

The Kentucky Press

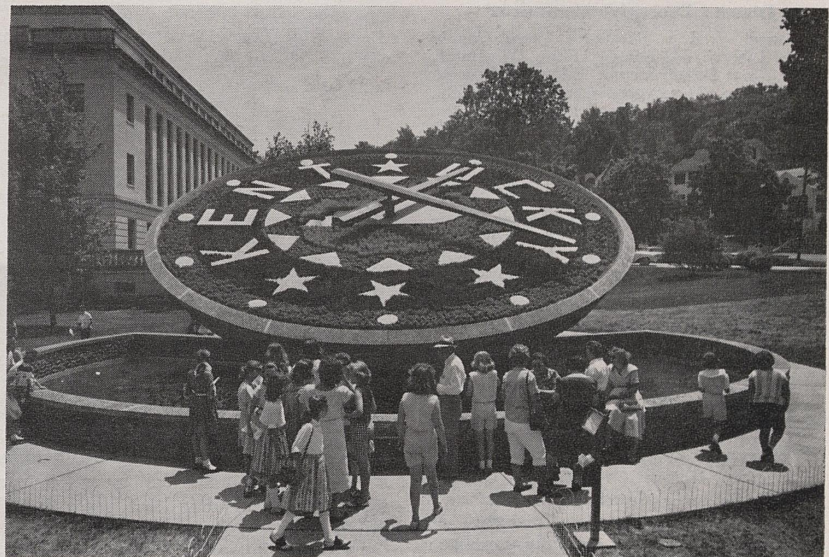
November, 1961

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



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Publication Office:
School of Journalism
University of Kentucky
Lexington

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VOLUME TWENTY-EIGHT
NUMBER TWO



Kentucky's Showcase: Floral Clock At Frankfort

The Kentucky Press + As We See It +

Volume 28, Number 2

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.

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What Is A Weekly?

Public ignorance of the nature and function of weekly newspapers is abysmal. If you publish a weekly, ponder these questions:

Do your readers understand why you don't publish national and world news? Do they know why your paper comes out once a week instead of every day? Do they realize what your paper includes that they don't find in any other? Do even your most faithful subscribers know why they like your paper well enough to keep paying for it along with a daily paper? Do you know?

I inquired around: "What's the difference between newspapers and magazines?" The typical fast answer was that newspapers come out every day and magazines don't! There are bigger differences than that, and not all newspapers come out daily.

I tried asking: "What is the major difference in the content of daily and weekly newspapers?" One answer that flooded me was: "Weeklies concentrate on social news."

This is not true of any weekly I read, and I at least glance through 80 of them pretty regularly. Maybe my informant never looked at a front page, with its news of the city council fights and new oil wells and fires and traffic accidents and football games and public meetings and crops and storms and train wrecks and new churches and new teachers and conventions and rodeos and speeches by visiting celebrities and—the list is endless.

An educational program in Montana weeklies about what a weekly newspaper aims to do would be an awfully good idea.

—D. M. Johnson, Manager
Montana Press Assn.

* * *

Pope Assails Governmental Secrecy In Washington

"Of all possible summit meetings, it's quite possible the most important one in our future would be a real negotiation for common sense as between the harried guardians of our safety and the purveyors of public information," said James S. Pope, executive editor of *Courier-Journal* and *Louisville Times*, in recent panel discussion at New York University. He declared it is not too late for editors and government to understand and talk sense to each other.

"The President last spring, in terms newspaper editors thought much too vague and unrealistic, asked us to insure security, each in his own way," Mr. Pope declared. "And our manifest annoyance seemed to make him doubt our interest in security,

when our real trouble was our interest in truth. It's not too late for editors and government to understand and talk sense to each other. The heart of our estrangement is the secret. The government thinks we don't keep enough of them. We think the government keeps too many. As of now we have an enormous file of evidence; theirs is hard to ascertain. They are afraid, and evasive. The secret terrifies those who have it.

"No editor wants to make the enemy present of fresh and useful information. Keeping America informed does not mean publishing every military or diplomatic secret we possess. But contrariwise, keeping America in blindfolded ignorance of its defense operation could become more valuable to any enemy than all the military secrets we own. We won't find a way to save both truth and security by declaring internal war, and fighting it out with megalomaniacal phrases."

* * *

Look To Draft Status

With the world situation becoming more tense every day, many publishers are beginning to take a closer look at the draft status of their employees. Here are a few timely suggestions that every newspaper should follow if they have employees with a 1-A classification.

(1) Find out the name of the draft board concerned on each employee with a 1-A classification.

(2) Send a memo to the board describing the man's job, how essential it is, the amount of money spent training him, etc. Get all the information in his file that you possibly can.

(3) If an appeal to the state board is necessary, the first thing they will do is call for the man's file. Hence, the more information you can put in his file the better chance you have of securing a deferment when the case is reviewed.

* * *

Can Take Pictures

Municipal Judge Hazen W. McKesey to have to file a writ of habeas corpus. Fond du Lac, Wis. Nov. 3 ruled that it is permissible for photographers to take "reasonable pictures" in his courtroom.

Chicagoans charged with murder of a policeman and series of burglaries. Before the three were arraigned, attorneys for one of defendants objected to appearance of press photographer and television cameraman. He asked court to order them to discontinue taking pictures.

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It's bad enough to be a quitter. But worse to finish something you never should have started.

NOVEMBER

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Photos Are Necessary Element For A Community Newspaper

By RICHARD C. FERGUSON

There isn't much argument about it any more; weekly and small daily newspapers must print local photographs. The pages of the successful newspapers today are alive with photographs in keeping with the ever accelerating trend toward increased use of pictures in communication media.

Many small newspapers are publishing excellent photographs. But in general, the small newspapers would improve their appearance and their effectiveness if they raised the standards of quality of the pictures they publish.

