

# The Kentucky Press

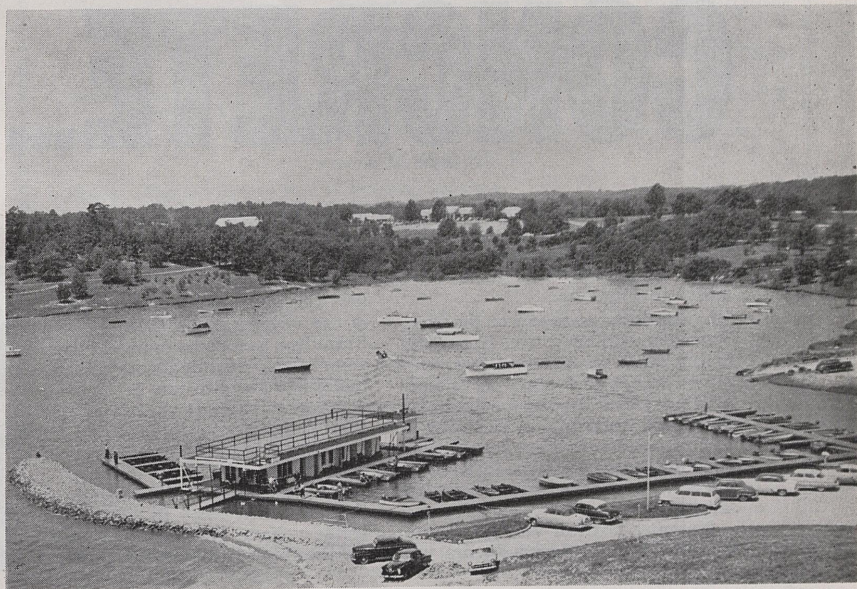
May, 1959



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



*Mid-Summer Convention Number*



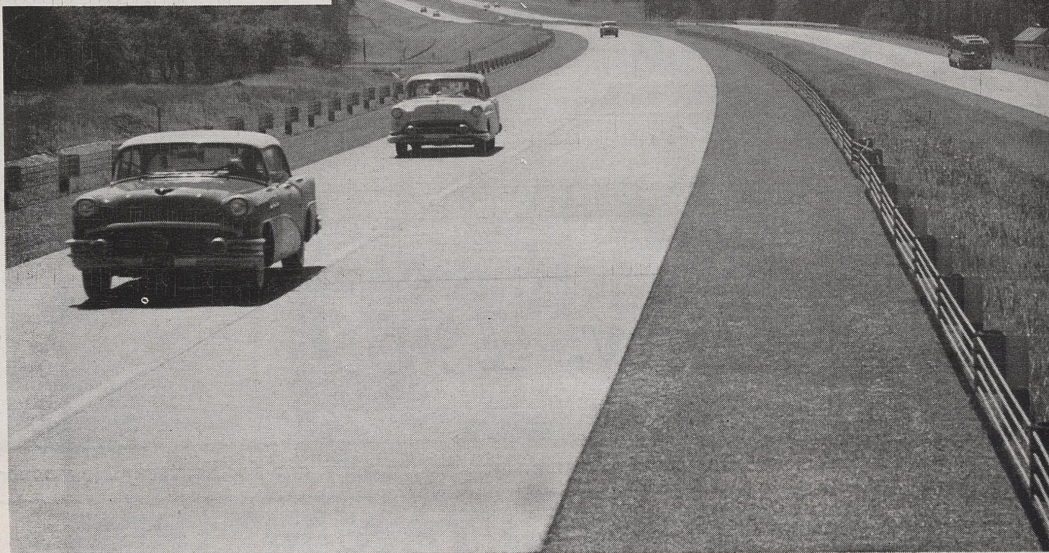
Boat Dock At Kentucky Lake Village Park

VOLUME TWENTY-FIVE  
NUMBER EIGHT

Publication Office:  
School of Journalism  
University of Kentucky  
Lexington

Official Publication Kentucky Press Association

NEW TYPE  
**Concrete**



On the Ohio Turnpike, they paved with

# CONCRETE

saved \$7,181,898  
in first cost  
alone!

Studies of pavement designs proved in advance that only concrete could give the needed strength at so low a cost. Now records show big maintenance savings, too.

The consulting engineers on the Ohio Turnpike estimated that pavement maintenance for the first five year period would be 2 cents per square yard per year if flexible, dark colored pavement were used — and only 1 cent per square yard per year if rigid concrete pavement were laid. Concrete was chosen for the entire Turnpike!

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And maintenance costs will stay low. Concrete—because it is rigid—is the only material that has no “moving parts” to cause hidden wear. And only concrete’s load-bearing strength can be figured mathematically to match future traffic—give you an expected 50 years and more of safe, smooth driving.

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*A national organization to improve and extend the uses of concrete*



Concrete's high reflectance saves as much as \$40,000 a year in lighting costs for an average 10-mile expressway. Only half as many light fixtures are needed.

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## Mid-Summer Program Ready At Kentucky Village

Kentucky Dam village is ready for you and the 90th annual mid-summer meeting on June 4-7. Some of you have visited the park many times; some have just ventured an exploratory visit; but some should visit the park for the first time—and we give you a few points why. Will you come?

Known throughout the nation for its excellent largemouth bass and crappie fishing many guests come here to try their luck in the 184-mile-long lake but for those persons who don't count fishing among their hobbies there is a wealth of recreational facilities which few parks anywhere in the United States can match.

For those who prefer swimming, there is a large area set aside with a sand beach and bathhouse. There is also boating, hiking, tennis, badminton and an excellent eighteen-hole golf course, described as one of the most sporting in the southeastern part of the country. For camera fans the scenic lake area offers endless opportunities for unusual shots.

Accommodations at the park include lodge rooms or a choice of modern cottages all completely furnished and priced to suit the ordinary budget. Delicious meals are served in the park dining room for persons who want to forget about cooking. Many persons, however, do their own cooking at least during part of the stay in the cottages which are equipped with kitchens containing all the utensils they will need to prepare even the largest meals.

