

The Kentucky Press

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Kentucky Newspapers

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Opinions And Decisions On Publicity Law Sustain Newspapers' Contentions

Because of the interest of Kentucky editors regarding the publicity law that requires publication of financial statements as passed by the General Assembly in 1926 and amended in 1928 and 1938, we publish part of the report of Chairman Underwood of the KPA Legislative Committee, together with the excellent paper on "Legal Advertising" as presented by Seymour Goodman at the mid-winter meeting.

Mr. Underwood read the following letters concerning the Publicity law:

Chapter 83 of the Acts of the 1926 Session of the General Assembly was the first law enacted by the Legislature on this subject. This Act has been twice amended by the Legislature of 1928 and by the Legislature of 1938 and now reads as follows:

"Every public official of any county, graded school district, city, town or subdivision or district, less than a county, whose duty it is, by virtue of his office, to collect, receive, have the custody, control or disbursement of public funds of said county, graded school district, subdivision or district of said county, city or town, except in counties containing a city of the first class or a county or city which by law is required to make quarterly publication of its fiscal and financial affairs; shall at the expiration of each fiscal year prepare an itemized, sworn statement of such funds so collected, received, held or disbursed by him, during the fiscal year just closed, which statement shall show the amount of public funds collected, and received and from what sources received; the amount disbursed, the date of each disbursement, for what purpose expended and to whom paid; and said official shall procure or include in or attach to said report as a part thereof a certificate from the cashier, or other proper officer of the bank or banks in which such funds are or have been during the year past deposited, showing the balance, if any, of such public funds to the credit of the official making such statement; and such officer shall within thirty days after the close of the fiscal year cause such statement to be published in full in a newspaper published in said county which has the largest bona fide circulation therein, and said officer shall file a written or printed copy of said statement, subscribed and sworn to, in the office of the clerk of the county court of the county in which said officer resides, or holds office. Provided, that the publication required in this act shall be made in the size of type provided by law and at the rate provided by law, to be paid for out of the public funds in the hands of the officer making such statement.

Sec. 2. The term 'bona fide circulation' is defined for the purpose of this Act to mean a circulation consisting of subscribers resid-

ing in said county, graded school district, subdivision or district less than a county, and municipality, who subscribe for and actually pay for their subscriptions. The term shall not be construed to include any newspaper whose circulation or any part thereof is distributed free of cost to persons receiving said newspaper, exclusive of copies to active correspondents, and/or checking copies to advertisers and advertising agencies, and/or exchanges with other publications. Neither shall the term be construed to include any newspaper whose circulation or any part thereof is paid for by some advertiser, merchant or promoter."

It will be noted from reading the original Act that an itemized sworn statement of funds collected, received and disbursed was required to be published.

It appears that as the act originally read, the officials of the counties, cities and school districts interpreted the Act to mean that statements of certain fixed expenditures such as salaries of officers, etc., could be condensed so as not to require so much space for publication. Therefore, the '26 Act was substantially re-enacted with the exception that it was further provided that besides showing the amount disbursed, the date of each disbursement should be published.

Due to the fact that there was considerable controversy amongst newspaper publishers in counties where there was more than one newspaper, as to which one should publish these official statements because of disagreement as to which newspaper had the "largest circulation," the 1938 amendment to this Act added the words "bona fide" making the Act read, "largest bona fide circulation" and Section 2 as set out above, then defined the term "bona fide circulation."

Considering further this law as it has been interpreted by the Court of Appeals, the Constitutionality of a similar act was upheld in the case of *Shelby Fiscal Court v. Cozine*, 174 Ky. 504, and the Court therein observed:

"This statute was passed in the interest of the public good. In such matters publicity is a safeguard which, when well employed, renders the public revenue even more secure than iron bars or fireproof safes. The fiscal affairs sometimes have fallen into such bad way that those having them in charge have carefully withheld and guarded the true condition, lest the public become informed and select a new set of officers at the next en-

uing election. To prevent this, and that the taxpayers and real persons at interest might know the facts, the Legislature has provided for the publication of this statement."

In this case the Court of Appeals held that it was mandatory that the financial statement be published in a newspaper having the largest circulation, and that such publication must be made whether it suits the convenience or the financial condition of the county and its fiscal court or not.

