

The Kentucky Press

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



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University of Kentucky
Lexington

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VOLUME TWENTY-EIGHT

NUMBER ONE



Kentucky's Showcase: Meeting House Shakertown

The Kentucky Press + As We See It +

Volume 28, Number 1

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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Twenty-Eight Years Young

With this issue, the Press enters into Volume Twenty-Eight after a changeful, eventful, twenty-seven years without editorial change. We can only repeat what was stated in the first issue of October, 1931: "The Press will strive to serve as a medium of expression for the Kentucky Fourth Estate and will devote its columns to the furtherance of Community Journalism—of, by, and for Kentucky Newspapers." We hope that we have lived up to that pledge.

* * *

Self Regulation

A study of self-regulation of advertising will be published by the Department of Commerce. It will be prepared under the direction of a subcommittee of the Advertising Committee of the Commerce Department. The cost of about \$2,000 will be prorated among the 17 ad groups represented on the committee, including NEA.

Subcommittee Chairman is William K. Beard, President of Associated Business Publications. Eldridge Peterson, former Editor of Printers' Ink and now associated with Pace College, New York, will prepare the publication. It will consist of three parts, the first dealing with self-regulation by groups, the second with efforts by individual advertisers, and the third a catalog of organizations concerned with ad self-regulation.

NEA Ted Serrill represented the hometown press at the meeting. The group is scheduled to meet again in Washington on November 30.

* * *

Newspaper Circulation Outstrips Pop. Growth

Daily newspaper circulation in the United States increased 52 percent in the last quarter century, while the nation's population has grown only 40 percent. Figures released recently by Stanford Smith, general manager of the American Newspaper Publishers Association, indicated today's total daily circulation is 58,000,000.

It was forecast that the total will reach 81,000,000 in another 25 years.

Smith noted in 1935 the population of the United States was 127,000,000. The total circulation of all daily newspapers was 38,000,000. The total advertising volume of all newspapers was \$762,000,000.

The latest annual figures cover the year 1959 when total newspaper advertising volume was \$3,546,000,000. This is a gain of more than \$2,750,000,000.

Television went from zero in 1948 to

\$1,510,000,000 in 1959. In the same period newspapers went from \$1,479,600,000 to \$3,546,000,000, a gain of \$1,796,400,000. In other words, the gain in dollars by newspapers exceeds the total dollar volume of television advertising.

Smith attributed newspaper circulation gains to service rendered to readers which he said is not available from any other source and "not likely ever to become available from any other source."

* * *

Washington Closed-door Policies Under Fire

Newspapermen meeting in Washington are still and properly complaining against closed-door policies of the government about giving information to the press and public. It is about time, however, that they adopt a policy that "no news" in the case of a reluctant government is big news all the time.

This, of course, to some extent has been done. But secrecy, wherever not justified by national security, should be steadily treated as a fact about which the public should know. Too many newspapermen are gladly accepting "off-the-record," "briefing" and "background" information from departments and officials who officially give information to the public.

After all, the right to information about their government belongs to the people, not to the press. And when the representatives of the press accept information which they cannot pass on to the people, they are inviting a conspiracy of secrecy. Indeed, briefings sessions for newspapermen from which the "briefers" cannot be quoted could serve more to brainwash the press than to enlighten the public.

A press honestly interested in free information should take the position that it is not entitled to hear any information it cannot share with its readers. When newspapermen do gather to take such "off-the-record" information, they gather not as reporters but as privileged characters.

And when the press forgets that its right and function in this matter of free information is to see that free information gets to the people, it joins in the system which the people are denied all the time they have a right to know.—Clipped.

* * *

The Advertising Council, in cooperation with the Council for Financial Aid To Education, Inc., has prepared a kit of public service advertising material, stressing the need of higher institutions of learning for funds. For information on this material, write the Advertising Council, Inc., 25 West 45th St., New York 36, N. Y.

Weekly Editor Changes Policy On Juvenile Offenses

Making the decision to print names of juveniles involved with the law might be easier in a heterogenous metropolitan area than in a stable, staid residential district—especially one whose hometown newspaper proudly declares on its front page that it serves “the finest exclusively residential section in the entire west.”

A publisher in this type of community, especially, would debate this controversial question long before making a decision. He'd remember that his fine city had no cocktail lounges, no noisy industry—that for a long time it didn't even have the crowd-attracting business of religion.

Anticipated reaction from readers, advertisers and parents, virtually all “socially prominent,” normally would deter this publisher from taking the debatable name-using step.

Not Herbert H. McCormick, publisher of the San Marino, California, Tribune.

He was a typical hometown publisher, who admits “there have been times when we turned our heads because we have been thinking of families. We have been thinking of kids who we hoped would see the error of their ways and turn over a new leaf.”

But there developed in San Marino a series of incidents which led McCormick to change his policy.

“Now we're through,” he says.

Now the Tribune is naming names.

And McCormick said he “never anticipated the response would reach such proportions.”

The series of incidents which led to the Tribune's change of policy began in mid-June, when a group of 30 San Marino high school students formed on campus, draped the campus trees with paper, then marched to the nearby home of vice principal Norman Frost and used Frost's home as the target for a barrage of rotten garbage.

Frost was able to learn the identity of the gang members, and the school board surprised a bunch of “boys will be boys” thinking parents by dishing out some reasonably severe punishment.

The seniors in the group were allowed to take part in graduation activities, but their diplomas were blank. They were told they had apologized, in writing, to the faculty, students and administration, written a 500-word composition and put in 40 hours of labor.

Five juniors, with records showing similar escapades in the past, were expelled; four

others put on suspension, with the same apology, essay and labor sentence given the seniors.

Many parents objected, some doubting the board's authority to mete out such punishment. The board stood pat.

But even as this was transpiring at a school board meeting which lasted past midnight, Frost's home again was attacked, this time his front picture window the target for a well-thrown rock.