The park is a popular spot for conventions with living accommodations for 300 persons and an auditorium-lounge capable of seating the same number. The tired executive can finish a hectic convention day with rod and reel and plenty uninterrupted relaxation on the lake. It isn't necessary to load down the car with fishing equipment either as boats, motors, and supplies can be obtained in one of two state-maintained docks in the park.

A rather unusual feature among state parks is the fully accredited airport with its 3,500 foot all-weather landing strip and new administration building.

The number of classified ads published in daily newspapers in one year is larger than the total population of North America. It is estimated that over 300,000,000 classified ads are printed annually.

In a recent study conducted by Eugene Gilbert & Co., noted teen-age research authorities, teen-agers were asked "Did you read a newspaper yesterday?" Eight out of every ten replied that they had.

### Thursday, June 4

Arrival Day—Hiking, sight-seeing, horse-back riding, swimming and boating, fishing, golfing on an excellent 18-hole course, tennis.

7:30 p.m. — Executive Committee Meeting

### Friday Morning, June 5

8:00 a.m. — Registration, Village Theatre foyer, Miss Florida Garrison

9:00 a.m. — Business session, President Tom Adams presiding  
Invocation, Editor W. Foster Adams, Berea Citizen  
Address of Welcome, Carl McKim, Works Manager, National Carbide Company, Calvert City  
Response, J. Earl Bell, President, West Kentucky Press Association  
Appointment of Committees

10:00 a.m. — A report on the current KPA Seminar program: W. Foster Adams

10:30 a.m. — "Legislative trends of current concern," Secretary Vic Portmann

11:00 a.m. — "The trend of College Journalism Graduates as I see it," Robert K. Payne, Journalism Director, Murray State College

12:30 p.m. — Luncheon, strictly dutch

### Afternoon Recreation

2:00 p.m. — Special guided tour of amazing multi-million-dollar Calvert City industrial complex; well worth seeing if you haven't already done so! (Bus leaves Village theatre assembly point at 2:00 p.m. and will return about 4:30 p.m. ALL sight-seers MUST travel by special bus provided; NO PRIVATE CARS permitted. Bus capacity is 40 and a charge of 50c per person is necessary to help defray bus cost.)

2:00 p.m. — Supervised baby-sitting and children's entertainment, Village Theatre. The KPA Recreation Committee also suggests:

GOLF: "Village Greens" 18-hole course in the park. Open 8:00 a.m. (est); greens fee \$1.50 for 9 or 18 holes. Carts 35c and 60c. Right or left-hand clubs for rent. Driving range on U.S. 62 near park: 50c and \$1.00.

BOAT CRUISES: One-hour cruise of lake, \$1.00 adults, 50c children. Regular schedule 1:30 p.m. daily; special charter trips available anytime.

SWIMMING: Free bathing at fine park beach; 25c for use of bath house.

HORSEBACK RIDING: Three-mile trip, \$1.25 per person. Stable in park.

TENNIS court available in park; no charge.

SPACIOUS PICNIC areas available in park.

4:00 p.m. — "Hospitality Hour" courtesy Ed Pepperman and Kentucky Brewers Foundation: Cottage eleven.

### Friday Evening, June 5

7:00 p.m. — Famous "Kentucky Lake Buffet Dinner," Village Theater, Paul Westpheling, vice-president, presiding  
Songs by James Morris, star of the Stephen Foster Festival at Bardstown  
Presentation of 1959 newspaper contest awards, Landon Wills, McLean County News

7:00 p.m. — Outdoor picnic supper and entertainment for the "small fry"; assembly point: foyer of Village Theater

10:00 p.m. — Informal dance in the Village Theater; music by the Nancy Adams combo

### Saturday Morning, June 6

9:00 a.m. — Business session, Paul Westpheling presiding  
Address, "Our 100th Anniversary," Vice President Byron Jay, The Great Atlantic & Pacific Tea Company, Louisville

Address, "The Southern Regional Education Program," Dr. Adron Doran, President, Morehead State College, board member

Roundtable, "KPA Past-Presidents Look Toward the Future," Herndon Evans, Chairman

Committee reports

Old business

New business

Adjournment

12:00 noon — Luncheon, strictly dutch

### Saturday Afternoon

Recreation "as you like it"

Exhibit: 1959 contest entries, Village Theater

(All time shown is Central Standard Time)

(Registration: \$5.00 per person including banquet fee)

As the United States has grown, so has the circulation of daily newspapers. Fifty years ago, 15,000,000 daily newspapers were purchased on an average day. Today, 58,000,000 daily newspapers will be bought.

If you spent every minute of every day of your life counting out one dollar bills, you could not reach the amount all advertisers invested in daily newspaper advertising last year—\$3,120,000,000.

## Costs Study Indicates Increased Income For Weekly Newspapers

Weekly newspapers participating in the 8th annual National Weekly Newspaper Cost Study had a slightly better year in 1958 than in 1957. Income increased 5.9% while expenses rose only 4.5% for the "typical" paper.

The "typical" or composite newspaper is determined by the averages of the 60 newspapers submitting "perfect" cost study reports—with a complete breakdown of income and expense items as asked for on the reporting form.

A total of 168 reports were submitted for the 8th annual study, reports Carl C. Webb, manager of the Oregon Newspaper Publishers Association and assistant professor of journalism at the University of Oregon, who has handled the compilation and analysis of all eight of the studies. Webb is also chairman of the Cost Study committees for both the National Editorial Association and Newspaper Association Managers who co-sponsor the annual studies.

"Thirteen more newspapers submitted 'perfect' reports this year than last and this is an indication that more publishers are taking an interest in, and making use of, these annual cost studies," Webb observed.

The 1958 "composite" paper had a circulation of 3,835, slightly more than the previous year's composite, and the range of circulation was from 425 to 19,029. The 60

"perfect" reports also included eight semi-weeklies or twin-weeklies. Of the 60 papers, 17 reported less total income for 1958 than these same papers had in 1957.

Average income per subscriber for the composite paper was \$29.47 in 1958 and \$27.83 in 1957. The composite paper had 14 employees and 1958 income of \$8,096 per employee. The paper also has 275 subscribers for each employee.

