

The Kentucky Press

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Lexington
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VOLUME TWENTY-EIGHT
NUMBER FOUR



Past President Enos Swain presents the silver pitcher and citation of the 1961 Kentuckian of the Year to the state's most eminent citizen, Elvis J. Stahr Jr., Secretary of the Army.

The Kentucky Press + As We See It +

Volume 28, Number 4

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

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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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Fred J. Burkhard, *Vice-President*
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Victor R. Portmann, *Secretary-Manager*
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Postal Bill Passes House

As we go to press, wire services report that the proposed postal bill was approved by the House. The House resisted an effort, by a vote of 106 to 56, to amend that section re second class postal rates which would impose a surcharge on newspapers of 1/2 cent starting July 1, 1962, and another 1/2 cent starting July 1, 1963, a measure which your associations, NEA and KPA, other state associations, and individual newspapers have been vigorously opposing because many of our smaller newspapers, both weeklies and dailies, would be badly hurt. Of course, final action will depend on the Senate. The fight will still continue, and we will keep all KPA members advised by letter and Bulletin.

* * * *

93rd Mid-Winter Meeting Now Goes Into History

Now that the 93rd mid-winter meeting of KPA is history, with events being recorded in this issue, we rejoice in its success from every standpoint, especially in the record attendance and the quality of the program. The meeting set a criterion for others to follow in the years to come. The program committee is grateful for the many expressions of thanks and goodwill from the members of the Fourth Estate. Now we can look forward for the mid-summer meeting at Cumberland Falls on June 7-9 with the admonition to arrange an equally interesting and stimulating program. It shall be done.

* * * *

Our Congratulations

The Press joins the KPA membership in extending congratulations to Fred B. Wachs, General Manager, Lexington Herald-Leader, for his selection as the Most Valuable KPA Member, an honor richly deserved. Mr. Wachs has long been a stalwart in furthering the ideals and practices of the Association and the Kentucky Fourth Estate. From the date of his appointment to the Executive Committee in 1943, and his subsequent election as president in 1948, he has given unstintedly his time and professional counsel to Association officials and the Central Office for which we are grateful. And we know that same counsel will always be ours for the asking.

By the same token, we join in heartiest congratulations to the Kentuckian of the Year, Elvis J. Stahr Jr., a most worthy selection of a truly outstanding citizen of the commonwealth.

Newspapers Meet Threats From Local Advertisers

More and more frequently local merchants are threatening to quit advertising with newspapers that accept advertising from outside-the-city competitors. First a group of franchised auto dealers presented themselves en masse to an Indiana publisher who had accepted an ad from a dealer in a near-by town. In another city, local theater owners threatened to quit advertising when the newspaper accepted an ad from a locality 15 miles distant. In another, local department store owners threatened to "pull out" and start a shopper when an ad for a department store in a town 10 miles away was accepted.

It is absolutely essential when this situation arises that the newspaper assert its sole and exclusive right to consider what advertising it will accept or reject. In all probability, the merchants do not realize that by combining to demand that competition be stifled they are engaging in a criminal conspiracy under the Sherman Anti-Trust Act and are asking the newspaper to become a party with them. This should be pointed out to them immediately.

As long as a newspaper decides for itself what it will accept or reject, it is absolutely within its rights. This is basic law and was reasserted only three weeks ago by the Supreme Court of Massachusetts. However, if it acceded to threats, or agrees to reject advertising on demand of competing merchants, it becomes a potential defendant. Furthermore, it should be pointed out to irate merchants that by threatening they are virtually assuring that the newspaper will have to continue to accept outside advertising for some time as a safeguard to prove that it is not engaged in the conspiracy should suit be brought.

* * * *

Outlook For Advertising

1962 Ad Outlook Good, says Printers Ink, which predicts that advertisers will sink some \$13 billion in ad messages. This is some 8% over last year's volume in space and time purchased. Among those areas where volume is expected to be greater are appliances, food, banks, savings, institutions, personal services and travel. National Retail Merchants Association says that 75 key merchants expect sales to rise 5% in the first half of 1962. Magazine first topic with dropped ad revenue in 1961; TV gained and reportedly is still climbing, despite increased costs in time and productions.

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The Press extends thanks to the Lexington Herald-Leader for all the excellent pix that appear in this issue.

"Exciting, ferent, refres remarks heard Kentucky Pro Winter Conv close. The se Hotel, Lexin Other me ssembled a p tional and st ance, along ered "hopeful state's govern to go until e tors expresse their predicti ical battle.

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Newspapers first topic with a group of stu School, explaini do for the stud can gain from t paper. Mrs. V student learned feelings of the

Convention Move To Lexington Termed Successful

By PERRY J. ASHLEY

"Exciting, informative, interesting, different, refreshing, and helpful" were many remarks heard from the members of the Kentucky Press Association as the 93rd Mid-Winter Convention of the group drew to a close. The sessions were held in the Phoenix Hotel, Lexington, January 11-13.

Other members said the meeting resembled a political convention with national and state political figures in attendance, along with several who are considered "hopefuls" for the 1963 race for the state's governors chair. Even with two years to go until election time, some of the editors expressed, for the local newspapers, their predictions on that forthcoming political battle.

None will deny, however, that the time spent between the Ladies' Reception of Thursday night until the announcement of the outstanding Kentuckian of the Year at the Saturday luncheon wasn't busy for those who wanted to be busy. Some of the highlights might read as follows:

Thursday

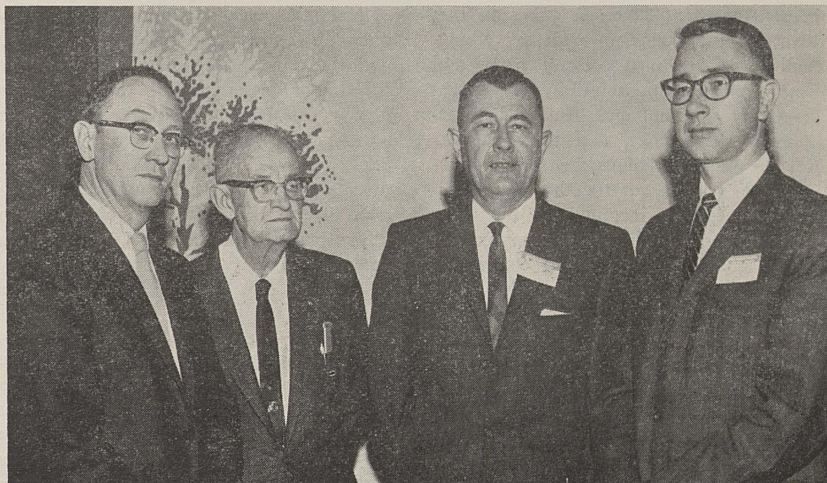
The old English Wassail Bowl, through the courtesy of John Henry Cox and the Brewers Association, was featured during the hour set aside for the ladies' reception. Wives of members from the Central Kentucky area served as hostesses.

A "chuck wagon" dinner, complete with bandanas and sun-bonnets, was enjoyed by a record crowd for any convention with 164 members and guests in attendance. This was followed by a performance of parts of the Broadway musical, "Oklahoma," by a group of students and faculty members from the University of Kentucky.