In the case of *Providence Publishing Co. v. Hearing*, 272 Ky. 374; 114 S. W. (2nd) 492, and decided March 1, 1938, the Court of Appeals had occasion to construe the above copied act, being Section 3747a-1, Kentucky Statutes, before its amendment by the 1938 Legislature, and the same principles of Statutory construction as applied in the *Shelby County Case*, supra, were followed. The question involved in this most recent case, was whether or not the "Dixon Journal" had the right to publish the financial statement of a school district by reason of the fact that it had a greater circulation in the school district than the "Providence Enterprise," although the "Providence Enterprise" had the largest circulation in the county.

The Court of Appeals held that the Statute was not susceptible of any construction other than that all the financial statements required to be published must be published in the newspaper in the county having the largest circulation.

Jesse K. Lewis,
Asst. Attorney General.

Here is the information that you requested on the court rulings on the printing of county financial statements:

In October, 1936, we entered a suit against the county to require publication of an itemized financial report. The county officials contended that the 1934 County Budget Act repealed sections 1846 and 3747A1. We won this case in the circuit court, and the county took it to the Court of Appeals. The appellate court sustained the lower court ruling. The county has been printing the itemized financial report since that time.

Later we entered suit against the city to require the publication of an itemized statement of receipts and disbursements annually. The city contended that publication of the audit only was required. We won the case in the lower court, but lost in the Court of Appeals, that body holding that the city manager charter under which Paducah operates requires

only the publication of the annual audit reports of the city's affairs, and not the itemized list of receipts and disbursements.

Joe LaGore,
Managing editor.
Paducah Sun-Democrat.

LEGAL ADVERTISING

In his address on "Legal Advertising" Mr. Goodman said:

In any discussion of the development of legal advertising we are at once confronted with the fact that about all a publisher can do toward the promotion of this particular type of advertising is to acquaint thoroughly himself with the laws regarding same, and then take whatever steps are necessary or expedient to see that his paper gets all of which he is entitled.

In the few minutes that are at my disposal it occurs to me that we might profitably study together some of the acts of the 1938 General Assembly that affect legal advertising, and decisions of the Attorney General interpreting them.

One law passed by the 1938 legislature that provides additional advertising revenue to the papers of Kentucky is the one known as the "Roadhouse License Law." This law provides that "no roadhouse or place offering for sale non-intoxicating, or intoxicating drinks, tourist camps or places of public entertainment at which people assemble to eat, drink, dance, bathe or engage in any game or entertainment, shall be permitted in the Commonwealth of Kentucky outside of the corporate limits of any incorporated city or town unless its owner or proprietor shall have a permit issued to him by the county court in which it is located granting to him the privilege and license to operate said place of business in said county."

This law further provides that before any person shall operate a place of business as set out above he shall apply to the county clerk for a license. The clerk is directed to docket the application to be acted upon by the county court, and to have application published in a newspaper of general circulation once a week for three consecutive weeks. The law provides that the applicant for license shall pay to the clerk \$10.00, of which \$2.50 is to be retained by the clerk for his fees, and \$7.50 is to be paid to be paid to the newspaper for publishing the application.

Another law that was passed by the General Assembly last year and that provides for legal advertising is the "Al-

coholic Beverage Control Law." This act provides for state licenses for the manufacture and sale of distilled spirits and wine. It makes compulsory for every person, before applying for license, to "advertise his intention so to apply by inserting in a newspaper of general circulation in the county in which are located the premises for which the license is sought . . . at least once a week for two consecutive weeks . . ."

The last legislature also repealed and re-enacted the law pertaining to newspaper sales under judgment, (Chapter 25, page 210); the law pertaining to the publication of county budgets, (Chapter 26, page 211); and the law relating to the publication of financial statements of counties, school districts and municipalities, (Chapter 27, page 212).

The purpose of these re-enactments was to define the term "Bona fide circulation" and no other changes were made in these laws. The term "Bona fide circulation" is defined to mean a "circulation consisting of subscribers who subscribe for and actually pay for their subscriptions. The term shall not be construed to mean any newspaper whose circulation or any part thereof is distributed free of cost to persons receiving said newspaper, exclusive of copies to active correspondents, and/or checking copies to advertisers and advertising agencies, and/or exchanges with other publications. Neither shall the term be construed to include any newspaper whose circulation or any part thereof is paid for by some advertiser, merchant or promoter."

The law relating to the publication by banks of statements of financial condition was also repealed and re-enacted. This law reads in part as follows: "Every bank shall within ten days after call made upon said institution by the Director of the Division of Banking of the Department of Business Regulation, publish a condensed statement of its financial condition at the close of business on the date named in said call by said Director of the Division of Banking, which call may be made by him at any time he desires, and he shall make at least two calls in each year." (Chapter 143, page 691.)