McCormick through these episodes was sticking to his life-long policy, thinking of the families, of the kids whom he hoped would turn over a new leaf. He reported thoroughly the school board's actions, but left out names.

But the wayward children of so many of McCormick's prominent neighbors were giving him thought ammunition, and another incident two weeks later lit the fuse.

Another San Marinar suggested to his teenage daughter that she shouldn't associate with a particular boy, because he wasn't of the best character.

The boy quickly proved the father's point by getting four friends to lend moral support to march on the girl's home, where one of the boys drove an axe through the front door.

A police sergeant sent to apprehend the boys overheard them agreeing on mutual alibis, but not soon enough. He arrested three 18-year-olds and a 17-year-old. Another 18-year-old was arrested a week later.

Three of the youths lived in San Marino.

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

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

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

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

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

He said that from now on he'd print names of all youths 18 or over, and those

under if they have a prior record with San Marino police.

“This applies to those charged with malicious destruction of private or public property or those accused of impairing the life and health of our residents.

“From here on, if aberrant persons do not wish to see their names on the wrong side of the ledger, they should watch what they are doing. After all, law enforcement officers are paid to do their duty, and besides the police blotter is open to the press.”

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

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

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

“... we are encouraged to learn that public opinion names when undisciplined children go haywire,” Turner concluded.

In Memoriam...

Albert Marion Lovell

Albert Marion Lovell, 52, circulation manager of the Frankfort State Journal for the past 15 years, died unexpectedly of a heart attack Friday, October 13. He is survived by his wife, Mrs. Elizabeth Tackett Lovell and a brother, Walter Lovell, Bedford, Ind.

Max A. Conley

Max A. Conley, 56, operator for the Pikeville Printing Company, was found dead in his office this past month of self-inflicted gun wounds. He was a veteran printer and was well known in the printing field. He formerly was connected with the Cumberland Publishing Company in Pikeville, and worked in the printing field at Middlebourne, W. Va., Moundsville, W. Va., Paintsville, and Allen, Ky.

The last handset newspaper in Kansas, the Sawyer News, has finally bought a Linotype machine. The four-page six-column paper has a circulation of 450.

Weekly Papers Overlook Revenue In Subscriptions And Classifieds

After watching the developments in the weekly newspaper field for the past quarter of a century, I would say that the two most neglected sources of revenue in this field are subscription sales and classified advertising sales, stated the American Press.

A good many of the larger weeklies do try to squeeze the last possible dollar out of these lucrative departments and clearly demonstrate the methods which are most effective. But thousands of small weeklies—often because the publisher thinks he just hasn't got the time to get around to it—seem to continue to pass up these two fine sources of income and, by doing so, make their publications much less appealing than they could be to both advertisers and readers.

As for the subscription department, there are countless ways to go about increasing paid circulation. The important thing is to keep doing something. Even though a publisher of a small weekly does not feel that he can afford to have a circulation manager or paid solicitors, there are still plenty of ways he can cope with the problem.

Economical Method

Probably the most economical method for carrying on a continuing subscription drive is to employ housewives in key areas to solicit subscriptions by telephone and by personal calls on a commission basis. This costs the publisher nothing except when sales are made—but if enough of the right women are chosen for the job—and if they are encouraged to work at it continually, it won't be too long before they will have most potential subscribers signed up. These same women can often serve as correspondents for their area, the joining of the two jobs often being beneficial one to the other.

Contests, premiums and special drives also have proven to be of great help in building new subscriptions and getting long-term renewals.

We don't hear so much of the big contests where automobiles, TV sets, etc., are offered as top prizes, but in the past such contests have proven very successful for some newspapers. But unless there is a pretty large potential for subscriptions, it would seem safer to use methods which involve less expense and possible losses.

Jack Lough, director of the National Editorial Association and publisher of the *Albion, Nebr., News*, added 707 new subscriptions by offering a free bicycle to each

boy and girl who sold 10 subscriptions to his combination Monday and Thursday newspapers. A year later he tried a second similar campaign and sold 251 more subscriptions.

Karl F. Weber, advertising director and managing editor of the *Kutztown Patriot*, decided to copy Lough's plan. He did so with some misgivings, since the records showed that practically every resident of Kutztown proper was then a subscriber and the outlying areas also seemed to be pretty well covered. Furthermore, being a weekly instead of a semi-weekly, he had to require 15 subscription sales to give a bicycle.

New Subscriptions

What happened? We don't know that we have the final report, but as the campaign was ending Weber told us that the contest had brought in 1,218 new subscriptions and increased his total subscription list by 33 percent! Furthermore, in Kutztown itself, where the figures showed that everybody already subscribed to the *Patriot*, 295 new subscriptions were sold!

Many newspapers have similar success stories as a result of enlisting youngsters to sell subscriptions to win valuable prizes.

Probably the most basic method used for making it easier to sell subscriptions is to offer premiums. The "something for nothing" or bargain appeal is used by practically every store in our land to bring in the customers, and it works just as well in selling subscriptions as anything else. The main thing is to use premiums which are useful and wanted in every home and which appear to be a "big value."

By buying premiums at low prices, some publishers have found they can offer the premium at the full price they pay for it, plus the regular subscription cost, and bring in quite a few extra subscriptions without any actual outlay of money. For the best results, however, publishers have found that a free offer, or at least a great bargain, works best.

The important thing, however, is for every publisher to plan something—on a regular basis—to keep the subscriptions rolling in. It used to be figured that a newspaper was doing all right if advertising paid expenses and subscriptions were the profit. If this formula still applies, the newspaper which lets subscription selling slide is certainly hurting itself greatly.

Classified Sales

As for classified sales, it always seems to me that a newspaper which doesn't have a good classified page is sacrificing one of its greatest sources of reader appeal as well as revenue.

