

The Kentucky Press

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

VOLUME TWENTY-NINE

JANUARY, 1963

NUMBER FOUR



OFFICERS AND EXECUTIVE COMMITTEE, 1963, KENTUCKY PRESS ASSOCIATION: (Seated l. to r.) S. C. Van Curon, Frankfort State Journal; Immediate Past president John B. Gaines, Park City News, Bowling Green; President Fred J. Burkhard, Casey County News, Liberty; Vice President George Joplin III, Commonwealth, Somerset; Chairman of the Executive Committee Maurice K. Henry, Daily News, Middlesboro; Secretary-Manager Victor R. Portmann, University of Kentucky, Journalism Emeritus. (Standing l. to r.) Edwards M. Templin, Herald-Leader, Lexington; Warren R. Fisher, Mercury, Carlisle; James Lee Crawford, Times-Tribune, Corbin; Larry Stone, Messenger, Central City; Al J. Schansberg, Voice of St. Matthews; Frank C. Bell, Trimble Democrat, Bedford. Absent (deep-freeze operation) William T. Davis, Lyon County Herald, Eddyville; Basil P. Caummisar, Courier-Journal and Times, Louisville; Howard Ogles, Favorite, Franklin; Louis DeRosett, Adair County News, Columbia; and James T. Norris, Jr., Independent, Ashland.

The Kentucky Press + As We See It +

Volume 29, Number 3

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

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

Member
Newspaper Managers Association
Kentucky Chamber of Commerce
Better Business Bureau, Lexington
Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association

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.

Fred J. Burkhard, *President*
Casey County News, Liberty
George Joplin III, *Vice-President*
Commonwealth, Somerset
Victor R. Portmann, *Secretary-Manager*
Perry J. Ashley, *Assistant Secretary-Manager*
Florida R. Garrison, *Assistant Treasurer*
University of Kentucky, Lexington

District Executive Committee

Chairman, Maurice K. Henry, Daily News, Middlesboro (Tenth); First, William T. Davis, Lyon County Herald, Eddyville; Second, Larry Stone, Messenger-Argus, Central City; Third, Basil Caumissar, Courier-Journal and Times, Louisville; Fourth, Howard Ogles, Favorite, Franklin; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, Edwards M. Templin, Herald-Leader, Lexington; Seventh, Warren R. Fisher, Mercury, Carlisle; Eighth, Louis De-Rosett, Adair County News, Columbia; Ninth, James T. Norris, Jr., Independent, Ashland; State-at-Large, S. C. Van Curon, State Journal, Frankfort; State-at-Large, James Lee Crawford, Times-Tribune, Corbin; State-at-Large, Al J. Schansberg, Voice of St. Matthews; Immediate Past President, John B. Gaines, Park City News, Bowling Green.

Kentucky Press Service, Inc.

George M. Wilson, *President*
Breckinridge Herald-News, Hardinsburg
Landon Wills, *First Vice-President*
McLean County News, Calhoun
William T. Davis, *Second Vice-President*
Lyon County Herald, Eddyville
Victor R. Portmann, *Secretary-Treasurer*
Perry J. Ashley, *Assistant Secretary*
Florida R. Garrison, *Assistant Treasurer*

Board Of Directors

Chairman, Martin Dyche, Sentinel-Echo, London; Maurice K. Henry, Daily News, Middlesboro; Niles O. Dillingham, Progress, Dawson Springs; Ro Gardner, Courier, Hickman; Robert Fay, Shelby News, Shelbyville; Officers ex-officio.

New Postal Rates Need Careful Study

Starting January 7, the new Second Class postal regulations and rates become effective. For weekly newspaper publishers it means that copies that now are sent "free in county" will be charged for on a weight basis or, for newspapers that are light in weight, at a minimum per piece. The other copies will continue to be handled under procedures just as they have in the past but at somewhat higher rates per pound. In the usual procedure the publisher determines the weight of a single copy of his paper and he makes out the mailing statement which gives the number of copies mailed in each postal zone, the weight of these copies, and a similar breakdown for the copies mailed for local delivery.

The statement incorporates a declaration of the weight per single issue and the percentage of advertising matter in the issue. Unless a question arises it is seldom that the postal workers will weigh the copies. Thus the responsibility is pretty much on the publisher to be sure that his weight computations are right. A member publisher tells us that he has estimated weight rather loosely in the past but that he would like to know the precise way to determine weight percopy. This question was asked the Post Office and here is the way they do it:

First, estimate the percentages of copies mailed in the various methods of wrapping—as single wraps, in bundles, and as loose unwrapped copies. Then take a small number of papers, prepared for mailing and divided according to the overall percentage, and weigh and divide to determine the average weight. Here's an example:

Total mailing 1,500 copies—mailed as follows: 900 local copies, mailed without wrappers, 60% of total; 225 single wraps, (each copy wrapped), 15%; 375 mailed in bundles of 6 or more, 25%.

Any convenient number of copies can be used. Here we'll take 20 copies. We take 12 copies with wrappers to represent the 15% that are single wrapped. This gives us 15 copies and represents 75% of the mailing. We take 5 more copies then add a portion of a bundle wrap and perhaps a bit of string to represent the wrappings on the bundles. Weigh these copies, divide by 20 and you have the weight per issue. For postal charge purposes the weight must be converted from ounces to decimals.

The postal department consultant stated that the important thing to watch is the proper ratio of single wraps, loose copies,

and bundles. Any time the postal employees are doubtful about the figures supplied by a publisher they may, if they wish, weigh the entire mailing and check

Labor Legislation Proposed For Congress

The U. S. Chamber of Commerce mailed this week through its President L. Plumley its 10-point program for "Labor Legislation" in 1963. The Chamber's goal call for:

1. An end to union immunity to anti-trust laws;
2. Rejection of productivity-curtailed plans such as the shorter workweek;
3. Retention of state control over employment compensation;
4. Reform of the NLRB to transfer unfair labor practice functions to federal district courts;
5. Preservation of the rights of the state to enact right-to-work laws;
6. Retention of the emergency strike provisions of the Taft-Hartley Act;
7. No expansion of the Wage-Hour Act until impact of the 1961 amendments dissipated;
8. Rejection of so-called "equal pay for women" federal legislation;
9. Repeal of the wage-pegging Walsh-Healey and Davis-Bacon Acts; and
10. Elimination of federal employment services from college placement programs.

Organized labor, on the other hand, set to conduct a four-pronged drive in the new Congress to expand the federal government's power over wages. How labor fare in the 88th Congress on each of these specific wage proposals will depend largely on how much help is forthcoming from the White House and the Democratic leadership.

