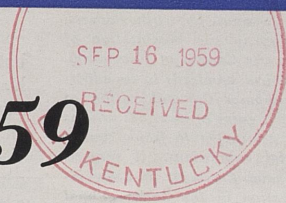


The Kentucky Press

August, 1959



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



Kentucky's Showcase: Natural Bridge, Slade

VOLUME TWENTY-FIVE
NUMBER ELEVEN

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association

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 Curen, *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

Board Of Directors

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

Press Adopts New Electra Body Dress

This, and future issues of the Kentucky Press, is being set in 8 and 9 point Electra on an eleven point slug. Linotype Electra is one of the most beautiful body type faces for book, magazine, and pamphlet printing with the highest degree of legibility and readability. It also has a slightly narrowed character face which will give added letters to a given line. We hope that you will like the change.

Oklahoma Passes Open Meeting Law

The Oklahoma Open Meeting Bill, supported by Sigma Delta Chi and OPA, passed both houses of the legislature in the waning hours of the session. Governor Edmondson signed the bill on 9 July. This guarantees any citizen the right to attend meetings of city councils in the state, boards of county commissioners, boards of public and higher education, "and all other boards, bureaus, commissions, trusteeships or authorities in the state of Oklahoma supported in whole or in part by public funds or entrusted with the expending of public funds." This bill while labeled as a newsman's bill gives the press no special privilege other than that granted to any citizen. The school block legislators made a vain attempt to shelf the bill. The Senate amended the bill to allow for discussion of personnel matters to be held in executive session, but the final vote must be taken in public. The new 50th state of Hawaii also passed an Open Meeting Bill. The addition of Oklahoma and Hawaii makes 23 states now having such a law.

Who Determines What?

A bill in the Pennsylvania legislature contains this clause: "It shall be deemed deceptive advertising within the meaning of this section for any person, partnership, firm, association or corporation to advertise any item of merchandise for sale unless such advertisement be backed up by a reasonably sufficient supply of the advertised item of merchandise to meet public demand resulting from such advertisement unless the quantity offered for sale is limited and such a fact is stated in the advertisement." That same provision appeared in an Indiana bill several sessions ago and we romped on it to its demise. Who could possibly determine what is a "reasonably sufficient supply" and how could such a ridiculous law be enforced. Indiana lawmakers agreed to the central office.

Public's NEED To Know Important As Its RIGHT

For years, newspapers have conducted a running battle with officials at all levels of government for access to news as a right for the information of the public. It is truly now time when the public's NEED to know is greater than its inherent right to know as guaranteed by the Bill of Rights. Unfortunately this premise has been honored in the breach than in the keeping. Recently, Governor Nelson A. Rockefeller told his New York state's social editors that the public's NEED to know about governmental problems even shadows this basic right to know. He said that never has the need been greater, and has the world faced problems of such complex magnitude; never have our states, towns, villages, faced problems so complex; and never have the people faced such uncertainties.

In another column, we are printing a symposium on the people's right to know and the important role that official information plays in this right. Study it fully; you may reprint it. However, the article will be reproduced in pamphlet form and copies will be sent each Kentucky newspaper for distribution to public officials and enlightened laymen. Advise the Central Office as to how many copies that you need.

Here's A New Word, Xerography, For You!

As automation makes life easier for the average individual, it keeps adding new terms to the lexicon, the United Nations Educational, Scientific and Cultural Organization indicates. The latest is xerography, meaning literally "dry writing", from the Greek root xeros (dry).

The process, makes possible the reproduction of out-of-print books, in bound form at only moderate cost. The volume is reproduced in its entirety, on microfilm. These microfilm negatives of the pages are then run through a special machine which makes photoprints in book-size enlargement on a continuous roll or paper. The prints are automatically folded accordion-style, the edge of each page, inside folds being simultaneously glued together. Outside the form the edges of the printed pages, the thickness of paper may be used for support, hailed as a boon to scholars. Developed by University Microfilms, Inc., Ann Arbor, Mich.

August, 1959
Volume 25, Number 11

AUGUST

The Quality

PUBLIC NOTICE
The first newspaper published in 1665, which the King's medium to come to the member became the London for the English continued to be printed for many years typographical substantially like a no doubt, to the had a limited the same font displaced body patches being "Foreign Intelligence" advertisement far out-stripped departmental titles. By 1750 English their public notice used for regular recognized the official notices advertisements of income though it appeared today, the of the eighteenth public notices in our present 7 space came to public notices and news departmental announcements of kingdom to be came to embrace other court offices long in recognition by 1800 we find and non-governmental this method to

Public Office

IN AMERICA
important part of the nation. Paralleling the notice in English the American notice as the ramifications township, municipal. Nowadays every correctly, utilizes the assist him in the. It may be well notice in newspaper OFFICIALS DEPARTMENT long been feeble, struggling democracy such government by the predicated on the can be kept inviolate. Without there can be no among the people

The Need And Right To Know Qualifies Legal Public Notices

PUBLIC NOTICE in newspapers is as old as the first newspaper in the English language. When the famous Oxford Gazette was established in 1665 its purpose was to fill the need which the King of England felt for a printed medium to convey his thoughts, acts, and orders to the members of his court. The Gazette soon became the London Gazette, official newspaper for the English government—and it has continued to be published to the present day.

For many years the public notice remained in typographical appearance and in wording substantially like all other notices in the paper, due, no doubt, to the fact that early English printers had a limited selection of types and employed the same font for all purposes. Display gradually displaced body type, however, the news dispatches being played under such label heads as "Foreign Intelligence," and the "advices" becoming "advertisements." Display in advertisements far outstripped display in news headlines and departmental titles.

By 1750 English newspapers in general ran their public notices in a type face that was not used for regular body type, indicating that they recognized the essential difference between these official notices and the news dispatches or advertisements of individuals or business concerns. Although it appears to be a strange typographical dress today, the English papers of the last half of the eighteenth century frequently set all public notices in an Italic letter about the size of our present 7 point. Cut-off rules and white space came to be employed for separating these public notices from the regular advertisements and news departments.

