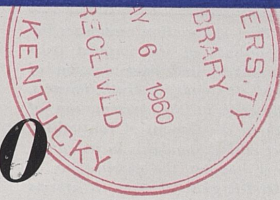


The Kentucky Press

March, 1960

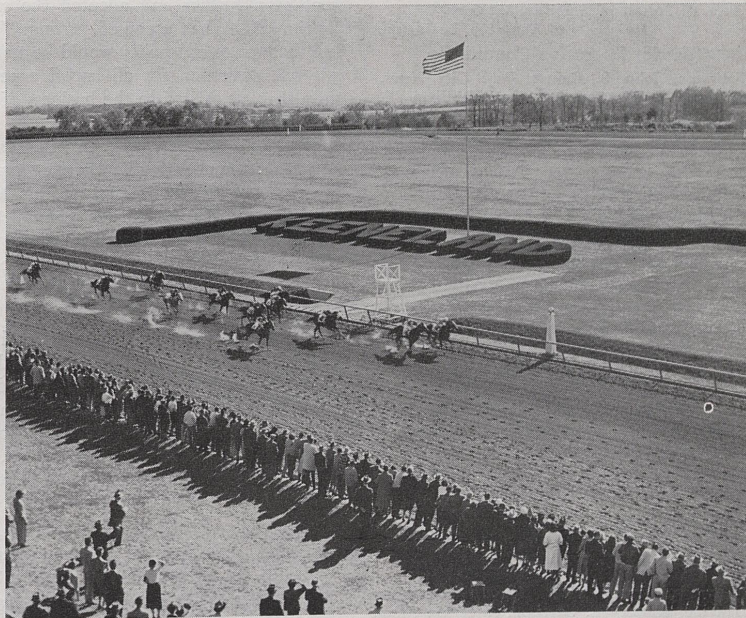


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VOLUME TWENTY-SIX
NUMBER SIX



Kentucky's Showcase: Beautiful Keeneland Racetrack, Lexington

Official Publication Kentucky Press Association

The Kentucky Press

Volume 26, Number 6

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

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

Member
Kentucky Chamber of Commerce
Newspaper Managers Association
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.

Kentucky Press Association, Inc.

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Fulton County News, Fulton
W. Foster Adams, *Vice-President*
Berea Citizen, Berea
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+ As We See It +

Ohio Governor Michael V. DiSalle is appointing special committee to review all public information policies and formulate plans "to eliminate every restriction not in the interest of public policy."

Governor DiSalle said committee would study "gray areas" relating to freedom of information that might need correction by amendment or new legislation to give Ohio "the most complete open-door policy ever known to government." Ohio Newspaper Association representatives will serve on committee.

Efforts to persuade Congress to legislate on the crucial question of tax deductibility of advertising costs advanced a notch as late reports on pending bills on this subject were received and read by the House Ways and Means Committee. However, no hearings have been scheduled yet.

Treasury Department comment on two bills with six sponsors ran to more than 10 pages but added up to a recommendation that Congress give "early consideration" to the business expense deductibility question, at least insofar as it relates to lobbying costs or other expenditures "in connection with the legislative process."

Commerce Department gave a flat endorsement to the Boggs and Miller bills, which provides that "lawful expenditures for legislative purposes shall be allowed as deductions from gross income." Commerce went even further and adopted the same position NEA has espoused, saying: "We feel that the sound policy would be to permit full deduction for all lawful expenditures that are related to the business of the taxpayer."

Ways and Means Chairman Mills issued a short statement saying he was releasing the reports "due to the interest in this legislation," but added that his Committee's agenda is full for the immediate future and that no decision has been reached "whether or when consideration will be given to this legislation."

By coincidence, Rep. Boggs inserted another statement in support of his deductibility bill in the Congressional Record on the same day the Ways and Means Committee released the papers mentioned above. Boggs did not refer to these reports, his speech having been written before he knew of the material from the Departments.

Reviewing the need for legislation, he conceded that Internal Revenue Service "tried to do a thorough and conscientious job" in issuing the ad deductibility regulations which took effect last January 1. He argued that IRS needs "precise guidelines laid down by the Congress."

Boggs also warned, as NEA has done, newspaper editorials on legislative subjects might be considered propaganda and therefore non-deductible. He said: "any editorial expression by a newspaper or other communications media relating to affairs of government could be deemed 'propaganda' with resulting tax consequences."

Manufacturers, distributors and sellers BUT NOT PUBLISHERS—are responsible for false or deceptive advertising textile fiber products used in household wearing apparel under Textile Fiber Products Identification Act which became effective March 3. It is Public Law 85-60 enacted in second session of 85th Congress.

Section 3 (d) (4) of Act states: "This section shall not apply to any publisher, other advertising agency or medium for dissemination of advertising or promotional material, except the manufacturer, distributor, or seller of the textile fiber product, which the false or deceptive advertising relates, if such publisher, or other advertising agency or medium furnishes to the Commission, upon request, the name, post office address of the manufacturer, distributor, seller, or other person residing in the United States, who caused the dissemination of the advertising material."

Copies of Act with F.T.C. rules and regulations pertaining thereto available upon request to Harvey H. Hannah, Chief, Textile and Fur Division, Federal Trade Commission, Washington 25, D. C.

Who Pays The Bill?

Special rider in Post Office Appropriations Bill H. R. 10569 passed by House and sent to Senate Feb. 23 will permit a member of Congress to use his franking privilege to blanket every mail box in his district with unaddressed mail. This is not granted to any other individual or business which Postal Regulations must address each individual in a city.

An experiment which permitted mailings without addresses, popularly called "junk mail" started Aug. 21, 1953 but ended March 31, 1955 after protests by citizens and organizations including ANA. Bulk mail without addresses is now permitted only on rural routes, or to boxholes at post offices where no delivery service is available. Also permissible is mail addressed "occupant" bearing no other name, using a proper street address.

Under rider to Appropriations Bill 1955 Congressmen will be permitted to use of Post Office for delivery of addressed mail in cities.

MARCH, 1955

Survey

At the regular meeting of the Regulatory Committee, the installation of the Kentucky Press Association questionnaire which press association having clipping of their central office.

The following derived from the query sent out:

Fourteen replies gives a fairly good states having the however, Ohio, has discontinued. A report was received stating that associated to a commercial Ohio News Bureau about the reply part of this report.