Advertising occupied 55.2% of the average weekly newspaper in 1958, compared with 59.0% in 1957. This advertising space was divided as follows: local 76.6%, national 10.5%, classified 8.6%, and legal 4.3%. Advertising income was divided as follows: local 72.6%, national 10.8%, classified 11.1%, and legal 5.5%.

Wages and salaries claimed 45½ cents of each dollar of income, just one-half cent less than the 7th annual cost study's "composite" paper last year. Materials was the next biggest expense item and claimed 14½ cents of each dollar of income, just a little more than one cent less than last year's composite. Other expenses remained about the same, percentage-wise, with relation to total income.

Participants in the Cost Study are asked to report "net income before income taxes (including publisher's salary and drawings)" and this figure for the 1958 composite week-

ly newspaper was 14.6%. However, when "suggested publisher salary" of \$7,000 is deducted, the adjusted net income before income taxes for last year was 8.4% of total income.

How many individual classified ads does the average weekly newspaper publish each year? Classified advertising managers say that the number of individual classified ads is a good business barometer.

Of the 168 newspapers submitting information for the 8th annual cost study, 40 reported their classified ad count—34 these were weeklies and they averaged 16.5 classified ads per year per subscriber. The six semi-weeklies reporting the number of individual classified ads for the year did not have as good a record—only 1.7 classified ads per subscriber were published during 1958.

Distribution of the complete 16-page analysis of the 8th annual study is being limited to participating publishers as a reward for taking the time to assemble and supply data for their newspapers.

The following table shows the income and expense items, classified as on the reporting form and expressed in percentages of net income, for the "composite" paper as determined from the 60 "perfect" reports:

Summer fellowships in journalism have been awarded to 140 high school teachers from 42 states by The Newspaper Fund, Inc., under terms of a gift of \$75,000 by The Wall Street Journal. The grants are the first project in a new program designed to bring more talented young people to journalism as a career.

Don Carter, executive director of the Fund, said the teachers—73 men and women—were selected from a group of 37 different colleges and universities this summer.

Mr. Carter said the scope of the program had been greatly enlarged from its original announcement last February of 25 fellowships because the response had far exceeded expectations and The Wall Street Journal had decided to make additional funds available.

Mr. Carter added that the training is designed to enhance the teachers' professional knowledge of journalism so they may better inform young people of the broad range of career opportunities available in newspaper work.

Teachers from Kentucky who have received fellowships include:

Sister Margaret Maria Coon, 7th Greenup Streets, Covington, Ky. La Salle Academy, Covington—Marquette University and Mrs. Gene Saylor, 219 A Field Street, Cumberland, Ky. Cumberland High School (College undecided).

### COMPOSITE FINANCIAL REPORT

(Circulation average: 3835; circulation range 425 to 19,029)

	Average	%
<b>Income, 1958</b>		
Retail (Local) Display .....	44.9	
General (National) Display .....	6.5	
Classified and Readers .....	6.1	
Legal advertising .....	4.2	
<b>Total advertising .....</b>	<b>61.7</b>	
Circulation .....	10.0	
Commercial printing .....	23.6	
Miscellaneous .....	4.7	
<b>Total income .....</b>	<b>100.0%</b>	
<b>Expenditures, 1958</b>	<b>Average</b>	<b>%</b>
Office salaries (all except publisher) .....	18.7	
Shop wages .....	26.8	
Depreciation (all except building) .....	3.6	
Services (features, insurance, etc.) .....	5.1	
Utilities (light, power, telephone) .....	1.9	
Office (postage, supplies, dues) .....	3.0	
Rent and heat (or building expense) .....	2.2	
Equipment (repairs, maintenance) .....	2.0	
Taxes (all except income) .....	2.1	
Materials (paper, ink, etc.) .....	14.5	
Contributions (travel, entertainment) .....	2.0	
<b>Total expense .....</b>	<b>85.4</b>	
Net income before income taxes (including publisher's salary .....	14.6	
(adjusted net income before taxes 8.4%)		
<b>Total expense and net income .....</b>	<b>100.0%</b>	
Capital expenditures (percent of total income) .....	5.0%	

## Iowa

Average earnings of 74 Iowa weekly newspapers ranged from \$46 a week to \$124 a week. The survey conducted by the State Journalism.

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The 1958 hourly earnings of dailies and weeklies and dailies information weekly and dailies earnings, the newspapers in 1,000 to more into three groups 10,000; 25,000.

The weekly newspapers were For newsroom editors ranged \$102. Editors ranged from \$106. Earnings from \$89 to \$119 and averaged \$46. Earnings keepers ranged \$48.

Business office advertising managers averaged \$102 and advertising sales and averaged \$63.

Earnings for men ranged \$93. Earnings for men ranged \$93.

## Iowa Surveys Salary Scales

Average earnings for editorial employees of 74 Iowa weekly newspapers during 1958 ranged from \$106 a week for managing editors to \$46 a week for society editors, according to the 12th annual wages and hours survey conducted by the Bureau of Media Service at the State University of Iowa School of Journalism.

Average weekly earnings for reporters on weekly papers were \$76.

Data about wages of six managing editors with weekly salaries ranging from \$75 to \$140, 21 society editors with weekly wages ranging from \$38 to \$48, and 11 reporters with weekly earnings ranging from \$67 to \$78 were included in the survey.

Average earnings of employees of 13 Iowa daily newspapers ranged from \$169 a week for five editors to \$64 a week for ten society editors. Editors average weekly earnings ranged from \$111 to \$255; society editors average weekly earnings ranged from \$54 to \$91.

The 1958 survey reported weekly and hourly earnings for employees of weeklies, and of dailies with up to 75,000 circulation. Information was collected from 87 Iowa weekly and daily newspapers.

In listing the average weekly and hourly earnings, the Bureau divided the weekly newspapers into five groups from less than 1,000 to more than 4,000 and the dailies into three groups: 3,500 to 6,000; 6,000 to 10,000; 25,000 to 75,000.