Limited in the beginning to those official pronouncements of the King by which he wished his kingdom to be governed, the public notice soon came to embrace announcements and orders of other court officials. Lesser officials were not long in recognizing the value of such notice, and by 1800 we find functionaries of counties, towns and non-government organizations regularly using this method to keep their citizens informed.

Public Officials Demand It

IN AMERICA, the public notice was an important part of newspapers from their beginning. Paralleling the development of the public notice in English newspapers until after 1800, the American notice has since become as varied as the ramifications of our federal, state, county, township, municipal, and village governments. Nowadays every public official, directly or indirectly, utilizes the columns of the newspaper to assist him in the dispatch of his official business.

It may be well to reiterate the fact that public notice in newspapers was born because **PUBLIC OFFICIALS DEMANDED IT**; and it became accepted as part of the American system of government long before newspapers were out of the feeble, struggling age of "one-man shops." In a democracy such as ours the very existence of government by the people and for the people is predicated on the assumption that every voter can be kept informed of the government's activities. Without such widespread information there can be no democracy; lack of knowledge among the people is the sword by which every

autocracy and dictatorship has enslaved its citizens. Muzzling the press is demagoguery's first step in destroying individual liberty, and preventing the people from knowing the true state of affairs in the commonwealth is its method for keeping them subjected.

Every man, woman, and child in the United States of America was born with the right to know what our public officials are doing with the responsibility entrusted to them. Election to public office is both an honor and a trial. It is an honor manifested by the faith that voters have shown in the successful candidate. But it is a trial of that candidate's inherent honesty, ability and willingness to serve his constituency. Accounting for his stewardship directly to the men and women who elected him is as much an essential part of American government as the exercise of the franchise itself.

Custom has now established the point that every person who receives or expends public moneys should give an accounting of the funds he handles by a published statement at periodic intervals. In most cases the amounts are not sufficiently large to warrant a report more than once a year, but it is significant that legislatures often have felt the need for monthly statements of receipts and expenditures by public officials who handle substantial sums of the taxpayers' money.

Honest public officials heartily acclaim the published statement in a newspaper as the best and most practical way to show their constituents that they have exercised good business acumen in the handling of funds entrusted to them. There is an old saying that every business transaction of any size should be recorded in writing because "An honest man won't hesitate to sign his name, and a dishonest man is the one from whom you need written proof." So it is with notices for publication which are required by law to be made in newspapers or otherwise. Honest officials gladly seize the opportunity to render a public statement of their acts to show the efficiency, honesty, and good judgment they have exercised. Dishonest officials, while they may oppose the American way, in the end will be apprehended by the same published notice which proves so beneficial to the worthwhile office-holder.

Protection For Officials

TAXPAYERS frequently place the blame for increased rates on public officials when the real reason for higher taxes is to be found in improvements and additional expenditures authorized by the voters themselves. In such cases the best proof public officials can use to demonstrate their own integrity and to place the blame for increased expenditures where it belongs is an itemized notice published in a newspaper of general circulation. Adverse criticism, when it is based upon guesswork or malice, is obviously unfair to the public servant who is exercising his duties with care and unselfish interest. His protection from those who seek to prejudice voters against him is a public report of his case in such a manner that its completeness will dispel unsound, and unfair, contentions.

It is sometimes said that the books of all pub-

lic offices are open for inspection by any taxpayer at any time, and therefore, the publication of annual reports is unnecessary. This is a half-truth at best. The books of every public office, theoretically, are open to the inspection of any taxpayer, but in actual practice, as every honest official knows, it is a physical impossibility for taxpayers to get their information in that way. It would require the services of at least one additional person to each county, township, and municipal office to direct taxpayers to the records, and assist them in finding the information in which they are interested; and that would be an expense many times the cost of the published statement. The taxpayer would not be able to have a complete copy of the receipts and expenditures of every public office unless he could take several weeks of his own time in which to copy them. Furthermore, if 10 per cent of the taxpayers in any county chose to inspect the public records and to make copies of a part of them, the records never would be available for office clerks to use. Consider, too, how impractical this system would be on those occasions when public interest runs high in some certain office and facts and figures must be obtained for thousands of people in the space of a few days.

Easy, Convenient For Taxpayer

THE NEED for a complete copy of the report of public officials is not to be underestimated. Most taxpayers are neither accountants nor politicians; they do not readily understand all of the items in a report and must examine it at their leisure and with repeated attention to the least understood items. Often they must take the report to some friend who has greater knowledge of accounting and of the procedure in public office in order to get a thorough knowledge of how public money was handled.

Any method, therefore, which does not make it easy and convenient for each taxpayer to have a copy of every report of a public official is inadequate in a democratic system of government. The very least to which a man or woman whose money goes to support government is entitled is a simple, complete, clear statement of what was done with it.

Notice Protects Individual Rights

WE HAVE said little about the multitude of public notices that are not concerned with the monetary accounts of public offices. Yet the need for wide circulation of such material is no less great as it often is the only available means for preventing interested parties from being deprived of their constitutional rights.

In such cases as mortgage foreclosure sales, sheriff's sales, sales of land for delinquent taxes, etc., the persons who have a vital interest in the properties have the right to be informed about their disposition. Non-resident owners are notified by mail to their last known post office, but no serious attempt is made to conduct a thorough search for them and the notice often fails of delivery. Friends and relatives living in the community or the county in which the sale is to take place, when they see a notice to that effect published in their community papers, will take the responsibility upon themselves of informing the interested non-resident parties.

Then, too, newspapers have a way of traveling around the country that gets them into the far corners of every state and nation. Like a letter from home, they are read eagerly and minutely by those who are far away from their for-

mer neighborhoods. What better way is there, under such conditions, to convey an important notice to people who have the right to be informed?

Parties not directly concerned in a legal action also may be entitled to notice in those cases where their welfare is affected. Such cases would include divorce and nullity of marriage, bankruptcy, adoption, sale of property for liens, and many others. It is impossible for anyone to predict how many people will be interested in one way or another in any legal action and the general public, therefore, should be given an equal chance to get the information with those persons directly named in the legal document.