Friday Morning

Immediately after the buffet breakfast, the meeting was officially called to order by President W. Foster Adams. The Rev. Don Herren, president of the Lexington Ministerial Association gave the invocation, City Manager John R. Cook Jr., welcomed the group to Lexington, and Executive Committee Chairman, Fred Burkhard, responded for the association.

Newspapers in the classroom was the first topic with Mrs. LaNelle Woods, and a group of students from Lafayette High School, explaining what the newspaper can do for the student and what the student can gain from the regular use of the newspaper. Mrs. Woods told the group the student learned to analyze the political feelings of the paper, had an understand-



KPA's Officers for 1962 include Fred J. Burkhard, Vice President, Victor R. Portmann, Secretary-Manager, John B. Gaines, President, and George Joplin III, Chairman of the Executive Committee.

ing of the political comments made from day to day, could appreciate the editorial writing and columnists, learned to recognize propaganda and to think clearly, and could know opinion when written. All of this, she added, would help the student be able to discuss current events in the home and to know what world conditions are at any given time.

How does she teach the use of the newspaper? The class in which they are used are core in social studies and English. Students participate by keeping a scrap book on current problems, following world events day-to-day, read articles and write summary sentences to show comprehension, and a weekly quiz on names, places and things in the news.

The students said the class helped them in their other studies, informed them about eventual job opportunities, helped to be able to discuss current events in the home and with their friends and kept them abreast of happenings around the world.

Beardsley Graham, president of Spindletop Inc., told the group that research institutes such as the new Spindletop Center were job shops. He said by serving the industry of the state, jobs would be created by companies attracted to the Commonwealth.

Organization of functions of the State merit system were outlined by Walter R. Catts, commissioner of the Department of Personnel. He said political "job payoffs"

have not been eliminated complete from our state government but giant strides have been made in the direction of the true merit system and a group of permanent employees serving the Commonwealth.

Friday luncheon found W. C. Cawood, Winchester, presenting Fred B. Wachs with the award of KPA's most valuable member for 1961. Wachs, president and general manager of the Lexington Herald-Leader, was cited for his many years of work on the journalistic field and civic programs.

Harsh critics could have found many holes in the logic of the Friday luncheon speaker, George A. Rohlfing, humorist, president of a hole and excavating company in Benton, Arkansas, who drew many chuckles as he explained the history of his unique company and their problems of marketing. He left generous samples of his products at each plate at the tables.

Friday Afternoon

Annual meetings of the School of Journalism Foundation and the Kentucky Press Service, with George Joplin III and James Willis, respectively, presiding, were held. Garland Holderfield, Mergenthaler Linotype Company representative presented a film on the advancements which the machine manufacturers have made during the past 60 to 70 years. Dave Richardson, WNR representative from Atlanta, showed a slide film presentation which is used in the selling of space for the weekly press of the nation, and outlined the work of WNR

for the member newspapers.

The annual banquet and entertainment program were as much fun as a three ring circus. There was so much going on that it was hard to keep up with everything. It all started with a cocktail party and reception jointly sponsored by the Louisville Courier-Journal and Times, the Lexington Herald-Leader, and the Kentucky Press Association. Things were really buzzing while friends got together again and new persons were mixing with the older members. Then the lights were turned out and the group moved into the convention hall for the banquet dinner. At this point the tempo really picked up.

While the men were eating dinner with one hand, and holding on to their wallet with the other, the ladies were enjoying a style show being presented by Mrs. Raines and the Four Season Shop. While Penrose Ecton, a leading Lexington businessman, was introducing the first acts of the floorshow, many of the members made one of the toughest decisions of their careers—"should I go to the basketball game and miss the exciting show or stay and miss the ball game?"

Those who went to the game missed a fine performance of young talent presented by the Lafayette High School and the Lexington Recreation Department and spicy comments made by MC Ecton. Those who stayed for the floorshow missed seeing Coach Rupp's boys handle LSU in an important Southeastern Conference game. However, judging from the comments which were made back and forth about both of the events later at the dance and the hospitality rooms, everyone seemed to be informed on both affairs and no one were really "left out."

Saturday

After buffet breakfast, the ladies left by special bus for coffee at Castle Lawn, the home of Mr. and Mrs. Fred B. Wachs. While there, the photographic staff of the Herald-Leader posed several pictures which were to be used as a special feature in the newspapers Sunday, January 21, edition.

On the business side, Robert C. Goodwin, director of the Bureau of Employment Security, U. S. Department of Labor, explained that the local community must initiate redevelopment programs before the state or federal governments can provide aid. He said two areas of Kentucky have applied for aid, but many more are eligible.

Later in the morning, a lively discussion of the problems of offset production were aired. W. E. Crutcher, Morehead, moderated and was assisted by Carroll

Knically, Glasgow; Lewis Conn, Buechel; Archie Frye, Georgetown, and Lou Runchey, Greenville.

The last business session was rounded out with reports from standing committees and the annual election of officers. John B. Gaines, publisher of the Park City News, was named president for the coming year, to be assisted by Fred Burkhard, Casey County News, Liberty, vice president and George A. Joplin III, chairman of the Executive Committee. Victor R. Portmann, UK School of Journalism, was reelected secretary-manager for the twenty-first time.

The ladies again joined the men for the closing luncheon in time to hear Secretary of the Army, Elvis Stahr Jr., named the Outstanding Kentuckian of the Year. Stahr, a native of Hickman, has shown prominence in local, state and national affairs. He was recognized by Enos Swain, Danville, for his work in these areas.

At the same time, past presidents of the Association were recognized. Those present were W. L. Dawson, LaGrange; Herndon Evans, Lexington; J. T. Norris Sr., Ashland; Lawrence Hager, Owensboro; J. P. Gozder, Campbellsville; Fred B. Wachs, Lexington; James Willis, Brandenburg; Douglas Cornette, Louisville; Enos Swain, Danville; W. C. Caywood, Winchester; Charles Adams, Warsaw; Alfred Wathen, Bardstown; Martin Dyche, London; and Thomas L. Adams, Lexington.

George Wilson, Hardinsburg, walked off with the grand prize of an electric rotisserie oven. Some of the other winners of door prizes were Ben Boone, Herndon Evans, Dalph Creal, George Joplin, Lou Runchey, Lowell Denton, Lawrence Hager, E. D. Mittendorf, Martha Comer, S. C. VanCuron, W. L. Dawson, Mrs. Fred Burkhard, Charles Adams, Stanley Portmann, Carl Sanders, Martin Dyche, and Jerry VanGilder.

School of Journalism Foundation

The annual meeting of the Schools of Journalism Foundation of Kentucky, Inc., was called to order by President George Joplin III who called on the Secretary-Process Agent for a report on the year's progress. The report indicated that the scholarship fund was steadily growing under Plan I, and 10 students were given financial assistance in their journalism curriculum. The complete report will be included with the Bulletin.