On the AFL-CIO's legislative "must" are bills that:

1. Provide equal pay for equal work;
2. Extend coverage under the Wage-Hour law;
3. Shorten the standard workweek to 40 to 35 hours without loss of pay;
4. Amend the Davis-Bacon Act of 1938.

At the top of labor's list, if only in terms of its chances for passage, is the "equal pay" bill, which concerns women employees receiving lower salaries even though they perform "equal work" as men. Last year the House passed an equal pay bill. The Senate passed a revised version, tacking on to another bill. When a technical objection was raised in the House, the equal pay proposal died.

The national economy for efficient operation needs both production and distribution. Advertising is the cheapest means of obtaining maximum distribution.

DECEMBER

'Deep

In spite of zero almost impassable...ville, by auto, pl...editors and their...elements and ma...winter meeting o...tion a noteworthy...was curtailed abo...ditions, but enth...up for the lack i...When the van...istered in the roo...day afternoon th...ception of the B...Derby room and...a party had be...opening festivity...Bluegrass room f...interesting floor...leis and grass ski...the usual goodwill

Fri...Following the t...Friday morning...called the conver...Rev. William H...of the Record, L...invocation. Lou T...pinchhit for Mayo...extending the tra...President Gaines...audience in welc...and its many opp...well received as...of Chairman Geo...Chairman Gai...Wills, James T. N...ols as the resolut...President Douglas...the traditional no...Calling upon A...ordinator of the I...ly discussion on t...inar for teachers...seminars of the p...interest and com...publishers...The importance...of the instruction...be used in the cl...by the Louisville...phasized that the...communications w...the current school...ematics, English i...cial sciences, histo...acter education ar...strument can serv...In illustrating t...student gains exp...by answering cla...

'Deep-freeze' Fails To Stop Mid-Winter Meeting

In spite of zero deep-freeze weather, and almost impassable roads leading to Louisville, by auto, plane, bus, and train, hardy editors and their wives braved the adverse elements and made the 94th annual mid-winter meeting of Kentucky Press Association a noteworthy success. The attendance was curtailed about 40% under normal conditions, but enthusiasm and interest made up for the lack in numbers.

When the van of 85 conventioners registered in the roof garden lobby on Thursday afternoon they were greeted by a reception of the Brewers Association in the Derby room and informed that the Hawaiian party had been "frozen out," but the opening festivity was transferred to the Bluegrass room for dinner and its lively, interesting floor show. The transition, less leis and grass skirts, was hardly missed in the usual goodfellowship that prevailed.

Friday Morning

Following the toothsome buffet breakfast, Friday morning, President John B. Gaines called the convention to order when the Rev. William H. Zahner, managing editor of the Record, Louisville, pronounced the invocation. Lou Tinsley, executive assistant, pinchhit for Mayor William O. Cowger, in extending the traditional key of the city to President Gaines and figurative keys to his audience in welcoming them to Louisville and its many opportunities. His words were well received as evidenced in the response of Chairman George Joplin III.

Chairman Gaines appointed Landon Wills, James T. Norris Sr., and Homer Nichols as the resolution committee, and Past President Douglas Cornette as chairman of the traditional nomination committee.

Calling upon A. J. Beeler, curriculum coordinator of the Louisville schools, the lively discussion on the proposed summer seminar for teachers, replacing the regional seminars of the past four years, drew much interest and comment from the assembled publishers.

The importance of newspapers as part of the instructional material which should be used in the classroom was brought out by the Louisville educator. Mr. Beeler emphasized that there is no other form of communications which can do so much for the current school program. Science, mathematics, English instruction, music, the social sciences, history, economics, and character education are areas in which this instrument can serve as a "living textbook."

In illustrating this point, Beeler said the student gains experience in writing classes by answering classified ads; writing edi-

torials on news stories; writing letters to the editor; or writing stories explaining current cartoons. In other areas, economic structures can be learned from news on taxation and market reports and sociological training might come from the reporting of public opinion, crime, and civic affairs.

Beeler then explained the operation of the Courier-Journal and Times program in Louisville for the past two years and the session at the State University of Iowa, which he recently attended. He said each teacher was asked to work on a special project which she would use in her own situation and to report her findings to the group.

Perry Ashley reported that plans are well under way for the short-course on "Newspapers In the Classroom" at the University of Kentucky for this coming summer. The program, he said, will be conducted for a two-week period, beginning on June 17 and ending on June 28. It will carry two hours credit for the full two weeks and can be carried either in Journalism or the College of Education.

Newspapers will soon be asked, he said, to suggest the teacher who will represent their areas. This selection could well be made in conjunction with local administrators, the school principal or county superintendent. He also proposed that teachers from the ranks of supervisors might be a good first choice as their influence would be more widespread upon returning home.

This is not designed, Ashley commented, as a circulation builder for either the daily or the weekly publications. "Guarding against such a theory is important—the idea is one of service toward education and a better understanding of the printed media, and not a financial scheme," he said.

The newspaper industry can gain, he continued, by having a better informed public—about the problems which are always present in the publishing trade, a better comprehension of the difference between fact and opinion in reporting, and where to find what in the publication. The end results should be a more appreciative reading audience.

If this program is to be successful, he concluded, it must have the full support, both verbally and financially, of the entire membership of the Association.

In introducing Edwards Templin, chairman of the KPA Safety Committee, Chairman Gaines told and extolled the activities of that group in cooperating with the State Safety Council, and the National Council,

in the safety campaign now in progress and thanked the publishers for their active participation. Chairman Templin then introduced Raymond J. Ellis, executive chairman of the National Safety Council, Chicago.

Mr. Ellis enlarged upon the tremendous loss of life, and property, on the nation's highways, stating that the number of traffic fatalities passed 40,000 for the first time in 1962. He urged Kentucky publishers to dramatize the nation's traffic statistics by developing local stories on traffic hazards and by effective use of continuous stories and editorials to make everyone accident-conscious. Chairman Templin called on Larry Stone for a resume of the Muhlenberg citizen's safety campaign and its remarkable success in cutting down fatalities in that county.

K. P. Vinsel, executive vice-president of the Louisville Chamber of Commerce, spoke at length on unemployment problems that are facing Kentucky today. He stated, that although population of the state is increasing, employment percentage is decreasing due to mechanization and other kindred factors even though new industries are appearing in the smaller communities. He emphasized that another important situation, creating a poor business climate, exists in the high rates and "atrocious administration" of Kentucky's unemployment-compensation system. He urged the editors to study this situation and seek some remedy so that the state can improve the industrial climate, attract more industries which are so badly needed, and, through this improvement, create more jobs.