As a background it was decided a meeting that certain obstacles to establishment were: 1. the number were clipped by space required many employees scale for these clients; 6. who a competing service are the gross cost the service costs does the business; it; and, 11. how do members support complimentary.

Now I shall take and give the reply 1. The number of the service—In from 86 in Maryland with the average 170 newspapers, rate book.

2. The office situation of the service was from Maryland average was 375.

3. How many Pennsylvania report the job done Maryland used 2.

4. The scale of to \$2.00 an hour those drawing to the services with

Survey Shows Activities Of State Clipping Services

By Perry J. Ashley

At the regular fall meeting of the Executive Committee in October of 1959, I was asked to submit a report on the feasibility of the installation of a clipping service by the Kentucky Press Association. I prepared a questionnaire which was sent to the 21 state press associations which are on record as having clipping services in conjunction with their central office.

The following is strictly a factual report derived from the answers received to the query sent out:

Fourteen replies were received which gives a fairly good cross-section of those states having the service. In the meantime, however, Ohio, from which I had a reply, has discontinued the operation of its service. A report was received by the central office stating that association's service has been sold to a commercial firm in Cleveland, the Ohio News Bureau Co. More will be said about the reply from Ohio in the remaining part of this report.

As a background for the facts to follow, it was decided at the Executive Committee meeting that certain areas were the principal obstacles to establishing a service. These were: 1. the number of newspapers which were clipped by the services; 2. the office space required for the operation; 3. how many employees were needed; 4. the pay scale for these employees; 5. charges to the client; 6. who are the clients; 7. are there competing services within the state; 8. what are the gross earnings of the service; 9. is the service considered profitable; 10. how does the business operate and who manages it; and, 11. how many copies of their paper do members supply the service and are they complimentary.

Now I shall take these questions in order and give the replies which were received.

1. The number of newspapers clipped by the service—In this category, the range is from 86 in Maryland to 384 in Missouri with the average being 219. Kentucky has 170 newspapers, according to the new 1960 rate book.

2. The office space required for the operation of the service—Here the space requirement was from 200 to 900 square feet, the average was 375.

3. How many employees are needed—Pennsylvania reports it needs 9 persons to get the job done while South Dakota and Maryland used 2; the average 3 and a half.

4. The scale of pay for employees—\$1.00 to \$2.00 an hour is the general range, with those drawing top pay being supervisors of the services with several years of experience

with the organization. The pay seems to be on a straight hourly basis, with the exception of Virginia, which has a piece-work set-up. Under the Virginia arrangement, 2 persons do the clerical work of billing and mailing while three readers and clippers do all of the reading, cutting and pasting in their own homes outside the office and are paid 4 to 5 cents per clip which the central office resells for 8 to 10 cents per clip.

5. Charges to Client—This gets into a very complex system with some of the reports and is very simple in others. Most of the associations start with a minimum charge which ranges from \$5.00 to \$10.00 with the average being \$7.50. This minimum charge is made for just the time and effort which goes into looking for clips about a certain business or organization. The per-clipping charge which is added to this usually starts at 8 to 10 cents per clip for the first 100 to 500 clippings and then reduces in proportion to the amount of clips found during the period. All of the charges are made on a monthly basis.

Some illustrations will help to show how these charges work. Pennsylvania has a minimum of \$10.00 which includes the first 100 clips. All additional ones are 9 cents each. Michigan has a minimum of \$8.50—the first 500 clips are 8 cents each, the next 250 are 7 cents, the next 100, 6 cents, and all others 5 cents. Oklahoma and Colorado both have a \$5.00 minimum and a charge of 10 cents per clip. Other states vary in between.

Some states have a flat rate which they charge to regular accounts. For instance, Missouri has this flat rate which varies from \$25.00 to \$15.00 per month, and Wisconsin has a flat rate for state agencies and department, with other accounts being charged a \$5.00 minimum and 8 cents per clip. Some of those who have made replies warn against the flat rate charge saying the service cannot be profitable if run on this basis.

6. Who are the clients—Most associations report governmental departments, trade associations, colleges, Charity and health groups, private business, insurance companies, airlines, bonding companies, public utilities, politicians (mostly on the national level), unions, public relations firms, and many others are regular subscribers to the service. Several list were sent along with the material showing the accounts in the different states.

7. Are there competing services in the state—Seven of 12 report they have competing services within the state. Two say

their competition is weak while the others compete against national firms. The Ohio case is one in which the service was turned over to the national firm.

8. What are the gross earnings of the services—Eight report earnings ranging from \$39,000 in Michigan to \$4,200 in Maryland. The average is \$18,000. Five states reported their net income ranged from \$1,710 to \$7,000 for an average of \$3,532.

9. Is the service considered profitable—Seven associations say outright their service is profitable while the other five report an emphatic no, or "not much." At this point many of the managers were inclined to get into the side benefits of the service and not talk in terms of dollars and cents. More about these remarks later.

10. How does the business operate and who manages it—In most cases, routine matters are handled by one of the employees of the service who is designated as supervisor. However, policy decisions, employment problems, and overall supervision falls on the managers of the associations.

11. How many copies of their papers do members supply the service and are they complimentary—Two to 7 seems to be the range of copies of each issue which is provided to the service in addition to the regular advertising copies which are sent. In all cases the weeklies supply the papers on a complimentary basis. In the daily field, most are complimentary, also, with 2 or 3 states reporting they must subscribe to some of the metropolitan papers in their area.

All of the associations indicated there were side benefits to the clipping service, the most popular of which is material for bulletins and magazines about members around the state. Oklahoma reports the service is used to keep them informed of newspaper personnel changes, promotions such as National Newspaper Week, editorials, and advertisements which could lead to accounts for the press service.

Missouri provides an editorial clip sheet of material from the newspapers. In addition they supply the School of Journalism with materials which are useful to faculty and students in doing special reports or studies on: (1) free publicity used by the press, (2) editorial writings, (3) various political parties and elections, (4) the extent of community improvement projects carried on by newspapers, and (5) studies

(Continued on Next Page)

Newspaper Photo Department Need Not Be Too Expensive

By FRED J. BURKHARD

Setting up a photo department in a newspaper plant is no simple matter for the uninformed. There are entirely too many cameras, enlargers, and gadgets to choose from. It takes something of an expert to make the most economical purchases, acquire the most suitable equipment, and weed out the useless.