Classified advertising not only has great reader appeal, but it means every reader is a potential customer. Millions of people follow the classified ads in country newspapers with the closest scrutiny—it's the bargain-hunter's most exciting pastime.

Classified advertising, like subscription sales, can be sold with very little expense. If a publisher can't afford to hire a classified manager, he can at least employ women on a commission basis to sell classifieds over the phone. Often it can be the same women who are working to sell subscriptions.

The art of selling classified by phone has been developed to a fine point, and it would be worthwhile for any publisher to study the successful methods used by others. But the main thing is to have someone working on the job regularly. When you realize that every reader of your newspaper will spend a few dollars a year on classified advertising if properly coaxed, it is obvious that this is a source of income which shouldn't be neglected.

With many newspapers, gathering news and selling display advertising are the two departments which get regular attention. Subscription and classified sales are often treated like step-children and given attention only on occasion. Yet they can make the difference between profit and loss for many newspapers.

As for the fight for profits in the newspaper business becomes tougher and tougher, we hope all publishers will give greater attention to these two major sources of revenue.

Early-day New York editors built schools to go out and meet incoming boats to get the latest news. Others hired relay horses to bring news of important events from the nation's capital.

Foreign news was a year old in the *real newspaper of the American Colonies*. The *Boston News-Letter*, begun in 1711. Fifteen years later, it was a four-pager. Its editor boasted that foreign news was more than five months old.

Donald F. Bolles, a member of the *London staff of the Associated Press* since 1917, has been named AP correspondent at Lexington, Ky. Bolles worked for the *Hack sack Record* and *Teaneck Sunday Sun* before serving in the Army. He joined the *in New York* in 1953.

NEA
WNR

The ' advertising newspaper Weekly being ex papers b National October

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NEA Dailies Ask WNR To Act As Rep

The "One Order-One Bill-One Check" advertising representation provided weekly newspapers throughout the United States by Weekly Newspaper Representatives, Inc., is being extended to "hometown" daily newspapers by WNR effective January 1, The National Editorial Association announced October 18.

This action follows three years of preliminary study both by The National Editorial Association, trade organization of 5,500 weekly and 500 daily newspapers active in all 50 states, and by its wholly-owned New York headquartered affiliate, WNR. This sales and service organization is now in its tenth year of successful representation of nearly 8,000 weekly, semi- and tri-weekly publications.

Committees of both NEA and WNR met for nearly a week in Chicago to determine the wishes of NEA membership and to establish the program of daily newspaper representation for those NEA members and other daily newspapers who do not have sales and service representatives, or who find their present representation inadequate.

Weekly Newspaper Representatives, Inc., now employ a staff of 60 men and women, with headquarters in New York City (404 Fifth Ave.), and sales offices in Detroit, Chicago, Atlanta and Los Angeles. Providing services for those newspapers represented are the offices of the advertising affiliates of State Press Associations in 27 states. The executives and sales forces of these State organizations work closely with the national sales staff of WNR. The boards of directors of both NEA and its sales arm, WNR include both publisher and state press managers.

* * * *

With the exception of Guy Easterly, publisher of the LaFollette, Tenn., Press, who last year advanced to the presidency of NEA, Joe Cook, publisher of the Louisville, Miss., Journal, and Carl C. Webb, manager, Oregon Newspaper Publishers Association, all directors of WNR were reelected, and two additional members were added to the WNR Board. They are: D. Eldon Lum, publisher of the Wahpeton, N. D., Farmer-Globe, and William E. Berger, Hondo, Texas, Anvil Herald.

Re-elected were: Seymour Sterling, publisher, Sanger, Calif., Herald, William Stewart, publisher, Monroeville, Ala., Monroe Journal, Harvey Walters, manager, Georgia Press Association, William A. Bray, manager, Missouri Press Association, Frank C.

Publishers Initiated In Sigma Delta Chi



Two publishers as professional members and five journalism majors as undergraduate members were initiated by the University of Kentucky chapter of Sigma Delta Chi. KPA President Foster W. Adams (seated left), Berea Citizen, and Fred J. Burkhard, chairman of the executive committee (center), Casey County News, Liberty, were the professionals. Initiated at the same ceremony was Fred's son, John, junior in journalism (seated with his dad), a unique experience in the annals of the local chapter, perhaps in the nation. Other students initiated included Kerry Powell, Owensboro, Eldon Phillips, Lexington, Steven Palmer, Lexington, and David Shank, Check, Virginia.

Forbes, publisher, Riverhead, N. Y., News Review, Robert Marshall, publisher, West Branch, Mich, Herald, J. C. Moore, publisher, Winterset, Iowa, Madisonian, and Theodore A. Serrill, executive vice president, National Editorial Association, Washington, D. C.

Gordon Owen, manager, Utah Press Association, succeeds Mr. Webb, and Charles W. Claybaugh, publisher of the Brigham City, Utah, News and Journal, is ex-officio in place of Mr. Easterly.

Plans are being developed by WNR, and its operating committee comprised of Managers Bray, Owens, Walters, and Serrill, and Mr. Stewart to expand its operations to provide this additional type of representation for the community daily markets. WNR already has installed in its New York offices the only completely automated billing-bookkeeping and checking services functioning for 8,000 newspapers. This system was devised by Remington Rand and utilizes punch cards for insertion orders, billing and bookkeeping. Warren Grieb, is general manager of WNR, with his offices in New York City.

The recommendation to The National Editorial Association board was made by a special committee headed by Homer Rankin, publisher of the daily Tifton, Ga., Gaz-

ette. Serving with him are: John H. Biddle, publisher of the Huntingdon, Pa., Daily News, Max Thomas, publisher of the daily, Kerrville, Texas, Times, and owner of four Louisiana weeklies, Walter Potter, publisher of the Culpeper, Va., Star-Exponent and two other Virginia newspapers, William A. Bray, manager, Missouri Press Association, and C. B. Lafromboise, manager, Washington State Newspaper Publishers Association.