I suppose every publisher, at one time or another, has difficulty in persuading some of the local authorities who are charged with that duty to publish the financial reports, budgets, legal notices, etc., in the manner prescribed by law. It is needless to point out that wherever

possible it is best to avoid an open break on the matter with the local officers. In such a case, even though the publisher carries his point, he will probably lose in the end through the loss of good will and other printing and advertising business.

In our own case we have on several occasions had difficulty in securing the legal advertising to which we were clearly entitled by law. A recent example of this occurred last fall when the city school board submitted their yearly report for publication in a very condensed form. As submitted the report grouped all checks to each teacher, supply houses and other firms and individuals for the entire year into one item. That is, if fifteen checks had been issued to one supply house during the year, these payments were all condensed into one item and only the yearly total shown.

The superintendent of schools agreed with us that the matter should be submitted to the Attorney General, and we both agreed to abide by his decision. In an opinion written by Hon. W. Owen Keller it was held that the salaries of teachers could be completely itemized as follows:

"To John Jones—salary for 9 months \$900.00"

The opinion went on to state, "This, however, could not apply to other sums, such as money spent to supply houses, etc. The salaries of the teachers is a fixed, regularly recurring expenditure, which must be anticipated. Other items are not fixed in their nature and must be separately set out."

A recent decision of the Court of Appeals, however, in the case of Paducah Sun-Democrat vs. McCracken County, holds that each item of expense must be LISTED SEPARATELY in all annual financial reports that are required by law to be published.

To the end that revenue from legal advertising be increased to the full extent provided for by law it is necessary for us all to keep informed in regard to these laws, and the opinions of the Attorney General and decisions of the Court of Appeals relating thereto.

An excellent aid to publishers in this respect is the booklet recently compiled by Prof. Victor Portmann, of the journalism department of the University of Kentucky, assisted by Franklin B. Dryden, and published with the compliments of the Lexington Herald. This booklet gives extracts of laws relating to public printing, legal rates, legal ad-

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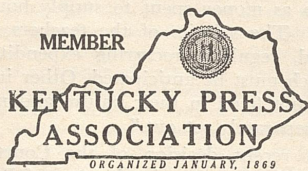
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A. B. C. Halves Audit Costs To Weeklies

Annual cost of an A. B. C. circulation audit for weekly newspapers is now \$26, compared with \$52 in effect prior to the reduction made, December 3, following an Audit Bureau of Circulation meeting in New York.

Under the new plan, weeklies will be audited once every two years instead of once a year. Regular publisher's statements are required every six months.

Minimum annual dues of \$26 apply to weeklies with not more than 4,000 circulation. Prior to the reduction, minimum dues of \$52 covered membership for weeklies with not more than 5,000 circulation. For circulation from 5,000 to 10,000 dues were \$78.

Bookkeeping methods and reports have been simplified also to make the

A. B. C. audit more attractive to weeklies.

Certain additional expenses are incurred for the first year's membership in the Bureau. Approved records have to be installed and the newspaper has to pay for an initial audit, necessary for membership, on a basis of time and mileage for the auditor, as under the old plan. The \$26-a-year membership applies after a paper has been accepted to membership.

The new low-cost audit plan for weeklies was granted by the Bureau at the request of a committee representing Newspaper Association Managers.

Today's Country Newspaper

Today's country newspaper is much like that of former years in many ways. It continues to fill a place in the homes of people not reached by any other thing. Its purpose as a recorder of happenings and doings of the average person in the community remains the same.

It is still a place where the goings and comings of the community people, of the births and deaths, of the occasions of joy and happiness and sorrows of the people of a given community are the events uppermost in importance.

However, the newspaper must keep pace with the community in which it exists. If the community progresses, so must the newspaper. In every community of the country, the newspaper, if it would continue, will keep up with the community which fosters it, and as a general thing, one can tell the type of community by the newspaper in its midst.

Despite the advent of radio and more or less general circulation of metropolitan newspapers and magazines, the place of the community newspaper will never be taken by any other agency if it keeps up with the community in which it lives.

—Hardin County Enterprise

The Storm Lake (Iowa) *Pilot-Tribune* carried a full page ad from a certain ready-to-wear store last week. Nothing unusual about that except that this ad was the first one the said store owner had published in the last five years. It announced his closing-out sale. If you don't tell 'em, you can't sell 'em. Why wait until you throw in the towel to begin advertising. Advertise now and prosper forever.—Sheldon (Iowa) *Sun*.