We have helped set up two complete plants in the last three years and helped several others. As far as we can find out our choice has been fully approved. Thus we make these recommendations for the newcomer.

The Camera Best Suited

The twin lens 2 1/4 x 2 1/4 camera is well suited for general newspaper work. We have three of these, two of them the choice of our college-going children. They each have access to a Speed Graphic but prefer the smaller ones.

The camera is light to carry, easy to focus, and makes sharp 8 x 10 prints. The prints are entirely satisfactory for newspaper work or finer screen printing.

The ease of developing 120 size film in a Nikor daylight tank makes the camera attractive. Only one minute or so is required in the darkroom to load the film on the reel. Developing cut film takes from 12 to 15 minutes. It is invariably during this period that some good advertiser comes in with a nice account.

The cheaper Minolta is a good buy and entirely satisfactory. A more expensive camera like the Rolleiflex and Hasselblad might have some advantages.

When it comes to photographing a wedding or large groups, however, we turn to the 4 x 5 Speed Graphic. Here every shot counts, and the larger hunk of film helps make up for errors. We like the cut film for fast work because it is more adaptable to the wet carrier. Anybody can develop and print a dried print in 15 minutes with normal chemicals and development.

The Choice of Enlargers

Enlargers for weeklies and small dailies can be limited to two makes. The No. 2 Omega and the 4 x 5 Beseler meet the bill. Each company makes a smaller model, but one should be prepared always to print a 4 x 5 film. The Beseler has a negative carrier with advantages, and those with weak muscles may like the power lift.

Added Equipment and Supplies

The Nikor, all-metal developing tank for roll film is the best made. It will not break when dropped and is simple to load.

A washer is fine and the plastic kind do not leave rust stains on prints as metal ones eventually will do. Both prints and negatives can be washed in various other places including the reservoir of the flush toilet. A match stuck under the rubber at the bottom of the tank lets in just about the right amount of water.

About five kinds of paper are recommended, all of which should be 8 x 10 and bought in 500-sheet lots for economy. Gloss in single weight should come in Nos. 2, 3, and 4. Matte paper in Nos. 2 and 3 is sufficient. For smaller sizes cut down the 8 x 10 to fit.

An \$8.00 easel that takes four sizes of prints is ideal for newspaper work. It takes an 8 x 10 on one side, and 5 x 7, 4 x 5, and 2 x 3 on the other side. When it becomes rusty throw it away for a new one.

A print dryer is essential. They are all good, but one at a cost of \$20, that dries four 8 x 10 prints, is satisfactory.

All the chemicals necessary are DK-60a for film, D-72 for papers, and hypo for both. Select about three brands and stick with them, unless there is a tendency to experiment. Most newspaper photographers on weeklies have little time for experiments with chemicals.

For those interested in 35mm cameras, the hottest buy in years is the Praktica FX3 which originally sold for \$149.50 and is now offered at just half that price. It has Zeiss Tessar 50mm f/2.8 lens and is a single-lens reflex. The camera has been popular for years with those wishing interchangeable lens. (See April issue of Popular Photography, p. 35.)

Anybody can take good pictures with a good camera, developing a roll of negatives is a cinch, and printing is simple. Of the three, printing is the most difficult requiring considerable practice. A good camera in every newspaper is absolutely essential, and a darkroom and some equipment should be near-essential.

Today nothing seems to succeed like the appearance of success.

You don't hear so much about the man in the street since automobiles have become so numerous.

Comic Books Win, Magazines Lose

Baltimore Superior Court recently held unconstitutional Crime Comic Books Act of Maryland, which prohibited selling, distribution or viewing by children of comic picture books that deal with sex and violence. Decision said Act violated constitutional rules of due process, equal protection and freedom of the press.

Superior Court Judge referred to exemption from Act of newspaper weekly comics as follows:

The weekly comics which are a feature of the modern paper are exempt because they are only one section of the paper in which they appear even though the child may reach only for that section. But under the law it may be a criminal offense if someone all of the material of those sections is sold separately.

Federal District Judge Robert Van Pelt ruled Feb. 23 that Iowa Attorney General Norman Erbe has authority under Iowa law to ban magazines on newsstands that, in Erbe's opinion, contain obscene material. Judge added however, attorney general has no authority to prejudice such publications and therefore could not ban future issues of magazines. Judge dismissed injunction requests by publishers of 22 of 42 magazines banned from newsstands in Iowa last September. Publishers had contended Erbe had censored and pre-judged magazines before publication in violation of state constitution. Judge held Erbe had not pre-judged magazines and that fact one of magazines concerned is still being sold in Iowa is evidence of this.

It is estimated that over 60,000,000 replacement auto tires will be sold this year. And practically every one will be purchased by a newspaper reader.

in the use of school news, church news, sports, etc. By this means they say they are contributing more than dollar figures to the profession in the state by producing a better and more informed student.

It is evident that the larger the press association and the more papers clipped, the more profitable is the clipping service. Some managers seem to be very enthusiastic about their projects while others end with the cautious note of "My recommendation would be to stay out of it because there are so many things that could be more wrong while to your association. Labor problems are a big headache, takes six months to break in good readers. If you can get without it, for heavens sake do keep away from it."

Unusual Develop

A new packaging one-step developing marks another step in processing and developing in the

The monobath developer by editor, Harold Blum by the Cormac National Photo Service. This remarkable and fixes films in cuts washing time to five, without and time control. New York Coliseum wire service photographer mented with various they generally agree bath process to yield negatives while keeping in the one surprisingly low.

New Cormac has no variations for its Unidri in combination, monobath a definite photo-journalism follows:

1. A new, rapid Unidri—has been accepted. Unidri is a containing hardening. It cuts down no minutes and can be chemical to Unidri.

2. Cormac also has a tank (rather than Unitank), which is the business of loading a tank in a light

The photographer hands into the tank in one hand

in the tank which on each side. He grooves and pushes film starts to go will become hard ing, the photographer back a bit until he This easy push-pull the entire film is

3. Various Unidri (CC-8), Unidri can be sold on the market leather-type carrying

Unusual Processing Technique Developed In Unibath System

A new packaging arrangement for the one-step developing solutions called Unibath marks another step forward in monobath processing and opens up new horizons for developing in the field of photo-journalism.

The monobath—dubbed “a cocktail shaker” developer by UPI’s executive picture editor, Harold Blumenfeld—was introduced by the Cormac Chemical Company at the National Photo Show last April.