The nominating committee of Thomas L. Adams, George Wilson, and Maurice

K. Henry, presented their report and named all officers. On motion, they were duly elected as follows: Chairman of the Board, Fred B. Wachs, Lexington; President George Joplin III, Somerset; Vice President, Lawrence W. Hager Jr., Owensboro; Secretary-Process Agent, Portmann; and Treasurer, Enos Swain, Danville. Following the motion by the committee, the following publishers were re-elected to the Board of Directors for the prescribed term of three years: Martin Dyche, London; Mark F. Ethridge, Louisville; George Joplin III; Joe La Gore, Paducah; James Norris Sr., Ashland; and Landon W. Calhoun.

Kentucky Press Service

President James M. Willis presided at the annual meeting of the Kentucky Press Service, Inc. The Secretary-Manager gave the financial report for 1961 which indicated that more than \$225,000 in general advertising had been forwarded state newspapers during the year. The complete report will be published in the Bulletin. After some question-and-answer discussions, a nominating committee of Thomas L. Adams, Warren R. Fisher, and Louis Runchey presented the following names for the officers for 1962, who, on motion, were elected:

President George M. Wilson, Harrodsburg; First Vice President Landon W. Calhoun; Second Vice President William Davis, Eddyville; Secretary-Manager Portmann. Board of Directors: Chairman Martin Dyche, London; Maurice K. Herndon, Middlesboro; Niles O. Dillingham, Dawson Springs; Ro Gardner, Hickman; Robert E. Shelbyville; officers ex-officio.

In Memoriam

We pause in our deliberations to pay tribute to the memory of our comrade who passed on to greater realms of peace and peace, and extend our sympathies to their families in the consolation that their passing, they leave memories of service to their fellow men, unstinted and selfless. Those who rest in eternal peace include:

January: Miss Effie Bristow, staff member, Hart County Herald; Clarence E. Cock, St. Petersburg, Fla., former Kentucky editor and publisher.

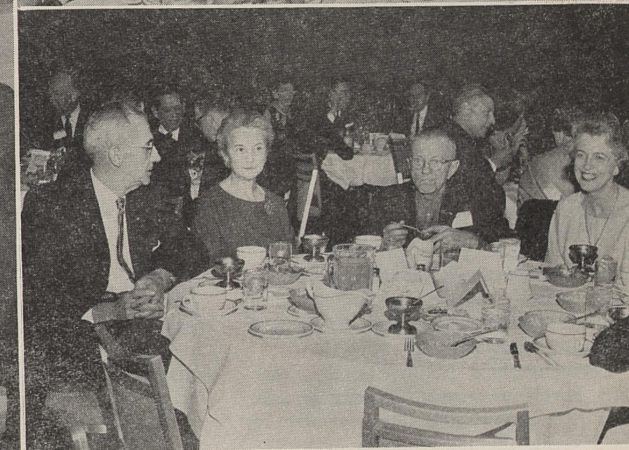
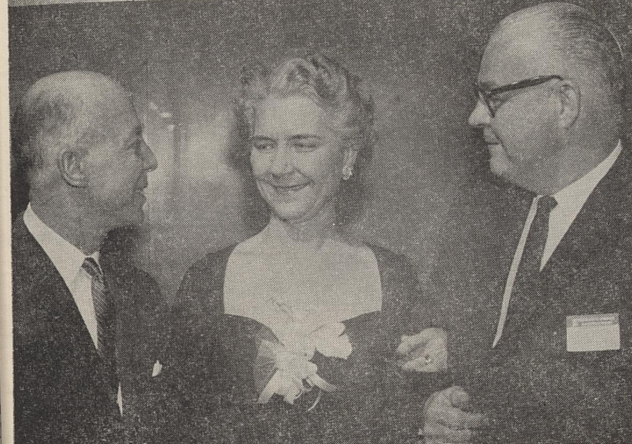
March: Mrs. Tom Wallace, wife of former editor of the Louisville Times.

May: Mrs. Susie Norris, Guerrant, Louisville, daughter of publisher J. T. Norris Sr., Ashland; Lewis Curry Woods Sr., Harrodsburg Herald.

June: Arthur Robinson Kasey, Saratoga



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WE SAW THESE AT THE MEETING: Upper left—Florida Garrison emphasizes their welcome to Gene Sears and Tommy Preston; Left center—Edwards Templin, general chairman, talks over the banquet program with Mrs. William Raines, in charge of the scintillating style show, and Penrose Ecton, MC extraordinary; Lower left—Perry Ashley insists that Fred Burkhard and Mr. and Mrs. Warren Fisher sign the guest register; Upper

right—Talking over the new julep cup are Douglas Cornette, Mrs. Thomas L. Adams, the recipient, Mrs. William Caywood, Mrs. Fred Wachs, and William Caywood; Middle right—Guest speaker and new manager of Spindletop Research, Beardsley Graham, gets some advice from Mrs. Mack Sisk and Lieutenant-Governor Wilson Wyatt; Lower right—Retiring president "Pap" Adams and Mrs. Adams explain to Mr. and Mrs. Jodie Gozder how it all happened.

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Newly Elected President, John B. Gaines, presents the traditional President's cup, suitably engraved with the names of the officers and executive committee with whom he served so long and faithfully, to Retiring President W. Foster Adams.

Fla., former printer, Henderson Cleaner and Journal.

July: Edwin J. Paxton Sr., Paducah, publisher of the Sun-Democrat; M. H. Bernard, Jamestown, former co-owner of the Russell County News.

September: Sam V. Stiles, Daytona Beach, Fla., former AP executive; Mrs. Manie Street Boone, Elkton, mother of Ben Boone III; George H. Goodman, Paducah, former publisher of the Paducah News-Democrat.

October: Albert Marion Lovell, Frankfort, circulation manager, State Journal; Max A. Conley, Pikeville, operator for the Pikeville Printing Company.

November: Mrs. Marian Abernathy, Burkesville, wife of Harold Abernathy, Publisher, Cumberland County News; Robert A. Poage, Brooksville, co-publisher, Bracken County News; Miss Marguerite McLaughlin, Lexington, educator, member of School of Journalism staff; John E. Thompson, Augusta, publisher, Bracken Chronicle.

December: James W. Armstrong, Hen-

derson, husband of Francele Armstrong, editor, Henderson Cleaner and Journal; A. E. Stephens, Burlington, editor and publisher, Boone County Recorder; Rev. James Shacklette, Campbellsville, former publisher of Taylor County Star.

The silly trend to "regulate everything" under a government bureau or licensing program is coming closer to all facets of advertising, including even advertising agencies. Currently an organized movement is underway in California for legislation to license ad agency practitioners. At the same time the Western States Advertising Agencies Assn. is studying a possible certification program, based on oral and written examinations, for self-regulation of agency personnel. The outcome in California might become a good or adverse trend, and KPA will be watching the results with much interest. One difficulty—as always—is that some ad agency men consider themselves to be professionals and might like to have a license to prove it.

National Editorial Association Buys Publishers Auxiliary

The National Editorial Association, trade association of 6,000 non-metropolitan weekly and daily newspapers announced January 5 that it has bought all the assets and goodwill of publishers' Auxiliary, oldest trade publication circulating to American newspaper owners and staffers.

Publication of the Publishers' Auxiliary will continue from Chicago where it has been operated by the Western Newspaper Union and its predecessor organization since 1865. Purchase was made from the FWP Corporation (formerly Western Newspaper Union), owned by Farwell W. Peck of New York City.