The weekly salaries reported by weekly newspapers were:

For newsroom employees: Earnings for 25 editors ranged from \$100 to \$103 and averaged \$102. Earnings for six managing editors ranged from \$75 to \$140 and averaged \$106. Earnings for four city editors ranged from \$89 to \$100 and averaged \$92. Earnings for 11 reporters ranged from \$67 to \$78 and averaged \$76. Earnings for 21 society editors ranged from \$38 to \$48 and averaged \$46. Earnings for 18 society editor-bookkeepers ranged from \$30 and \$55 and averaged \$48.

Business office employees: Earnings for 21 advertising managers ranged from \$71 to \$102 and averaged \$98. Earnings for 11 advertising salesmen ranged from \$74 to \$86 and averaged \$80. Earnings for five circulation managers ranged from \$57 to \$90 and averaged \$63. Earnings for 21 bookkeepers ranged from \$41 to \$61 and averaged \$52. Earnings for 16 office girls ranged from \$38 to \$46 and averaged \$42.

Backshop employees: Earnings for 25 foremen ranged from \$80 to \$98 and averaged \$93. Earnings for 11 foremen-operators

ranged from \$72 to \$110 and averaged \$86. Earnings for 17 foremen-printers ranged from \$84 to \$94 and averaged \$87. Earnings for 70 operators ranged from \$61 to \$86 and averaged \$74. Earnings for 33 printer-operators ranged from \$66 to \$83 and averaged \$78. Earnings for 41 printers ranged from \$64 to \$84 and averaged \$74. Earnings for 19 pressmen ranged from \$58 to \$85 and averaged \$72. Earnings for 14 apprentices ranged from \$42 to \$55 and averaged \$49. Earnings for four bindery workers ranged from \$43 to \$61 and averaged \$52.

Salaries reported by daily newspapers were, on a weekly basis:

For newsroom employees: Earnings for five editors ranged from \$111 to \$255 and averaged \$169. Earnings for ten managing editors ranged from \$102 to \$145 and averaged \$117. Earnings for six city editors ranged from \$74 to \$132 and averaged \$101. Earnings for 13 reporters ranged from \$68 to \$85 and averaged \$77. Earnings for ten society editors ranged from \$54 to \$91 and averaged \$64. Earnings for nine sports writers ranged from \$69 to \$125 and averaged \$78. Earnings for five photographers ranged from \$62 to \$107 and averaged \$81.

Business office employees: Earnings for 11 advertising managers ranged from \$106 to \$204 and averaged \$146. Earnings for 14 advertising salesmen ranged from \$84 to \$119 and averaged \$96. Earnings for 11 circulation managers ranged from \$78 to \$166 and averaged \$98. Earnings for six classified managers ranged from \$65 to \$134 and averaged \$85. Earnings for 12 bookkeepers ranged from \$64 to \$121 and averaged \$77. Earnings for 18 office girls ranged from \$48 to \$62 and averaged \$52.

Backshop employees: Earnings for 12 foremen ranged from \$103 to \$179 and averaged \$126. Earnings for two foremen-printers ranged from \$80 to \$125 and averaged \$102. Earnings for four foremen-operators ranged from \$86 to \$125 and averaged \$95. Earnings for 29 operators ranged from \$79 to \$104 and averaged \$92. Earnings for 15 printer-operators ranged from \$84 to \$104 and averaged \$100. Earnings for 26 printers ranged from \$78 to \$104 and averaged \$92. Earnings for 20 pressmen ranged from \$77 to \$104 and averaged \$95. Earnings for three apprentices ranged from \$69 to \$75 and averaged \$73.

The survey indicates current trends in wages and hours in the state, although an exact comparison with the results of previous surveys is not possible since the same papers do not participate in the survey each year.

## Five Major Threats Seen For Advertising

Major threats to advertising on the Federal level listed. "There are eight major fronts upon which media and advertising face trouble in Washington," states Action Report, April, 1959, published by Magazine Publishers Association, Inc. Following are five of the "threats" of particular interest to newspapers:

"The Internal Revenue threat on three fronts which is likely to reduce sharply the amount of institutional advertising by which business has become accustomed to explain itself.

"The threat of Federal Renegotiation Board to institutional advertising by which business has become accustomed to maintain its competitive place in the market while busy on government contracts.

"The threat of the Patent Office of the Department of Commerce to protect the business of bar association members by driving out of business non-lawyers who advertise their services as patent agents, however ethically.

"The threat of further postal rate increases before those enacted last summer can be assimilated.

"The perennial threat to enforce a little prohibition by banning interstate transportation of advertisements for alcoholic beverages without regard for public opinion, the cost to the advertising business, or the effect on the over-all economy."

"There is sound doubt of the wisdom of turning to advertising, a basic treator of business, and hence of tax revenue," in the search for increased federal revenues, stated Action Report. "Any legislation or regulation which hampers legitimate advertising by increasing its cost or needlessly restricting it creates a drag on the economy. At a time of business uncertainty, it may be questionable whether the creation of new drags on the economy are in the best interests of government or nation. It may also be questionable whether revenue wrung from advertising will not reduce the total of advertising proportionately, slowing the wheels of commerce and industry with a net loss of revenue to the government."

You've got to hand it to the income tax people—or they will come after it.

According to reports, the J. Walter Thompson agency has been designated to handle special ad programs for the new small car Ford is preparing to bring out in 1960. Requests from local dealers that the new models be advertised in their local newspapers would be a step in the right direction.

# The Kentucky Press

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.*

## Kentucky Press Association, Inc.

Thomas L. Adams, *President*  
*Herald-Leader*, Lexington  
Paul Westpheling, *Vice-President*  
*Fulton County News*, Fulton  
Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky*, Lexington

## District Executive Committee

*Chairman*, W. Foster Adams, *Berea Citizen*, Berea (Seventh); *First*, Ray Edwards, *Messenger*, Mayfield; *Second*, Larry Stone, *Messenger-Argus*, Central City; *Third*, Basil Caummissar, *Courier-Journal*, Louisville; *Fourth*, John G. Gaines, *Park City News*, Bowling Green; *Fifth*, Frank C. Bell, *Trimble Democrat*, Bedford; *Sixth*, George Trotter, *Enterprise*, Lebanon; *Eighth*, George Joplin III, *Commonwealth*, Somerset; *Ninth*, Earl W. Kinner, *Licking Valley Courier*, West Liberty; *Tenth*, S. C. Van Curon, *Enterprise*, Harlan; *State-At-Large*, Fred J. Burkhard, *Casey County News*, Liberty; *State-At-Large*, Landon Wills, *McLean County News*, Calhoun; *Immediate Past President*, Martin Dyche, *Sentinel-Echo*, London.