This remarkable solution develops, stops and fixes films in one step in six minutes and cuts washing time from 20 or more minutes to five, without the need for temperature and time controls. Since its debut at the New York Coliseum, many newspapers and wire service photographers have experimented with various Unibath solutions and they generally agree this is the first monobath process to yield a high level of quality negatives while keeping the inherent limitations in the one-step developing technique surprisingly low.

New Developments

Cormac has now come up with four innovations for its Unibath system which, taken in combination, will probably earn for this monobath a definite place in the field of photo-journalism. The innovations are as follows:

1. A new, rapid film drying agent—Unidri—has been added to the Unibath process. Unidri is an anti-static solution containing hardening and conditioning agents. It cuts down normal drying time to two minutes and can be used as an accessory chemical to Unibath.

2. Cormac also has developed a film loading tank (rather monotonously called the Unitank), which makes child’s play out of the business of loading film into a developing tank in a light-tight changing bag.

The photographer simply inserts his hands into the bag, holds the end of the film in one hand and feels for an opening in the tank which has grooves for the film on each side. He inserts the film into the grooves and pushes the film through. If the film starts to go too much to one side, it will become hard to thread. Instead of pushing, the photographer then pulls the film back a bit until he can begin pushing again. This easy push-pull process continues until the entire film is wrapped around the reel.

3. Various Unibaths (ranging from CC-1 to CC-8), Unidri and the Unitank, will soon be sold on the market in a small, portable, leather-type carrying case, to be called the

(Editor’s Note: In the belief that newspaper photographers and even amateurs will be interested in the new Monobath techniques in photo developing, we are reprinting, with permission, this article by Bob Warner which appeared in the March 12 edition of the Editor & Publisher. We believe that the principles are workable.)

Unikit. This kit also will contain a six minute sand-timer, a light-tight changing bag and four film clips.

4. Late in February, Unibath became available for the first time in the form of bulk powder in cans; a development which may prove to be particularly important to newspaper photo departments. The cans come in units ranging from one to 100 gallons. One gallon costs approximately \$2.00 and will develop and fix 5,000 square inches of film.

UPI Tested Kit

Before Unikit and Unidri are placed on the market, they will first be introduced at the Manufacturers, Photo Dealers and Finishers Convention at St. Louis in mid-March. At this writing the kits have not yet begun to roll off the assembly line.

However, a prototype of the Unikit was tested by United Press International photographers when they covered President Eisenhower’s good-will tour of Asia. The camera men later issued glowing reports of Unibath’s efficiency.

“Unibath one-solution developer helped us beat the competition during some of the most hectic phases of Eisenhower’s tour,” UPI’s Maurice Johnson declared.

“We developed our film with a Unibath portable processing kit without leaving the seat of our plane while other photographers were converting the plane’s washroom into a dark room,” Mr. Johnson related. “On three occasions we had our 35 mm negatives developed, dried, inserted in glassines and captioned before the plane landed.”

Mr. Johnson said the fact temperature has absolutely no effect on developing time with Unibath, “is one of the greatest advancements in the news-picture business. Temperatures in the plane varied as much as 20 degrees within a few minutes, but Unibath’s claim to develop and fix film in six minutes regardless of temperature proved to be true. We didn’t even use a tank thermometer for it was not needed.”

After inspecting negatives developed in

Unibath, Harold Blumenfeld agreed with Mr. Johnson as to the monobath’s effectiveness.

“The grain structure is not at all objectionable,” he said. “They are a little contrasty, but even this is not objectionable, especially in news coverage where speed in getting the finished negative is of paramount importance.”

For Special Use

Mr. Blumenfeld said UPI is certainly interested in making Unibath a regular part of its news-picture operation.

“I can’t say we want to go into this for general use,” he commented, “but we will have it on hand for special use. How much of a part it will play in the future, I don’t know. But it appears as though this is something that will continue to play an important part in photo-journalism. As new developments in the monobath come along, it may even revolutionize the field.”

“This thing is like a cocktail shaker. You put the film in the tank, pour the solution over it, shake it, wash it, and you have a negative. I can think of any number of cases where UPI has ideas for its future use, but I don’t know how extensive it will be.”

Unibath’s portable developing system will be placed on the market in two forms; a junior kit for amateurs or the mass market and a senior, or professional kit, for commercial and news photographers.

Both kits will contain the same elements except that the professional kit will have CC-2, for the development of high-speed film, a few more film clips and a changing bag.

How Process Works

Since the kits are not as yet out of the production stage, Cormac officials said they cannot be specific about prices, but they indicated the amateur kit will retail for \$12 or less while the professional kit will be sold at around \$27. The changing bag alone costs \$5.00.

Mass production of these kits may well mean that the first effective monobath is here to stay, a fact that will have tremendous meaning for the photo-journalism field.

Photochemists have been searching for such a process for many years, trying to combine two incompatible chemical solutions—the developer and the hypo—to produce a negative in one step. Up to now, the developer and the hypo could not be placed in the same bottle without one destroying the other.

Unibath combined these antagonistic solutions by means of special chemical buffers which permit simultaneous development and fixation within a period of six minutes. Because development and fixation take place

(Please Turn To Page Five)

In Memoriam...

Benjamin Franklin Forgey

Col. Benjamin Franklin Forgey, publisher of the Ashland Independent, the thirty-fifth president of the Kentucky Press Association in 1919 and dean of the KPA life members, died at his home on Sunday, March 20, at the advanced age of ninety-two years. He had been a tireless worker in his profession and, although in semiretirement since 1955, appeared almost daily in his office.

A native of Union, he was named superintendent of schools in nearby Catlettsburg in 1895. Four years later he moved to Ashland and bought a half interest in the old Ashland Daily Commercial. He joined the Independent in 1903, and in 1910 purchased half interest in the Ashland Independent Publishing Company, serving as editor.

The first edition of The Independent was published December 17, 1900. The publisher than was G. F. Friel, who had started the Catlettsburg Daily Press in 1896 and was persuaded by businessmen to move his equipment to Ashland to launch a new paper.

The equipment was set up in a building on Greenup Avenue between 11th and 12th Streets. Eight or 10 girls were employed to set type by hand.

In 1912 The Independent built its own building on 17th Street, the present site of the newspaper plant which was doubled in size when remodeled in 1925.

The Ashland Publishing Company was formed in 1912, when the stock of the Ashland Independent Publishing Company was purchased. Forgey remained as editor of The Independent and as president of the new company.