Why Paid Space?

THE OFFICIAL public notice must be run in paid space, because the public must have free access to all important information of this nature. Some of the activities of governmental bodies produce news which is covered thoroughly in the news columns of the paper.

This is the newspaper's responsibility. By far the greater part of the financial information relating to the activities of governmental bodies, however, is not news material at all. It bears approximately the same relationship to the news columns of the paper as the report of the board of directors of General Motors Co. does. Obviously, it is not the newspaper's responsibility to bring detailed information of this nature to the attention of the public.

In the last analysis, however, the public notice runs in paid space primarily for the protection of the public official himself. He is assured in this way of having some funds in his budget with which to make an accounting of his stewardship to his constituents. It guards him against misrepresentation, false accusations, and claims of malfeasance in office.

In short, it is his privilege as well as his duty to utilize the paid public notice for the wise explanation of his own actions, and to keep his constituents informed.

Tobacco Growers Notice!

"Vanguard", a new cigaret introduced in Dayton, Ohio, and which contains no tobacco (therefore no tobacco tars, nicotine and arsenic) was presented to Daytonians via a large newspaper ad spread. The synthetic cigaret is made of Fibrila, "a blend formula of scientifically processed natural fibers." It is produced by Bantob Products Corp., New York. The tobaccoless cigaret tastes somewhat like a mentholated cigaret. It sells for 25c a pack, and since it contains no tobacco. . . has no tobacco tax on it. At present Dayton is the sole test market. By mid-July, however, the cigaret may move into another midwest market.—(Advertising Age)

An analysis of daily newspaper reading shows there's no "off season" for newspapers' popularity. Over 61,000,000 copies are purchased every day in the United States and Canada—summer, winter, autumn and spring.

WNR Always Working For Weekly Members

Standard Rate and Data Service, Inc., reports that 986 accounts switched from one advertising agency to another last year. This involved major advertisers responsible for more than \$200,000,000 in ad billing. Shifting of accounts means new agency people to contact, new points of view to satisfy, new approaches to plan and new sales pitches for the newspaper medium with the thousands of agencies located from coast to coast. The individual paper can't do it. Dailies have their regular representative—a firm that has contacts. The lesser weekly reps are too small to do a thorough job.

Herein lies the invaluable service to Weekly Newspaper Representatives, Inc. Only WNR, which represents the bulk of the weeklies, can do an effective job of selling weeklies as a medium for advertising in competition with all other ad media. Most individual non-represented papers and the small reps live mainly on national advertising off the efforts of WNR.

Just because you had "X" auto account or some other ad account last year doesn't mean you have it for good. If it comes back this year or next, it is probably because your paper, or weeklies as a medium, has been re-sold by WNR to the agency.

U.S. Bond Ads Cost Are Partially Deductible

The Internal Revenue Service says a newspaper can charge off the cost of producing contributed U. S. Saving Bond advertising for income tax purposes, but doesn't give a formula for determining this cost. When the Texas Press Association inquired about this, it got back the following:

"What a newspaper may charge off is the actual out-of-pocket expenses—paper, ink, mechanical department expenses, etc. The bond ad, in other words, is included in the over-all cost of production and thus is deductible as part of the cost of doing business."

This still left unanswered the question of how to determine the costs of producing an advertisement. It may be that a formula worked out by the late Thomas F. Barnhart, professor of journalism at the University of Minnesota, would be the answer. This is based on knowing the cost of producing the newspaper; that is the share of the total cost each week that should be charged to the newspaper. With that determined, the formula is: "Cost of producing paper divided by inches of advertising content equals cost per inch of advertising."

"Ragged Style" In Setting Body Type Under Scrutiny

You may have noted in a recent issue of the Publisher's Auxiliary, Edmund C. Arnold's column was given over to a comment on the "ragged" style of typesetting composition being used by the Stromberg newspapers in Maryland. Under the traditional method of typesetting when the operator has a loose line he inserts thin spaces along side the spacebands or letterspaces a word—both requiring slow hand operations. The "ragged" style eliminates this. When the operator has a loose line he uses a space band and a thin-space or quad at the right end of the line and thus "just spaces out." The right hand side of the column looks something like the right hand side of a typewritten page.

As yet, no Kentucky newspaper has experimented with this radical step. A few papers in other states have made the experiment; a Missouri newspaper has been experimenting with it for several weeks and reports that it is a tremendous time-saver. The Stromberg papers state that they have used the ragged style of composition since January 1958. Their note in the Publisher's Auxiliary doesn't mention unfavorable reader reaction but they estimate that on the scale of operation this faster method of typesetting will save them more than \$50,000 in a year.

Typographer Arnold commented that he has qualms about the typography but also has a high respect for a buck. He stated that in this style of composition the line doesn't run ragged; in a rough count about three-fourths of the lines are normally justified.

In all probability experienced printers choosy publishers will not like the appearance of the ragged edge, but with the use of column rules it is hardly noticeable. The chances are that the reading public will not notice the difference at all.

The Marquette University Press (WV) has recently published a newspaper composition manual authored by Donald Ross, Associate Professor of Journalism at the University. The manual is a 36-page booklet with each phase of news reporting as a correspondent carefully but succinctly covered. Copies of the manual may be obtained from the publisher at the price of 75c each.

Political science is the art of knowing to point with pride to the same things viewed with alarm when your opponent is in the office.

Washington Notes--

By EDGAR S. BAYOL

ADVERTISING: An anti-merger case which has been before the Federal Trade Commission for years has turned out to have important implications for advertising, with particular reference to the thinking of well-placed bureaucrats. The case involves Pillsbury Company (formerly Pillsbury Mills), and its acquisition of two competitors, Ballard & Ballard Company and Duff Baking Mix Division of American Home Foods, Inc.

Pillsbury recently filed a brief with FTC to appeal an initial decision which ordered the dissolution of the two mergers. The brief is 338 pages long, of which five remarkable pages are devoted to a no-holds-barred attack on an FTC examiner's "totally irrational approach to advertising" and "almost fanatical hostility to it".

