiring" that the news release must be separated as widely as possible from the firm's paid advertising but, however, may be placed on the same page.

ANPA, upon checking into the matter, learned that there is nothing in S.E.C. regulations governing the placement of advertising or publicity releases in newspapers. S.E.C. states it has no authority to determine how newspapers place their advertising or news matter.

Are you selling your local dealers? American Newspaper Representatives say it is hindered in representing newspapers at the national level unless newspapers represent themselves at the local level. Local dealers, distributors and jobbers must be sold on the merit, advantages and functions of their newspapers, says ANR.

The Magazine Publishers Association was recently told that magazine circulation has increased 21 per cent and advertising revenue 86 per cent in the past ten years.

New Offset At Somerset

A new Somerset and Pulaski County weekly made its appearance under the date-line of Wednesday, March 14. The Creative Press, under the direction of Andrew J. Norfleet and Ollie Caplin Jr., was christened as "politically independent, dedicated to the progress of Somerset and Pulaski County, to fair play, printing the news accurately as possible, and controlled by no party or group."

Both of the publishers have been active in recent years with the Russell Springs Times-Journal. Norfleet began the publishing of the Russell County paper in 1949. Caplin, the new editor, has also been associated with the Times-Journal since 1949 in the position of advertising manager.

The first issue of the 12 page paper, produced by offset, was circulated to 6,000 readers that week.

Hopkinsville New Era Gains In Color Lineage

Since color is getting such a big play in newspapers today, we are reporting on our color lineage for 1961 which, we feel, is a record for a paper in the 10,000 circulation bracket, avers the Kentucky New Era, Hopkinsville. We installed color in April 1960 and it has spread like a disease.

"During the nine months of 1960 we ran 96,670 lines of color which we felt was due to the newness of newspaper color for Hopkinsville. Then in January of 1961, inquiries started pouring in from stores figuring their budgets; and we were off to the races. By the time the smoke had cleared in January of this year, we had published 117 color ads totaling 206,276 lines of color advertising.

"Record or not we are becoming more enthused every month. Our slogan in 1960 'The Most Colorful Newspaper in Kentucky.'"

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, General John H. Morgan and his Confederates made their first major raid into Kentucky in the summer of 1862. Among the towns they looted were Glasgow, Elizabethtown, Lebanon, Cave City, Midway and New Hope.

Then as now, beer was the traditional beverage of moderation. But beer also means a better, growing economy for Kentucky. Each year the brewing industry pours some \$85,000,000 into Kentucky's economy through taxes, payrolls and purchases.

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

House Com Equal Empl

Advertising employers, emp organizations v H. R. 10144 b ported favorab Committee. Ti ment Opportun it an unlawfu

1. To publish any notice or a ployment base national origin, such a notice, cate a preferen or discriminati religion is a bo cation for emp when the reaso tion require su specification, or

2. For any e or joint labor-m trolling apprent grams to discrimin in an apprenti "where the reaso tion being train an age distincti

3. For an em individual "beca when the reaso tion do not req but no discrimin the operation of shall be deeme practice."

Bill also prov mission which v spect records of agencies to chee practices. Shou be binding upon enacted fair er tion.

Dun & Brad

Dun & Brad reporting agenc attention an ad peared in a num out the country the statement th business are fro tisers." Dun & formation is erro this claim and c tistic have not be adds that "such & Bradstreet as should not be u

House Committee Approves Equal Employment Act

Advertising and personnel practices of employers, employment agencies and labor organizations would be affected under Bill H. R. 10144 by Rep. Roosevelt (Calif.) reported favorably Feb. 8 by House Labor Committee. Titled "Federal Equal Employment Opportunity Act," the Bill would make it an unlawful practice:

1. To publish, or cause to be published, any notice or advertisement relating to employment based on "race, religion, color, national origin, ancestry, or age, except that such a notice or advertisement may indicate a preference, limitation, specification, or discrimination based on religion when religion is a bona fide occupational qualification for employment, or based on age when the reasonable demands of the position require such a preference, limitation, specification, or discrimination."

2. For any employer, labor organization, or joint labor-management committee controlling apprenticeship or other training programs to discriminate against any individual in an apprenticeship or training program "where the reasonable demands of the position being trained for do not require such an age distinction."

3. For an employer to refuse to hire any individual "because of such individual's age, when the reasonable demands of the position do not require such an age distinction; but no discrimination arising by reason of the operation of a bona fide seniority system shall be deemed an unlawful employment practice."