James T. Norris became associate editor and vice-president. In 1925, Forgey became chairman of the board and remained as publisher. Norris was then elevated to president and editor of The Independent.

Forgey was known by everyone as Colonel, as the result of an early Kentucky Colonel's commission.

He served his community in many civic enterprises and institutions, and was a hard worker in financial, civic, and lodge organizations including directorship in the 3rd National Bank, Ashland Federal Savings and Loan Assn., and the Masonic and Elk bodies. He was a lifelong member of the Presbyterian Church.

His wife, Alice, died in 1956, and his only son, also served as president of KPA in 1945, died in the same year. A daughter, Mrs. Madge Forgey Hamlett, wife of Edward Hamlett, publisher of Columbia News, also preceded him in death. His only immediate survivor is a daughter, Mrs. Robert

A. McCullough, whose husband is the present associate editor of the Independent.

Mr. Forgey's many friends and associates extend their sympathy to the surviving family.

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Samuel F. Matheny

Samuel F. Matheny, 63 years old, former co-publisher of the Stanford Interior-Journal, died at the Stanford Hospital on March 12, following an illness of several months.

A native of Lincoln County, he retired from the Lincoln County National Bank last year after being affiliated with it for the past 35 years. He was a member of the Methodist Church, a member and officer of the Regional Bankers Association of Kentucky, past master of the Lodge No. 60, F&AM, and Order of Eastern Star.

He retired as co-publisher of the Interior-Journal when the paper was purchased by Richard Ferguson, present publisher.

• • • •

Reuben D. Petrie

Reuben D. Petrie, owner and publisher of the Todd County Standard for 58 years, and his wife, Maude Roper Petrie, were burned to death on March 6, as a fire of unknown origin destroyed their home in Elkton.

A native of Elkton, Petrie, 68 years old, had operated the newspaper since 1922. He was active in Democratic political circles for many years and at the time of his death he was Master Commissioner of the Todd Circuit Court. He was a member of the Elkton Christian Church, a Mason, and a former Rotarian.

Petrie left the operation and ownership of the Todd County Standard to Ben Boone who has been serving the newspaper as editor for the past several years.

• • • •

Joe S. Reister

Joe S. Reister, Lexington correspondent for the Louisville Courier-Journal for the past 25 years, died of a heart attack Saturday, March 26, at his home in Lexington. He was 47 years old.

Assigned to cover the Lexington area soon after his graduation from the School of Journalism at UK, he covered the entire Blue Grass as both a reporter and a photographer. Many of his stories appeared, with illustrations, in the Sunday Magazine section of the Louisville paper as well as the daily publications.

The father of five sons and a daughter, he was interested in boys' work, participating in Scouting and Big Brothers projects. In 1958, the late Bishop William T. Mul-

Courses For Machinists Scheduled At Nashville

Southern Institute of Graphic Arts, Nashville, Tenn., will hold several courses for machinists in 1960 to train linotype and intertype operators in maintenance and adjustment of linecasting machines.

Courses last for two weeks, eight hours per day on six-day week. Eight courses are scheduled, to start Jan. 11, Feb. 15, March 14, April 11, May 16, June 13, Oct. 3 and Nov. 7. Applicants must have minimum one year's experience on linecasting machines.

Cost of course is \$100 and there must be a minimum of 3 students enrolling in each course. Otherwise course will be canceled and applicants transferred to next scheduled course.

Institute must receive, through its registrar, three weeks advance notice of desire to participate in course and following information should be supplied: 1. Student name and business connection; 2. Beginning date of course desired; 3. Whether or not housing reservations should be made and so, at hotel, YMCA or boarding house.

Communicate with Southern Institute of Graphic Arts, P.O. Box 1187, Nashville, Tenn. The school is at 1514 South St.

Rights To Secrecy Granted 8, 30 Agencies Get Ike's "No"

Reports from Washington say that right to classify information as secret was denied to 30 and given to eight federal agencies by President Eisenhower. White House called net result "further action to insure that the free flow of information to the public regarding governmental activities will not be hampered by improper use of security classifications." Among those granted right to classify information as secret were Office of Civil and Defense Mobilization and National Aeronautics and Space Administration.

loy presented him the St. George Medal, the highest national award for laymen in Catholic Scouting.

Reister was one of the five charter members of the Big Brothers of Lexington and served as its president and as a member of the national board of directors. A native of Cynthiana, he moved to Lexington in 1922 where he attended the St. Paul School and was graduated from the Lexington Law School before entering the University.

He was a member of the St. Peter Catholic Church, a former grand knight of the Blue Grass Council of the Knights of Columbus, and was chairman of the Blue Grass Area Committee on Catholic Scouting.

New Guides D Honest Advert

Guide for "honest advertising" in preparation and copy, titled "Legitimate Honest Advertising Association of National Counsel Gilbert

Booklet sets forth guidelines to distinguish honest advertising from that which agencies could conceivably accept. Newspaper at single copy price at rates ranging from 50c to \$1.00.

"Self-Regulating Booklet of Association of Advertisers," "Self-Regulating members Feb. 2.

purpose of considering advertising. Booklet propose self-discipline to factual accuracy in advertising. Copies may be obtained at 50c per copy.

Washington reports has not yet announced "Guide to Advertising" is actually certain and media—not just be comprehensive explain Commission terms such as "from

F.T.C. hopes publishers to drop formal F.T.C.

Newspapers are pay license tax under Paso Robles, Ben Newspapers are suffering ranging from \$25,000 to \$137,500 or 000. Additional imposed on each in excess of \$35,000.

paper Publishers reports Paso Robles pattern in which a small fixed amount by taxing gross reports that voters defeated a propos

If you're ashamed do as others do—

In 1922, the first produced on U. S. industry in 1957 in newspaper advertising the previous year.

New Guides Define Honest Advertising

Guide for "honest" advertising for use in preparation and evaluation of advertising copy, titled "Legal Rules of the Road to Honest Advertising," has been prepared by Association of National Advertisers, General Counsel Gilbert H. Weil.

Booklet sets forth basic criteria which distinguish honest and lawful advertising from that which courts and regulatory agencies could consider misleading or deceptive. Newspapers may purchase booklet at single copy price of 50c or in quantity lots at rates ranging down to 40c.