Guest Editors—Many children of high school age are becoming journalism con-

scious, and with a little help from the home-town publisher can be encouraged to contribute many interesting news items. Perhaps with the assistance of a high school adviser and under guidance of the editor of the local paper, one issue may be published by a staff of high school students. Appoint one person editor and another one business manager or advertising manager, each assisted by an adequate staff. Let them gather the news and sell the ads. Show them the details involved in getting out a paper. They'll dig up many features and perhaps bring in some advertising accounts you've been unable to crack. Then for future issues they'll be alert to contribute to you stories that make news.

Birthdays—Keep on file in your office, where you can refer to its regularity, a list of the established firms in the town. The list should prove valuable in selling large anniversary ads when the stores are about to celebrate birthdays.

Pictures—Start making plans now for your final issue of 1939. For every event of importance in the town try to get a good picture. Accidents, fires, outstanding personalities, celebrations—not only will they be good now for their timeliness, but you can reprint them in an issue next December, reviewing outstanding events of the year.

Continued From Page Three

vertising and the publication of legal notices. Copies of it are still available.

I would suggest that the legislative committee, or another committee appointed for that purpose, bring this booklet up to date by including in it those acts of the 1938 legislature which affect the subject, and the recent decisions and opinions concerning same, and that it be distributed to all members of the Kentucky Press Association.

Another suggestion is that the legislative committee submit and work for the passage of a bill to make the publication of ordinances in cities of the fifth and sixth class mandatory, as it already is in cities of the first, second, third and fourth classes.

And, finally, I would suggest that the KPA bring test suits in regard to matters of legal advertising that may be in controversy, and that it keep members informed of opinions and decisions relating thereto.

Newspapers and the Wage-Hour Law

FRED S. SIEBERT, University of Illinois

The National Printer Journalist

The following outline of the Fair Labor Standards Act has been prepared to assist publishers of both daily and weekly newspapers in applying the provisions of the act to their business.

Whether the Congress of the United States has power under the Constitution to pass a wage and hour act applicable to the American press is not discussed. Answer to this fundamental question lies, not with the administrator of the act, but with the Supreme Court of the United States. Until such decision has been made by the courts, newspaper publishers should, in the opinion of experts, attempt to comply with the act.

Only one class of newspapers is exempted by the terms of the act. This class is given exemption only from the wage and hour provisions, not from the child labor provisions.

The following analysis is based on all orders and rulings up to October 29, 1938:

For purposes of the Fair Labor Standards Act (FLSA) all newspapers may be classified into the following groups. Each publisher should first determine into which group his newspaper falls, then refer to the analysis of the regulations affecting his group:

GROUP I

Weekly and Semi-Weekly newspapers with circulations of 3,000 or under, 51% of which is within the county of publication.

A. Hour Provisions Exempted. FLSA, Sec. 13 (a) (8).

B. Wage Provisions Exempted. FLSA, Sec. 13 (a) (8).

C. Child Labor Provisions Not Exempted. FLSA, Sec. 12 (a) Sec. 3 (1). All newspapers in this group are subject to the child labor provisions of this act unless they are already complying with the provisions of a state act, the terms of which are more stringent than those of the federal government act.

Child Labor Employment Not Permitted
All persons under fourteen except children of the proprietor.

Child Labor Permitted.

1. Persons (of any age) of the proprietor.

2. Persons fourteen to sixteen under the following conditions: (a) Work must be outside school hours. (b) Not more than three hours any school day. (c) Not more than eight hours any other day.

(d) Work must be within the hours 6 a. m. and 7 p. m. (temporarily suspended by the Chief of the Children's Bureau). (e) Employers should have on file a certificate from either the federal Children's Bureau or the State Superintendent of Child Welfare. (f) Work must be non-hazardous.

3. Persons seventeen and eighteen are permitted to work: (a) Where work is non-hazardous, and (b) where employer has certificate from Children's Bureau or State Child Welfare Department.

Persons eighteen and over permitted to work without restrictions.

Additional Remarks

1. The Children's Bureau has not yet released a list of hazardous work for children, but Miss Katherine F. Lenroot, director of the Child Welfare Bureau of the Department of Labor, has indicated unofficially that newspaper and carrier work would undoubtedly be classed as non-hazardous.