Maurice Henry Honored

At the close of the luncheon, Past President Enos Swain, presented the traditional President's cup for Mr. Gaines to Maurice K. Henry as KPA's outstanding member for 1962. In his citation, Mr. Swain cited that Henry, as chairman of the KPA committee on postal rates, testified last year before the United States Senate Post Office Committee.

"The bill they were considering would have doubled or tripled the cost of newspaper mailing," Henry said.

He said he and other publishers used "country logic" to convince the committee that the rates would be prohibitive.

It would have increased Henry's mailing costs by 275 percent. The bill that was passed will increase costs "considerably less," he said. In many towns, he continued, newspapers are the largest postal customers.

Henry, a native of Roanoke, Va., was a principal and school administrator in Cov-

+Convention Notes+

ington, Va., before World War II. After the war, in which he served as a Navy lieutenant commander in the Pacific, he went into the newspaper business, the speaker said.

His Middlesboro paper was run by his wife's father, the late Dr. Robert L. Kincaid, from 1923 to 1937. Henry, 47, also does commercial printing, is president of a broadcasting company, and operates an outdoor billboard company. He was president of the Kentucky Chamber of Commerce in 1958-59.

Harry T. Montgomery, deputy general of the Associated Press, told the group that his news agency was moving ahead with automation. In past weeks, he said, the AP had installed a tape operation which would move copy at the rate of 1,000 words a minute. This operation, he explained, would move President Kennedy's address in 4½ minutes, a process which would have absorbed one hour and forty minutes in the past.

In discussing the role of the AP, he said his company was the first to use teletypewriters, teletypesetters, wirephoto, and facsimile in assisting its members to use and publish reports promptly.

"We don't lose sight of the fact that our main reason for existence is to produce news reports of honesty, integrity, and clarity," he said. "In doing this, we hire men of character, and ability, while developing experts and specialists."

In looking into the future, Montgomery said his firm would use computers in handling financial news, has installed automatic print processors which will turn out finished pictures in 6 or 7 minutes, and would be one of the first to use communications satellites for world-wide coverage. He added constant improvement had been the principle concern of the Associated Press throughout its 114 year history, beginning with the Civil War.

Montgomery recalled that some of today's problems, such as censorship, have always faced AP. He said the wire-service bought an \$80,000 yacht to get copy out of Japan and into China during the Russo-Japanese War. It would have been censored in Japan, he said.

During the Civil War, he said, Union General Winfield Scott tried to censor AP coverage on the Battle of Bull Run. He didn't succeed.

Coming back to the present, Montgomery said the wire-service now has 8,000 members and subscribers all over the world. There are Catholics, Moslems, segregationists and intergrationists, Republicans and Democrats, humanitarians, vegetarians, Rotarians and

just about every shade or hue of opinion you can find.

"The AP's private hell hath no wrath," he continued, "like the European soccer fan who can't find the standings for the South African Men's League or the farm belt editor who thinks we gave him short shrift on the uncandled egg market. Sometimes it is hard to tell what makes people madder—what we include or what we do not," he added.

"But whatever we are," he concluded, "we are more than a half million miles of wires stringing together 3,000 full-time and many thousands part-time employees. We are more than any of this because we are the sum total of 8,000 members and subscribers. Tens of thousands of newspaper men, both on the staff and on the staff of members, have contributed to the building of the Associated Press."

Afternoon Session

Opening the afternoon session, President George Joplin of the School of Journalism Foundation of Kentucky, emphasized the importance that the Foundation program is exerting in providing journalistic education for qualified students in the U. of K. School of Journalism, and urged more publishers to join in a sustained program of "tax-free" contributions to the growing program. He called on Secretary-Process Agent Portmann for the annual financial report (published elsewhere) who explained the steady growth of the two plans. He also stated, that, in addition to the financial support to students through the scholarships, Director Plummer, of the School of Journalism, and the KPA office, had been able to procure part-time jobs for those students to enable them to make all, or nearly all, of their living expenses. He also urged KPA members to join in the program.

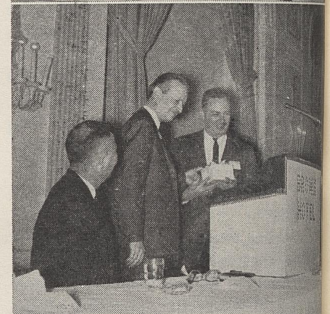
The nominating committee recommended that the officers should be re-elected, and, on motion, the following will carry on the program in 1963; Chairman of the Board, Fred B. Wachs, Lexington Herald-Leader; President, George Joplin III; Vice-President, Lawrence W. Hager, Jr., Owensboro Messenger & Inquirer; Treasurer, Enos Swain, Danville Advocate-Messenger; and Secretary-Process Agent Portmann.

Their term of office expiring, six members of the Board of Directors, were re-elected for a term of three years on regional basis: Mrs. Martha Comer, Maysville Independent; John B. Gaines, Park City News, Bowling Green; Miss Jane Bird Hutton, Harrodsburg Herald; Amos Stone, Central City Times-Argus; Enos Swain; and Cecil Wilson, Barbourville Advocate.

Kentucky Press Service

The thirteenth annual meeting of the

They Told It---



Speakers and events are Mark E. ... ridge saying his farewell to KPA; (second) Maurice Henry being presented as KPA outstanding member; (third) Charles Vettiner, Outstanding Kentuckian, and (bottom) A. J. Beeler, ... newspapers in the classroom.

+Conve

Kentucky Press order by President asked for the first ... ary-treasurer. (column) The growth of the a ... ice which had i ... advertising to t ... also decied that ... lishers were by- ... state representati ... were instrument ... schedules for the ... rising be sent di ... concern by the n ... who have found ... faction in the o ... "scuttled" by t ... should back the ... Wilson called ... director of Amer ... natives, New Yor ... lishers to "stand ... plan, as well as ... every cooperatio ... through KPS. H ... motion film, whic ... showing at that ... producer's office, ... be available in K ... Dave Richardson ... ANR Atlanta off ... A short, but i ... best advertising ... W. E. Crutcher, M ... his success in insta ... his advertisers, L ... success with small ... local "announcem ... Stone, who is pri ... fies every week, ... building up their ... paper. The dailies me ... with S. C. Van Cu ... AB-C, followed ... the Kentucky Asso ... business session, E ... the Paducah Su ... chairman of the ... mittee, succeeding ... the Ashland Indep ... The traditional ... garden, followed ... floor show (the bes ... the "traditional" ... "wee sma' hours" ... Saturday's morn ... President Fred ... brought the annu ... Gaines and the fir

+Convention Notes+

Kentucky Press Service, Inc., was called to order by President George M. Wilson, who asked for the financial report by the secretary-treasurer. (This appears in another column) The secretary emphasized the growth of the activities of the Press service which had its best year in forwarding advertising to the state's newspapers. He also decried that some short-sighted publishers were by-passing their national and state representatives, who, in most instances were instrumental in procuring advertising schedules for them, by asking their advertising be sent direct. This is causing much concern by the national advertising agencies who have found complete service and satisfaction in the one-order plan, now being "scuttled" by the very publishers who should back the plan 100%.