Attorneys for Pillsbury noted that Examiner Edward F. Haycraft referred to advertising at least 85 times in his decision, repeatedly linking these references with "predatory" and "aggressive" competitive practices which he condemned. Pillsbury asserted that the examiner "apparently rested his ultimate conclusions to no insubstantial degree upon the fact Pillsbury had made 'substantial expenditures' advertising its products."

Pillsbury said the examiner "displayed an almost fanatical hostility to it, and he manifested a firm conviction that it is an anticompetitive device which has been used literally to force grocers to handle a product, and consumers to buy it, regardless of the product's merit."

The Pillsbury brief also contended that the examiner ignored "undisputed expert testimony that the amount of money spent on advertising is no criterion of how effective the advertising is—that the vital question is the impact of the advertising, not what it costs."

Pillsbury concluded: "The fact is that expensive advertising often proves disappointing, that local personalities often are more effective than nationally-known ones in advertising a product, and that consumers will not buy flours or mixes they do not like regardless of how much advertising is done, whether the advertising is local or national."

CENSORSHIP: Department of Defense has declassified a new directive on plans for wartime censorship, thereby revealing a blueprint for military instead of civilian control of all forms of communications. In World War II, the Office of Censorship was a civilian agency headed by a veteran

newspaperman, who operated a plan for voluntary cooperation by the press.

The House Government Operations subcommittee on information promised to investigate the censorship plan. While conceding the need to protect security in wartime, Rep. John E. Moss (D., Calif.), subcommittee chairman, asserted: "The American people have the right and need to know."

The Pentagon document is "DoD Directive 5230.7, Censorship Planning", dated May 29, 1959. All 18 pages were marked "for official use only", but a "correction" dated July 9 ordered removal of the restriction on publication.

The directive defines "National Public Media Censorship" as follows: "The control, by voluntary or other means, of the publications or productions of mass media industries in order to withhold from publication or transmission, military or other information in the interest of the safety and defense of the United States or its allies." The Office of Civil and Defense Mobilization is given responsibility for developing plans for press censorship.

MAIL SUBSIDIES: A postal subsidy limitation bill which would drastically affect national magazines and a few large newspapers was introduced by Rep. George M. Rhodes (D., Pa.). A similar amendment by Rep. Rhodes passed the House in 1957, and a limited version failed of passage in the Senate last year by only 13 votes.

The bill (H.R. 8433) would set a \$100,000-a-year limit on annual "subsidy" received by magazines and newspapers in the form of below-cost second-class mail rates. The new version includes a sliding scale, with a \$5 million limit in the first year, \$3 million the second, \$1 million the third, and \$½ million the fourth. In the fifth and future years, the \$100,000 maximum would apply.

The effect of the bill would be to assess Life magazine about \$9 million a year in additional postal rates, with other large circulation publications also paying multiple millions more for mail delivery service. The P.O. would determine the cost of handling each publication, and charge rates equal to full costs except for \$100,000 a year. The P.O. has opposed the Rhodes plan in the past, claiming it is unworkable, not to mention bankrupting many magazines.

Few NEA members would be directly affected by this bill. But the principle of "socking the rich" will be deplored even by competing media. Because present mail rates are based in part on advertising content, heavy publications already pay higher rates than their competitors. Life insists

(Please Turn To Page Seven)

KENTUCKY'S BREWING INDUSTRY...

... HELPS ALL OF KENTUCKY

... pays nearly \$5 million annually to Kentucky farmers for grains

... pays \$27 million in Federal and State taxes annually

... makes jobs for more than 19,000 Kentucky people

KENTUCKY DIVISION U.S. BREWERS FOUNDATION
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

REPRINTED FROM
PRINTERS' INK
MAY 1, 1959 ISSUE

Trading Stamps:

Do they benefit media?

Results of a 3-year study of supermarkets will ease fears of media men who are wary of reduced linage

for
your
information

The Sperry and Hutchinson Company



This week, as in any average week, an estimated one-billion trading stamps will pass between salesman and customer. In supermarkets, gas stations—in about 18 per cent of all retail operations—customers will want first their change, then their stamps, be they green, blue, yellow or any other of the rainbow hues. Fully \$300,000,000 worth of merchandise is paid out each year in premiums to those who save and redeem the stamps.

Trading stamps have become a basic element in retailing, a major factor in marketing. They have also been the source of a nagging unrest for some officials of local advertising media. "Merchandising by stamp," some believe, must mean a decrease in advertising revenue to them.

A university professor, however, declares that local media have nothing to fear. H. L. Grathwohl, assistant professor of marketing at the University

of Washington in Seattle, says a three-year study of supermarket advertising in Indianapolis, Ind., shows conclusively that "trading stamps do not have an adverse influence on the volume of local advertising."

To the contrary, Grathwohl declares. "Supermarkets using stamps increase their newspaper advertising at a rate faster than most non-stamp supermarkets."

Supermarkets are "especially significant" indicators of the effect of trading stamps on local media, the professor believes. Retail food advertising accounts for about ten to 15 per cent of a daily newspaper's retail display linage—ranking second only to department stores—and supermarkets buy 97 per cent of the retail food space.

What influence have stamps had on supermarket advertising in Indianapolis?

Grathwohl says that in 1954, the

AUGUST
year before
stamps, the su
stamps purch
newspaper sp
50 per cent o
ing that year
did not pick
1,812,820 line
retail food a
difference wa

Stamp-users

Yet, after
plans came to
difference be
Grathwohl:
chased by th
tailers giving
ly half a mi
cent), while
kets decrease
by approxima

The Univ
pert adds: "I
this increase
out the bene
between sta
such as has

By the en
the stamps h
retail display
risen about fi
over the 195
vertising sur
12 per cent g

Stamp-gi
ed for most
study shows
ery linage, 5
to 56 per ce
chased by
slumped fro
tainly a cor
the fears of l

According
60 per cent
crease by
supermarket
rectly the r
Supermarket
proximately
the promotio
1955, and D
first three v
lines "went

"This rep
of the news
by stamp-g
three-week
months stan
of only five
space purch
near that le

As migh
companies
media rever
efiting most
"In Ind

year before the adoption of trading stamps, the supermarkets that later took stamps purchased 1,946,319 lines of newspaper space. This accounted for 50 per cent of all retail food advertising that year. The supermarkets that did not pick up stamp plans purchased 1,812,820 lines, or 47 per cent of total retail food advertising in 1954. The difference was hardly significant.