Pictures can be improved through better photography, better selection of subject matter, better composition and, in some but not many instances, a few more dollars spent for equipment more suitable for newspaper work.

The day when a picture of most any quality would attract and hold a reader's attention is gone. Today we must not only use many pictures, but also we must use good pictures, excellent pictures. Photographs in a small newspaper must be good enough to win the attention of its community in spite of the intriguing appeals of rival media and activities.

The weeklies and small dailies are now facing the pushing competition from aggressive and beautifully illustrated metropolitan newspapers that circulate widely in many of the smaller communities.

The publisher's most challenging task today is, perhaps, the extra burden of trying to give our readers a paper that they are willing to turn off their TV sets to read. Good local pictures will help us hold the reading time of our subscribers and will help us hold our subscribers.

Editors of community papers are going to have to fight to hold as much as possible of their readers' time and attention, and among their best weapons are their cameras.

Standards of photography in small newspapers must be lifted higher, much higher than they now stand. Pictures, especially good pictures, can do much to make your paper eagerly awaited. As long as a newspaper is welcomed and read thoroughly by the people of its community, that paper should continue to be a top advertising medium, its circulation should stay high, and the publication should continue to be an effective medium of communication so

important to community business and living.

What does achievement of high quality in news pictures involve? It involves: 1. Selection of good subject matter; 2. Good photography; 3. Good reproduction; and 4. Some knowledge of composition.

It's usually not expenditure of more money that's needed to lift picture quality up in a newspaper. Usually just a little more imagination, more careful planning and a trifle more "know-how" will improve the quality of your work. In many instances, it's just a matter of setting yourself higher standards and finding out how to make your photographic work measure up to those standards.

Use of many pictures isn't an extravagance—as some small newspaper editors used to think. First of all, it's necessary to the continued health of the paper, regardless of cost.

What makes a good news picture? 1. A news picture needs to be new, to have recency; 2. It needs to be local, or to concern local persons; 3. The unusual makes a better picture than the usual just as the unusual event makes better news than the usual.

4. Pictures attract attention if they are rich in human interest, the stuff that appeals to emotions; and 5. Most important, perhaps, is that an outstanding news picture must obviously tell a story.

A frequent fault of many pictures in the smaller newspaper is the jamming of so many people in one picture that no one can be identified. How many persons should be included in a good news picture? Probably not more than five or six, ideally. A group of no larger than that can be interestingly posed around a center of interest and can be involved in some sort of central action.

Many suggestions made about news photography will help you in producing good advertising photography, too. If action helps attract reader attention to news photos, it should help attract attention to advertising pictures.

There is no need for you to envy big-town newspaper photographers because of the sort of pictures they have chances to take. You have the world's best picture subject matter waiting for you in your home town. There is nothing so interesting to people as people.

Bowling Green Daily News Holds Interesting Contest

The Current Events Tournament is the title of a unique public service being conducted at Bowling Green by the Park City Daily News and Radio Station WKCT.

The events puts a team of two (one seventh grader and one eighth grader) into competition with teams from other schools. The teams compete in matches in which they are quizzed on current events. The pairings are established by drawing. The eventual winner will be named after the final round of the 31 weekly matches.

Certificates of merit are awarded the 64 school children who participate in the 32 teams. Each Social Studies class represented in the tournament receives a copy of the newspaper for preparation.

The quiz questions are prepared from world, state, and local news reports of the newspaper. The tournament matches are broadcast by the radio station.

Special electronic equipment was devised by the station to conduct the contest in complete fairness. The questions were prepared under supervision of teachers to be certain they carry the proper weight for the ability of the children involved.

School officials and teachers have been enthusiastic about the results, especially in developing a greater awareness of local and state news happenings.

The series was developed by Jack Eversole, of the WKCT Programming Department, in association with J. Ray Gaines, Editor of the Park City Daily News.

UK Journalism School Receives High Honors

David Shank, senior major in the UK School of Journalism, won high honor in the first month of the second annual Journalism Awards Program sponsored by the William Randolph Hearst Foundation, when his news story on the murder of the Transylvania coed tied for third place in the October news writing competition. A native of Check, Virginia, David will share in a fellowship. Sixty-five entries were judged in the contest. The School of Journalism also received honors and is in fifth place among the nation's colleges in the Foundation program. Other Journalism colleges so honored include the Universities of Kansas, Michigan, Washington, and Florida.

Some people think that the easiest way to make a mountain out of a molehill is to add a little dirt.

Old-time Tramp Printer Is Disappearing American Kent

Days of the American tramp printer are done. Modern shops cannot tolerate constant comings and goings. What remains is legend. These tales are a part of that legend, by a Missourian who lived them, John Edward Hicks. They are taken from Mr. Hicks' book, *Adventures of A Tramp Printer, 1880-1890*, published by the Mid-American Press at Kansas City, Mo.

During my early days at sweeping out the office and firing the big pot-bellied stove I had first met the genus of the American tramp printer. I have forgotten his name, but not the impression he made on me as a 14-year-old boy. He was sleeping on the floor of the shop one morning when I came in to sweep up. After the editor had given him the usual breakfast money, he returned from that meal, decided to work the day and stay that night. How I listened that night, entranced, to stories of his travels all over the United States. We made a bed on the floor between two type racks, bundles of newspapers for mattresses, type boxes for pillows. His tales made me long for a life on the open road, for boxcars, side-door Pullmans, and hay stacks—and to think of the sheer ecstasy of being able to keep a couple of inches ahead of the village constable.

He claimed he could smell a print shop a mile away; that anyone who couldn't wasn't a good union man. When he hit the case, stick in hand, his movements were something like deaf-and-dumb signs in the air, but a steady, sure motion that never permitted him to miss a letter. It was like clockwork.

That night he talked hour after hour while I listened, ears bent, mouth and eyes open. I don't know which one of us enjoyed it the more. He wasn't shooting off or exaggerating. He had been sub-editor, proof-reader, engineer, press feeder, ad solicitor, and had plugged type in hundreds of jim crow towns and large cities. He quoted Shakespeare, Lincoln, Mark Twain and the Bible.