## Kentucky Press Service, Inc.

James M. Willis, *President*  
*Messenger*, Brandenburg  
James G. Wilson, *First Vice-President*  
*Log Cabin*, Cynthiana  
George M. Wilson, *Second Vice-President*  
*Breckinridge County Herald-News*, Hardinsburg  
Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky*, Lexington

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*Chairman*, Bennett Roach, *Shelby News*, Shelbyville; Rumsey E. Garrison, *Anderson News*, Lawrenceburg; Enos Swain, *Advocate-Messenger*, Danville; Niles Dillingham, *Progress*, Dawson Springs; *Officers Ex-Officio*

## Local Education Needed For Legal Advertising

In centers of State Government throughout the country a loud minority constantly hacks away at the concept of legal notice advertising. If they had their way there would be no such thing.

One of the best ways to fight this ignorance is through local level education of the purposes and basic reasons for legal notices. The following editorial was developed by the Mobridge, S. Dak., Tribune, but we think it applies right here in Kentucky and should be repeated in your paper:

"Legal advertising usually is published in small type, and it is not displayed to attract the eye, but reading the legal notices in The Tribune or any other official newspaper is worth the effort. Like the small type in an insurance policy, they contain the meat of the contract.

"In stiff, formal language, the drama of the community is unfolded for the information of the readers. Publication of those legal notices is part of the American system of government, putting on record the actions taken by the elected local bodies—school board, city council and board of county commissioners.

"City government revolves around municipal ordinances, and they must all be published to become law. This is only one of the ways in which legal notices keep the public informed about what is going on in local government. Nearly every change in governmental operation must be preceded by a notice of hearing. Issuance of licenses in the city usually require public hearings, following notification published in the official newspaper. When a construction job or large purchase is to be made by the city, county or school district, a notice for bids must be published, so that everyone interested is notified and the lowest and best bidder is awarded the contract.

"Legal advertisements tell the final story about the various operations of local government, for after the boards have acted, a full report of their actions must be published in the official proceedings of each body. Often months or even years of planning are culminated with an official notice in the local newspaper, over the signature of the chairman or president, and attested by the secretary or auditor. That notice is the final action required to make the steps taken by the representatives of the people legal and official.

"Those legal notices put the stamp of authority on the action, with the knowledge and consent of the people who have designated that authority, and who will pay the bill. As those legals appear in the paper year after year, they form the bedrock upon

## Russell Dyche Honored At Levi Jackson Park

Saturday, May 16, was Russell Dyche Day in London and Laurel county and scores of friends gathered at the Levi Jackson Park—actually a living monument to Russell Dyche—to honor him and pay tribute to a man who has done more for his county and town than any other. The tribute was arranged by the civic clubs of London and widely proclaimed throughout his native section.

It has been said that Dyche and London and Laurel County are synonymous is understatement. It has been said more than once in this Southeastern sector of Kentucky and all over the state that Dyche thinks London and Laurel County and Heaven are one and the same thing. When he goes there they say, it will be just like old home week.

It was fitting that the ceremonies should be held in the Park for it was Russell Dyche who dreamed of the park years ago; who left effort or stone unturned to bring the park into existence; who lived, and breathed, and talked "park" until he saw, and we all know, his widest dreams come true. It was fitting that the ceremonies would end in the dedication of a beautiful monument at the site of the Russell Dyche amphitheater as eternal tribute to him and his efforts.

With Barney Tucker, London business man and state leader presiding, many speakers took the opportunity to eulogize Russell Dyche and give credit for work well done. That his interest had never waned was evidenced when George Corder, Lexington state leader of 4-H clubs, announced that the 4-H club camp in the Park had become a reality. He stated that Mr. Dyche and other citizens had pledged \$10,000 toward the camp if the 4-H club council would raise a similar amount; he then announced plans for immediate construction.

The Kentucky Press Association, of which Mr. Dyche has been associated for most of his adult life, serving as its 57th president in 1941, joins in paying tribute to his many contributions to his fellow publishers in the Association, his timely counsel, his wisdom and his example. The Association was represented at the celebration by President Adams, Secretary Portmann, and George Joplin III.

Twenty-three per cent of the U.S. families that earn between \$7,500 and \$10,000 own a second car. 88 per cent of these families read a newspaper every day.

which our governments, village or township or county, school or state will continue to stand."

AT  
AUTHOR  
TYPE  
DEAL

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Authori  
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Graphic

• HAMIL  
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• C & G

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Authorized Dealers  
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- BRASS RULE  
and GENERAL  
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May we serve you?

**THE CINCINNATI  
TYPE SALES, INC.**

424 COMMERCIAL SQUARE

CINCINNATI 2, OHIO

Telephone: CHerry 1-8284

## Washington Notes--

**Jobless Pay:** House Ways and Means Committee has at least delayed action on the controversial unemployment compensation bill, leading to some reports that the bill has been killed. Committee sources deny this and stick to the official announcement that "executive consideration" has been "adjourned subject to the call of the Chair."

The Committee took no formal votes on any of the key questions but did agree to direct its staff to prepare a new bill representing the thinking of a majority of the committee. Early in May the group will take a look at this new version and decide whether to act on a compromise bill.

Republican committee members are reported solidly opposed to Federal standards of unemployment benefits, and four Southern Democrats have taken the same position. If these lines hold firm in the face of determined efforts by union lobbyists, the major feature of the legislation will die in committee.

It is also expected that any compromise winning committee support will go only a short distance in the direction of expanded coverage asked by Administration. A broadening to bring in 3.2 million more workers has not won majority support and expanded coverage is expected to be limited to a few thousand.