The National Editorial Association, in its 77th year as a national trade organization will operate the Publishers' Auxiliary through its wholly owned profit corporation, Newspaper Advertising Service, Inc., of Illinois with Theodore A. Serrill, Washington, D. C., NEA executive vice president and also vice president of NAS, becoming publisher and editor of Publishers' Auxiliary.

Continuing as executive editor and head of the Chicago office, will be Edwin C. Schwenn, who has been with this publication for the last five years. Assisting him as managing editor will be William Dorr. Miss Leona Helming will continue as classified advertising manager in charge of a department that carried 10,000 individual classified advertisements during 1961.

Serrill announced that Chicago office of the weekly trade newspaper will be 333 North Michigan Avenue Chicago, in New York at 404 Fifth Avenue, addresses being consolidated with the offices of American Newspaper Representatives, Inc., another wholly owned business corporation of NEA.

Headquarters of NEA and NAS in Washington, D. C. (1025 Connecticut Avenue N. W.) will be expanded to include space for a sales office for Publishers' Auxiliary.

Officers of Newspaper Advertising Service, Inc., are Ed W. Schergens, Tell City, (Ind.) News, president; Miss Nancy Hood, Washington, D. C., secretary-treasurer, and Theodore A. Serrill, vice president.

We are happy to report that Frank Bell, Trimble Democrat, and fifth district executive committeeman, is convalescing at his home following a severe heart attack. A note from Mary expressed that we were unable to attend the meeting.

Some of the papyrus books found in Egypt are over 150 feet long.



Past President KPA Mos

Fred B. Wach, manager of the Wach Company, was presented the President's Cup as the winner of the Kentucky Professional, Academic and Business Achievement Award. W. C. Caywood, said Wach had done a lot for good, and was a man of good character.

In the half-century since its inception, the recipient has served the field in Kentucky, as a professional, academic and business leader.

Classified Advertising Helped By Prop

Mildred Flynn, phone room supervisor, Times, gave some advice in the issue of Editor & Publisher handling classified advertising on phone selling and advertising in any size, and under other than classified conditions.

1. Express confidence and enthusiasm, you can expect to do so.
2. Don't over-sell. Claims will kill a sale.
3. Don't interrupt.

Most Valuable Member, 1961



Past President William C. Caywood presents the traditional engraved julep cup to KPA Most Valued Member, Fred B. Wachs, Lexington Herald-Leader.

Fred B. Wachs, president and general manager of the Lexington Herald-Leader Company, was presented with the President's Cup as the Most Valuable Member of the Kentucky Press Association for 1961. W. C. Caywood, in presenting the award, said Wachs had been a journalistic force for good, and with equal militance, an enemy of evil.

In the half-century during which the recipient has served in the journalistic field in Kentucky, he has been given many professional, academic and civic awards.

Classified Advertising Selling Helped By Proper Approach

Mildred Flynn, classified advertising phone room supervisor for the New York Times, gave some suggestions in a recent issue of Editor & Publisher magazine for handling classified advertising. Her pointers on phone selling are good for newspapers of any size, and undoubtedly adaptable to uses other than classified selling. Here they are.

1. Express confidence. Unless you show confidence and enthusiasm in your own proposition, you cannot expect your prospect to do so.
2. Don't oversell. Rash promises and claims will kill a sale faster than under-enthusiasm, and create disbelief.
3. Don't interrupt. You antagonize your

prospect by cutting in on him.

4. Pause occasionally. Give your prospect a chance to say something.
5. Be enthusiastic about your prospect's proposition. Ask questions about it.
6. Keep cool. Hold your temper no matter what the prospect says. If necessary, excuse yourself politely and call him back at another time.
7. Don't be "palsy-walsy." If you wish to keep the respect of the prospect, be business-like at all times.
8. Know your product. You can't sell it unless you know it—circulation, audience, rates, etc.

It is not how much we have, but how much we enjoy what we have that makes us happy.

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

In Memoriam...

Mrs. D. E. Wooldrige

Mrs. D. E. Wooldrige, who, with her late husband, founded the LaGrange Times, and operated it for seven years, died January 2, at her home in LaGrange. She was a graduate of Peabody College, Nashville, and taught in several Kentucky schools before establishing the weekly newspaper. She was once a correspondent for the Louisville Times.

James W. Shacklette

The Rev. James W. Shacklette, manager of radio station, WMTL in Leitchfield and a former newspaper publisher, died December 23 in a Leitchfield hospital. He was owner of the old Taylor County Star for 17 years. Upon leaving newspaper work, he organized a radio station at Campbellsville and was manager for many years. Afterwards he moved to Monticello where he was connected with a local radio station.

James W. Armstrong

James W. Armstrong, widely known educator, speaker, author and former assistant to the editor of the Henderson Gleaner and Journal, died Tuesday, December 19 of a heart ailment. His wife, Mrs. Francele Armstrong, is the editor of the Henderson daily.

At his death, he was director of counseling services at Henderson County High School and taught classes in public speaking at the University of Kentucky's Northwest Center. Previously Armstrong had taught public speaking and served as dean of men at Northwestern University, Evanston, Ill. He came to Henderson in 1936 and soon after wrote a book, "Public Speaking for Everyone," which was distributed widely throughout schools in this country. He was active in civic, educational, community and religious movements in his city and state. He was selected by the State Department of Health for an award in the 1950's for making the greatest contribution to public health. He had worked with local health department officials in helping create a climate for correcting sewage problems.

A. E. Stephens

A. E. Stephens, publisher of the Boone County Record, Burlington, died Sunday, December 31 of a heart attack. He was 47 years old. Stephens bought the Recorder from E. S. Skillman heirs in 1935. Since

Elvis J. Stahr Jr. Acclaimed Year's Outstanding Kentuckian

Secretary of the Army Elvis J. Stahr Jr., was named as the Outstanding Kentuckian of the Year by KPA during the closing luncheon Saturday morning. The presentation, made by past president Enos Swain, Danville, was for the unusual and national acclaims which have been given to Stahr since his venture into academic and political work.

In presenting the silver pitcher, Swain noted the honoree has been "a Kentuckian" all his life regardless of where his world travel has taken him. Even though now a resident of Washington, Stahr stated he still considered Kentucky his home.

Stahr was born in Hickman in 1916 and was graduated from high school there in 1932 after winning practically every honor the school offered. He was named outstanding student, winner of the state high school essay contest, and winner of the American Legion school award.

He was graduated from the University of Kentucky with an all-A scholastic average and won the Sullivan Medallion as the outstanding male student of the year, the Balfour National Scholastic Award, membership in Phi Beta Kappa, Omicron Delta Kappa, and as a Rhodes scholar he studied at Oxford University and his diplomas there were granted with "honors."

At UK, Stahr was a member and captain of the varsity tennis team, a cadet colonel in the ROTC unit, president of Sigma Chi fraternity, a member of the debating team, a member of the student legislature, and an oration champion.

After Oxford, where he received the degrees of bachelor of arts in jurisprudence, bachelor of civil law, and master of arts, he joined a New York law firm. Stahr entered the Army as a second lieutenant in 1941 and served in China as a combat liaison officer. He was discharged as a Lt. Colonel.