His tales of travel carried me away to many unfamiliar spots, everything made vivid and real to me as I sat spellbound. And his cuss-words—they were so original. Towards morning I fell asleep and had a grand and glorious nightmare in which the jolly tramp printer and I set out upon a journey in which we met and talked with Shakespeare, and Adam and Eve (to whom we passed our cards), made a speech at a Sunday school picnic, set type on the Bible, were thrown off coal cars, rode with engi-

neers, sharing the contents of their lunch boxes, and saw all of the West and most of the East.

Next morning he was up early, read the morning paper, caught a lot of misspelled words, hummed a song, told more stories, smoked the foreman's best cigars after jef-fing with him, played tunes as he handled planer, mallet and shooting stick, plugged a dutchman here and there in poorly-spaced ads, washed up, turned his collar, brushed his hat and shoes and was on his way again—belly full, carefree, happy.

In those days a printer was not a printer—his education was not considered complete and he was not accepted by his fellows—until he had done some wandering. It was the day of the tramp printer. The experiences of travel related by the veteran tramps glittered with romance and were listened to with eager ears by the novice, who was filled with a desire to go and do likewise.

It was a day, too, of craft ferment, with constant craft irritations. Proprietors were striving for lower wages; foremen were dictatorial and without restraint. There was little organization and virtually no protection. The printer, as a usual thing, did not marry early, but if married, he had things so arranged that he could make his departure from town without delay, and when things became disagreeable he left quickly, without even a good-by. As for home, home was where he happened to be, and a situation was merely a matter of convenience. He didn't own anything, never expected to, and wouldn't know what to do with it if he had.

Two or three days' work in each town was all that the tramp printer wanted or would expect. Offers of permanent or semi-permanent jobs were turned down. He was always on the move—going nowhere in particular—but moving, nevertheless. He usually reached a town on an early-morning freight train, and left the same way, under cover of darkness, a few nights later.

Many of them were intelligent and brilliant conversationalists on many subjects, but they usually avoided personal history other than a brief resume of their travels, and perhaps to relate an experience or two that gave a hint as to why they preferred the road to a steady job. They were reluctant to tell a great deal about their life history. They accepted the world day by day and proceeded on the theory that tomorrow would take care of itself. They lived an easy-going life and made no attempt to resist the lure of the open road.

The oldtime printer was a product of the environments, which were not exactly conducive to producing angelic characters. Nearly all papers then were published in the morning, which, of course, meant night work. The hours were long and the work exacting and nerve-racking. The composing room too frequently was a space not available for anything else—poorly lighted and illy ventilated. Printers worked while others slept, slept while others worked. They came in a certain sense social outcasts, madd, their habitat the North American continent.

This was true of those itinerant typographers known in the craft as the Missouri River Pirates, who frequented towns along the Missouri River between St. Louis and Sioux City, although some of them would occasionally get off the beaten path to work in towns on the upper Mississippi and Chicago and even as far north as the Twin Cities. I was familiar with the term "Missouri River Pirate" as descriptive of the printers as early as in the seventies, although there are those who will say the Pirates were organized in Omaha on a certain later date or in Kansas City or in Chicago. The statements had their genesis in certain ceremonies held when a number of the Pirates got together and did a little drinking—which was frequent. As a matter of fact, the Pirates were never formally organized, the name merely being given to those who tramped the Missouri River valley and lived off the country. In the course of years hundreds of printers have laid claim to having been Missouri River Pirates.

Of the early-day vintage of Pirates was "Judge" Grigsby. On my way to Sedalia ran across him near the little town of Knoster. He was dressed in a frock coat, white waist-coat, striped trousers, immaculate linen and patent-leather shoes—topped by a silk hat. He was one of the most picturesque of the old tourist printers, one who never rode in boxcars, but did traveling either on the velvet cushions or foot. I believe he preferred the latter method as being more cognate with his philosophy of a leisurely and gracious manner of spending one's life. As we walked along, he told me something of his theory of life: To live fully and richly, to acquire the greatest light for the mind in the joys of intellectual curiosity. He would study, he said, the text of nature and the book of life, learning from the things about him.

It was a custom in the print shops of

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Kentucky Circulation Shows 5% Increase

Kentucky newspapers, dailies and weeklies, showed a healthy growth of slightly over 5 percent in 1961 in circulation over the previous year. Both dailies and weeklies are proud of this growing record.

As shown by sworn and ABC circulation figures which will appear in the 1962 Kentucky Directory and Rate Book (soon in the hands of the printer), newspaper circulation for daily and Sunday editions, and weekly and semi-weekly editions, reached an all-time high of 1,590,721.

Our metropolitan dailies, Covington, Lexington, and Louisville, in their ABC reports showed a total daily circulation of 533,321 for two morning editions and three evening editions with two Sunday editions of 395,030 copies.

Community dailies printed 11 Sunday editions and the daily editions were divided into one morning, one morning and evening, one morning, Monday thru Friday, one morning, Tuesday thru Saturday, nine evening, and eight evening except Sunday. Daily circulation is 195,334 and Sunday, 123,849.

Weekly circulation, including three semi-weeklies, two in Elizabethtown and one in Hazard, reached the 1961 total of 343,134.

Based on the state's population, we learn that approximately two persons out of five (estimating duplications) are subscribers to or buy a newspaper. Surely, it can be claimed that Kentucky citizens have taken the opportunity to learn of world, nation, state, and local affairs.

Hopkinsville New Era Sells Commercial Plant

Southern Printing Co., 530 West Ninth Street, and Stone Printing Co., 204 East Sixth Street, were sold October 3 by the owners, A. W. Wood and Thomas F. Wood, to James E. Mabry and J. W. (Jadie) Mabry Jr., brothers, managers of the two plants.