A slight tax increase is likely in any bill that emerges, possibly from 0.3 percent of an employer's payroll to 0.4 percent.

**Postal Funds:** A Senate Appropriations subcommittee considering a 1960 funds bill for the Post Office took a long look this week at the public service question which is so closely related to the postal rate problem. Two public hearings were held and both sides aired. It is not known how quickly a decision will be reached.

The Post Office Department takes the position that only \$38 million should be appropriated to cover public welfare costs of the P.O., even though its own budget sought \$172 million for this purpose and a 1958 law requires an even higher figure, perhaps as much as \$300 million. The House-passed bill includes not a single cent.

Senator Monroney (D., Okla.), a member of the Senate Post Office Committee who played a key role in the enactment of the law which will be nullified if no appropriations are made for public services of the P.O., appeared as a witness before the subcommittee. He seemed to make some headway.

Several members of the House, who fought a losing battle in their own chamber on this issue, are ready to testify before the Senate group if hearings are continued. Probably

they will not get the chance and will be allowed only to submit a prepared statement for the record.

**Envelope Sizes:** The Post Office Department hopes to be able to end soon a confusing situation regarding small-size envelopes. As of now, an order will take effect July 1, 1959, prohibiting use of envelopes smaller than 2 3/4" by 4". If the Senate Post Office Committee gives its consent, as expected, the P.O. will rescind the order and issue an even more stringent regulation which will not take effect for more than two years, on July 1, 1961.

Mechanization of certain large post offices makes handling of little envelopes difficult. Therefore the P.O. has informed the Senate committee that it plans to adopt a regulation, effective July 1, 1961, to declare the following to be non-mailable:

1. Letter mail of envelope size less than 3 inches wide by 5 inches long.
2. Letter mail of shapes other than rectangular.
3. Unsealed letter-type mail.
4. Double post cards, self-mailers, and all non-envelope enclosed mail not sealed or stapled on all four edges.

The Senate committee was responsible for the inclusion in the 1958 postal rate increase law of a provision directing the P.O. to study and report on the envelope size problem. This study led to the above recommendations but in the meantime the P.O. had issued the new rule scheduled to take effect in July. The study made it clear this order did not go far enough so the P.O. wants to cancel it but wants to make sure the Senate group concurs.

## Oklahoma May Permit National Liquor Advertising

Oklahoma House Revenue and Taxation Committee has recommended in Alcoholic Beverage Control Bill a provision to permit liquor advertising other than retail advertising if it conforms to rules and regulations to be adopted later by Alcoholic Beverage Control Board.

Oklahoma constitutional amendment referendum on April 7 included provision to prohibit all advertising of the sale of alcoholic beverages. A recommendation of Oklahoma Press Association, committee defined "the sale of" as retail advertising. If this committee action remains in the bill that is passed by House and Senate and signed by Governor, newspapers will be able to carry national or brand name liquor advertising.

Things could be worse. Suppose your errors were tabulated and published every day, like those of a ballplayer.

### Legal Problems Seminars Held At Lexington, Berea

During the past month KPA has completed its second and third seminars at the University of Kentucky for the dailies and for the weeklies in the blue grass section of the state at Berea.

Following through with the theme "The Legal Side Of The News," the working newsmen of the state have discussed many common problems in relations to access to records, interference to access of records, current court cases on access to records, libel, contempt of court, lotteries and privacy. Technical literature was made available to those persons serving on the panels which, combined with practical experience, helped to stimulate the discussions and refresh the minds of those present on the laws which are now on the statutes of state and federal governments.

The general opinion seems to be summed up by one editor who says "seminars are informative, instructive. Refreshes specifically what some of us think we know generally. Should be more seminars." Allan Trout of the Courier-Journal explained the experience as "both a challenge and an inspiration."

No immediate plans are made for the next in the series of eight seminars due to the forthcoming summer meeting at Kentucky Lake. Dates and places of the future will be announced soon after the June meeting.

Those attending the Lexington session were S. C. Van Curon, Harlan Enterprise; Phil Swift, Frankfort Journal; Mrs. Charlotte Parrish, Columbia; W. C. Caywood, Winchester Sun; Allan Trout, Courier-Journal; John Crawford, Corbin Times-Tribune; Jim Horner, Middlesboro News; Leonard Kelsay, Glasgow Times; Henry Hornsby, Lexington Leader; Enos Swain, Danville Advocate-Messenger; Thomas L. Adams, President of KPA; Victor Portmann, secretary-manager; Graydon Hambrick, Lexington Leader; and Dr. Niel Plummer, Dr. William Moore, J. A. McCauley and Perry Ashley, all of the University of Kentucky School of Journalism.

Those enjoying the hospitality of the Berea meeting were W. Foster Adams, Berea Citizen, host; Randall Fields, Richmond Post; Donald Deaton, Mr. Vernon Signal; N. A. Perry, Jr., Frankfort State Journal; John Harris, Cynthia Democrat; Thomas Preston, Carrollton News-Democrat; Leon Keeling and Jane Bird Hutton, Harrodsburg Herald; Mrs. Warren Shonert, Fal-mouth Outlook; Fred and John Burkhard, Lierty News; Corbin Goble, Berea Citizen; Archie Frye, Georgetown Graphic; Ed East-erly, Nicholasville Journal; Mrs. Edward Ford, correspondent for Lexington Herald;

### Intertype Introduces New Super Fotosetter

A new photographic line composing machine capable of setting composition in all sizes from 3 point through 72 point at keyboard speed, has recently been introduced by Intertype Company, Brooklyn, New York, a division of Harris-Intertype Corporation.

Called the Super Display Fotosetter, the new machine greatly extends the type size range of the Intertype Fotosetter from the present 48 pt. size using 12 pt. matrices up to 72 pt. type through use of 18 pt. matrices and 4X lens and gear train.

As a result, it is the only phototypesetting machine now available for setting type up to 72 pt. directly from the keyboard, without use of additional units or multiple exposures, making the Super Display Fotosetter, in the manufacturer's words, "... the most versatile typesetting machine on the market."