Wilson called on J. Kay Aldus, promotion director of American Newspaper Representatives, New York, who urged weekly publishers to "stand firm" on the one-order plan, as well as give the national office every cooperation in handling accounts through KPS. He apologized that the promotion film, which was to have its premiere showing at that time, was delayed in the producer's office, but promised that it would be available in Kentucky in the near future. Dave Richardson, regional manager of the ANR Atlanta office, was introduced.

A short, but interesting, panel on "My best advertising idea" was presented with W. E. Crutcher, Morehead News, explaining his success in installing annual contracts with his advertisers, Landon Wills, telling of his success with small advertisers in a popular local "announcements" column, and Larry Stone, who is printing a full page of classifieds every week, telling of his methods in building up their lucrative feature of his paper.

The dailies met in a round-table session with S. C. Van Curon, moderator, in Parlors A-B-C, followed by the annual meeting of the Kentucky Associated Press. Following the business session, Ed J. Paxton, Jr., editor of the Paducah Sun-Democrat, was elected chairman of the state AP executive committee, succeeding James T. Norris, Jr., of the Ashland Independent.

The traditional cocktail party in the roof garden, followed by the annual banquet, floor show (the best ever), and dancing, with the "traditional" swing session until the "wee sma' hours" closed the days activities.

Saturday Morning

Saturday's morning session, with Vice-President Fred J. Burkhard, presiding, brought the annual address of President Gaines and the financial report by the Sec-

retary-Manager (read these in another column).

Ray L. Saxton, chief of Administrative Services, Louisville postoffice, gave a history of the development and rise of the post office department, stressing the tremendous increase in demands and traffic of modern day business on the facilities of the POD. This increase has brought on many advances in mechanization in handling the mail, and Mr. Saxton explained how the service will be improved through automatic machinery now being installed in the largest postoffices, including Louisville. He answered many questions from the floor.

John Klotter, Southern Police Institute, reported on the progress of the citizens' voluntary committee for correctional research. He explained that a comprehensive report would soon reach the publishers' desks and requested study and editorial comment as well as encouraging them to join the committee in its work for the betterment of Kentucky's institutions.

William S. Bowmer, executive secretary of the voluntary Kentucky Government Council, explained its purposes and objectives and invited publishers to join in this progressive, non-political movement working toward citizen education and participation in all branches of government.

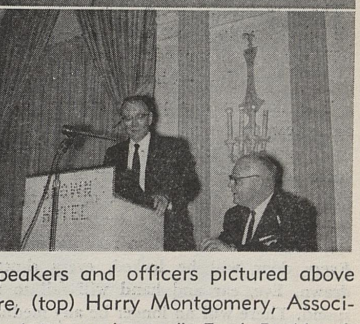
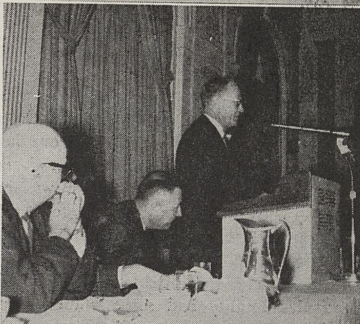
Brief, but emphatic, reports from S. C. Van Curon, legislative chairman, on our proposed 1964 legislative program in which he urged active participation, and from Maurice Henry, chairman of the postal committee.

Landon Wills, chairman of the resolutions committee, proposed just one resolution, absolving from the usual resolutions of platitude, for consideration of the convention. He stated that the resolution was a joint proposal from the usual committee and from the KPA freedom of information committee of which he is chairman.

Wills explained that the resolution was induced by the recent ruling by the Maysville police department in denying access to the two Maysville dailies to details of traffic accidents, robberies, and break-ins. In the general discussion concerning the resolution, Mrs. Martha Comer explained the details of cause and also stated that an opinion on the legality of the Maysville city officials adverse ruling has been sought from the State Attorney General's office. After a qualifying amendment, the resolution was passed by unanimous voice vote.

President Gaines called for the report of the nominating committee. Past presidents made the nominations and Fred J. Burkhard, advancing from the vice-presidency, was elected president for 1963. George Joplin was advanced to the office of Vice-President, and Maurice K. Henry was elected

They Told It---



Speakers and officers pictured above are, (top) Harry Montgomery, Associated Press; (second) Fred Burkhard, KPA President-elect; (third) K. P. Vin- sel, Chamber of Commerce, and (bot- tom) R. J. Ellis, National Safety Council.

+Convention Notes+

Chairman of the Executive Committee. Secretary-Manager Portmann, receiving his 21st consecutive nomination, was renamed to that office.

On recommendation of the nominating committee, officers for KPS 1963 were re-elected: George M. Wilson, president; Landon Wills, 1st vice-president; William T. Davis, 2nd vice-president; Victor R. Portmann, Secretary-Treasurer; Perry J. Ashley, assistant secretary; and Florida R. Garrison, assistant treasurer. Board of Directors: Martin Dyche, chairman, Maurice K. Henry, Niles O. Dillingham, Ro Gardner, and Robert Fay.

Necrology Report

Past President W. L. Dawson, chairman of the Necrology committee, gave his report as follows:

Many members of our Association have passed to the Great Beyond since our last winter session. Their names have been placed in our records. Not one of them was intimately known to all of us, but here in this ceremony we realize that by the bonds of our association they were, and are, one with us. There is no doubt that each in his particular locality had some influence for good, however great or small.

"They have triumphed who have died;
They have passed the porches wide
Leading from the house of Night
To the splendid lawns of Light.
They have gone on that far road
Leading to their new abode,
And from curtained casements we
Watch their going wistfully.
"They have won, for they have read
The bright secrets of the dead;
And they gain the deep unknown
Hearing life's strange undertone.
In the race across the days
They are victors; theirs the praise,
Theirs the glory and the pride—
They have triumphed, having died."