He joined the UK law school faculty in 1947 as associate professor and was named Dean of the school in 1948, at

then he had built a new plant for the operation and increased the output with new equipment. He was active in civic affairs, having served as Fire Chief of the department which he helped to organize. He was a member of the Burlington Baptist Church, Lodge No. 264 F.&A.M., and the Erlanger Rotary Club.

the age of 32, the youngest dean of a college of law in the United States. Also in 1948, he was selected by the U. S. Junior Chamber of Commerce as one of the Ten Outstanding Young Men in America.

In 1951, Stahr was called to Washington by Frank Pace, then secretary of the Army, to act as special assistant Secretary for reserve forces. He served in that post for more than a year. In 1957 Stahr went to the University of Pittsburgh where he was vice chancellor. In 1958 he was chosen President of the University of Virginia, a post which he held until he was called again to Washington as Secretary of the Army in 1961.

The Army secretary added that he was "humbled by this signal honor" because of the quality of the past recipients of the award, which was first presented to a president, Alben Barkley, in 1948.

Past recipients who were present during the luncheon were Henry Ward, commissioner of Highways for the State; A. Chandler, former governor; and Dr. A. Doran, President of Morehead State College.

NEA Washington Workshop

Plans for the NEA Government Relations Workshop, to be held in Washington March 22-24, are moving ahead fast. Serrill conferred with Presidential Secretary Pierre Salinger at the White House yesterday and reported NEA has been promised "enthusiastic support," not only at the White House but at the Pentagon, State Department, and Commerce Department. The workshop is being designed to interest state press association leaders from all 50 states, and it hopes as many as 100 will attend. The Department of Journalism of George Washington University is assisting in the arrangements.

A reception at the National Press Club on Thursday evening, March 22, will be an opening day feature. A White House briefing will highlight the Friday schedule from 9 to 10 a.m. Visits to the Department of Defense, State, and Commerce also been arranged.

All men are created equal—and can become otherwise.

Area Development Research Is First Duty Of Spindletop

By BEARDSLEY GRAHAM

Director, Spindletop Research, Inc.

It is a real pleasure to be with you this morning—indeed it is a real pleasure to be here easy to make. I am most impressed by the Commonwealth's hospitality, its far-sighted leadership, its great natural beauty of countryside, and its sense of history, unmatched even in New England. It is about this history—past, present, and future—and about the history of industrial research institutes in general, and Spindletop in particular, that I wish to talk to you this morning.

The granddaddys in the industrial research institute business, are Armour Research Foundation in Chicago, over sixty years old; Mellon in Pittsburgh; Franklin in Philadelphia; and Battelle in Columbus. During the last fifteen years, six new institutes have been created, excluding those launched within the last few months. Of these six institutes, the youngest is approximately five years old. Stanford Research was created in Palo Alto, California, in 1946; Midwest Research in Kansas City; Southwest Research in San Antonio; Southern Research in Birmingham; Research Triangle, near Chapel Hill in North Carolina; and Denver Research in Denver.

You all know that Spindletop was incorporated in December, 1961; and in addition to Spindletop, there are two other institutes being planned at present. In Minneapolis, St. Paul, a new organization of this type will come into being this year; and in New Orleans, they are planning the development of a similar organization. In Dallas, at Southern Methodist University, the Graduate Research Center has been launched, and while it is not a typical industrial research institute, it is very similar in many of its objectives.

Now, what are these research institutes? Why did they come into existence? How are they organized? What kinds of people start them? Without exception, these organizations were started by far-sighted local people who recognized that the support of industry with research facilities, unique to industry, as well as area development studies related to the region in which the institute was started, would provide a sound base for the development of the economy of the area in which they lived.

These research institutes are service or-

ganizations. They are primarily concerned with providing research services which the usual organization would not care to establish for itself. Either because of special techniques involved, or because the industrial requirement is on, essentially, a one-time basis. They might be referred to as research job shops, places where you take a problem to be solved by specialists in that particular field. A typical example of a one-time job for many industries is a plant location with all of the attendant problems relating to markets, transportation, sources of materials, manpower, etc.

As mentioned, these organizations are initiated by people primarily concerned with the development of a local or regional economy. The majority of these organizations are completely independent, with their own board of directors, and dependent upon the usual methods for initial funding. The usual methods in this business consist either of borrowings, donations from industry, or grants-in-aid from state or local governments. Without exception, the institutes which I have mentioned are non-profit, and while they are intended to solve and support local problems and activities, some of them are best known for their international programs.

Indeed it is impossible to attract and maintain the staff which will help with the local economy without providing the stimulation of regional, national and international activities to attract competent people. The non-profit status of these organizations, while giving some tax relief on certain kinds of projects, is primarily in existence so that the board of directors does not represent ownership; and therefore, it is possible to conduct within the institute, projects which are placed in it by organizations whose owners may be competitive with members of the board of the institute.

In this way it is possible to conduct within the industrial research organization, completely confidential studies for any customer. As a result of being non-profit, these institutions tend to have large boards of directors, ranging from fifty to two hundred, and these boards are essentially industrial in organization and in membership. Representation on the boards by local civic and educational leaders is usual.

Let us examine for a moment what these institutions do, the sorts of services which they provide. Without exception, they are

primarily concerned with applied science. The extension of basic knowledge, its applications to education, are primarily the sphere of the university and educational systems. Industrial research must be economically oriented, as well as technically oriented.

The phrase which is used today, "techno-economics," is shorthand for saying that the solution to a problem for industrial purposes must not only be technically sound, but it must be economically feasible. It must pay out. It must enable the client to earn a profit at least indirectly. Otherwise, the necessary funds to develop the process cannot be attracted to it.

The services which these institutions provide include the physical sciences, biological and life sciences, and engineering. These specialties are brought to bear on problems of plant pathology, air pollution, industrial plant location, transportation, chemical process development, and in most of the organizations, a substantial Operations Research activity is carried out. As a result of the immense complexity of current weapon systems and the requirement for large studies continuing on them, techniques known as Operations Research have been developed during the past ten or fifteen years, and are now available for application to industrial problems.

A typical example of a techno-economic problem which might be undertaken for industry, would be an analysis to determine whether a large scale business machine would be desirable in a business' operations. In the early years of such machinery, it was difficult to find objective organizations who would analyze the procedures within the company, and determine whether, and if so, what manufacture of machine should be installed. Several of the industrial research institutes provide such services today.

Another broad techno-economic problem is area development. This requires an analysis of the total resources of the region, a so-called techno-economic audit to determine the human resources, the natural resources, both mineral and agricultural, and decide on the best method of developing those resources and the support of the regional economy. A large land area may be developed agriculturally, it may be developed for tourist purposes, it may be developed for manufacturing purposes, depending upon its location with respect to markets and raw materials.