The Mabry brothers plan to consolidate their operations into Southern Printing in Hopkinsville.

A. W. and Thomas F. Wood, who also are publishers of the KENTUCKY NEW ERA, said the sale was made in order that they may give their undivided attention to the operation of the newspaper which has shown such rapid growth in recent years. As part of their program of concentrating their efforts solely on the production of the daily newspaper, the publishers sold radio station WKOA several years ago. This is the first time since the NEW

From rate cards received from Kentucky's 135 weekly newspapers, the indication is that 57 percent of the newspapers charge subscription rates falling in four general areas. The number of newspapers and the amount charged for a year's subscription are: 29 papers charge \$3.00 for in state and \$4.00 for out of state; 17 papers ask \$2.50 for local readers and \$3.00 for out of state; 15 receive \$3.00 for in state and \$3.50 for out of state; and 14 papers charge \$2.00 for local subscribers and \$3.00 for out of state readers.

Other newspapers charge varying local rates from \$1.00 to \$5.00 and out of state subscriptions range from \$1.00 to \$8.00. A breakdown of local rates charged by the 135 newspapers reveals 7 charge \$1.00; 1 gets \$1.25; 4 charge \$1.50; 31 ask \$2.00; 24 receive \$2.50; 53 sell for \$3.00; 6 charge \$3.50, while the other 8 range from \$4.00 to \$5.00.

Out of state subscriptions figures vary from \$1.00 to \$8.00, with grouping in the following manner. 1 gets \$1.00; 1 charges \$1.50; 7 ask \$2.00; 16 receive \$2.50; 36 report \$3.00; 21 receive \$3.50; 41 sell for \$4.00; 2 for \$4.25; 3 for \$4.50; 3 for \$5.00; 2 for \$5.50, and 1 for \$8.00.

Twenty-three newspapers show a charge of the State sales tax on their rate cards while many others indicate the charge is added to the billing. However, it is impossible to state with accuracy how many newspapers actually charge the tax and how many may absorb it in the subscription rate.

ERA was founded in 1868 that it has not operated a commercial printing department in conjunction with the paper. Until eight years ago the printing department was housed in the NEW ERA plant at Seventh and Bethel.

In 1953 a building on West Ninth was constructed and the name was changed to Southern Printing. This was done to allow for the growth of both the paper and printing department. James E. Mabry has been manager of the company since then. He was manager of the NEW ERA job department for many years prior to that.

Jadie Mabry, long associated with the NEW ERA in commercial printing, was made manager of Stone when the Wood brothers acquired that property six years ago.

Caution plus courtesy, plus common sense, equals safety.—*Drive Safely.*

In Memoriam...

Mrs. Marian Abernathy

Funeral services were held on November 3 for Mrs. Marian Abernathy, 36, circulation manager of the Cumberland Co. News, Burkesville, and wife of the paper's co-publisher, Harold Abernathy.

Mrs. Abernathy, who succumbed to a heart ailment, was a native of Commerce, Missouri. In addition to her newspaper work she was active in church and civic work in Burkesville. Survivors, also include two daughters, Starr and Scarlet Ann; a sister, Mrs. Ernest Lawson, wife of the News' other publisher; another sister, and a brother.

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Robert A. Poage

Robert A. Poage, 61, Bracken County Clerk and co-publisher of the Bracken County News, Brooksville, died suddenly on November 8 at his home. Death came shortly after he had left his office following tabulation of votes cast in the November 7 election. The vote showed he had been re-elected to his fifth term as county clerk. He had also served as deputy sheriff and sheriff.

Mr. Poage is survived by his widow, Mrs. Louise Poage, News editor; a daughter, Mrs. William H. Hough; and three sons, Robert A., Jr., Joseph L., and William G. Poage.

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Edd R. Gregg

Edd R. Gregg, widely known Louisville architect, and husband of Cissy Gregg, Louisville Courier-Journals home consultant, died November 9.

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Herman Roe

Herman Roe, for 51 years publisher of the Northfield, Minn., News, and former executive secretary and president of the National Editorial Association, died from a heart attack, November 18, at the age of 75 years. He was well known and liked by publishers from over the nation. This writer knew Herman for over one half of the century from boyhood days.

Carlos B. Embry, Beaver Dam and Leitchfield publisher, is listed in "Who's Who In the South and the Southwest," just published by the A. N. Marquis Co., the firm that also publishes "Who's Who In America." He is also listed in "Who's Who In Kentucky" and "Who's Who In American Politics," both previously published.

Hints Given For Increasing Linage

Speaking informally on "What Advertisers and Agencies Ought to Know About Your Newspaper," Milt Foland, president of Foland Advertising, Inc., presented suggestions aimed at a long-range, steady increase in use of newspapers by "national" advertisers headquartered in the Pacific Northwest.

Much of Foland's discussion centered on getting advertisers in this area to use non-metropolitan dailies and weeklies to create sales and not just for "public relations."

The "hometown touch" plus the high coverage factors in "non-metropolitan" newspapers frequently bring advertisers greater results per dollar than in metropolitan newspapers, radio or television. Foland cited as examples results from recent newspaper campaigns prepared in his agency and other agencies.

Advertisers and agencies alike took some gentle needling for not trying to measure results from their advertising dollars. If advertising results were measured and advertisers would insist on and pay agencies for the creative effort involved, many newspapers would experience a substantial increase in lineage from regional advertisers alone.

Specifically, Foland urged publishers and ad managers to "talk to the advertiser's sales manager in terms of people and events in your market. Statistics . . . a sales manager doesn't understand; they're cold! But people buy things and an event like a shopping center promotion or midnight sale sells things."

Advertising managers should select a dozen "best" regional advertiser prospects and then see that the sales manager, advertising manager, broker or any other "influence" factor receives market newspaper copies showing newspaper directions, participation and stimulation of sales opportunities that sales managers understand.