—Charles Hanson Towne

The days of our pilgrimage are three-score years and ten. The generations crowd each other off the stage of time in quick succession. The sand runs out in the hour glass. Time is only the tick of the second hand on the clock of the ages. Some morning the senses will fail to resume business. Every door will be locked, every shutter drawn. Eye, ear and hand will fail to respond. There will no longer be any medium by which to enter the temporal—an invisible hand has written "finis" across human career and people say "the man is dead." He has not ceased to be; he has merely finished with time. These have passed on:

Adrian Thomas, linotype operator, Hart

County News; Frank Smith, newsman, Herald News, Hardinsburg; Rev. James Shacklette, former publisher, Taylor County Star, Campbellsville; A. E. Stephens, publisher, Boone County Recorder, Burlington; Walter S. Hudson, former publisher, Peoples News, Barbourville, and Linn Boyd Wear, publisher of the former Calloway Co. Times, Paducah.

Mrs. Elizabeth Ford Woodson, widow of Urey Woodson, Owensboro; Mrs. Allan Trout, wife of Allen Trout, Courier-Journal Bureau, Frankfort; Mrs. Albert K. Moore, wife of publisher, Saylersville Independent; Mrs. Mae D. Fultz, wife of publisher, Carter County Herald, Olive Hill; W. E. Wyatt, former publisher, Marshall Courier, Benton; Mrs. Darlene Miller Crutcher, wife of W. E. Crutcher, Morehead News, and Carl S. Saunders, editor, Kentucky Post Times-Star, Covington.

Let us stand in silent prayer as I read:

We linger here a little while,
And then are gone
Like ghostly dew that disappear,
When comes the dawn.
And like the flaming dawn that dies
Before the day,
Which fades, when darkness falls, we too
Soon pass away.
But since the dew returns to kiss
The trembling grass,
I laugh at Death, for when I go
From hill and glen,
I know that I shall leave this clay
To live again.

Three Associates Accepted

Under new business, the Secretary reported the executive committee's approval of three applications for associate membership: Charles G. Warwick, Kentucky State Tourist and Travel Bureau, Frankfort, Dix Winston, public relations, Henderson, and David I. Turnbull, newsprint representative. On motion, unanimously carried, they were accorded membership.

The names of Jodie P. Gozder, retired founder and long-time publisher of the Campbellsville News-Journal, and Mark Ethridge, to-be-retired publisher of the Courier-Journal and Times, were presented for Life Membership to the convention. The convention unanimously voiced its enthusiastic approval.

The Secretary announced that the mid-summer meeting would be held at Kentucky Dam State Park, Gilbertsville, on June 6-8, and that the entire park would be reserved for KPA members that weekend. He further advised early reservations.

At the noon luncheon, Tommy Preston, Cynthiana Democrat, introduced Ted Sanford, executive secretary of the State High School Athletic Association, who presented Charlie Vettiner for the 1962 Outstanding

They Argued It



Informal gatherings are engaged in (top) Frank Bell, S. C. Van Curen, Charles Vettiner and John Gaines (second) Larry Stone and Frank Bell (third) George Lamason and Mrs. Ethridge, and Mr. and Mrs. John M. Cum.

+Conver

Kentuckian award of the members' outstanding career elsewhere. Mr. Vettiner and citation dignity and honor. Mark Ethridge, Journal and Times that one, only man and who will lead the faculty of the University of Hill, was introduced with ovation.

He reviewed, in the events of the of the Louisville growth in roads, tolerance as high. His remarks, tinged for himself and M concluded with these words:

"I have found...ious, tolerant, ac ready to go... to symphony concert in 20-below weath

Gaines then pr as the symbol of o who, in turn, pre dent with a silve the names of his o who served with certificate of appro benevolent year in

President Burkh tive Committee a man, William T. Caummisar, How Edwards M. Tem James T. Norris, J Lee Crawford, Al S past president Ga of the officers and taken as the 1963 journeal.

Charlie Vettiner Outstanding K

Charlie Vettiner Jefferson County tion Board since incentive for the p the youth of all th choice for the title of 1962" at the lu Acknowledging t appropriately engr tificate from Presid

+Convention Notes+

Kentuckian award as selected by the vote of the membership. His remarks on the outstanding career of the honoree appear elsewhere. Mr. Vettiner, receiving a silver pitcher and citation, accepted his award with dignity and honor.

Mark Ethridge, who joined the Courier-Journal and Times in 1936, and, during that time, only missed one KPA convention, and who will leave next September to join the faculty of the School of Journalism at the University of North Carolina at Chapel Hill, was introduced and received a standing ovation.

He reviewed, in part, his participation in the events of the past 26 years as publisher of the Louisville newspapers, citing the growth in roads, education, and interracial tolerance as high points along that way. His remarks, tinged with touches of humor, for himself and Mrs. Ethridge (Willie Snow), concluded with his farewell expressed in these words:

"I have found Kentuckians gallant, gracious, tolerant, adventuresome, and always ready to go . . . to a barn dance, cock fight, symphony concert, or to a KPA convention in 20-below weather."

Gaines then presented the official gavel as the symbol of office to the new president, who, in turn, presented the retiring president with a silver pitcher, engraved with the names of his officers and committeemen who served with him through 1962, and a certificate of appreciation for his labors and benevolent year in office.

President Burkhard announced his Executive Committee as Maurice Henry, Chairman, William T. Davis, Larry Stone, Basil Caummisar, Howard Ogles, Frank C. Bell, Edwards M. Templin, Warren R. Fisher, James T. Norris, Jr., S. C. Van Curon, James Lee Crawford, Al Schansberg, and immediate past president Gaines. The group picture of the officers and executive committee was taken as the 1963 mid-winter convention adjourned.

Charlie Vettiner Named Outstanding Kentuckian

Charlie Vettiner, superintendent of the Jefferson County Playgrounds and Recreation Board since 1946, and a force of and incentive for the promotion of athletics for the youth of all the state, was the popular choice for the title "Outstanding Kentuckian of 1962" at the luncheon on Saturday.

Acknowledging the award, a silver pitcher appropriately engraved and a citation certificate from President Gaines, he said that

he felt two principal emotions, gratitude and humility. He added:

"I accept this award on behalf of those who really merit it: my own County recreation board, the Kentucky Recreation Society, the Kentucky High School Athletic Association, and the hundreds of Kentuckians working to bring a wholesome program of parks and recreation to local communities."

This was typical of Vettiner. He once said he always feels humble when accepting awards. "But I would be dishonest if I sit here and say I don't get a bang out of it," he added.

In his laudatory remarks, Ted Sanford outlined the many accomplishments of Vettiner in the years that he had gained the respect and admiration of the citizens of the state. He stated:

By his own estimate, the Louisville native has close to 40 awards for his work in development of recreation programs here and in many other parts of the Bluegrass State.