Also endorsing the program for daily representation in a report to the full NEA membership was the standing Daily Newspapers Committee, headed by Walter Kane, publisher of the daily Bakersfield, Calif., Californian, chairman, and Maurice Henry, publisher of the Middlesboro, Ky., Daily News, vice-chairman.

Arrangements to establish representation for interested daily newspaper publishers will be made through the New York offices of WNR or through the advertising affiliates of State Press Associations.

Further plans for implementing this expanded service will be made at a meeting of the Operating Committee of WNR later this fall. During the next several weeks the assistance and experience of State Press Association managers will be used in perfecting the expansion program.

(Please Turn To Page Four)

Daily News Marks 50th Anniversary

The Middlesboro Daily News celebrated its 50th anniversary on Thursday, October 19, with a special 64 page edition showing the growth of the city during that period. Included in the issue were two pages of pictures on the operation of the Daily News and the following story on the history of the paper.

"That town is a graveyard of defunct newspapers and it will be a sad disappointment to you."

This was the advice given to a country weekly publisher from Hyden in 1911 seeking to start a new paper.

The town was Middlesboro, and the advice given to Henry C. Chappell was dead wrong. His "Thousandsticks" weekly got off the ground, and became eventually what is today the Middlesboro Daily News.

Dismal Picture Painted

Chappell recalled that Col J. T. Metcalf, publisher of the Pineville Sun, painted a dismal picture of newspaper operations in Middlesboro in 1911.

Chappell said encouragement from the "people of Middlesboro" overcame the "very gloomy picture" painted by Metcalf. "... I was determined to make one supreme effort, and if I did fail, there was time enough to go to Oklahoma or return to Leslie County," he said.

The Daily News today, with a circulation of 6,500 and blanketing the Tri-State area of Bell, Lee and Claiborne Counties, is a testimonial to Chappell's "supreme effort." He did not have to go to Oklahoma.

Chappell's Thousandsticks was one of several businesses lost when a fire in the early summer of 1910 leveled a block of buildings in Hyden.

Chappell Looked Around

Despite assurances of aid in rebuilding his plant, Chappell looked around. He came to the Kentucky Press Association meeting in Middlesboro and received a "cordial welcome." Chappell said the prospect of settling here was "very appealing."

Metcalf's prediction of doom did not sway Chappell, who with the aid of Charles E. Herd, a Booneville attorney, began organization of a new Thousandsticks in Middlesboro. Assisting were Judge T. L. Manning and A. T. Smith.

The new paper derived its name from a stream in Letcher County, in which congregated thousands of sticks washed down from the mountains.

Principal direction of the paper came from Chappell and Herd, who plunged into the publishing enterprise with zest. Both worked hard, and their zealotness for differ-

ing political viewpoints almost matched their newspaper productivity.

Political Views Vary

It was the variance on political views that finally separated them. Chappell was an ardent Republican, who supported William Howard Taft for president in 1912.

Herd, meanwhile, was a supporter of the rival Bullmoose movement who was pushing Theodore Roosevelt. The viewpoints eventually became so far apart that Chappell sold his interest in the paper to Herd in 1913.

On August 7, 1913, Herd changed the Thousandsticks into the Pinnacle News, also a weekly. Herd was now sole publisher.

Chappell, meanwhile, later purchased an interest in the News Record, a competitor of the Pinnacle News. He eventually bought the plant of the News Record, and changed its name to the Three States.

An Active Force

The Three States then continued to be an active force in the community, even after Chappell's death, until it ceased publication 43 years later on July 10, 1956. Chappell died on March 13, 1953.

Herd, however, found the financial going anything but easy at the start. His brother in New York City helped him meet the Pinnacle News payrolls, and the Three States was giving him lively competition.

Nevertheless, Herd continued to pump money into the paper. He added new equipment and on January 15, 1917, turned it into a daily. Middlesboro's daily newspaper was then four pages, six columns wide.

Circulation of the Pinnacle Daily News boomed under the coal prosperity brought on by World War I. Following the war the paper suffered along with the other businesses as economic readjustments were being made.

Paper Purchased

In 1920 a group of businessmen bought the paper from Herd and formed an organization called the Citizens News Company. Herd retired into private law practice and the Middlesboro Daily News was then born.

The original incorporators of the Citizens News Co. were H. R. Chandler, now associated with the Pineville Sun; E. G. Laird and W. V. Tennant. Capital stock was listed at \$15,000.

F. D. Hart, Jr., an engineer and coal operator, was destined to become the next head of the Daily News. A minority stockholder in the early 1920's, he purchased the interests of the rest of the shareholders when they became disappointed with slow financial progress.

Taking active control in 1922, he hired G. E. Ledson as manager and began a strong promotion campaign. The paper grew rapidly, and Hart hired a number of trained newspaper personnel.

Kincaid is Hired

Robert L. Kincaid took the place of Ledson as manager in 1923 and in 1926 purchased Hart's stock. Kincaid, then secretary of nearby Lincoln Memorial University in Harrogate, assumed an active role on the Daily News until 1937. At one time he was publisher, general manager and editor.

He returned then to LMU and eventually became its president. He died in 1960.

In 1940 Don M. Nixon, of Wabash, Ind., a publisher of four newspapers, purchased the majority of Citizens News Co. stock. Nixon died in an automobile accident in 1934.

Ownership of the newspaper passed into entirely local hands in 1944 when a group of businessmen assumed control. They were Kincaid, Dr. J. H. Brooks, Neil Barry, Elmer Russell, Dr. U. G. Brummett, H. C. Williams, Dr. A. G. Barton, Sam Mars, Wayland Smith, Mitchell Alexander, Dr. C. K. Brosheer and Dr. H. C. Chance.