Here are some of the suggestions offered:

Local Merchant Promotions—Send out the plans in advance. Follow up with your paper loaded with ads. Tell the sales manager more about it in a quick note or phone call when you come up to a football or ice hockey game in Portland or Seattle.

New Store or Shopping Center Opening—Always send out an issue announcing one in a news story . . . you'd be amazed how many special one-time ads this alone will bring, if sent to a dozen clients and their agencies.

New Plants or Industries—In spite of the Post article we seem to be stepping up in the new plant section. Tell how many new jobs or families that two or three area

supermarkets will divide up from the additional payrolls. This frequently gets cities added to schedules.

New Home Developments, Apartments, Retirement Homes—All these show an active economy, more sales opportunities; what better way for an advertiser or agency to learn than from the front page of a home town paper.

Community Programs you have sponsored . . . that have made your city a better place to live. Don't hesitate to push this. Show that your paper leads the movement.

New Recreation, Vacation and Resort Developments and Opportunities—Sales of many staple items as well as luxuries are keyed to leisure time, participation sports and other things go after part of this "disposable" income we're all supposed to have more and more of. There are a number of smaller accounts that might fall your way here that you haven't even heard of.

Ad managers and publishers must make personal calls on advertisers and agencies when they travel, even if only once or twice a year, Foland stated. Personal calls, even by phone, make newspapers "real" to advertisers. No representative can do this job as well as an ad manager.

Other local advertising media, such as radio stations, are doing just this with substantial increases in advertising revenue from regional advertisers, Foland added.

FTC Wants Comparative Prices Mean Something

When you see an ad saying "Compare at" such and such a price, what do you think? Maybe that the advertiser already has shopped his competition and found out they are selling the item at the higher price? BBB experience indicates this often isn't so at all.

Often the "Compare at" advertiser is just lazy or guessing, but often, too, he knows if the ad reader or hearer really did "compare," she'd find the prices pretty much the same. We insist that any such "compare" type ad actually mean the advertiser knows his competition's price—and knows his is lower.

Recently the Federal Trade Commission accepted a consent order signed by Towers Marts, Inc., Rockville, Conn., barring that concern from using such terminology falsely.

Live pedestrians and successful men always think fast on their feet.

Ten State Newspapers Are Printed By Offset

Two recent newcomers in the field of offset newspapers reached our desk this week, The Voice of St. Matthews and the Jessamine Journal. This brings the total of offset newspapers in the state to ten. Talloid size papers include the Georgetown Graphic, the Whitesburg Mountain Eagle, the Jefferson Reporter, Buechel, the Letcher Co. Community Press, Cromona, and the Menifee County Journal, Frenchburg.

Five papers still continue the traditional full size sheet of seven or eight columns—the Glasgow Daily Times, the Shelby News, Shelbyville, the Greenville Leader, and the newcomers, the Voice of St. Matthews and the Jessamine Journal. Four of these are printed by the Glasgow Times Press; the Greenville Leader operates its own press.

The publishers of these newspapers will appear on a special panel at the mid-winter KPA meeting to tell of the problems they met in the changeover as well as recommendations and suggestions for others who are thinking strongly of the step ahead.

Publisher Finds Paper Bags Useful For Mailing

The Iowa central office received so many questions after the recent bulletin item about the use of paper bags for single wrap that the director wrote to the Michigan publisher who was trying this new method. Portions of his letter are reproduced here with in an effort to answer the questions raised by our membership.

"With regards to your inquiry about our new type of single wrap mailing, I tried the following information will be beneficial to your organization. Our sheet is 30 x 42. This requires a paper bag 8½ x 11. This is a standard department store sack and costs us \$2.64 per thousand for this particular size. The papers are stuffed into the sacks and no end sealing is necessary. They seem to travel well with the end open. As for cost, with a little over 200 single wraps we are spending in the neighborhood of sixty cents per week, however with the old rolling system the girl spent one and one-half hours as compared to fifteen minutes stuffing time this way.

Perhaps time saved on our publications might be our greatest gain, although many people have written complimenting us saying they are receiving the paper in much better condition. Also the face of the sack can be used for town promotion, however I do not believe that postal laws will allow it carry paid advertising." The publisher of The Advertiser, Saranac, Michigan, is Dwight C. Brown, publisher of The Advertiser, Saranac, Michigan.

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

By L. NIEL PLUMMER, Director
U. of K. School of Journalism

A month and a half after a restaurant owner had used a handyman to paint a strip around a doorway, he read in the following advertisement appearing in heavy type in the local daily newspaper:

NOTICE

MEMBERS OF LABOR

(restaurants by name)

ARE UNFAIR TO YOU

Paducah Central Labor Union

No previous notice of any labor unhappiness had been indicated to the restaurant owner prior to the publication.

In a suit for libel, a jury returned a verdict for \$5,000 against the Union and its three representatives, and \$1,000 against the newspaper.

The newspaper appealed, contending that (1) to charge an employer with being unfair is not libelous, and (2) if it might constitute libel, the publication was true, and therefore was not actionable.

"It seems to be the Appellant's position on this case that a labor union and a newspaper have an unlimited license to charge an employer with being 'unfair,' and the latter has no remedy either at law or in equity," the Court mused, as it began a careful evaluation of the word "unfair" and its use in labor disputes. Carefully each contention was examined before the Judges began to tie up the threads of the case, with the following excerpts defining their views:

"The Fourteenth Amendment does not license libel. Its protective shield may be invoked only so long as labor unions and other individuals disseminate truthful information concerning an existing controversy. . . .

"We declare . . . that labor unions, as others, may civilly be liable when they falsely charge an employer with being 'unfair' where there exists no controversy or other circumstances which would reasonably justify the intentional damage of the employer's business. . . .

"The acknowledged rights of unions to peacefully picket, and to publicize their causes by newspaper advertisements or otherwise, remain inviolate.