"Self-Regulation in Advertising"

Booklet of Association of National Advertisers, "Self-Regulation in Advertising," contains speeches at special meeting of A.N.A. members Feb. 2. Meeting was called for purpose of considering self-regulation of advertising. Booklet incorporates plan to impose self-discipline, especially with respect to factual accuracy and good taste in advertising. Copies may be obtained from A.N.A. at 50c per copy.

Washington reports say that while F.T.C. has not yet announced decision to issue a "Guide to Advertising", publication is virtually certain and it will cover all advertising media—not just broadcasting. Guide will be comprehensive, list past violations and explain Commission's objection to use of terms such as "free" and "guaranteed."

F.T.C. hopes publication will induce advertisers to drop questioned advertising before formal F.T.C. investigations.

Newspapers and other businesses must pay license tax under ordinance adopted by Paso Robles, California, City Council. Newspapers are subject to annual license tax ranging from \$25 on gross receipts of \$25,000 to \$137.50 on gross receipts of \$350,000. Additional license tax of 10c will be imposed on each \$1,000 of gross receipts in excess of \$350,000. California Newspaper Publishers Association Bulletin reports Paso Robles tax follows general state pattern in which municipalities start levying a small fixed annual license fee, particularly by taxing gross receipts. The Bulletin also reports that voters of Vallejo, Calif. recently defeated a proposal to levy license tax.

If you're ashamed of your gas mileage, do as others do—fib about it.

In 1922, the first balloon tires were introduced on U. S. cars. The tire and tube industry in 1957 increased its investment in newspaper advertising by 39 per cent over the previous year.

(Continued From Page Three)

simultaneously and automatically, the film cannot be over-developed. The film could be taken out of the developing tank in six minutes, six hours or six days and the results will be the same.

The Short Wash

The negatives are washed to archival quality in five minutes. Archival refers to the government standard for the perpetual life of the film, which will be 100 years.

In other words, all you have left after processing with Unibath is metallic silver and gelatin. All the chemicals introduced during the processing are completely cleared and washed away in five minutes. Three-stop processing requires a much longer wash to achieve the same results.

The Unitank will take from 16 mm to 70 mm roll film by simply adjusting the film reel to the various sizes.

The film is placed on the reel and then into the Unitank by using the light-tight changing bag. The rest of the process takes place in daylight.

The Unibath Method

After the film has been loaded, the tank is placed over the plastic container of Unibath solution and screwed on to the top of the bottle. The two units are then flipped over and the Unibath immediately pours into the tank through a tube arrangement which insures the fact the solution will rise evenly and attack the film at a uniform rate.

In six minutes—with gentle agitation the first minute or two and the last minute—the film is completely developed. If Unidri is used, another two minutes will be taken up.

This simple process may well revolutionize the processing of film in photo-journalism.

Both wire services and daily newspapers will be affected by the new development, which apparently assures the fact that wherever they are, and under whatever circumstances, news photographer will have a fast, sure, safe method for processing their films without the need of a darkroom or anything but the most rudimentary equipment.

By use of this new monobath, carried about in a portable kit, developed negatives, dry, captioned and ready to be printed can be taken and processed in the most remote regions of the world under the most primitive conditions, all in a matter of minutes.

The Press is always in need of news about its members. When something happens to you, your family, or one of your staff, won't you clip it and send it to the Central Office for use in our publications?

"How long will 120,000,000 city slickers be content to stay under the green thumb of 60 million country slickers?" That question is asked by Richard Lee Strout, Washington correspondent of The Christian Science Monitor, in an article in Harper's Magazine entitled, "The Next Election Is Already Rigged."

In his article, which was condensed in the January issue of The Readers Digest, Mr. Strout gives examples of one rural vote being equal to as many as 670 city votes. In Vermont, he points out, the town of Victory, with 49 inhabitants, has one representative in the state legislature—and so does Burlington, with a population of 33,000. In California, he says, one state senator represents 14,000 rural residents whereas Los Angeles county, with 5,970,000 population, also has only one representative in the state Senate.

Mr. Strout explains that this improper apportionment also extends to representatives in Congress, and means that rural voters in the nation have a power far out of proportion to that of urban voters.

Although we agree that such misrepresentation should be remedied, we cannot help but be relieved that the situation is not reversed. For, in our opinion, the socialistic trend of recent years would have become a socialistic rout by this time if it were not for the conservative restraint practiced by the average rural representative in government.

Mr. Strout's figures also arouse our curiosity as to why those groups who want government reforms and new legislation are forever making their appeals to urban populations, and to city editors, when the facts show that government is so weighted in favor of rural representation.

We realize that it is difficult, when one takes a look at New York and then at Podunk Corners, to accept the fact that the Podunkians are the real power behind the throne. But we wish to thank Mr. Strout for presenting his new batch of evidence that the voice of the grass-roots is one to be reckoned with. We always feel our country is a little safer when we find people acknowledging the influence of rural America.—*The American Press.*

Population explosion in suburban areas is highlighted in a new Census Bureau report. Two-thirds of the population growth in the past nine years has been in metropolitan areas, and 95 percent of that increase has been outside central cities. City population climbed only 1.5 percent between 1950 and 1959, but outlying parts of metropolitan areas zoomed 44.3 percent.

**KENTUCKY'S
BREWING
INDUSTRY...**

**... HELPS ALL OF
KENTUCKY**

**... buys \$20 million
annually in farm products,
other product, services ...**

**... pays out more than
\$39 million in
annual payroll**

**... makes jobs for
more than 19,000
Kentucky people**

**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION**
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

**583 High School Journalists
Attend Annual UK Clinic**

In spite of winter weather and a week's delay, the High School Press Clinic was attended by a near record 483 students representing approximately 50 of the State's high schools. The one day clinic is held annually under the direction and sponsorship of the University of Kentucky School of Journalism. The purpose of the meeting is to maintain a close working relationship between the high school press and the School of Journalism. During the day all phases of newspaper and yearbook production are discussed in an effort to raise standards of production in the high schools and to encourage young persons who might enter the profession.

At the close of the day, Sigma Delta Chi, professional journalism fraternity, awarded six high schools with certificates for excellence in high school journalism. Winners in the letterpress division were The Lafayette Times, Lexington Lafayette, first; The Echo, Louisville Trinity, second; and The Ballard Beacon, Ballard Memorial. Receiving awards for the best offset printing or stencil-duplicated papers were the Mercian, Louisville Ursuline, first; The Harrison Hi-Lights, Harrison County, second; and Smoke Signals, Winchester High, third.