Another new era began for the newspaper in 1949 when it left its old quarters on Cumberland Avenue, now occupied by One-Hour Cleaners, and moved to its present, modern location at Cester Avenue and South 21st Street.

Five Control Paper

Control of the paper moved in 1951 into the hands of Dr. A. G. Barton, Dr. U. G. Brummett, Dr. C. K. Brosheer, and Kincaid and his wife. In 1951 they hired Maurice K. Henry as general manager. Henry, who was now manager of the Daily News and also radio station WMIK, began to initiate a number of equipment changes.

In 1953 automatic line-casting equipment was added, which enabled teletype tapes to be fed into machines which automatically set type for stories.

The biggest equipment revolution was in 1956, when the 16-page, 3,000-copy-an-hour, flatbed press was replaced with a high speed rotary 32-page, four-color press that can print a maximum of 24,000 copies an hour.

Additional stereotyping equipment was also added, to enable the Daily News to have a potential capacity of a 32-page paper each day.

Three Purchase Paper

This year sole ownership of the paper was assumed by Henry, his wife, Helen who is now president of the Citizens News Co., and Mrs. Robert Kincaid, widow of the former publisher. Henry is secretary and treasurer.

In the course of some men in a two officers were

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That's What The Judge Said - - -

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

In the course of their attempt to arrest some men in a county-seat rooming house, two officers were gunned down.

In the news story it was stated that the shooting occurred "during a liquor raid on the home of" the plaintiff, who was soon in court alleging that the publication was false, malicious and meant that she was an unlawful dealer in whiskey, all of which, she said, had blackened her reputation and caused her great loss in her rooming house business.

She was awarded \$3,100 in the Lower Court and the defending newspaper appealed.

The Judges quickly decided that the words during a liquor raid "carried with them the imputation that she (the plaintiff) was violating the Prohibition Act in her home," and hence injured her reputation and could prejudice her business.

Next the Judges pondered the fact that the plaintiff had admitted that she had once pleaded guilty in federal court on a charge of unlawful possession of whiskey and that other witnesses had testified (without objection) that her reputation was bad and that she had a reputation of being an unlawful dealer in liquor and that "the general reputation of her home was that of a place where liquor was sold." So what, remarked the Judges. We cannot find that the jury's decision was flagrantly against the evidence.

At this point the newspaper's case looked like it had less substance than a USSR promise. But the Judges turned to an examination of the amount of the damages. The newspaper contended that the verdict was excessive, and the Court was interested. The lower floor of the plaintiff's house rented for \$10 per month, and the upper floor was rented largely to "comers and goers" they noted.

"Here, then, we have a case where but little loss of business was shown," they remarked, "and, as Appellee (the plaintiff) had been convicted in federal court for a violation of the Prohibition Act, and at the time of the publication had a reputation of being an unlawful dealer in intoxicating liquor, it is not perceived how the publication affected her reputation or the business which she was engaged."

They contemplated the sum of \$3,100

which had been awarded to the plaintiff and expressed serious doubts. "(It) is so far in excess of any damage that the appellee (plaintiff) could not have possible have sustained" such damage and the verdict may be the result of "prejudice and passion," and therefore require a reversal of the judgment.

The case was remanded for a new trial.—
(251 Ky. 527; 65 S.W. 2d 703.)

Unique Newspaper

The little town of Louise, Texas, through the efforts of its Chamber of Commerce, is publishing perhaps the most unusual newspaper in all the world.

In keeping with the modern trend, it features drive-in reading service—all of which is proving very popular and a real traffic stopper.

Mounted on a huge billboard-bulletin board, conceived by Ralph Stockton, one of the outstanding citizens of Louise, people can drive up and sit in their cars and read the items that have been chalked on the outdoor newspaper. They can get out and write an item themselves on the board or can go into the drive-in grocery nearby and give the news to the editor, Mrs. Tillie Roome.

With this unique newspaper, the Chamber of Commerce at Louise, has enabled all its citizens to become reporters.

It takes 30 to 50 acres of spruce trees to make enough paper for a large newspaper run in a single day.

(Continued From Page Three)

NEA Dailies Ask

There are 21 employees. They are the general manager, bookkeeper, proofreader, teletype operator, editor, reporter, sports editor, society editor, photographer, three advertising personnel, two operators, a pressman, two stereotype men, a makeup man, a mailroom supervisor and two in the circulation department.

Since 1954, the Daily News has won a total of 64 awards for news and advertising excellence in both state and national competition.

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

Those were the days...

(From the back files of the Kentucky Press)

30 Years Ago

The Franklin Printing Catalog listed hand composition at \$3.60; machine composition, \$4.00; 10x15 hand press, \$2.10; cylinder press, \$4.20 and folding machine, \$2.40.

The Richmond Daily Register celebrated its 50th anniversary.

The Kentucky Press advised to "call it business or social printing if you want to get away from that old term, job."

A Michigan newspaper reported while distributing free copies each week to farmers within a 14 mile radius of town, it would deliver, free of charge, packages to the farmers who order anything from one of the regular advertisers.

20 Years Ago

The Corbin Tribune received honorable mention for an edition relative to the American Legion program during the national convention.

Lawrence W. Hager, Owensboro publisher, has been appointed by President Roosevelt as one of the 45 members of the Volunteer Participation committee in the Office of Civilian Defense.

Editor Frank Bell, Trimble Democrat, Bedford, again issued his "green edition" the latter part of last month to encourage the planting of winter cover crops in Northern Kentucky.

5 Years Ago

For ten years, Landon Wills has been exchanging his Calhoun News with the Mediapolis, Iowa, New Era. Last week, Walden T. Smith, the Iowa editor, entered Landon's office and delivered his paper in person. It was the first time that the two pen pushers had met.

The Kentucky Press again began to be issued from the Central Office after a lapse of three years.