Stamp-users step up linage

Yet, after June 1955, when stamp plans came to Indianapolis, that slight difference became a great one. Says Grathwohl: "Newspaper linage purchased by the group of major food retailers giving stamps increased by nearly half a million lines (about 25 per cent), while the non-stamp supermarkets decreased their newspaper linage by approximately 50,000 lines."

The University of Washington expert adds: "It is important to note that this increase in advertising came without the benefit of an advertising war between stamp users and non-users such as has occurred in many cities."

By the end of 1956, 18 months after the stamps had made their debut, total retail display linage in all categories had risen about five per cent in Indianapolis over the 1954 level, but retail food advertising surpassed the average with a 12 per cent gain.

Stamp-giving supermarkets accounted for most of the gain, Grathwohl's study shows. Their share of retail grocery linage, 50 per cent in 1954, climbed to 56 per cent in 1956. The share purchased by non-stamp supermarkets slumped from 47 to 41 per cent, certainly a convincing statistic to allay the fears of local media.

According to the professor, "about 60 per cent of the half-million-line increase by Indianapolis stamp-giving supermarkets in 1955 and 1956 was directly the result of trading stamps." Supermarkets, he says, devoted approximately 300,000 lines entirely to the promotion of stamps between June 1955, and December 1956. During the first three weeks alone, nearly 90,000 lines "went to bally-hoo stamps. . . ."

"This represented almost 40 per cent of the newspaper advertising bought by stamp-giving 'supers' during the three-week period. But within a few months stamps commanded an average of only five to ten per cent of newspaper space purchased by stamp stores, and near that level."

As might be expected, the stamp companies themselves added to local media revenues, with newspapers benefiting most from the campaigns.

"In Indianapolis, the two leading

stamp companies, S & H and Top Value, purchased a total of 49,000 lines of retail display and 109,000 lines of general display space between June 1955, and December 1956. A substantial portion of the general display linage consisted of full-page ROP-color ads."

The stamp companies, says Grathwohl, also purchased "a limited number of radio spot announcements and participations, and an occasional half-hour weekly television program," but these campaigns tended to be short-lived.

Price advertising bounces back

The marketing professor acknowledges that space normally given by supermarkets to price-advertising had to be reduced during the introductory period, "but it soon rebounded and surpassed by a substantial margin the space devoted to prices before the adoption of stamps. Analysis of the number of price specials reflected the same trend, with a net increase by stamp-giving 'supers' occurring shortly after the introductory period for the stamps wore off."

Hand in hand with the new stamp advertising, says Grathwohl, was a "loosening" of advertising layout, characterized by more white space and larger and heavier printing. This also worked for local media's gain.

"With looser ads, some method had to be found that would offset the necessary reduction in the number of price specials in each ad. The size of most ads could not be increased significantly since the majority of stamp users in the supermarket field were already buying full-page or double-page ads. The answer to the problem was found by increasing the frequency of advertising, which helped account for the greater linage purchased by stamp stores and at the same time permitted the use of more price specials," according to Grathwohl.

"Thursday continued to be the heaviest food advertising day in Indianapolis newspapers, but after the introduction of stamps the group of supermarkets giving stamps began to insert ads during the earlier part of the week, and by 1956 it was common procedure to sprinkle ads throughout the week, including Sundays. A few of the non-stamp 'supers' also adopted this practice, but no definite pattern was established within this group."

Grathwohl acknowledges that it is "difficult" to attribute the change in frequency and layout directly to the introduction of stamps, as if one were the cause of the others. Other "competitive pressures in the supermarket

industry" were building up at the same time, he admits. "But, if nothing else, stamps seemed to put tang in the competitive atmosphere as far as supermarket advertising in daily newspapers was concerned."

Trading stamp advertising, however, was not limited to newspapers. The introduction also worked some changes in supermarket radio and television advertising "which is usually considered by supermarket operators to be supplemental to newspapers." Grathwohl reports that some stamp users "purchased more or longer spots to compensate for time given to stamps and to avoid losing cooperative advertising money from manufacturers."

Stamps, after the introductory period, generally receive "no more than a bare mention" in the usual ten to 20 second spot announcements, the marketing specialist declares. There is, however, one exception: "During the month or two before Christmas when stamps receive extra promotion."

Grathwohl limited his intensive study to supermarket operations but he says there is sufficient evidence that trading stamps have had little effect on local advertising by small retail outlets. Any decrease in advertising by some small merchants offering stamps, he says, is virtually offset by increased advertising from their competitors.

About department stores, he admits, "not a great deal is known. While some increases in advertising might be expected, it is probably only moderate in most cases." Department stores need take only a few large ads to introduce stamp plans and then slightly alter their regular inserts to include a brief stamp mention. But should a competitive war develop between stamp and non-stamp stores "there is no telling what might happen."

In general, he believes, the study has shown that there are three basic elements in stamp merchandising that work to benefit local advertising:

- ▶ "It is necessary to keep stamps constantly in the minds of consumers."
- ▶ "It is important to impress upon consumers that the stamp plan is the best available."
- ▶ "Since stamps can be very effective in luring customers from one store to another, competitive retaliation can, and often does, take the form of increased and more vigorous advertising by non-stamp stores."

Grathwohl concludes:

"Whatever the effects of trading stamps on other aspects of the economy, it seems that local advertising has not suffered from the use of trading stamps, except perhaps in isolated situations."



ALSO...