In the past 16 years Vettiner has won citations, plaques, and trophies for initiating such programs as fishing derbies, youth government days, summer camps, hiking trips, athletic tournaments, and foreign tours for youth.

He and Adolph Rupp, the University of Kentucky's basketball coach, are presently the only Kentuckians on the 21-member National Basketball Rules Committee.

Vettiner annually uses earnings from basketball clinics and referee schools he conducts to finance a program of awards, and to help needy boys through college.

One of his best known awards is the "Good Guy" plaque for youngsters who have overcome severe physical handicaps to take part in athletics.

Vettiner has also made his presence felt in such diverse fields as politics and scholarship. He has long been active in the movement to obtain General Assembly approval of legislation favorable to the development of better recreational facilities. And he is the author of three textbooks on recreation.

A graduate of Western Kentucky State College, Bowling Green, he taught and coached at Memorial High School at Hardyville, at Fairdale High School, and the University of Louisville in the 16 years before he went to work for the County board.

Vettiner is married to the former Flossie Tolle. They have two daughters, Mrs. Patricia Craig, a teacher at Fairdale High School, and Mrs. Barbara Porter, Jeffersonville. He has five grandchildren.

Life magazine reported that a survey of 25 merchandise-minded builders from coast to coast showed that builders credit 60% of their sales to newspaper ads.

They Argued It!



Relaxing and enjoying the hospitality of the meeting are (top) Mr. and Mrs. Claude Brock and Frank Bell; (second) John Cox and Mrs. Frank Bell; (third) Mr. and Mrs. Bob Faye, and (bottom) Mr. and Mrs. Bill Matthews.

+Convention Notes+

President Gaines Gives His Annual Address

From its inception in 1869 when George D. Prentice served as first president, through the administration of the first John B. Gaines, the 32nd president in 1916, through the term of the present president, the story of KPA is one of expanding membership and enlarging scope of service.

During this 93 years of usefulness and good fellowship, profound changes have taken place in the newspaper publishing business and in the state we service, but the Kentucky Press Association has kept pace with the growth, varying and increasing the breadth of its service as a clearing house of new ideas and information, and as a champion of the press' cause in Frankfort and Washington.

Shortly after the convention of January 1962, when the present officers and directors were elected, plans for the year were formulated and committees promptly appointed. Quick action was necessary because Kentucky newspapers faced a serious threat in the proposed extravagant increases in postal rates pending before Congress.

Through the services of our long-time secretary, Vic Portmann, and the new postal committee chairman, Maurice Henry, the Kentucky Press Association was in the forefront of state associations in effectively working for an acceptable compromise.

The contest rules committee headed by co-chairmen Larry Stone and Ray Gaines was also off to an early start and as a consequence of their thoughtful work, new and comprehensive rules were presented and adopted. The legislative committee under the leadership of S. C. Van Curon, was on hand to fight our battles during the 1962 session of the legislature.

A new "Newspaper in the Classroom" committee, headed by Dr. Niel Plummer, began its work in this important field and substantial progress has been made this year in laying the groundwork for a pilot teachers seminar at the University of Kentucky in 1963.

A traffic safety committee under the chairmanship of Ed Templin was inaugurated and began to work through the press of the state and in cooperation with the Department of Public Safety to retard the alarming increase in the traffic toll on Kentucky highways.

Our excellent Kentucky Press Association seminar program continued under the direction of Perry Ashley, with five being held at strategic points throughout the state last summer and fall.

A successful summer convention was

held at Cumberland Falls with George Joplin III in charge of arrangements. The good work of chairman Basil Caummisar and the mid-winter convention committee in arranging for this our 94th Annual Convention should be noted here.

Through the year our bulletins and the Kentucky Press have proved valuable and these alone are probably worth the cost of membership. In 1962 our association has continued to operate on a sound financial basis which is essential to a successful and expanding Kentucky Press Association.

Let me say in conclusion I have been impressed with the diligence and enthusiasm of our headquarters staff, officers and committee members, not all of whom could be singled out for individual mention in this brief report. This organization in 1962, as in past years, has merited the loyal support it has received from the membership.

Respectfully submitted,

John B. Gaines

• • • •

Secretary-Manager Reports On Progress

It is not easy to stand and look ahead at a widening perspective and still catch every detail. Yet, this is what business these days is being asked to do by government and labor, both of which are a part of the perspective—and important parts. For example, reduce the expense of government taxes and labor personnel (wages, benefits, training, etc.) and business has its problems and worries sizably reduced or eliminated! Of course, it is really not that easy.

Inflation is a merry-go-round that goes some place if not halted—to oblivion? Government expansion, requiring added personnel, income and taxes, and labor insistence on extreme wage and fringe benefit demands, steadily drive costs and prices upward. The natural results are suspensions, mergers, over-extended financing, bankruptcies, etc. In turn comes unemployment, increases in welfare, and an added burden on already-straining government finances. Looking at this picture—and at strikes against newspapers as in Cleveland and New York still continue and in the 114-day strike just finished at Minneapolis, as well as other labor stoppages—it is clear that some new element of reason, so to speak, may be the crying need in the management-labor-government perspective for 1963. We wonder what the ultimate outcome will be of president Kennedy's proposal to reduce taxes to spur financial activity; we wonder if such "pump-priming" as now proposed won't have a strong retroactive influence on business in 1963.

More taxes and more labor unrest will not encourage an influx of industrial de-

velopment into the state, although great effort, time, and money is being spent to encourage new industry in Kentucky. Taxes and labor unrest do one thing—they encourage automation with the resultant increased unemployment. Another factor in unemployment which every Kentucky citizen should show concern, is the expanding population of youth (especially those who drop out of school) and, untrained, surely add to our unemployment problem.

Thus, the major problem involving the prosperity of a nation, or state, cannot be solved by government or labor—they must be solved by business and industry which produce goods, and jobs, for people. A cloudy perspective for business and industry may well mean a cloudy outlook for government and labor. A bright and encouraging prospective for business and industry do mean a similar outlook for government labor, and all citizens including the unemployed. So in the year to come the problem is to gear up business and industry for greater efforts and development to produce more jobs, more state income, more growth, more satisfied workers. This is our path ahead.

Unhappily, realistic businessmen have come to expect increased costs of operation as a way of life. The year ahead will continue the upward spiral of contributions, requirements to state and federal government programs, costs of labor and machinery, the possibility of always-increasing price levels. This is offset to a considerable degree, by the carryover from a favorable advertising year in 1962 and steadily, not spectacularly, increasing circulation. Already the spiral has brought about increased postal rates, increased social security taxes which will still mount year after year, the increase on unemployment compensation costs, and the increase on minimum wage rate effective September 1, 1962. These, with slightly increasing costs in material and machinery, behoove the prudent businessman to study and adopt increased methods of efficiency and economy. In connection, we again strongly urge every newspaper, if it has not already done so, must increase its subscription rate and local advertising rate to meet the expanding costs. There is no other way to survive as we see it today.