Whether or not they abuse this privilege, however, should properly be left to

the judgment of the twelve American citizens who sit on the jury, just the same as in similar lawsuits involving other members of society. All the Courts may and should do, under our system, is to make certain that both parties are given a fair trial."

Judgment affirmed.

Citation: 247 S.W. 2d 989; Certiorari denied, 72 S. Ct. 1035, 343 U.S. 942.

Newspaper Must Lead

"One of a newspaper's first responsibilities is to assist the community in making up its collective mind as to what kind of community it is trying to become." So said A. N. Colby, product development manager for Gulf States Paper Co., at recent workshop of Alabama Press Association at University of Alabama.

The same five managerial premises which lead to successful operation of a business also apply to newspapers in their role of effective community leadership, he said. First, the newspaper should make the community aware of all present resources and facilities and encourage it to make full use of them. Secondly, in line with the preceding thought, the newspaper must educate its readers in their obligation to maintain and keep in repair those facilities they already have which were created by preceding generations.

If further community changes are necessary or desirable, the newspaper has a further obligation to: (1) Question motives and resources to determine what are the most effective, most useful means and methods of change; (2) Help identify the nature of community changes and the way in which they can best be accomplished; (3) Support installation of these changes.

The Paris Daily Enterprise and the Danville Advocate-Messenger are installing larger and improved Scan-o-Gravers in their plants for extensive use in pictorial journalism and advertising techniques.

A special eight page "CHRISTMAS GIFT GUIDE" newspaper editorial section, containing fifty-six columns of editorial news and photos, has been released to STAMPS - CONHAIM - WHITEHEAD Senior Newspaper Service subscribers.

a glass of beer is many things to Kentucky



... naturally, it means pleasant refreshment all over Kentucky. And it also means an annual payroll of \$53,000,000 for Kentucky people—one of our state's largest. This money goes to buy homes, food, clothing, pay for education, community contributions, etc.—benefiting every level of community life.



KENTUCKY DIVISION
U. S. BREWERS ASSOCIATION, INC.
LOUISVILLE

P. O. Dept. To Survey Special Services Costs

Postal Rates Division of Bureau of Finance, Post Office Department in Washington, announced Sept. 28 that it is "undertaking a study of the mailing characteristics of publishers' second-class and controlled circulation matter." Commenting on this survey in a memorandum of Oct. 6, ANPA General Manager Stanford Smith declared as follows:

"There have been some reports in Washington that some members of Congress believe an additional charge should be made for the fast service which is accorded to all newspapers and some types of news magazines and trade papers. This is generally referred to by the Post Office Department as 'red tag' treatment, and there has been testimony on this point before congressional committees on several occasions. It would not surprise us to see some kind of surcharge for the alleged faster service of 'newspaper treatment' included in the next postal rate bill. This suggests to me that we might well emphasize the services performed by newspapers in the handling of their own second-class mail while paying full postal rate. We have this information through ANPA surveys.

"Upon inquiry the Director of the Postal Rates Division of the Post Office Department said this survey is being sought for a report to Congress, due to be submitted by April 1962. He says the Postal Policy Act of 1958 requires biennial surveys. He agreed that findings in this survey might provide information to be used in 1962 postal rate recommendations. In fact, one of the services to which we subscribe says the purpose of the Post Office Department survey is 'to support its effort to increase the rates for second-class mail.' I suggest that now is a good time for interested newspapers to point out some of these facts to members of Congress rather than waiting until January.

An unusual classified ad in the Central City Messenger sold a church building to a new congregation recently.

Paul Crowdus, co-publisher of the Lebanon Enterprise, has accepted a position as staff member in the U. K. Public Relations department.

One of the first American newspapers to use lots of pictures was the New York Herald, in the 1830's.

James Gordon Bennett, founder of the New York Herald in 1835, used homing pigeons to get news fast.

Newspapermen On State Safety Committee

Maurice K. Henry, publisher of the Middlesboro Daily News, and John Ed Pearce, editorial department of the Courier-Journal, were recently appointed on the legislative sub-committee of the Governor's Safety Advisory Committee. On the sub-committee of Public Education, appointments include Herndon Evans, Lexington Herald, Fred B. Wachs, Lexington Leader,

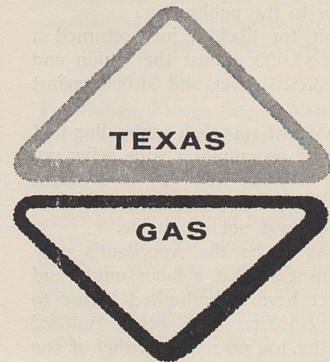
Mrs. Jo Westpheling, Fulton News, and Secretary-Manager Victor R. Portman of the state association. The committees have held several meetings on the concern over the growing traffic fatalities and accidents on our highways and are placing emphasis during the next six "holiday" weeks in a concentrated effort to curtail the loss of life and property that seems to grow daily. Every newspaper can help.

An accident is usually the only winner in the race against time. —Drive Safely.

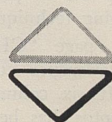
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To a newspaperman, this always means "wrong font"

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



Modern housewives appreciate the convenience of natural gas. They like the way it helps them with cooking, water heating, clothes drying, refrigeration and air conditioning and even disposing of the garbage automatically. But, it is when Winter strikes that the true value of gas is most apparent, because gas heating is so comfortable, clean and automatic and, above all, so dependable. To insure the Winter comfort of families in the Big River Region, Texas Gas has six underground natural gas storage fields. Billions of cubic feet of extra gas are thus available for the coldest days of Winter.



TEXAS GAS
TRANSMISSION CORPORATION

General Offices: Owensboro, Kentucky

SERVING THE BIG RIVER REGION

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Depreciation Laws Unchanged For Past Seven Years

(Special to KPA from Wolf and Company, Certified Public Accountants)

As at this date, except for special allowances for new capital asset purchases by newspapers, the general rules of application relative to depreciation have not been changed since 1954, although recent reports indicate that the use of the capital gains rate on the disposal of depreciable assets which have a fast turnover such as in a rental car business, has been denied by the courts.