Authorized Dealers
Representing Leading
Manufacturers of
Graphic Arts Equipment

- HAMILTON
COMPOSING ROOM
- C & G SAWS
- CHALLENGE
MISCELLANEOUS
- ROUSE SAWS and
MITERING MACHINES
- AMERICAN STEEL CHASES
- NUMBERING MACHINES
ALL MAKES
- STITCHING WIRE
- BRASS RULE
and GENERAL
COMPOSING ROOM NEEDS

May we serve you?

**THE CINCINNATI
TYPE SALES, INC.**

424 COMMERCIAL SQUARE
CINCINNATI 2, OHIO
Telephone: CHerry 1-8284

Hints For Better Work In Handling Of Forms

From the International Association of Electrotypers and Sterotypers, Inc., comes the following points that sum up the requirements of the electrotypewriter or the Composing Room operators, most of which are as good to weekly as to daily shops. 1.) Handle type and cuts with care; place each page or form in its own galley; wipe with rags that are clean and free of metal chips. 2.) Use High Spacing throughout, including machine composition. 3.) Cast properly. Untrue width and height produce poor electros when defective materials spread under modling pressure. 4.) Rules should be .916 high; center faced, high shoulder rules are required for best results. Don't use nicked or broken rules.

5.) Avoid mixing new and worn foundry types; don't use worn, battered or broken type. 6.) Leave dead metal all around cuts, except where surrounded by type; also within cuts where there is an open area more than 1/2" square. 7.) Block cuts on solid metal base where possible, securely nailed or glued. Block including cuts should be planned level at .818 height and squared on all four sides. 8.) Make certain mortises have vertical sides. Justify type tightly and evenly, line by line to avoid pulling or spreading during molding. 9.) Examine cuts for scratches repair before sending to foundry.

10.) Chases should be square on at least two sides and not sprung. They should not rock on level surfaces. 11.) Forms should be square, justified and solid. 12.) Use high material throughout. 13.) Use type high quads to protect all open areas. 14.) Use type high bearers at least 1/2' wide. 15.) Plan carefully for level surfacing. Don't slide planer across face. Lift each time. 16.) Inspect back of form for bits of metal under type or cuts that can cause high areas. Make last minute inspection for scratches. 17.) Whenever two or more separate jobs or pages are locked in one chase, separate bearers should be used to indicate each page or job. They should be 3/8' or 1/2' wide.

If you want to check on the enormous growth of outdoor living that has taken hold, take a drive through the alleys in your town on a Saturday or Sunday evening. A publisher who did says that in just one block of 17 homes, 11 families were cooking outdoors on braziers. On the strength of this, his advertising department worked up a special section for advertising of equipment and gadgets that are essential for outdoor living.

Ideas For Features

Interview people who grow any unusual plants, either indoors or out—or who have unusually beautiful yards and lawns. Include tips on "how to". Oftentimes there's an interesting story on where specific plants were obtained.

Every town has its interesting old homes and buildings. Carry a series of stories about the history of those in your town and when possible, include interviews with people who have occupied them.

Who keeps your city property beautified? Interview him. He'll appreciate your publicizing some of the problems he has in connection with his job.

Trailer parks always make good copy. Write a story about the people who live in one or more such parks in your town, and tell about some of the problems peculiar to their unusual way of life—and some of the advantages, too.

Talk to your City Librarian. She can tell you some interesting stories about the oldest book in the library—the most requested book, the smallest book, the youngest library borrower, oldest borrower, etc.

Pets are always good copy. Find out if there aren't some unusual ones in your town and do a story about them and their owners.

Summer is recreation time. A feature on the recreation facilities available in or near town is good copy. Include interviews with people who are particularly devoted to certain types of summer recreation—find out why they like their particular ways of relaxation, how long they've been at it, etc.

Check with your banker about his business. Has his bank ever been robbed? How long has his oldest depositor been with him? Does he have any very young depositors? Get an interesting story from him on the economics of your town—how has the picture changed in the past 25 years—what is the outlook?

Remember that good pictures—action shots whenever possible—add tremendously to the interest of any feature.

The little old lady was surprised when her husband's obituary appeared in the local paper as follows: "Mr. Smith has gone to heaven to rust." She called the editor and pointed out the mistake. He promised a correction. The following issue of the paper said that "Mr. Smith has gone to heaven to roost." Once again the patient little old lady pointed out the mistake. She gave up, however, when her husband's obituary appeared for the third time: "Mr. Smith has gone to heaven to roast."

Hint For The Pressman From Heidelberg News

To determine the exact position for placing makeready sheet on the packing of the impression cylinder. Some pressmen are very careless when performing this operation. They drive the stabbing tool, whether it be a makeready knife, awl or a special stabbing tool, into the packing with such force that the ground surface of the cylinder surface is damaged. Eventually, if this careless practice is continued the cylinder surface can be damaged to such an extent that it can be detrimental to quality printing. It is recommended that every pressman examine the bare cylinder surface of his press to determine if he is possibly exerting too much force when stabbing a sheet. The following precautions should be taken by the pressman: 1.) If an awl is used, the point should be blunt and provided with a sleeve to prevent deep stabbing. 2.) If using a makeready knife, it is preferable to cut through the makeready sheet and packing rather than strike the knife into the packing. 3.) Handle all tools with caution—don't strike with a hammer.—A light

blow is sufficient to obtain a clean cut and proper depth.

(Continued From Page Three)

that on an out-of-pocket-cost basis, it already pays more than its handling costs.

CONTROLLED CIRCULATION: A House Post Office subcommittee resumed hearings today on bills to tighten the law against mailing of *obscene matter*, spurred by the recent court rebuff of the P.O. in the "Lady Chatterley's Lover" case. The P.O. is anxious to obtain broadened powers to control smut in the mails, and passage of such a bill this session is considered possible.

One of the bills before the House group is H.R. 7478, by Rep. Paul G. Rogers (D., Fla.), which contains a joker which would allow at least some controlled circulation publications to be *admitted to Second Class mail*. Therefore NEA will watch this subcommittee closely and take appropriate action in case an effort is made to retain the joker in any bill reported out of committee.