I would like to spend the remaining few minutes discussing Spindletop. What it is, and what we expect it to be. As you know, it was created last month as a completely autonomous organization with its own board of directors, approximately sixty men,



OFFICERS AND EXECUTIVE COMMITTEE: Seated (l. to r.) Secretary-Manager Victor R. Portmann, University of Kentucky; Vice President Fred J. Burkhard, Casey County News, Liberty; President John B. Gaines, Park City News, Bowling Green; and George Joplin III, Somerset Commonwealth, Chairman of the Committee. Standing (l. to r.) Committee members Larry Stone, Central City Messenger; Maurice K. Henry, Daily News, Middlesboro; Warren R. Fisher, Carlisle Mercury; Basil Caunnisar, Louisville Courier-Journal and Times; W. Foster Adams, Immediate Past President, Berea Citizen; Edwards M. Templin, Lexington Herald-Leader; and James T. Norris Jr., Ashland Independent. Committee members not present include S. C. Van Curon, Frankfort State Journal; William T. Davis, Lyon County Herald, Eddyville; Frank C. Bell, Trimble Democrat, Bedford; and George Trotter, Lebanon Enterprise.

all but a few of whom are directly connected with industry. We have broken ground for a new building which will provide us with our future headquarters building and offices and facilities for the short term. We expect to hire ten or fifteen people immediately. We expect to have thirty by the end of the year, and my goal is five hundred in five years.

The sorts of things that we will do, and for which we have funds in hand, will start out as techno-economic or area development studies. The reason for this is, that these kinds of studies require a minimum of facility costs. They are done with offices, pencils, and paper. There are many research laboratory facilities in the country. We will use these as required until our own are constructed.

One of the first jobs that we will undertake will be an analysis of the impact of the improvement of the Ohio River waterway. The new locks and river facilities will have a tremendous long-term impact on the Ohio River basin, and needs to be measured in a way meaningful to the forecasting of plant locations along the river. To do this requires an analysis of the physical characteristics of the river, the types of craft which will use it, and therefore, the types of industry which can most effectively use the transportation system. Such studies will be decisive in plant loca-

tions in Kentucky, and certain adjoining states.

We will also undertake very soon a techno-economic audit of Kentucky, much of this work has been started by the Department of Economic Development. We desire to assemble this material and arrange it in a matter meaningful to the initiation of Spindletop Research's program. In this case, we need to construct the road map. The techno-economic audit will help us create the map, as well as help us determine where we are on it.

Another important study will have to do with handicrafts and the development of tourism in Kentucky. The relationship between tourist facilities, things to do and things to see, and particularly handicrafts, has become very important, as is witnessed particularly in the southwest—Arizona and New Mexico.

Spindletop Research is fortunate in receiving substantial early funding from the state. It is our intention, and indeed, a requirement, as it is on all industrial research institutes, that we operate in the black within a few years.

In conclusion I would like to say that Kentucky is to be congratulated on the far-sighted leadership of a few public-spirited men, who have taken this unique approach to putting science to work on the great natural and human resources of the

Commonwealth. In the area of world technology, Kentucky is taking its place with its fine university system and its favored geographical location.

Tommy Preston Purchases Robertson County News

Tommy L. Preston, Cynthiana Publishing Company, announced the purchase of the Robertson County News, Mt. Olivet, from William W. Purdon, Maysville. The first issue of the News under the new ownership will be February 1. Preston stated that an office will be maintained in that Robertson county seat which is 25 miles northwest of Cynthiana.

Purdon, present publisher of the News, said his plans are indefinite, but he expected to move to Northern Kentucky and continue his employment as a linotype operator with the Cincinnati Post-Times Star. He has devoted spare time to publication of the Robertson tabloid paper, which was printed in Maysville.

The Robertson County News was successor to the defunct Mt. Olivet Tribune Democrat, which ceased publication three years ago.

The Walter Gaddis address will be published in the February Press.

“Your Right to Know”

The men who wrote the American Bill of Rights put first things first. In writing the First Amendment to the Constitution they were wise beyond their own troubled time. They adopted the principle that any people—to be and to remain free—must be *informed*. And to be adequately informed they must have unshackled sources of information. So by the constitutional guarantee of a free press, they gave clear assertion of every citizen's right to know.

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Redevelopment Begins At Local Level—Goodwin

By ROBERT C. GOODWIN
Bureau of Employment Security
U. S. Department of Labor

This State has long held a special meaning for all Americans. Mention the word Kentucky and immediately a bright panorama of horses, distilleries, tobacco—and of course beautiful women—flashes to mind. But for many of us, Kentucky means much, much more. It means the sturdiness of our pioneer stock—Boone and Kenton. It means the statesmanship of Henry Clay, Abe Lincoln and Jeff Davis. It means courage, initiative and character—strong character. But today it also means trouble, severe economic troubles for a large section of this Bluegrass State.

I have certainly not come to Kentucky to describe these economic problems to you. You know them much more intimately than I, and you also know the human toll these difficulties have taken on your fellow citizens. What I have come to discuss with you is how you might help bring a halt to the economic atrophy which now besets much of your State and start Kentucky on the rise once more.

The economic picture in Kentucky is similar to that of certain other sections of the nation—better maybe than some, worse perhaps than most. Kentucky, like other areas of the country, is in the midst of a continuing revolution in its economy. For the first time in our postwar history our country is experiencing genuine hard core unemployment, with its killing impact on the life of community, State, and Nation. For the first time we are experiencing the waste product of progress on a very large scale. Certainly, those of you from the coal mining sections of the State can speak first hand about this.

In much of Kentucky, as in other parts of the nation, the story is the same—a new product shouldered an old one out of the market. A new technique makes obsolete older ones. A natural resource is no longer a prime source. An industry gives way to new competition. Progress continues. Improvements are made. But in the wake, human distress and a suffering economy.

Adding to this picture is the solemn fact of our country's population explosion which yearly brings approximately 1.3 million youngsters into our labor markets. And many of these are not adequately equipped to meet the demands of the new technology.

And to further complicate our predicament, while the labor force has been grow-

ing at an average rate of 800,000 a year, our economy with its new technology and improved efficiency has failed to absorb both the new workers and the work needs of those affected by the constant increase of automation. From 1953 to 1960, the labor force rose by 6.5 million, but employment went up only 4.5 million.

You here in Kentucky have been deeply affected by technological and other changes in coal mining. While bituminous coal mining rose an astonishing 96 percent, employment was falling 60 percent. In synthetic fibers, production has gone up 175 percent since 1947 while employment is down 11 percent. And the same trend is to be found in the steel and automobile industries and of course in agriculture.

So, obviously, action must be taken. And action is being taken, at the local, State, and national level. Many areas suffering the same ills as you do in parts of Kentucky are taking decisive steps to regain their economic health. And with the proper energy, determination, and imagination it can be done here, too.

You, ladies and gentlemen, as publishers and editors, as leaders in your communities, are in a wonderful position to provide the spark, the impetus, the leadership necessary to help bring the hard-pressed areas of your State out of their economic doldrums. Here in Kentucky there are some 44 areas classified as areas of substantial and persistent unemployment. As leaders and spokesmen in your communities, you are in a commanding position to explain what other communities under similar circumstances are doing, and to provide the local leadership necessary to avail yourselves of the assistance that has only recently been provided by the Congress and the Administration. The assistance I speak of, of course, is the Government's Area Redevelopment Act, passed during the last session of Congress.