Since capital assets of newspapers have a long life of from 10 to 25 years, or more, the practice of abusing the capital gains section does not apply.

Questions have recently arisen as to the necessity of determining the depreciable value by first deducting a "salvage" value as to each asset. Many tax advisers have recommended the adoption of the "Declining Balance Method," because there will always be an undepreciated residue. Although the mathematics are correct, the taxpayer has not determined, under this plan, the depreciable value of the asset. The Supreme Court has held that even where the taxpayer used the declining balance method of depreciation, under which the cost is not reduced for salvage, an item cannot be depreciated below its reasonable salvage value. For such reason, in most cases, there is no good business reason why a salvage value cannot be set up in each and every case regardless of the depreciation method which will hold as long as the asset continues in operation and use.

If a salvage value is set up for each asset, there is a serious question as to its amount. The considered judgment of the management as to what the realizable value of this asset will be at the end of 10 years, 16 2/3 years, 20 years, 25 years, whichever life is ascribed to the asset in question, is the only guide for each and every business taxpayer.

Consideration should be given to three important factors which can affect each and every asset during its useful life, namely, DEPRECIATION (wear and tear); SUPERSESSION (when the asset must be superseded before its depreciable life has expired); OBSOLESCENCE (when the device has become unusable for the purpose). When these factors are applied, the newspaper publisher has a real problem of determining a realizable or salvage value under present conditions in the graphic arts industry.

If the appraisal of the expected salvage value of a press is involved, at some period 25 years hence, and this press is a letter-

press unit, can the publisher predetermine whether or not he will be using a letter-press 25 years from now or will new developments and threatened competition force him to install a new offset press instead?

If the publisher can guess that he will install an offset press sometime during the next 25 years, what resale value will he and all the other publishers have for their discarded letter-presses?

If the publisher has a composing room full of the latest hot metal typesetters, how long will it be before he gives earnest consideration to installing cold type machines now being produced by several manufacturers and in use in more modern newspaper plants? What value can he ascribe to the replaced machine? Will it have a resale value? Is that value comparable with the depreciated value on the books? or less? Or will it be sold for scrap?

Our recommendation to a publisher generally is to set up a salvage value if there is one on each unit of machinery, that unless he is certain of the future market for the unit, scrap value can be used as salvage value if he intends to use the particular asset for its full serviceable life; and that he take advantage of every option to accelerate his depreciation which becomes available under the law.

Suit Filed To Compel Payment For Services

The Cumberland Publishing Co., Inc. filed suit against Pike County asking \$5,248 it said was owed for election supplies and services.

The suit, filed in Pike Circuit Court, also asked that County Treasurer George Coleman be ordered to file monthly itemized reports of county expenditures.

The plaintiff said it is due \$2,439 for accumulated supplies and services to county offices and \$2,809 for printing of regular and absentee ballots.

The suit said services referred to included printing of ballots in the Pike County News, a weekly newspaper owned by the publishing company.

National Newspaper Planned

A new Sunday newspaper, The National Observer, will be published beginning Feb. 4, 1962 by Dow Jones & Co., publishers of the Wall Street Journal. Newspaper will be published in Journal's Washington, D. C. plant. Bernard Kilgore, president of the company, said the new publication would not be a Sunday edition of the Wall Street Journal, but would have a broad general appeal to "home and family."

MOST VERSATILE... the Fotosetter®

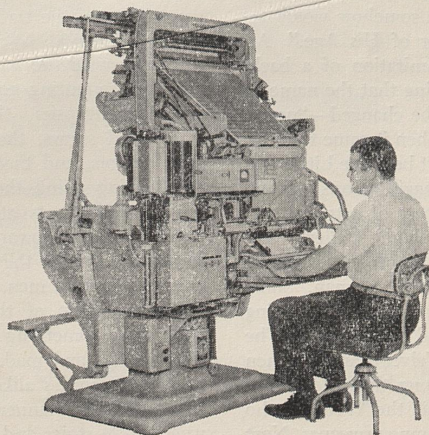
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CALENDAR OF EVENTS

DECEMBER

9—Legislative committee meeting, Louisville.

JANUARY

11-13—Mid-Winter Meeting, Kentucky Press Association, Phoenix Hotel, Lexington.

JUNE

11-13—Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

20-23—National Editorial Association 77th Annual Convention, Hershey, Pennsylvania.

(Continued From Page Two)

West to keep a record book wherein itinerant printers might write their names, whence they hailed and whither bound. So far as tramp printers were concerned, it was a better method than that universally used by tramps in general, the writing of similar information on water tanks and other conspicuous places along railway rights of way.

Every printer who traveled in those days was the owner of an extensive repertoire of poems or pieces that could be recited on various occasions (and usually were), and ballads that could be sung when the boys in the back room were getting on with their drinking. One bit of such a ballad was a variant of the old Erie Canal ballad:

Oh, the E-i-ree is rising,
The gin is getting low;
I don't think we'll get a drink
Till we get to Buffalo.

Someone would be sure to come forward with a version of a nostalgic poem eulogizing the virtues of the old-fashioned privy and attribute the poem to a certain gentle writer of bucolic verse who's name was a household word in America. This might be followed by Eugene Field's "When Willie Wets The Bed," which somehow would recall "Runt, the Piddler of His Age." An orator would give an imitation of a backwoods statesman declaring that the name of Arkansas should never be changed—"never, by God, sir; never!" When it came time for another song, that might be "The Little Old Red Drawers That Maggie Wore." Then one would recite the woes of a tramp that began "Down the Lehigh Valley" and ended with an avowal of vengeance against the runt that had stolen his woman. Some tramp from the West Coast would sing that mournful folk ballad of the bums, "The Girl With the Blue Velvet Band." Then we would be told in song that there once was a man named Willie the Weeper, who made his living as a chimney sweeper. Next would be described in verse that titanic,

sanguinary battle between Abdullah Boul Boul Ameer and Ivan Petrafsky Skevar. So it went, and if purchase memories faltered, there would be a searching of vest pockets to bring out printed bits of other Rabelaisian literature for the delectation of the company.

