

Water

Seen

lury Away

EXA, Kan. (UPI) — It is more than a century since the water purification "zero discharge" which mental enthusiasts are about for 1985. Presiomas P. O'Boyle of EcCorp. said Wednesday.

ne is one of the larger ies in waste water treat- Boyle addressed an ed- ymposium arranged by ipany's Smith & Love- ision here.

ased his conclusion on ount of money being a water treatment an- which was \$2.45 billion the last year for which rate figure is available. l Congress had estimat- total job would cost \$316

la Paula

Dealership

nges Hands

LaBelle, a 12-year resi- f Santa Paula and a car aler in the county, has over the reigns of the Love Chrysler-Plymouth- al dealership, run the t years in Santa Paula by and Jim Love.

agency operates at 1190 ll E. Main St., with the being its used car opera- LaBelle indicated he plans tinue the Loves' low over- operation adding his vol- business methods to the e. He is owner of Don La- Wholesale Centers in two

But, Skoog said, newspaper mortality was caused by skyrocketing costs and local conditions. "Greater use of newspapers by advertisers will be socially valuable," he said. "More than any other commu- nications medium, the newspa- per is the cornerstone of democratic freedoms."

One reason newspapers are holding their own and making gains at the expense of other media is because they now are what Skoog calls the "concentrated media," which really means a blanketing medium, while other kinds of periodicals and local broadcasting stations, in his opinion, are fractionating.

"A typical large local market has many broadcasting sta- tions, each adopting program- ming that appeals to a special segment of the market," he said. "The local newspaper

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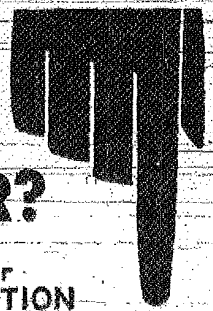
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In the fall of 1972, not going well for WXYZ in Detroit, had assumed day- eration of the s on drastic- dropped his netv and started on a local programing. He decided to for children, wh ed were more their elders and susceptible to. For the first of

Ma lav an

ON THE OCEAN AT SANTA BARBARA