The new Super Display Fotosetter takes all standard film or photosensitive papers in rolls of various widths up to 51 picas. The new lens turret arrangement, providing 14 lenses, permits use of many type sizes without interchanging lenses. To accommodate wider matrices, needed for large type sizes or extended width faces, a new 90-channel magazine has been made available. The machine provides for mixing between fonts in the new 90-channel magazine and the regular 117-channel magazines.

An additional advantage, exclusive with the Fotosetter, lies in the fact that 18 pt. display matrices, designed for perfect appearance and reproduction in all sizes from 36 pt. up, can be used. Enlargements from characters designed for use in text sizes, on the other hand, do not fit or look well when blown-up to very large display sizes.

Through the combined use of the four basic matrix sizes, namely 6, 8, 12 and 18 pt., in conjunction with lenses and gear trains ranging from 1/2X to 4X, thirty different sizes of type are available, ranging from 3 pt. to 72 pt. By mixing different sizes of Fotomats, the most complicated display composition can be produced directly from the keyboard, made up in blocks and ready for rapid paste-up in minutes.

Six years ago, only 4 per cent of all U.S. families owned a second car. Today, the figure stands at 17 per cent. During the last six years, automotive advertisements have increased their investment in daily newspapers 104 per cent.

D. Warren Lambert, Berea College; President Thomas L. Adams; Secretary Portmann; Dr. Niel Plummer, Dr. William Moore and Perry Ashley.


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### Newspapers Complete S

C. C. Althaus, Detroit Free Press, m at the recent Press Associati

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## Newspapers Must Make Complete Self-Appraisal

C. C. Althaus, personnel manager for the Detroit Free Press, and other Knight chain newspapers, made the following comments at the recent meeting of the Inland Daily Press Association:

Professor Alvin E. Austin's recent year-long study for the Dow Jones Foundation was most comprehensive and enlightening. The Associated Press Managing Editors have also exhibited a great deal of concern recently in the various facets and problems related to newsroom personnel. Other groups such as yours are showing increasing interest and concern.

Compared to other industries, this anxiety is rather late in arriving in newspaper publishing. Why? Is it too late to meet and solve the problems involved? Let us look more candidly into the mirror of self-appraisal and see if some of the answers don't become self-evident.

What are some of the things we see?

1. This is an industry rich in tradition and demanding in experience. The traditional way is the easy way to do things, but traditions have a way of developing "in-built inhibition." Jim Knight used that phrase recently in describing some of the attitudes in advertising.

2. More than in most industries, newspapers tend toward a rigid separation of each department from the other. Sacred empires develop. Confusion is apt to arise in the minds of advertisers. Media space buyers come to regard our methods as archaic. The recent graduate will perhaps soon find that he wasn't quite alerted to the "schizophrenic" nature of the business, as our ME calls it.

3. If there is in reality a "talent famine" in the newsrooms, I fear that it is even more apparent in other departments. Look carefully at your supervisory depth in production, or in advertising, or in circulation.

4. We seem to want to create the idea that this is such a unique business that takes a special breed to fill the jobs. I've heard this same attitude expressed in other industries with which I've been associated.

Such an attitude is anything but a positive approach to "selling the industry and its jobs." It reflects fear that jobs and functions will be laid bare for what they really are. Little empires may be destroyed.

I recall an Ohio State football coach who once said about the Michigan varsity: "They put on their pants one leg at a time just as we do" and then he proceeded to beat Michigan four years in a row. It was a matter of developing a little positive thinking.

5. The more successful papers have an understandable fear of trying anything new, whether it's a new person or a new proce-

## ITU Receives Setback From Labor Board

International Typographical Union recently suffered another setback at the hands of the National Labor Relations Board. This was another test case being watched by newspaper labor negotiators. Two Massachusetts dailies, the Worcester Telegram and the Haverhill Gazette, are involved. NLRB found that ITU made illegal demands of the papers, and issued a cease-and-desist order against the international and its locals in the two cities.

Both papers were struck by ITU in 1957. The Worcester strike is still on but the paper continues to publish. The Haverhill strike was ended a year ago when the paper accepted a contract containing clauses ruled illegal by the NLRB decision. ITU was found guilty of:

1. Demanding a contract containing a jurisdictional clause covering "many classifications for future work or processes."
2. Insisting on the incorporation in the contract of ITU "laws" requiring the foreman to be a union member and the publisher to discriminate in hiring.

The average person in the United States consumes 1,500 pounds of food a year. Grocery advertisers last year invested over \$147,000,000 in daily newspaper advertising to tell consumers about their products.

"Would you prefer your daily newspaper with or without advertising?" was a question asked of housewives in a study conducted by Northwestern University. 92 per cent stated they wanted their newspaper with advertising.

Many of the big papers, including my own, don't feel they dare take a chance on the recent graduate in the newsroom. They know it involves training and they feel they haven't time to spend on it. In addition, many of the "old pros" probably feel that you can't eliminate the "university of hard knocks." As a personnel man I certainly can't discount the value of experience.

There is tradition and there is a demand for experience by large papers that helps to foster and create a scarcity of superior talent. The big paper gets its experienced personnel from the smaller papers. The smaller papers are forced into more extensive recruiting than is equitable, and they are naturally more concerned with simply getting manpower than with excellence in their selections.

6. Newspapers haven't done very much either to excite new talent or to cultivate and nurture that talent which they already have.

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### Coca-Cola Ad Series Is Termed A Lottery

On April 11, in accordance with advice from the Post Office Dept., Kentucky Press Service notified all Kentucky newspapers that an advertising campaign of Coca-Cola Company, "Cross-the-T" contest, was in violation of the lottery laws. On May 6, the Kentucky attorney general's office also confirmed our viewpoint in ruling that "the chance of winning a prize is part of the inducement to purchase bottles of the soft drink in question, and, therefore, there is consideration sufficient to constitute the contest a lottery."