COMMUNITY PRESS SERVICE

"SERVING AMERICA'S WEEKLY NEWSPAPERS"

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

Your Linotype will

be busy as a



with Mergenthaler Linotype Parts



HERE'S YOUR ANSWER TO OFFSET ESTIMATING!

Photo-lithography, duplicating, binding indexed for fast, reliable estimating.

Send for 60-day FREE Trial!

PORTE PUBLISHING COMPANY
P. O. Box 143 • Salt Lake City 4, Utah



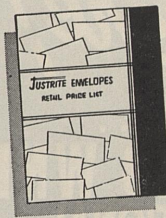
He services Scan-A-Gravers® ...to keep them serving you profitably

He's a Fairchild customer engineer—one of the 43 factory-trained electronic engraving specialists who service Scan-A-Gravers® and Scan-A-Sizers® from coast to coast to make sure the machines are in top operating condition at all times. He provides preventive maintenance on a planned basis—emergency service too, if needed. Experienced in printing and back-shop methods, he also gives helpful tips to your operator, photographer and mechanical personnel that result in better reproduction. It's all part of the Fairchild services you get with the dependable, always up-to-date Scan-A-Graver. For the full story, write for illustrated brochure "Pictures Like These" to Fairchild Graphic Equipment, Dept. 80, Fairchild Drive, Plainview, L. I., N. Y.

FAIRCHILD GRAPHIC EQUIPMENT
Division of Fairchild Camera and Instrument Corp.

SCAN-A-GRAVER® • SCAN-A-SIZER®
Electronic Engraving Machines

JUSTRITE'S RETAIL PRICE LIST FOR PRINTED ENVELOPES



At last, an illustrated retail price list offering competitive prices on the complete line of envelopes is available to you. Write for your complimentary copy and learn how Justrite Envelopes can help you increase your profits.

"SOLD FOR RESALE ONLY"

JUSTRITE ENVELOPE MFG. COMPANY
523 Stewart Avenue S.W. • Atlanta 10, Georgia

Change To Offset Brings Many Problems

Suggestions about offset printing of newspapers was recently a part of the program at the West Virginia Press Association. Experienced offset publishers had these ideas about the method as expressed in the WVPA Bulletin:

Don't go offset for your newspaper if hard type process is working smoothly.

Don't "start cold." If you decide to go, work with someone who has made the change. At least a week's experience early will be most important.

Be sure of equipment you buy. Much low priced, smooth working equipment turns out to be expensive because plates, parts, etc., are not readily available.

Don't believe that it is a simple transition. There are many headaches. Cost of setting up a plant to print a newspaper offset would vary greatly, but would run from \$13,000 to \$20,000 and up.

Advantages are derived when the new method is learned. Many shops do more work with fewer man hours. Women can handle much more of the work.

Offset is much more flexible in job and ad work.

Offset saves much money in reproducing legal notices and long, complicated reports.

All of the publishers who switched from letterpress to offset stated that they would never return to letterpress; that they think they are better off; that they are still learning and still needing more equipment.

The Gallup Poll recently compiled results of its nation wide survey of newspapers and their readers. Although readers were favorable toward the press, major changes were recommended in newspapers to coincide with the changing scene. The general conclusions follow: (1) Tomorrow's newspaper must cover a broader range of interests. This means expanding the editorial content to include new appeals to add to the interest of present readers and to attract new readers, particularly young people. (2) Improvements should be made in the way the news is written. The formal language of straight reporting often is neither understandable nor interesting. A style of writing somewhere between the stiff and formal phraseology used in wire stories and the more informal style of the better TV-radio commentators might be an ideal compromise. (3) There should be a restyling of the news package, with greater condensation of routine news and better departmentalization of feature material. (4) Much more background material should be provided, and interpretive copy added. (5) There should be continuing concern about newspaper accuracy to increase the paper's reliability quotient. (6) Promotion stressing the importance of the newspaper to the reader and what full and proper use of it will do for him.

In the realm of journalism, weeklies and small dailies have established an outstanding reputation for keeping in close touch with their readers. This is a tradition more than ever worth keeping—without drowning in a sea of old-fashioned methods and techniques.

FRANKLIN — makes the difficult estimating — EASY!

FRANKLIN PRINTING CATALOG

FRANKLIN OFFSET CATALOG

Indispensable guides for anyone valuing printing or offset orders

Your choice

on
60-day FREE TRIAL

PORTE PUBLISHING COMPANY

P. O. Box 143 • Salt Lake City 6, Utah

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS



This Handy Knife Is Worn Like a Ring

ALL SIZES
25c EACH \$2.40 PER DOZ.
Handy Twine Knife Co.
Upper Sandusky, Ohio

METRO NEWSPAPER SERVICE

80 MADISON AVE., N.Y.C.N.Y.

Means PLUS BUSINESS for Your Newspaper

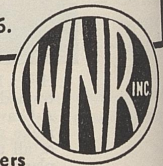
Lawson Spence Representative

It's Here!

THE . . .
1959 WNR NATIONAL DIRECTORY OF WEEKLY NEWSPAPERS

Referred to by Advertisers and Agencies as the "MIRROR OF THE MEDIUM"

LISTED . . . ARE A TOTAL OF 8,287 WEEKLY NEWSPAPERS
with a total circulation of 20,186,414 and an estimated readership in excess of 80,000,000. Average circulation per newspaper is 2,436.



★ **ADDITIONAL FEATURE OF INTEREST to many publishers, incorporated for the first time in the 1959 Edition, is information pertaining to those weekly newspapers equipped to accept ROP COLOR ADVERTISING**

Only through this directory can a weekly publisher evaluate his medium and compare his circulation and line rate with papers published in similar towns both near and far away.