By way of background, for the past 15 years and more, the Bureau of Employment Security has been directing attention to local economic conditions in towns and counties all across the Nation. This attention has not been confined to urban areas alone, for of particular concern has been economic development programs in rural areas where there has long been underemployment. As a matter of fact, the Bureau of Employment Security, in cooperation with the Department of Agriculture, inaugurated a 4-State rural development project in 1959, and one of the States involved was Kentucky where the project

centered in Adair county. These pilot projects involved assessing the local resources, testing, evaluating and registration of available labor and, of course, planning the best usage of that labor—all directed at the end result of economic rehabilitation of the area.

Similarly, the Area Redevelopment program, if properly used, could be a constructive instrument to help start troubled areas back on the road to economic recovery.

Similarly, the purpose of the Area Redevelopment Act is to establish an effective program to alleviate conditions of substantial and persistent unemployment and underemployment in certain economically distressed areas. It calls for a continuing program to provide job opportunities and to determine the causes of unemployment, underemployment, and chronic depression. It encourages the formulation and implementation of national, State, and local programs to raise income levels and otherwise bring about solutions to depressed area problems.

The Area Redevelopment Act is based primarily on local initiative. It is designed to help those communities that will help themselves. Those areas which qualify as redevelopment areas by virtue of the number and duration of their unemployed will be eligible to receive Government aid in planning and financing their localized economic redevelopment—if they take the initiative themselves.

The Area Development program is not intended as a quick cure-all, but rather a long-range effort to improve the economic structure of those areas where unemployment has been high and of prolonged duration. And, as we will see, the Area Redevelopment Act itself is, in effect, a pilot program on which the Administration is basing its plan for a more sweeping national Manpower and Training program. The Administration's priority list of legislation for this session of Congress.

A major objective of the A.R.A. is to provide job opportunities in economically distressed areas. But achieving this goal calls for more than simply balancing newly created jobs with available unemployed workers. It means that idle workers must have, or must acquire, the skills which the new jobs require. When a man has done coal for 10 or 20 years and finds himself out of a job with little prospect that he will find such work in the future, he must be trained for a job that will be needed in

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future—and in the present, too.

This is the reason the A.R.A. contains important provisions for the training and retraining of the unemployed and the underemployed in order that they may acquire the skills which available jobs demand. Training or experience is increasingly an important factor in a worker's ability to get a job and keep it. And as you know, the unemployment rate is invariably higher among those who are unskilled and untrained than among those who possess skills. So proper training and retraining is a vital part of the Area Redevelopment program.

It is the role of the local community, however, that is all-important in planning and carrying out the objectives of the A.R.A. The community or locality which has been declared a "redevelopment area" has the responsibility of preparing what we call an Overall Economic Development Program, or OEDP, before it can receive government assistance under A.R.A.

This Overall Economic Development Program consists of defining the extent of the local economic problem, of assessing the human, physical and natural resources available to meet the problem, and of drawing up long-range plans that can be translated into employment opportunities.

The Congress made approval of these plans—both by State and Federal authorities—the necessary first ingredient to participation in the Area Redevelopment program. So your OEDP should first be submitted to the Kentucky Economic Development Commission for review and approval before it is sent to the Area Development Administrator in the Department of Commerce, at Washington.

Included in the Overall Economic Development Program must be information on available manpower in the area in relation to the redevelopment program and the kinds of training needed, together with a report on available vocational training facilities. For instance, if a specific project, such as a new factory or laundry, calling for occupational training or retraining programs, is contemplated, the occupations and plans for training should be described.

In other words, what the eligible locality must do to start its program for A.R.A. assistance is to take complete stock of itself, identify the shortage occupations and identify the jobs and skills needed for new or expanding plants.

Then the task is to put together training programs, organized by the local vocational training people with the help of State vocational training authorities. The Area Redevelopment Act can then be brought into the picture—furnishing the

tuition, and helping with subsistence allowances for the family while the worker is learning new skills.

It is necessary, first of all, that these training programs be geared to retrain for those unfilled jobs which may be uncovered in the community itself—and there are always some of those. If you check with your nearest local employment office you are almost sure to find where there is a need for perhaps welders or sheet metal workers, hospital attendants, automatic transmission repairmen, or some other such short-supply occupations.

It is important, too, that you train for skills needed in communities within commuting distance—for it is the aim of A.R.A., as it is yours, to maintain the local communities in which people have their social, religious and family ties.

The responsibility for establishing, developing, and conducting sound training or retraining programs under the A.R.A. involves cooperation among several Federal Departments: Labor, Health, Education and Welfare, Agriculture, Interior, and Commerce. They work with local authorities, primarily through State and local offices of some of these agencies, and with State Boards of Vocational Education.

The Department of Labor provides assistance on the manpower aspects of the redevelopment area in the preparation of the community's Overall Economic Development Program. Much of this work will be carried out through the local public employment service offices of the State employment security agencies, affiliated with the Labor Department's Bureau of Employment Security. These local employment offices are in close touch with area employment and unemployment problems, the supply and demand for different occupations, and skill requirements of jobs.

Under the Area Redevelopment Program the Secretary of Labor has the responsibility for determining the occupations or fields of work in which training would be appropriate and necessary for the area and for unemployed and underemployed individuals. This determination is made in cooperation with local community groups and takes into consideration the plans which the community has proposed in connection with the preparation of the Overall Economic Development Program. After these determinations are made, the Secretary of Health, Education and Welfare will be advised of the occupational training requirements of each area and whether additional facilities and services are needed to accomplish the program.

Once a specific training program has been drawn up, the Department of Labor

has the responsibility of selecting the individuals for training. This will be done through the local public employment offices in the community. These offices will select and refer trainees on the basis of qualifications for training and on a reasonable expectancy of obtaining employment as a result of the training. Of course, the local employment offices will provide assistance in job placement after training is completed. And the payment of retraining subsistence benefits will also be administered by the Department of Labor through the same offices that handle claims for unemployment benefits.

I might point out here, by the way, that the local employment service offices are the best places to go to determine what jobs are available in the community. If both workers and employers used the employment service as a manpower clearing house, it could serve them well, and in fact would develop into a type of catalyst to the area as a whole.

Similarly, the unemployment insurance program plays a vital role in the A.R.A. just as it has played a vital role in the American economy since President Roosevelt signed it into law back in the late thirties. A quarter of a century has passed since then and our unemployment insurance program has contributed immensely in helping to stabilize our national economy as well as provide for the personal well-being of millions of jobless workers. And now it is being formulated to assist workers undergoing training or retraining under the A.R.A.

So the area redevelopment program is predicated on local initiative. It is up to the community or locality itself to decide whether it wants to take action, for this is a program rooted squarely in the community. It is from the community that the initiative, investment and initial planning must come.

Unless the local communities take this initiative, there is little that the State Government can do . . . and there is nothing at all that the Federal Government can do. On the other hand, if communities determine to take action and formulate their own economic development plans, A.R.A. can—and will—exert every energy to mobilize on their behalf all of the applicable resources of the Federal Government.

I'm sure all of you have devoted considerable thinking to the problem of developing and enticing new business and industry into your home communities.