Larry Stone, genial co-publisher of the Central City Messenger-Argus, was unanimously elected president of the newly

formed Second District Press Association at the First-Second district meeting at Dawson Springs. J. Earle Bell was elected vice president and Landon Wills was named secretary-treasurer.

The Harrodsburg Herald installed air-conditioning in offices and plant, according to publisher, Jane Bird Hutton.

The Barbourville Mountain Advocate, Cecil Wilson, publisher, is now occupying its new modern building which replaced the old wooden structure.

Important Brochure For Carrier Boys

A new approach in newspaper education and training is being offered newspapers for the first time under the sponsorship of the American Newspaper Publishers Assn., and the International Circulation Managers Assn. An attractive monthly mailing for parents of newspaperboys, it will be titled "Chats With Mom and Dad."

It will be designed to appeal to parents, who form a natural source of newspaperboy good will and understanding. The newsletter will also stress importance of close newspaperboy-parent cooperation for doing the best possible job of route handling and sales.

Available in two colors on enamel paper, the publication will be sold at the low price of 3c per copy, or 36c per newspaperboy per year. Newspapers will be allowed to buy in the quantity needed, and mail out to parents of their carriers.

Another point the newsletters will stress is the value of a career opportunity for newspaperboys in journalism. The free enterprise system will be emphasized.

The policy and editorial treatment will be supervised by the ICMA Newspaperboy Training Committee with the assistance of ANPA's Newspaper Information Service. Orders or requests for further information should be directed to: ICMA Newspaperboy-Parent Newsletter, c/o G. W. Young, 25 S. Main St., Dayton 2, Ohio; or J. S. Shank, ICMA Newspaperboy Training Committee Chairman, c/o Dayton Newspapers, Inc., Dayton, Ohio.

Louis Robert, a Frenchman, invented a papermaking machine in 1799, which made a narrow ribbon.

Hazard Seminar Attracts Twenty Publishers

Some twenty members of the Kentucky Press Association from southeastern Kentucky gathered at La Citadelle Motel, Hazard, for the fourth and final seminar of the 1961 season. The same topics which were discussed at the other area meetings were presented to the group, with lively discussion following each.

The personnel of the Hazard Herald and Mr. and Mrs. Fred Luigart served as official hosts during the two-day session. Even though last, many who participated expressed the opinion this was the best of the series, in both professional discussions and social enjoyment.

Those attending were George Joplin, Somerset Commonwealth; Monte Tusser, Somerset Journal; Fred Burkhard, Liberty News; Mr. and Mrs. Manuel Strong, Jackson Times; Mr. and Mrs. W. P. Nolan, Boone County Amato, Louise Hatmaker, Hazard Herald; Mr. and Mrs. Tom Gish, Whitesburg Mountain Eagle; Mr. and Mrs. Leonard Keefe, State Department of Publicity, Frankfort; W. Foster Adams, KPA president; Paul Owens, former publisher of the Glasgow Falcon; Hugh Morris, Frankfort Courier-Journal Bureau; Martin Dyche, London Sentinel-Echo; J. A. McCauley, UK School of Journalism; and Florida Garrison, Perry Ashley, KPA Central Office.

KPA President "Pap" Adams has compiled a perfect record during the three years during which the KPA Seminar series has been held. He has not missed a single session and about 118 topics in this length of time. He also has made about 15 to 20 talks either start or end sessions. In addition, he has added his valuable comments throughout each of the topics which was up for discussion. It's no wonder he is thought many to be the "dean of community journalism" in Kentucky!

Work like sixty in '60 and you won't have to work like sixty after you're 60.

The lady at the supermarket checker counter was unloading her purchases. Of the shopping cart came 3 packages of cigarettes, 4 cakes of soap, 2 bottles of hair lotion, a bottle of suntan lotion, a jar of face cream, a pair of canvas work gloves, knitting needles, 4 small flashlight batteries, 2 magazines, a phonograph record, glasses, a quart of milk, a dozen eggs, a dinner and a package of frozen chicken. The lady paid her bill, she commented "Food is so expensive nowadays. No wonder the farmers are getting rich."

AIK Honors Kentucky Newspapers

In its Golden Jubilee Convention at Louisville, the Associated Industries of Kentucky honored state business firms which had been established prior to 1911, by publication in an attractive brochure and by handsome vellum certificates. The Kentucky Press Association, established in 1869 in Louisville, was among those honored.

Newspapers receiving the certificates with date of founding indicated are: 1806—The News-Democrat, Russellville; 1807—Kentuckian-Citizen, Paris; 1826—Courier-Journal, Louisville; 1840—Shelby Sentinel, Shelbyville; 1854—Park City News, Bowling Green; 1855—Greenup News; 1857—Franklin Favorite; 1859—Hickman Courier; 1860—Interior Journal, Stanford; 1860—Somerset Journal—all in the coveted Century Club of the Kentucky Fourth Esard Herald state.

The sixties also marked the establishment of seventeen community boosters: 1863—Beattyville Enterprise; 1864—Richmond Register; 1865—Advocate-Messenger, Danville; 1866—Glasgow Times-Journal, and Sentinel-Democrat, Mt. Sterling, and News-Democrat, Carrollton; 1867—Carlisle Mercury, Georgetown Times, and Times-Democrat, Flemingsburg; 1868—Democrat, Cynthiana, and News-Herald and Democrat, Owenton; 1869—Bracken Chronicle, Augusta, Elizabethtown News, Kentucky New Era, Hopkinsville, and the Woodford Sun, Versailles, and KPA.

Nineteen newspapers were established in the seventies: 1870—Herald, Lexington and Spencer Magnet, Taylorsville; 1871—Princeton Leader and Paducah Sun-Democrat; 1873—Jessamine Journal, Nicholasville, Madison Co. Post, Richmond, and Sentinel-Echo, London; 1874—Messenger and Inquirer, Owensboro; 1875—Ohio County News, Hartford, and Boone Co. Recorder, Burlington; 1876—Record, Cadiz, Crittenden Press, Marion, Herald-News, Hardinsburg, and Oldham Era, La Grange; 1877—Anderson News, Lawrenceburg; 1878—Hart Co. News, Munfordville; 1879—Bath Co. News-Outlook, Owingsville, Henry Co. Local, New Castle, Trimble Democrat, Bedford, and Winchester Sun, Winchester.