Individual winners in other contests were: Current events, Robert M. Polsgrove, Franklin County, first place; Linda Carr, Louisville Du Pont Manual, second; Robert Stokes, Irvine High, third; Michael P. Cox, Lexington University High, fourth; and R. Hammerle, Louisville Waggener, fifth.

VOCABULARY: Martha Mahin, Louisville Eastern, first; Donald Dayton, Jessamine County, second; Priscilla Hegerman, Lexington Henry Clay, third; Dona Clare Houghen, Berea Foundation; fourth; and Patricia Medley, Louisville Valley, fifth.

SPELLING: Claudia Clarke, Louisville Eastern, first; Junny McMichael, Louisville Waggener, second; Sue Wilkin, Lexington Catholic, third; Parker LaBach, Lexington Henry Clay, fourth; and Jean Piotrski, Louisville Ahrens, fifth.

All of the individual contest winners were awarded cash prizes by the Lexington Herald-Leader.

One of the principle features of the clinic each year is the individual evaluation which is given to each newspaper and yearbook supplied to the School of Journalism prior to the meeting. These publications are assigned to junior and senior students in Journalism for study, after which they are prepared to spend an hour with the staff and adviser consulting about common problems. At this time helpful suggestions

Dirt Is Your Worst Enemy

Al Elliott, Little Rock, Arkansas, says he knows more about Linotypes than most anything else and it is his contention that dirt is the worst enemy of a Linotype. He says, "The Linotype metal should be kept free of dirt and, especially free from concrete dust swept up off the floor with metal shavings. Many Linotypes stand on floors of concrete where, to begin with, the concrete was a weak mixture. Therefore, sand gets into the metal and clogs up the throat of the Linotype pot crucible. This results in a poor slug, bad face, poor printing surface, down time at the press trying to make ready for a job, too much heat on the pot trying to get a good face on the slug and the extra heat burns the tin out of the metal with an endless chain of troubles. Keep the metal clean and stir well when remelting."

Practically every part on the Linotype has a machined surface where the parts are fitted together. When you remove a part for any reason be sure to clean the surfaces before re-applying the part. Wash the surfaces with gasoline and a paint brush or if necessary, use emery cloth to clean off the machined surfaces. Especially is this important when you remove the knife block because it is easy to allow metal shavings to adhere to the knife block liners and unless these shavings are removed the knives will not go back like they came off with the result that slugs will not be true.

Keep mats, magazines and spacebands clean to prevent "hair lines" and keep mats dropping freely. Don't merely rub the spacebands on a pine board. If a spaceband has a grease spot, rubbing it in graphite merely cakes over the grease spot. Use gasoline, or type cleaner about once a week to wash the spacebands, then rub them with graphite. Don't scrape the spacebands with anything other than a Linotype slug. Clean the face of the molds with every 8-hour shift. Don't scrape the metal off the face of the mold with a pocket knife. Here, again, a slug is safer. Use a good grade of mold polish. Do not use some of the so-called mold polishes which contain an abrasive. Be sure the back mold wiper is doing its job of keeping the back of the mold free of metal. A "leaded mold" causes back squirts.

During the first quarter of the nineteenth century, the New York Evening Post had an annual subscription rate of eight dollars equal to a worker's pay for ten days.

are made which would aid the high school students in their search for new ideas and better techniques.

Read And Heed

"Six simple steps to an early diagnosis of coronary thrombosis," says a UPI story quotes a physician to Quackery. The six rules for qualifying "coronary thrombosis" are: 1. Work every evening and holidays. Do not let your office work interfere. 2. Take your office work home and finish it during the night. 3. Never refuse to work in the like and command. 4. How tired you feel. 5. Don't let meals be interrupted. Try and work through calls during lunch. 6. Always carry responsibility. 7. Let anyone else do the blame.

If you have to take a job, go overnight. *

Seven ways to avoid a heart attack listed by Joseph P. ... article written especially for you. He is author of "Chicago Sun Times" and not all the rules, but submitted in order. All these rules are: 1. Break the C and coffee have no nutrition. Do not eat energy. Take them 2. Get some out of your man body was no golf, hike, boat, do 3. Eat wisely. Not the fellow who lives on hamburgers for lunch. Diet should include protein, green and red milk, fat and cereals. 4. Keep regular 5. Establish a pattern from this for a week. Establish a pattern and see that the slugs of your time. 6. Have some recreation is necessary. Once again while without it, but wise. 7. Meet stress with it effectively. When they then forget them. 8. Be careful of quantity, quality, and easy.

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Read And Heed!

"Six simple steps to an early grave": A UPI story quotes a famous doctor's 6 simple steps to an early grave. Sir Daniel Davies, a physician to Queen Elizabeth, told the Chest and Heart Association's meeting the 6 rules for qualifying as a member of the "coronary thrombosis club" were:

Work every evening, Saturdays, Sundays and holidays. Do not let personal considerations interfere.

Take your office work home if you can't finish it during the day.

Never refuse invitations to parties and the like and committee meetings no matter how tired you feel.

Don't let meals interfere with your job. Try and work through them. Take phone calls during lunch, for example.

Always carry responsibility yourself. Don't let anyone else deprive you of taking the blame.

If you have to travel away from home on a job, go overnight.

* * *

Seven ways to live a longer life were listed by Joseph G. Molner, MD, in an article written especially for newspaper people. He is author of a column handled by Chicago Sun Times Syndicate. These are not all the rules, he says, and they are not submitted in order of importance . . . but all these rules are important:

1. Break the C and C habit. Cigarettes and coffee have no calories, no vitamins and no nutrition. Do not depend on them for energy. Take them in small doses.

2. Get some outdoor exercise. The human body was not built to sit still. Play golf, hike, boat, do something.

3. Eat wisely. Nature will catch up with the fellow who lives on coffee for breakfast, hamburgers for lunch and martinis for dinner. Diet should include the seven basic foods: protein, green and yellow vegetables, fruit, milk, fat and cereals.

4. Keep regular hours. You can get away from this for a while, but it'll catch up. Establish a pattern of working and sleeping, and see that the sleeping gets its full share of your time.

5. Have some recreation. Some form of recreation is necessary to relieve tension and stress. Once again you can get along for a while without it, but not so well as otherwise.

6. Meet stress with a purpose—to deal with it effectively. Don't step over problems. When they arise do what you can, then forget them.