One of our pressing problems which must be solved is the increasing attack on advertising. With Congress just going into session, it is certain there will be a renewal of attacks against advertising, as renewed efforts to ban, control, and restrict advertising for one reason or another. Fortunately, after rough experience in the past, those engaged in the ad-

+Conve

ing business p
than ever before
attacks and rest
groups around th
themselves, colle
plans, and learni
processes. At the
paper publishing
been aware of
legislative gains
well as state asso
ness Bureau, and
pared for strong
tect advertising a
American econom
Accordingly, th
now and work ha
proposals ready
We will have the
of many state gro
promised and off
attorney general
other day against
land advertising t
from Florida, Ar
even Hawaii. Ou
yeoman service
ting columns, b
assistance and prote
enactment. We sh
With official W
flagrant violations
of information" th
cropping up in K
dents, we are hap
rent Maysville situ
local government-t
wholesome and r
some weak spots
by the necessary
"Open Meetings"
by one individual
sion. We sure sta
its passage in the
Other bad situ
counties where mis
publish the require
bodies politic, alth
highest opinions c
Perhaps KPA shou
ing between offic
officials, and all e
kind of a unifor
Chapter 424 on a
ernment without c
dents through the
get unanimous acc
organizations, such
clerks, etc., as to
of the philosophy o
of the local antagon
Membership: O

Convention Notes

the business plan to be better prepared than ever before to meet and counter any attacks and restrictive efforts. Advertising groups around the nation have been gearing themselves, collecting information, making plans, and learning more about legislative processes. At the national level all newspaper publishing organizations have long been aware of the possibility of adverse legislative action against advertising. National as well as state associations, the Better Business Bureau, and advertising clubs are prepared for strong defensive action to protect advertising as a necessary tool of the American economy.

Accordingly, this Association should start now and work hard to get our advertising proposals ready for the 1964 legislature. We will have the help, and encouragement, of many state groups, as has already been promised and offered. We note that our attorney general made a strong protest the other day against the type of housing and land advertising that is coming in the state from Florida, Arizona, New Mexico and even Hawaii. Our newspapers have done yeoman service in policing their advertising columns, but we need further assistance and protection through legislative enactment. We should start work at once.

With official Washington under fire for flagrant violations of the right of "freedom of information" there are similar situations cropping up in Kentucky in isolated incidents, we are happy to relate, as the current Maysville situation. On the whole, our local government-newspaper relationship is wholesome and respected, but we have some weak spots that might be corrected by the necessary passage of our proposed "Open Meetings" statute that was scuttled by one individual in the last legislative session. We sure start work now to insure its passage in the next legislature.

Other bad situations exist in several counties where misguided officials refuse to publish the required financial statements of bodies politic, although court decisions and highest opinions direct such publications. Perhaps KPA should arrange a joint meeting between official groups, enforcement officials, and all concerned to reach some kind of a uniform acceptance of KRS Chapter 424 on all levels of county government without dragging individual incidents through the local courts. If we could get unanimous acceptance of the state organizations, such as county judges, county clerks, etc., as to the worth and necessity of the philosophy of "public notice," much of the local antagonism should disappear.

Membership: Our records show a net

gain of one active member. Two "lost" papers, the Benton Courier and Augusta Chronicle returned to active membership; the Monticello Outlook resigned for reason unknown. Three new associate members have been enrolled. You have found the membership roll in the convention program. Eight weeklies and three dailies still refuse to accept all the rights and privileges that can be found in a trade association. Of our active members, we find six who have refused the advantage of affiliate membership with the National Editorial Association, our active legislative watchdog in Washington. To those publishers who are not NEA members we simply point out that NEA, with other national associations and state associations (Kentucky took a leading role), helped defeat a proposed postage increase for weeklies that would have cost them many fold each year over the \$10 affiliation dues. Many progressive publishers have helped NEA further by becoming sustaining members. Our KPA relationship with the national and regional associations is of the highest.

Circulation: Circulation of our weekly papers showed a net increase of approximately 3% during 1962; Only five weeklies reported loss which did not total 100 subscribers. Many newspapers, viewing the rising costs, have raised their subscription rates to a "cost-plus" level, as should be done. Too many newspapers are actually giving their papers away. Many newspapers have increased their newsstand price to 10 cents a copy with public approval shown by increased sales.

Microfilm: The microfilm department has been moved from the Journalism Building to more commodious quarters in the new addition of the Library. This department will continue to serve the newspapers with increased efficiency. We again urge all newspapers to make use of this low-priced service, especially in filming their valuable, and irreplaceable, back files. Many newspapers have accomplished this purpose.

Kentucky Press Service: As reported yesterday, our advertising affiliate showed a substantial increase the past year. Indications are that 1963 will continue, if not exceed, this level. We deplore the actions of some newspapers who have decided to circumvent our national representative, ANR, and their own service agency, KPS, by requesting national advertising to come direct from the agency. National agencies, which have adopted the "one-order" plan of placing advertising, state that they must comply with the newspapers' requests, although it makes increased labor costs in their offices.

We point out, without equivocation, that most national advertising today is procured

for newspapers through the representative system and the newspapers that repudiate their recognized representative are in danger of losing their national advertising schedules; this is the agency decision, not ours. Also, a newspaper does not actually pay commissions to representatives and service agencies; the commissions are allowed to them by the higher national rate which is accepted for that purpose by the national advertiser.

Sports Fund: Our KPA Sports Fund, placed on interest in a local savings and loan association, without any withdrawals the past three years, augmented by interest, now totals \$4,848.96. This total includes the net proceeds of the U.S. Navy Band concert through the generosity of the Lexington Herald-Leader.

School of Journalism Foundation: As reported at this meeting, the scholarship fund, under Plan I, which in time will provide scholarships from the interest thereon, continues to grow from gifts from a few newspapers and proceeds from other activities. We again solicit cooperation of all newspapers through specified monthly amounts to help this fund meet its objective. Under Plan II, direct gifts from daily and weekly newspapers have provided \$100 tuition scholarships each semester to 13 qualified students. We again suggest to any newspaper which, looking forward to staff replacements in the future, can help a local qualified boy or girl obtain a directed journalistic degree by helping them gain this education through Plan II.