Beginning Volume I in the eighties, twenty-five began their continuous productive career: 1880—Fleming Gazette, Flemingsburg, and Gallatin Co. News, Warshaw; 1881—Gazette, Leitchfield; 1882—Ledger Times, Murray, Pioneer News, Shepherdsville, and Rowan Co. News, Morehead; 1883—Gleaner and Journal, Henderson and Masonic Home Journal, Louisville; 1884—Herald, Harrodsburg, Louisville Times, Mc-

Lean Co. News, Calhoun, and Union Co. Advocate, Morganfield; 1885—Big Sandy News, Louisa, Green River Republican, Morgantown, Herald-News, Hodgenville, and News, Sturgis; 1886—Enterprise, Lebanon, and Shelby News, Shelbyville; 1887—Signal, Mt. Vernon, and Times, Jackson; 1888—Herald, Louisville, Leader, Lexington, Journal, Somerset, and Tribune-Democrat, Benton; 1889—Central Record, Lancaster.

Twenty-one newspapers began publication under their present name in the Gay Nineties: 1890—Advocate, Mt. Sterling, Enterprise, Manchester, and Citizen-Times, Scottsville; 1891—Advance-Yeoman, Wickliffe; 1892—Republican, Glasgow, Meade Co. Messenger, Brandenburg, Public Ledger, Maysville, Banner, Sebree, and Todd Co. Standard, Elkton; 1893—Hancock Clarion, Hawesville; 1894—Carlisle Co. News, Bardwell, Tribune, Corbin, and Marion Falcon, Lebanon; 1895—Record-Herald, Greensburg; 1896—Independent, Ashland, Times, Clay City, and Log Cabin, Cynthiana; 1897—Adair Co. News, Columbia; 1898—Citizen, Berea, Leader, Fulton, and Herald-News, Edmonton; 1899—Herald, Vanceburg.

The first decade of the new century brought forth other publications: 1900—

Kentucky Standard, Bardstown, Messenger, Mayfield, and State Journal, Frankfort; 1901—Enterprise, Harlan, Lyon Co. Herald, Eddyville, and Herald, Paintsville; 1902—Journal-Enterprise, Providence, and the Enterprise, Adairville; 1903—News, Thompkinsville; 1904—Herald, Olive Hill, Casey Co. News, Liberty, Hickman Co. Gazette, Clinton, Mountain Advocate, Barbourville, Sun, Springfield, and Wayne Co. Outlook, Monticello; 1906—Grant Co. News, Williamstown, and Times-Argus, Central City; 1907—Independent, Maysville, Jeffersonian, Jeffersontown, and Mountain Eagle, Whitesburg; 1908—Clinton Co. News, Albany, Pineville Sun, Times, Russell, and Whitley Republican, Williamsburg; 1910—Licking Valley Courier, West Liberty, and News-Journal, Campbellsville; 1911—Daily News, Middlesboro, Hart Co. Herald, Horse Cave, Herald, Hazard, and Thousandsticks, Hyden.

The newspapers so honored have been in continuous publication under the same name. Many of these are direct, or indirect, successors of newspapers that preceded them under other names. History tells us that many short-lived newspapers were started in many of the towns mentioned; Perrone's History lists many of these with such notations as "lived only five months," "no record, or copy, exists, but the newspaper was mentioned in other publications at that time."

KPA-KPS Boards Hold Fall Meeting



The KPA Executive Committee and the KPS Board of Directors, following the new policy for coordination of mutual activities of our two associations, met in joint session at the Lafayette Hotel, Lexington, on September 30. Besides routine affairs for discussion, tentative plans were laid for the coming mid-winter meeting in Lexington, at the Phoenix Hotel, January 11-13. Formulative discussion was led by Edwards Templin and Thomas L. Adams, co-chairmen for the convention. Board members and visitors present included: Past President Thomas L. Adams, Secretary-Manager Portmann, Vice-President John B. Gaines, Chairman of the Executive Committee Fred J. Burkhard, President W. Foster Adams (KPA), President James M. Willis (KPS), and George Joplin III (seated l. to r.); standing l. to r.) Perry J. Ashley, assistant manager, Past President Paul Westpheling, Past President Joe LaGore, Past President Enos Swain, S. C. Van Curon, Maurice K. Henry, William T. Davis, Warren J. Fisher, Basil Caumissar, Edwards Templin, and George M. Wilson.

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.

Ben Reeves Addresses Journalism Students

"In addition to the standing principles of clarity, simplicity and conciseness, there are other standards which should be used in news writing," Ben Reeves, managing editor of the Courier-Journal told a journalism class at the University of Kentucky.

"Knowledgeability, fairness and sound judgment should also enter the reporting area," Reeves continued. Knowledgeability involves knowing all there is to know about a subject. People develop contempt, he said, for a reporter who does not know what he is talking about or who is tempted to write beyond his knowledge. Fairness is a test which should be applied to everything written. As an example, Reeves said too many attorneys are making an effort to get criminal cases tried in the newspapers before the case comes to court, and the American public, including the newspapers, are condemning a certain type of aircraft solely because it has been involved in recent accidents.

Sound judgment, Reeves said, is simply writing in a sound way, with reasonableness and to make sure the material has touched on all bases.

Locate High or Low Mat. Occasionally, a new matrice will cast high or low by a few thousandths, and because of the small surface of the letter even a micrometer may not locate the character. One solution is to cast a slug of letters showing the defect, using thin space between each. Rub the face of the slug on the galley or lockup stone. A high matrice will show up bolder quickly. A low letter will not show signs of wear like the other characters.