The story of the tramp printer now is become as a tale that is told and has passed into legend. Once in their myriad numbers they covered this country, as they would have described their travels, from coast to coast and from the lakes to the gulf. But now they come no more to their accustomed haunts and one of the most picturesque and interesting characters in the annals of America's folk history has vanished from the scene. The most romantic page in the history of American journalism has been written by these flitting troubadours, who came with a story in lieu of a song, stayed their little day or two and vanished into the mists, individually, even as now their entire tribe has vanished, save in the mists of memory. Only in the amber glow of a past beginning to take on the mellow tints of memory can we move back the curtains to behold those wanderers of yesteryear with their cheerfulness, good humor and good fellowship, and pay tribute to the tradition of their earthy, human qualities. We must look in vain, who now with the advent of gentle spring days and mounting nostalgia seek the coming of the gypsies, the horsetraders, the small road shows, the medicine men and herb doctors, and that most infallible sign of returning spring, the tramp printer.

Essentially poets at heart, theirs was a puckish attitude toward life and its responsibilities. Shrewd they were and frank in their appraisal of men, yet they had in their makeup a little of the child, artless and whimsical; something of the philosopher, disillusioned and made cynical by their experiences; careless alike of their manner of living and the manner of their dying, they were gentle stoics and tender cynics to the end.

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

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

COMMUNITY PRESS SERVICE
"SERVING AMERICA'S WEEKLY NEWSPAPERS"
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• GRADUATION GREETING ADS
• HOLIDAY FEATURES
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Tricks Of The Trade

Clean Spacebands. On a small block of wood (approximately 2 x 4 inches) make a thick paste of Bon Ami cleanser and a small amount of water. Let stand until dry. Rub bands vigorously on the block. All traces of accumulated metal are removed, and the bands are clean and shiny.

Cleaning Lugs. The operator can pin a piece of polishing cloth to his apron bib, and before placing the mats into the distributor, rub the lugs against the cloth, keeping them free from residue.

Putting an Edge on Squeegee. Putting a new sharp, accurate, concave edge on a rubber silk-screen squeegee takes only a moment when it is clamped in a printers' paper cutter and a thin piece sliced off.

Standing Form Control. To keep control of standing forms quickly and accurately, write a notation on the printer's copy of the invoice at the time the form is stored.

Protecting Forms in Lockup. Forms locked in chases requiring clamps for side locking will suffer less damage if reglets are placed under the parts of the clamp that is likely to come in contact with the form. The reglets will serve as a cushion and protect the live matter that is located along the edge of the chase.

Handy Scratch Pad. Fasten a small scratch pad someplace handy on the faceplate of your Linotype, using double-faced tape, to jot down a note to the operator or reminder about a certain job. Handy to write down quadding on unusual tabulation work.

Auxiliary Copy Holder. Often some copy given to the Linotype operator is impractical to fold small enough to put in the copy holder. To remedy this, bolt a spring clip to the top of the assembler entrance cover high enough so that the bolt head underneath does not interfere with the free dropping of the mats.

The use of undocumented or anonymous testimonials in advertising is currently under investigation by the Federal Trade Commission in a drive aimed at curbing such practices in television and other media. It is reported that most of the ad claims being studied are for drugs, toiletries and other preparations. Investigation is connected with statements such as "four of five experts recommend . . ." and similar blanket endorsements. So far, F.T.C. has been seeking voluntary cooperation from advertisers in eliminating unsubstantiated claims.

The United States uses more than half of the paper made in the world.

YOUR MARKET

Benefits from this VITAL AMERICAN INDUSTRY

The alcoholic beverage industry is a strong important source of economic strength.

LAST YEAR THIS INDUSTRY:

PAID to the Federal Government in taxes (not including corporate or personal income taxes) more than enough to operate Congress, the Federal Courts, the Executive Office of the President, the Departments of State, Justice, Labor, the Interior and Commerce, and the National Aeronautics and Space Administration.

MAINTAINED a capital investment of \$9.6 billions.

SPENT almost \$200 millions in advertising.

PROVIDED a payroll of \$4.9 billions to the 1,300,000 persons employed in the industry, who, in turn

SPENT \$1.3 billions at restaurants, food stores, and tobacconists,
 \$384 millions at their local automobile dealers and service stations,
 \$388 millions at their clothing stores,
 \$525 millions on homes
 \$196 millions at their doctors, dentists, lawyers, and other professionals
 \$426 millions at furniture and appliance dealers
 . . . and much more.

These substantial benefits to you and to your community will continue to grow — providing they are not nullified by excessive state and Federal tax rates.



LICENSED BEVERAGE INDUSTRIES, INC.

155 EAST 44TH STREET

NEW YORK 17, N. Y.



**PARTNERS
IN
PROGRESS**

ON THE FARM

Today the average farmer is raising larger crops, more profitably and with less help than ever before. The use of electricity on the farm has had a lot to do with it. KU Farm Service Advisers have been partners in this progress. They go right to the farm to help apply electricity to better farming.

And there will be more progress in the future. KU Farm Service Advisers work with 4-H and FFA, act as instructors at youth camps.

More than one Kentucky farm youth has completed an electrical project with the aid of a KU farm specialist.

Helping farm youth is a responsibility of good citizenship as we see it. It's good business, too. For as these young people grow up and are persuaded to stay on the farm by the opportunities they see for progress, they'll find progress blends with increased use of electricity.

KU SYMBOL OF SERVICE

AN INVESTOR-OWNED ELECTRIC COMPANY

KENTUCKY UTILITIES COMPANY



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VOLUM
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