★ **Among other features of the 39th Annual Edition are:**

- New Publications
- New market information
- Up-to-date circulation figures
- Complete mechanical data
- City and county location and population
- Days of publication
- State maps with county index
- Publishers names
- Policy on alcoholic beverage advertising

Order Yours Today! WEEKLY NEWSPAPERS REPRESENTATIVES, INC.
404 FIFTH AVENUE, NEW YORK 18, NEW YORK—BRYANT 9-7300

Regular Price \$15 — Special to Weekly Newspaper Publishers, \$7.50 per copy

Plastic Print Due On Mar

Plastic print Pont Co. to process should limited amount big Wilmington Paul R. Smith photopolymer ment program, the plates are and marketing up. The comp any exclusive f plates, which Dyeril, Mr. Sm

With the D tive plastic is which may be photograph is to be printed, to the light-se violet light. T posed to the soluble, and th moved by was leaving a comp photo negativ Smith claimed posed, washed, press in about

Mr. Smith d made of, beca mental and "th not been esta ever, that the Necessary eq "may cost as said, with the polymer plate foot.

Dealer Aids Kitchens Div. Connersville, percent paid tor, 50 percent promotion of sories, sink cab wall cabinets, ovens. 3 perce allowed for ac local dealer an

Seek Oppor paper Story Ac that everyone your newspap must be design every day or ev community in and leadership about your act

**Plastic Printing Plate
Due On Market Soon**

Plastic printing plates developed by Du Pont Co. to bypass the standard etching process should be available commercially in limited amounts soon, said an official of the big Wilmington, Del. chemical concern. Paul R. Smith, manager of the company's photopolymer printing plate sales development program, said at a trade meeting that the plates are still experimental, however, and marketing plans have not yet been set up. The company does not expect to grant any exclusive franchises for the sale of the plates, which Du Pont has trademarked Dycril, Mr. Smith said.

With the Du Pont process, a light sensitive plastic is bonded to a metal support which may be either flexible or rigid. A photograph is taken of the subject matter to be printed, and the negative is exposed to the light-sensitive plastic, using ultra-violet light. The portions of the plastic exposed to the ultra-violet light become insoluble, and the unexposed portions are removed by washing in an alkaline solution, leaving a completed printing plate. Once a photo negative has been prepared, Mr. Smith claimed, a Dycril plate can be exposed, washed, finished and mounted on a press in about 20 minutes.

Mr. Smith did not say what the plates are made of, because the work is still experimental and "the final plate composition has not been established." He did say, however, that the plastic is not nylon.

Necessary equipment to process the plates "may cost as little as \$5,000," Mr. Smith said, with the present price of the photopolymer plate itself about \$10 a square foot.

Dealer Aids Available: From American Kitchens Div. (Avco Manufacturing Corp., Connersville, Ind.) a co-op allowance—50 percent paid by manufacturer or distributor, 50 percent paid by local dealer—for promotion of American Kitchens accessories, sink cabinets, dishwashers, disposers, wall cabinets, base cabinets, ranges and ovens. 3 percent of distributor's purchases allowed for advertising. Mats available to local dealer and newspaper.

Seek Opportunities to Get the Newspaper Story Across: Do not take for granted that everyone understands and appreciates your newspaper. This is a project which must be designed, produced and delivered every day or every week. It has a value to a community in supplying information, unity and leadership. Be available for brief talks about your activities.

Tricks Of The Trade

There are tricks to every trade, and ours is no exception. Listed below are many ideas picked up from printers, other state association bulletins and trade publications. Perhaps there is an idea here that can save you time and trouble.

Easy-way Proofs: Here's a trade trick that could save time and trouble. When the press is all washed up and you need a proof for a customer, but don't want to ink up for just one shot, lay a sheet of carbon paper on top of the proof sheet, and hit the impression. According to reports you will get a clean proof with no mess.

Belt Lasts Longer: The belt on a cylinder press lasts much longer when fixed with a switch connected to the brake pedal. Stepping on the brake cuts off the power at the starting box at the same instant and it remains off until the starter button is pressed.

Slug Delivery: If you have trouble with slugs which fail to come through delivery slide and onto the outside galley of typesetting machines try applying a strip of Scotch tape on the leather buffer. This results in satisfactory slug delivery without

having to use graphite on the slide.

Tissue On Vertical: To run tissue on a Miehle Vertical take a piece of hose and insert one end on the petcock, bringing the other end over the delivery table. The air coming out of the hose will blow the sheet down. A speed of 2500 to 3000 can be reached.

Torque Time Clocks: Many Rube Goldberg devices are used to start automatically the electrical or gas apparatus for heating the metal melting pots of typesetting machines. A most efficient method, however, is the torque time clock. The same torque time clock can operate the pots on several machines, automatically starting them all in the morning a couple of hours ahead of the operator's starting time.

Make-Ready Tip: On presses where it's necessary to stab a sheet and paste it on for make-ready, it's much easier to place a sheet of black carbon paper between the tympan sheet and the second or make-ready sheet. Then simply turn the press over once on impression. The result is a perfect image for make-ready purposes.

More newspapers are sold in two days than the total number of passenger cars registered throughout the world.

Your Best Ad Salesman



He's effective only if the ads in your paper really pull only if there's high reader-traffic through every page. That high reader-traffic comes from readership. Readership comes from body type that's easy and pleasurable to read.

That, of course, means **Corona**, the high-readability type used by the high-linage newspapers of the world.

• LINOTYPE • corona of course!



Visited

your home town
recently?

You've never left?

That's what we mean. It's easy to live in a community so long that you really stop seeing it. Changes take place so gradually—the flaking paint, the antiquated store fronts, the gentle air of shabbiness and age that seems to creep in almost unnoticed.

Take your store, or shop, or office, for instance.

If you were a stranger in town, looking for a location, would you buy or lease your place of business? Would you be attracted to it if you were shopping or looking for the service you provide?

There's the place community improvement must begin. Community improvement is the sum total of individual action, so *you* are the key man in its progress. The new store front, the remodeled interior, the modern lighting that you install can start a chain reaction throughout the entire town.

Then think what a community yours could be if everyone followed your leadership to make it more attractive, a better place to live, to shop, to visit.

Ask your Chamber of Commerce about Kentucky's Main Street Modernization Program. You can help in the program. It can help you.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

K

Publ



VOLUME T
NUMBER T

Publication
School of Jo
University o
Lexington

Off