Bill also provides for setting up a commission which would be empowered to inspect records of employers and employment agencies to check on unlawful employment practices. Should Bill become law, it would be binding upon all states which have not enacted fair employment practice legislation.

Dun & Bradstreet Objects

Dun & Bradstreet, national commercial reporting agency, has brought to ANPA's attention an advertisement which has appeared in a number of newspapers throughout the country attributing to the agency the statement that "95% of all failures in business are from the ranks of non-advertisers." Dun & Bradstreet advises: "The information is erroneous, we have never made this claim and our efforts to trace the statistic have not been successful." The agency adds that "such a statement, crediting Dun & Bradstreet as the source, is incorrect and should not be used."

Operation Amigo Launched

Miami (Fla.) Herald recently launched its "Operation Amigo," a program bringing Latin American teenagers to the U.S. for a first-hand look at this country's way of life.

Program was inaugurated in January with the arrival of forty-eight Peruvian students who spent two weeks in Miami living with local families and attending classes at a local high school. Currently participating in the project are forty students from Ecuador.

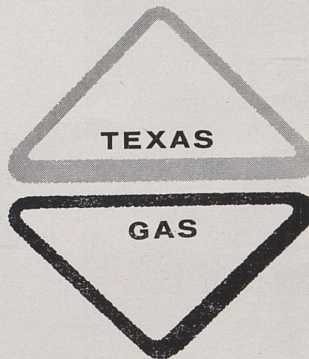
Future groups will come from Honduras, Guatemala, and again from Peru and Ecuador.

The newspaper reports the project has been a valuable contribution to hemispheric understanding with support coming from Latin American newspapers and airlines, U.S. businessmen and private citizens. The Herald has advised it will be glad to supply further information about the program to those interested.



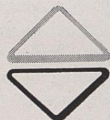
*To a newspaperman,
this always means
"turn a letter or a line."*

*To homes and industries in
the Big River Region, this
always means an abundance
of efficient natural gas*



To the growing communities to which Texas Gas transports natural gas nothing is more important than having abundant energy available to keep homes warm, to do household chores and perform industrial tasks that make possible better products and growing payrolls.

Over the past 10 years Texas Gas has doubled and tripled its shipments of natural gas energy to the region it serves. This startling growth is the result of the untiring efforts of employees to provide ever better service, as well as the loyalty of thousands of stockholders who have invested their savings in new pipelines, storage fields, compressor stations and all the other "hardware" that it takes to make the magic of natural gas available to the people of the Big River Region.



TEXAS GAS
TRANSMISSION CORPORATION

General Offices: Owensboro, Kentucky


SERVING THE BIG RIVER REGION

If you can't get behind a movement for the good of the community, the least you can do is get out from in front of it.

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

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

COMMUNITY PRESS SERVICE
 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
 EDITORIAL FEATURES
 HOLIDAY GREETING ADS
 GRADUATION GREETING ADS
 HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

It's not how busy you are . . .

 It's what you charge that counts
 Write today for 60-Day FREE TRIAL
 PORTE PUBLISHING CO.
 952 E. 21st So., Salt Lake City 6, Utah

MERGENTHALER'S TRADE-IN FAIR

DELIVERY CHANNEL
 as low as
\$66.00
 WITH TRADE-IN
 Order ALL parts direct from your Linotype Agency.
 Mergenthaler LINOTYPE



PANEL OF WITNESSES BEFORE THE SENATE POSTAL COMMITTEE. Richard Dew, Pennsylvania Press Association; Maurice K. Henry, Kentucky Press Association; Theodore A. Serrill, NEA; Bernard E. Esters, NEA Legislative Chairman; Phil Fourney, West Virginia Press Association; William Branan, Wisconsin Press Association.

That's What The Judge Said - - -

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

When some out-of-town salesmen purchased advertising space in a competing local newspaper, and resolved this space locally in a Shop-at-Home promotion at a substantial profit to themselves, our editor moved to comment in print. Said he, in part:

"A classic example of how gullible people can be took place (here) this week when out-of-town advertising salesmen sold almost 75 retailers on a scheme . . . (for) a shop (at home) page ad. . . .

"Based on these ads running for about three months, the out-of-town boys will walk away with over \$2,000. . . .

"This sort of thing does no one any good except the men who sold the space and who took the money out of town . . .

"Some one has goofed, but good. . . ."