When the New York Sun, in its early days in the 1830's could not get enough news, it faked stories. Once it ran a week's account of discovery of life on the moon and circulation jumped to the largest of any newspaper in the world at that time.

"We are running an ad each week for a local bowling alley in which is listed the names of the members of bowling teams and their respective scores in games played at the alley. The more we look at it, the more we wonder if perhaps it violates the right of privacy of the persons named, or wether by virtue of bowling 600, those persons forfeit their privacy, even though their names are used in paid advertising. A copy of the ad is enclosed for your opinion."

Obviously, when the names of members of bowling teams and their scores are published as news there is no invasion of their privacy. But, when the same matter is published in paid advertising for the ultimate benefit of the advertiser in increase of patronage it is our opinion that the ad is an invasion of the privacy of those named. We doubt that any of the persons named in the ad will object or raise the question of privacy, but from a legal standpoint the advertiser should obtain their consent to use their names in paid advertising. See "Rule in Advertising," Page 22, HSPA Handbook on Newspaper law. Note therein that liability does not ordinarily extend to newspapers which publish paid advertising that amounts to an invasion of privacy. Leading cases confine liability to the advertiser.—Hoosier State Press Bulletin.

Kellogg Type-O-Writer Keyboard For Sale

The printing plant at the University of Kentucky has a Type-O-Writer keyboard for Linotype (Serial No. 1346, K-1-7) which they bought reconditioned last December from Star Parts. It has not been used. The first offer nearest the \$800 they have tied up it will get it.

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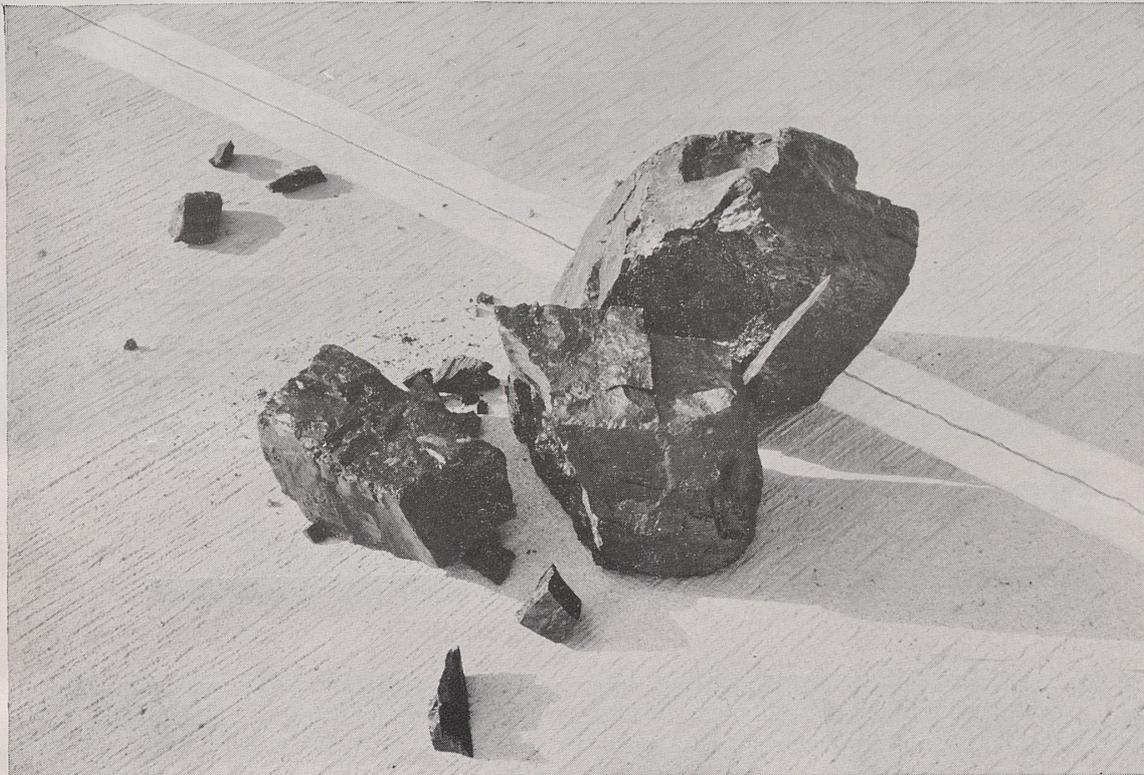
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It takes 1000 tons of coal to build just 1 mile of concrete highway!

That totals approximately 700,000 tons of coal if Kentucky uses concrete to complete its Interstate System Highways.

Kentucky needs new coal markets—and new Interstate Highways. Concrete brings the two together. The result? Better business. Better highways.

Today's new-type concrete is smooth and solid all the way . . . is laid flat to *stay* flat. It actually has a life expectancy of 50 years and longer, with upkeep expense 75% less than for asphalt (based on Kentucky records). This is vital because the Federal Government pays 90% of initial construction cost—but not a single cent for maintenance.

Add it up. Concrete means greater coal usage, greater driving comfort, and greater maintenance savings.

Mr. Fred Bullard, Executive Secretary of the Kentucky Coal Association, has this to say: "Cement and reinforcing steel are two basic ingredients of the modern concrete highway. With their high consumption of coal during manufacture, the Association believes that paving Kentucky's Interstate Highways with concrete would be an invaluable aid to the state's coal industry."

This message sponsored jointly by:

THE PORTLAND CEMENT ASSOCIATION 805 Commonwealth Bldg., Louisville 2, Ky.
A national organization to improve and extend the uses of concrete

THE KENTUCKY COAL ASSOCIATION Hazard, Ky.
An organization working for the interests of the Kentucky coal industry



Kentucky's Interstate 65 south of Elizabethtown.