The Coca-Cola Bottling Company of Louisville on May 8 asked the Circuit Court to rule that the Cross-the-T contest is not an illegal lottery. The case is still pending. The suit contended that the element of "consideration" was not present in that "contestants are not required to buy bottle caps to win and the advertising says 'caps are where you find them'."

Additionally, the suit contends that "there is no element of chance in the contest. Win a prize depends only on the contestant's skill, industry, and cleverness to ferret out the key words and arrange them in proper manner required by the rules of the contest."

The lottery laws state that three elements exist that would make an offering a lottery: consideration, chance, prize. In the ruling, Asst. Atty General John B. Browning, written to James O. Clark, Campbell County commissioner, stated that the advertising was a lottery in violation of the Kentucky law because of the requirements of the contest rules, namely: the bottling firm places gold or black letters under bottle caps and awards prizes to persons spelling out the appropriate words. The ruling stated:

"A lottery is a scheme for the distribution of prizes by lot or chance among persons who have paid a consideration for the opportunity to obtain one of the prizes.

"The three elements of prize, chance and consideration must be present in order to constitute any transaction an illegal lottery.

"In the bottle cap contest there are prizes awarded to persons who manage to accumulate the proper letters.

"It appears to us that the prizes are distributed upon the basis of chance rather than any skill in determining the prize winning combination of letters since it is common knowledge by now that 'value-lift' are the correct words and the acquisition of the necessary letters depends entirely upon chance."

Browning said the only real question presented is whether there is any consideration paid for the chance to obtain one of the prizes or to enter the contest.

"It might be contended that it is not necessary to buy anything in order to enter the contest since bottle caps might be found anywhere," said Browning, adding:

"However, we think it is obvious that the contest is conducted to stimulate sales and that if the average person desires to participate in the contest, he will find it necessary as a practical matter to obtain bottle caps by the purchase of the soft drink."

Browning said the opinion would apply to any bottling companies engaged in a similar scheme.

Violators are subject, by provisions of KRS 436.360, to a fine of not less than \$500 nor more than \$5,000, or imprisonment for not less than two nor more than five years.

This situation caused much comment and discussion in the KPA seminars, now under way, on the panels relating to lottery laws.

### Auto Manufacturers Lead In Advertising Expenditures

Three major automobile manufacturers are biggest national advertisers in newspapers, according to figures compiled by Media Records, Inc., released by ANPA Bureau of Advertising. Companies and their 1958 expenditures follow: General Motors Corp., \$34,603,336; Ford Motor Co., \$20,000,024; Chrysler Corp., \$16,049,691.


Total national advertising in newspapers during 1958 was \$719,049,000, down 5.1% from 1957 figure.

Bureau has released list of 100 largest national advertisers in newspapers dollar-wise and final estimates of 1958 expenditures by classifications of national advertisers.

Leading classification, automotive advertising, totaled \$159,227,000, down 20.2% from 1957 figure. Next biggest, grocery advertising, was \$148,966,000, or 0.6% below 1957.

Classifications with biggest gains: public utilities, \$19,849,000, up 101%; radio and television (sets and stations), \$27,117,000, up 8.8%; tobacco, \$34,044,000, up 23.4%.

A North Dakota publisher had a lot of trouble with his Cranston news press. Most of the time it would go along smoothly, but every once in a while the demons would take charge and paper would be doing everything it shouldn't in the plant in Stanley. They tried several high priced remedies without success. Then they invested \$6.50 in a chicken house sprayer sold by a focal hardware, and with some hose rigged up a humidifier. When humidity is low, the sprayer is turned on about an hour before press time to bring it up to about 40%. The result—no more trouble.



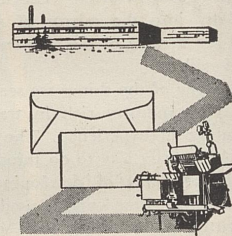
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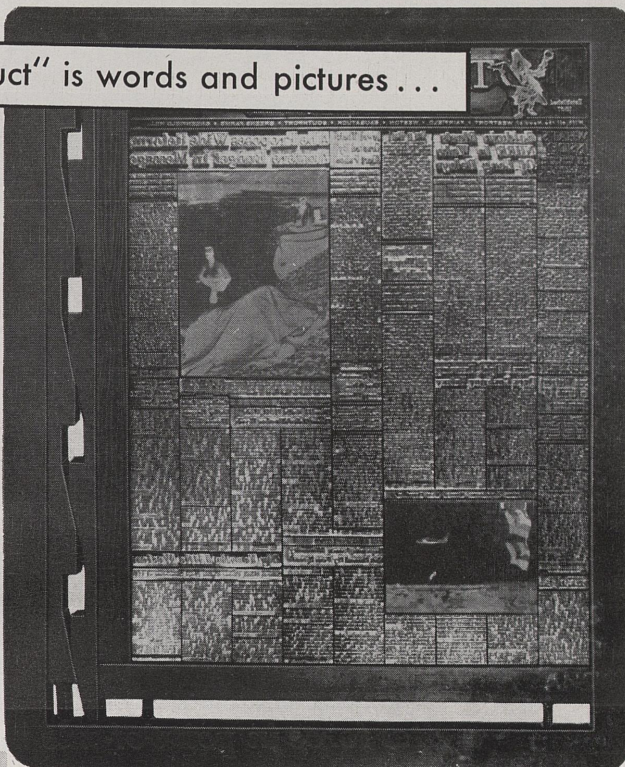
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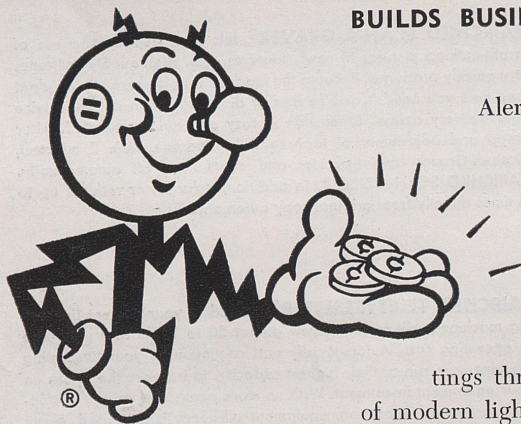
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