The newspaper which had sold the space for the project sued for libel in the sum of \$50,000. The language "had prejudiced plaintiff in his trade, calling or profession, and destroyed the confidence of its advertisers, subscribers and public generally in plaintiff," is was claimed. When the Lower Court did not find the words to be libel per

se, and did not view them as constituting cause of action, an appeal was taken.

The plaintiff fared no better in the appellate Court.

"The publication of which appellants complains merely stated that the local merchants . . . were induced by out-of-town solicitors, with the aid of the Chamber of Commerce, to buy advertising space in appellants paper at a price much in excess of what the same merchants could have purchased it directly from appellant or appellants and in this way \$2,000 was earned in a period of time by out-of-town solicitors, who benefited no one except the out-of-town solicitors," said the Judges.

"No unbiased person can read the article printed in the appellee's paper without concluding it criticises the out-of-town solicitors, the local Chamber of Commerce, the local merchants rather than the appellant. It charged no criminal or disgraceful acts and held no one up to scorn, contempt or ridicule, least of all appellant."

Judgment affirmed. Citation: 284 Ky. 2d 832.

New Cons To Survey

President cracks at a word special summer protest as some criticism. Instead of a Counsel at the White House Cabinet Department directed the Commission to create a "Commission on Consumer Policy" according to the duties of the Commission to examine and prepare on issues of government programs, needs, and the flow of consumer public." The Council "will and organization.

The President agencies actively designate a staff to assist on consumer liaison capacity to make available form useful to

The message ingly imperso fluenced by r ly developed sumer typical preparations safety, quality not know how credit; whether nutritional va performance o his needs; or size' is really Kennedy of legislative pro list of old idea Among them Trade Commi ary cease-and raise hob wit grams. He also require that o made, which v stations.

Resumes Pu

The Bracker was forced to s death of publi sumed publicat newspaper wil which have be The paper's la October 19, 1961

New Consumer Council To Survey Adv. Practices

President Kennedy took a few passing cracks at advertising in his recent 5,000-word special message to Congress on consumer protection but he did not go as far as some critics of advertising had urged. Instead of establishing a Consumers' Counsel at the White House or even endorsing a Cabinet Department of Consumers, he directed the Council of Economic Advisers to create a "Consumers' Advisory Council," according to our NEA headquarters.

Duties of the new group will be "to examine and provide advice to the government on issues of broad economic policy, on government programs protecting consumer needs, and on needed improvements in the flow of consumer research material to the public." The President added that the Council "will also give interested individuals and organizations a voice in these matters."

The President also ordered heads of agencies active in consumer welfare areas to designate a special assistant to advise and assist on consumer matters, to serve in a liaison capacity with consumer groups, and to make available research findings in a form useful to consumers.

The message said: "Marketing is increasingly impersonal. Consumer choice is influenced by mass advertising utilizing highly developed arts of persuasion. The consumer typically cannot 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 food has more nutritional value than another; whether the performance of a product will in fact meet his needs; or whether the 'large economy size' is really a bargain."

Kennedy offered only two minor new legislative proposals but he endorsed a long list of old ideas already pending in Congress. Among them is the bill to give the Federal Trade Commission power to issue temporary cease-and-desist orders, which could raise hob with national advertising programs. He also gave a plug to legislation to require that only all-channel TV sets be made, which would lead to many more TV stations.

Resumes Publication

The Bracken Chronicle, Augusta, which was forced to suspend during the illness and death of publisher John Thompson, has resumed publication. Mrs. Thompson said the newspaper will continue the same policies which have been carried out in the past. The paper's last issue was circulated October 19, 1961.



Does anything else you use so often give you such Trouble-Free Service?

We build dependability and long life into every telephone because it's useful only when it works.

If something does go wrong under normal usage, we fix it promptly, and at no extra charge to you.

Day in and day out, your telephone is a constant and faithful companion, a trustworthy aid in getting the news, giving you service that's useful, pleasant and economical.

Service so good you can take it for granted . . . and service we try to keep improving all the time.



Southern Bell



1912

1962

What DO you say on your 50th birthday?

Not very much. You just continue to do your best for those who depend on you. You pioneered electric service into large parts of Kentucky at a time no one else could, or would. For five decades you've worked to make your service more reliable, more economical. You do have a feeling of achievement when you realize you're actually charging home customers less for your service in 1962 than you did back in 1912. Far better service, too.

Mostly though, you're looking ahead to tomorrow. To continuing to serve those who depend on you.

KU SYMBOL OF SERVICE

AN INVESTOR-OWNED ELECTRIC COMPANY

KENTUCKY UTILITIES COMPANY