Legislation: As pointed out in the beginning of this report, our KPA members must take active interest in our legislative program. Every member should consider himself as a member of the legislative committee and help to put forth our program by contacting his local representative and senator now, instead of waiting until the legislature is in session. Please respond in all phases when your aid is requested by the chairman.

Central Office: Your Central Office has been a busy place during 1962, as evidenced by the addition of another part-time qualified student to assist in its operation. Our staff now numbers two full time and three part time assistants. Your secretary-manager regrets that, due to interoffice activities, he was unable to spend much time "on the road" this past year. However, he hopes that more time can be spent out in the field this coming year. The staff again promises prompt response to all requests for assistance in any phase of your newspaper operation.

Respectfully submitted,
Victor R. Portmann

CIRCULATION NEED A BOOST?
 Over 3,500 Newspapers Recommend
 the "LINER PLAN"
Liner Circulation Service
Time-proven Integrity and Reliability
 221 N. LaSalle St., Chicago 1, Illinois
 — Since 1906 —

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

**MATERIALS — LABOR —
 OVERHEAD —**



assembled in one
 easy to use figure
 for vauling all
 your OFFSET
 orders.

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



STAMPS CONHAIM
 A COMPLETE NEWSPAPER
ADVERTISING SERVICE
 For Daily and Weekly Newspapers
 101 FIFTH AVENUE, NEW YORK 3

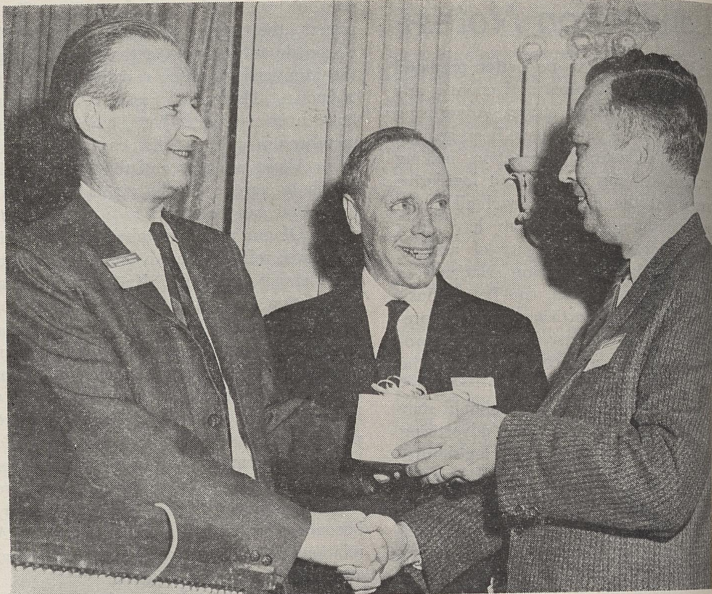
Representative
Chas. H. Lovette
 1919 Sundown Lane, Ft. Wayne, Ind.



**ASSEMBLING
 ELEVATOR**
 as low as
\$77.30
 WITH TRADE-IN

Comparable values on other
 Genuine Linotype Parts.

Mergenthaler LINOTYPE



Maurice K. Henry, outstanding member of the Kentucky Press Association for 1962, is congratulated by toastmaster Enos Swain, Danville, and Harry Montgomery, Associated Press. Henry was awarded the honor for his work and attention to the postal rates which were proposed by the last Congress.



Officers and honorees of the Association huddle in a victory circle at the close of the Mid-Winter Meeting. They are Fred J. Burkhard, president-elect, Charles Vettiner, Outstanding Kentuckian for 1962, Mark Ethridge, principle speaker at the Saturday luncheon, and retiring president, John B. Gaines, Bowling Green. Vettiner was given his honor for the promotion of a wholesome sports program in Kentucky. Ethridge, leaving the Courier Journal and Times after many years service to Kentucky journalism, has previously been voted a life membership in the Association.

Latest survey shows 84% of U.S. families save trading stamps

Each year the public opinion and marketing research firm of Benson & Benson, Inc., of Princeton, New Jersey, conducts a survey on trading stamps. The surveys are independent, impartial and scientifically constructed, based on accurate cross-sections of people across the nation.

Saving up 8% over 1961

In 1962 one or more members of 45,864,000 families in the United States saved stamps for redemption. This is 84% of the total number of families. It represents an increase of nearly 5,000,000 families over 1961.

Sizeable gains with all occupations

Stamps continued to grow in popularity with people of all occupations. Gains of anywhere from 5 to 15% over last year were registered in each of five major occupation groups covered by the survey, which ranged from professional and managerial to farm and farm labor.

Higher income groups biggest savers

In households with wage earners making under \$3000, 75% saved stamps; in the \$3000-4,999 group, 85% saved stamps; in the \$5000-6999 group, 88% saved stamps, and where family income was \$7000 and over, 86% saved stamps.

All regions save stamps

In the five major regions of the country, 78 to 87% of households saved stamps, with the highest percentages in West, Southwest and North Central regions. The Southeast was 78%; East, 83%; West, 85%, and Southwest and North Central, 87%.

Saving up 6% among farm families

In the nation's farm areas 4,162,000 households saved stamps, a gain of 6% over last year. This was 77% of all farm families.

Large families are big savers

Large families proved more inclined to save stamps

than small families. Ninety percent of households with five or more persons saved stamps.

Variation by age groups

The greatest number of stamp savers were found in the 35-49 age group. Eighty-nine percent of the households polled in this category said they save stamps, an increase of 11% over 1961. Stamp savers in the 21-34 age group were at 85%, and in the 50 and over group at 78%.

Better educated people are bigger savers

Persons with high school and college educations were bigger stamp savers than those with grammar school only. Percentages were 87% for high school, 82% for college, 80% for grammar school.

Legislative control not favored

Despite major attacks by the commercial opponents of stamps, the vast majority of people continue to oppose legislation restricting trading stamps, with only 6%—the same figure as last year—saying they favored some legislative curb.



**AN AMERICAN WAY OF THRIFT
SINCE 1896**




Progress Needs Partnership Partnership Brings Progress

New industries mean new growth for a community—new jobs, new payrolls, new people. Industrial development is basic to a balanced, prosperous Kentucky.

Basic, too, to this progress is the partnership of the many men who represent chambers of commerce, industrial foundations, utilities and railroads, and the varied state and local organizations interested in industrial and community development. For no single

individual or organization, working alone, can bring about sound community progress.

Kentucky Utilities' industrial department is available to any Kentucky community—to provide needed data and to assist local groups in making specific plans. KU is vitally interested in working with any civic organization to help in the industrial growth of the area it serves.

 **Electric Power**
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY An Investor Owned Electric Company