7. Be careful of alcohol. Alcohol, especially in quantity, dulls the mind. Take it easy.

Sales Promotion Division, National Retail Merchants Association, has published a new booklet, "How to Measure and Evaluate Advertising Results." Described by NRMA division manager as first published attempt to outline requisites of valid retail advertising results, and "salesbooster" bulletin for sales people. Booklet, available to non-NRMA members for \$4.00, can be had from Sales Promotoion Division, National Retail Merchants Association, 100 West 31st Street, New York 1, N. Y.

At the turn of the century, on an average day, 15 million newspapers were purchased. Today, 58 million newspapers are purchased on an average day.

COMMUNITY PRESS SERVICE
"SERVING AMERICA'S WEEKLY NEWSPAPERS"

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.



How are your Communications?

Newspapers need and use their telephone service constantly to get the news and handle the thousand and one other jobs of running the newspaper.

The telephone, in fact, is performing one of its most important tasks when it's helping put out *your* newspaper.

Are *your* communications ample in every way to serve your needs best?

Perhaps you'd like us to analyze your phone set-up to make sure you get the most from it. If so, just give us a call. There's no charge for this consulting service.

Southern Bell
"Thanks for Calling" 

Make it a habit to keep your feet on the ground and you'll never have far to fall.

People in the United States and Canada spend over \$1,462,092,000 to get their daily and Sunday newspapers.

\$45 TRADE-IN ALLOWANCE on Genuine

• LINOTYPE •

First Elevator JAWS

Get in touch with your Linotype Agency now.

MERGENTHALER LINOTYPE CO.

METRO NEWSPAPER SERVICE

80 MADISON AVE., N.Y., N.Y.
Means PLUS BUSINESS for Your Newspaper

Lawson Spence Representative

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS



This Handy Knife Is Worn Like a Ring

25c EACH ALL SIZES \$2.40 PER DOZ.

Handy Twine Knife Co.
Upper Sandusky, Ohio



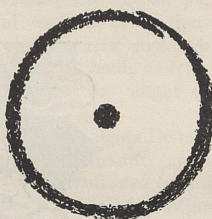
STOP Costly Estimating Mistakes!

Pre-figured values safeguard profits, save time and create customer satisfaction.

Write for 60-DAY FREE TRIAL
PORTE PUBLISHING COMPANY
952 E. 21st So., Salt Lake City 6, Utah

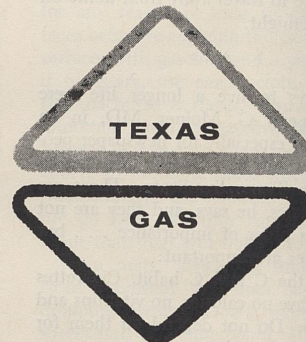
The population of the United States—including members of its armed forces overseas—totaled approximately 178,780,000 on November 1, reports the Census Bureau. This was a gain of about 3,655,000, or 2.1%, over the total U.S. population on November 1, 1958. The population of this country has risen 27,647,000—or 18.3%—since April 1, 1950, the date of the last census.

Chester Lauck, "Lum" of "Lum and ner" fame, has announced plans to give some Arkansas publishers awards for an editorial and column contest on Americanism. A \$1,000 prize money will be divided in the following manner: \$250 each for best daily editorial and best column on Americanism in a weekly; \$250 each for best editorial and best column on Americanism in a weekly. Lauck is now executive assistant to the president of the Continental Oil Company.

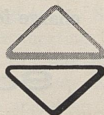


To a newspaperman, this always means "period"

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



Texas Gas has an exacting responsibility... its pipelines must deliver an ample volume of natural gas to meet the demands of all its customers—the 75 distributing companies and municipal distribution systems which in turn retail nature's wonder fuel to homes and industries in 270 cities and towns throughout the Mississippi and Ohio River valleys. In over 30 years of operation, Texas Gas and its predecessors have not only been able to meet the ever-growing needs of an ever-growing service area, but with each succeeding year reserves have been increased while the benefits of natural gas have been extended to many new communities.

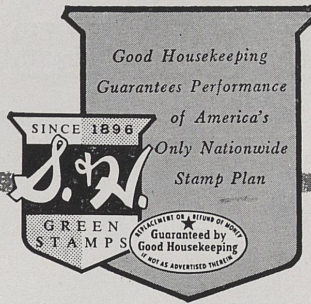


TEXAS GAS

TRANSMISSION CORPORATION

General Offices: Owensboro, Kentucky

SERVING THE BIG RIVER REGION



Two Great American Traditions:

**FREEDOM OF PRIVATE ENTERPRISE
FREEDOM OF THE PRESS**

Freedom of the press is one of America's great traditions — cherished alike by publishers and thinking people everywhere.

Freedom of business to use every legitimate promotional device is likewise an American tradition, firmly rooted in our nation's competitive system.

Neither tradition can be endangered by censorship or legislation without threat to the other.

For more than 64 years, S&H Green Stamps have been legitimate promotional tools. They are used today by more than 70,000 merchants to attract customers and increase sales. They are saved today by more than 25 million people.

Acceptance of S&H Green Stamps by merchants and housewives is the true test of their value and service in our great American system of free enterprise.

**America's Only
Nationwide
Stamp Plan**

SOUTHEASTERN DISTRICT
THE SPERRY AND HUTCHINSON COMPANY
 419 Comer Building • Birmingham, Alabama

FACT OR LEGEND?



Some Folks Think

an ostrich buries its head in the sand when danger approaches.

THE FACT IS

That ostriches run away from danger with the speed of a race horse.

Some Folks Think

that the cost of electricity is a big item in manufacturing costs.

THE FACT IS

according to the Census of Manufacturers electricity averages about 1c out of every dollar of manufacturing cost.

Folks who think electricity makes for high manufacturing costs just haven't talked to men who know production. At the Kawneer Company, Cynthiana metal fabricators, KU power costs are only 9/10ths of 1% of their sales. That's about half the cost of their scrap.

Power costs are a small factor when compared with total manufacturing costs. Industry's first concern is with the dependability of electricity, and with the availability of ample power for expansion. That's why progressive communities with the desire to develop industrially must be sure they have dependable electric service, the assurance of ample power for expansion, and regulated, uniform rates for all industries.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

K

Publis



Publication
School of J
University
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VOLUME
NUMBER

Offic