You know, there has been a significant departure from the thinking which governed economic development in the past. There was a time when communities thought only in terms of branch plants of

What a man gets out of the world today depends largely on what he puts into it.


A golfer is one who yells "fore", takes six, and puts down five.

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large industries. Today, States like North Carolina are turning to local resources and local people to develop, for example, wood-working plants or agricultural processing firms—businesses that have something in common with the area in which they spring up. And while these are sometimes difficult to organize, they have a unique value: their roots go deep in the community. They intend to stay in the community. They are not a part of a nationwide concern that comes in—and that might go out again.

This is the essence of the Area Redevelopment Act. It is not a shot-in-the-arm approach to distressed area problems but a long-range program, tailored to each locality's particular economic needs, and designed to build a healthy and permanent, self-dependent and self-perpetuating local economy.

How successful is the A.R.A. up till now? Well, it is much too early to tell because the program is just barely getting under way. As of the middle of this week, roughly 12,000 trainees are involved in area training programs in various stages of completion.

Perhaps you would be interested in knowing how many Overall Economic Development Programs have been received from your neighboring States. Georgia tops the list with 32. West Virginia, next door to you, has developed 19. South Carolina has 11. Tennessee 9 and Alabama 8.

Here in Kentucky, only two areas—Ashland and Paducah—have filed an Overall Economic Development Program. Many more areas are eligible, though. Among those designated as redevelopment areas by the Federal Government, and eligible to receive A.R.A. assistance, are the areas of Corbin, Hazard, Hopkinsville, Madisonville, Middlesboro-Harlan, Morehead-Grayson, Danville, Paintsville-Prestonsburg, Pikeville-Williamson, and Richmond.

As most of you know, these are areas where unemployment runs as high as 25 percent of the work force—where one out of every four potential workers has been jobless year in and year out. In some of these areas the average family income—not percapita income, mind you, but family income—is \$1,170 a year or less—something in the neighborhood of \$3.00 a day to feed and clothe and house an entire family.

As I said, it is only areas such as these that are now eligible to receive assistance under the Area Redevelopment Act. But, as you know, there are many more areas in Kentucky, as elsewhere in the Nation, where training and retraining is needed, but which, for one reason or another, are not eligible under the terms of the A.R.A.

Now before Congress, however, is proposed Federal legislation designed to undertake a much more sweeping and comprehensive training and retraining program. This is the Administration's Manpower and Training Bill.

Whereas the Area Redevelopment program might result in training 20- or 25,000 persons under its limited provisions, the proposed Manpower and Training Bill would affect several hundred thousand people. It would not limit its provisions to specially designated areas but would be available anywhere needed.

This represents a major step forward in the concept of government concern and responsibility in matters such as this, for the proposed Manpower and Training Bill contains provisions not only for training and retraining, but compensation in the form of training benefits during the training period.

We recognize, of course, that training is not the only answer to problems of economically distressed areas for the training is of little use if there are no jobs available and that is why the Area Redevelopment Program stresses the need for local economic self-sufficiency. All of the Federal programs for economic assistance and training are predicated on this point.

What is needed now most of all in sections of economic need is bold, imaginative leadership. And, as I have said, you ladies and gentlemen of the fourth estate have the opportunity and the required media to prod your local communities into constructive action in their own behalf. I would say that in those areas in which local action has already been taken in conjunction with the area redevelopment program, the daily and weekly press has done an outstanding job of informing, urging, and leading the community.

In sending the Area Redevelopment legislation to Congress last year, President Kennedy declared: "I believe there must be a cooperative effort in which the Federal Government joins with private industry and local and State Governments in a maximum effort to strengthen and improve the economic climate of the communities affected."

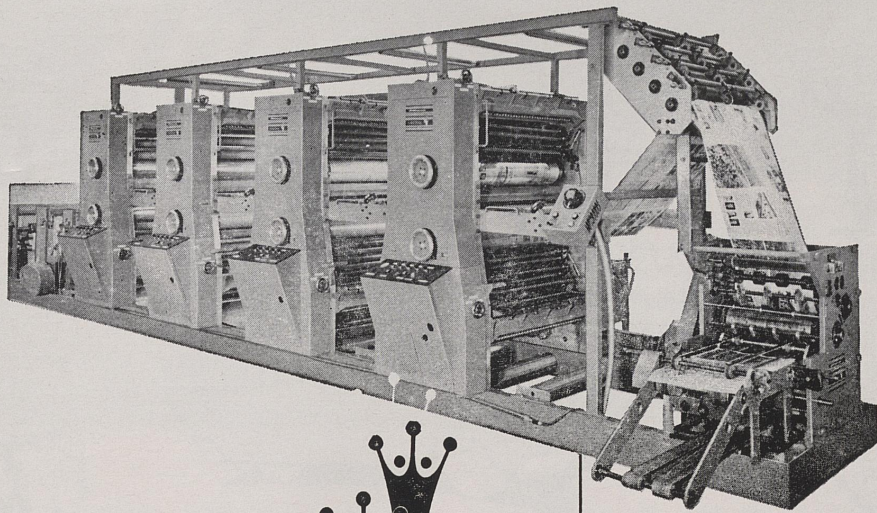
It is up to Kentucky whether the economic climate of this great State is improved. And as a strong believer in the power of the press, I would say that the question as to whether Kentucky moves forward under the Area Redevelopment Program rests, largely, in your hands.

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Fairchild manufactures, markets and services Color King. Fairchild service is available coast to coast and for many years has been familiar to users of Fairchild Scan-A-Graver® electronic engraving machines and Teletypesetter® systems.

What can Color King do?

It can print up to 16 standard newspaper pages and up to 32 tabloid pages. Or, in job printing, up to 64 8½" x 11" pages. Speed: 18,000 per hour with half fold; 14,000 per hour with quarter fold.

Can Color King be expanded as my business grows?

Yes. It's designed to enable you to add printing units at any time, up to 4. For increased color capabilities, a fifth or sixth unit may be added.

Fairchild Graphic Equipment, Dept. FGE 87
Fairchild Drive, Plainview, L. I., N. Y.

- Please send me information on Fairchild's new Color King press.
- Please have a Fairchild Color King Representative call.

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CITY _____ ZONE _____ STATE _____



PARTNERS IN PROGRESS in recreation and tourism

The promotion of Kentucky as a vacationland requires continuous coordination and cooperation between the public utilities, chambers of commerce, the government, resort owner associations, the press, and other news outlets.

Besides its internationally known tourist attractions, Kentucky is noted for its major lakes, and no one knows better than Kentucky Utilities Company the problems inherent in maintaining fishing and water sports facilities. For almost two decades KU's Herrington Lake served as a laboratory for the study of water sports recreation.

KU's cooperation with the state's Depart-

ment of Fish and Wildlife in maintaining water levels during game fish spawning seasons has been an important factor in learning to hold large fish populations essential to attracting vacationers. Planning lake levels and keeping resort owners informed is important to efficient dock handling.

State agencies cooperate by building new lakes and in providing access roads and boat launching sites. Utilities services are extended to new resorts and cottage areas.

This partnership, which extends to all Kentucky's tourist attractions, is not only good citizenship. It is foresighted business, too. It

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