2. It is advisable not to employ any person under fourteen.

3. It is advisable to obtain certificates for all employees aged fourteen-eighteen.

4. Carriers who operate as "independent contractors" do not come under any of the child labor provisions of the FLSA.

5. There are no hour or wage restrictions on persons over eighteen employed by newspapers in Group I.

D. Records: 1. No wage and hour records need be kept by newspapers in this group. 2. No child labor employment records, other than the certificates for all persons under eighteen need be kept.

GROUP II

(1). Weekly and Semi-Weekly newspapers of 3,000 circulations or under, 51% of which is outside the county of publication, (2) All Weeklies over 3,000 circulations, and (3) All Dailies.

A. Hour Provisions

1. Hour provisions apply to all employees of newspapers in Group I except the following: (1) "Independent contractors." (2) Executives, administrators. (The Administrator considers this a small group who have power to hire and fire and who do no substantial amount of work of the kind done by employees who are subject to the act.) (3) Professional workers. (Application has been made to the administrator of the act to rule that editorial employes are professional workers, but as yet no ruling has been made. These workers will probably not be considered professional for the purposes of this act.) (4) Workers en-

gaged as outside salesmen who do no substantial amount of work similar to that done by employes covered by the act. This exception would seem to cover circulation solicitors who do all their work outside, but does not cover advertising salesmen who also do office work or layout ads. (5) Employers of service establishments. The national newspaper associations are seeking a ruling from the administrator of the FLSA to the effect that newspaper publishing is a service, but such a question would probably be referred to the courts. The United States Supreme Court has already ruled that the Associated Press is not a service.

2. All newspapers in Group II must comply with the following hour regulations for all employes except those listed above: October 24, 1938, to October 24, 1939—44 hours per week; October 24, 1939 to October 24, 1940—42 hours per week; October 24, 1940—40 hours per week.

3. Overtime provisions: Employe must be paid time and a half for all time over the maximum hours listed above. (There is no limit on the amount of overtime.) (a) Exceptions to time and a half payment for overtime: Where employe representatives, certified by the National Labor Relations Board, have agreed on a working schedule in excess of the maximum hours. In these cases only the regular hourly rate need be paid. However, in spite of the above, work in excess of twelve hours a day and fifty-six hours a week must be paid at the rate of time and a half. No employer-employee arrangement for more than 1000 hours in any period of twenty-six consecutive weeks or more than 2,000 hours in any consecutive fifty-two weeks will be approved.

B. Wage Provisions

1. Wage provisions apply to all employees of newspapers (in Group II) except those listed in A (1) above.

2. Wage provisions are: October 24, 1938, to October 24, 1939—twenty-five cents per hour; October 24, 1939, to October 24, 1945—thirty cents per hour; October 24, 1945—forty cents per hour.

3. Apprentices and learners are exempted from the wage, but not the hour provisions under the following terms: (a) Learner must be over sixteen years old. (b) Learner and employer must have a written agreement approved by the State Apprenticeship Council or the Federal Committee on apprentices. (c) Agreement must provide for not less than 4,000 hours of reasonably continu-

ous employment. (d) Agreement must also provide for at least 144 hours per year of related supplemental instruction.

4. Handicapped persons may be employed by newspapers (in Group II) at less than the minimum wage under these conditions: (a) Earning capacity of the employe for a particular person must be substantially impaired by age or physical or mental deficiency or injury. (b) The handicapped worker must have been employed on or before October 17, 1938, at a rate less than the minimum of twenty-five cents an hour. (c) In no event shall the wage paid the handicapped person be less than nineteen cents per hour. (d) If the employer had in his employ on October 17, 1938, any non-handicapped workers, the handicapped worker must have been employed at that date at a rate less than the rate paid to non-handicapped workers.

C. Records

1. Contents of Records—(a) Records must be kept for all employes regardless of the fact that they are exempt from all provisions of the act. (b) Two classes of records are required: (1) For executive, administrative, professional, local retailing capacity, or capacity of outside salesmen. (For explanation of these terms see A (1) above.) For this group only the following are required: (1) Name in full; (b) Home address; (c) Occupation. (2) For all others the following records are required: (a) Name in full; (b) Home address; (c) Date of birth if under 19; (d) Hours worked each work-day and each work week. (A workday is any twenty-four consecutive hours; a work week is seven consecutive days.) (e) Regular rate of pay and basis on which wages are paid. (Required only when overtime is worked by the employe.) Regular rate means (1) hourly wage rate, or (2) when an employe is paid on a monthly basis, average hourly rate is obtained by dividing wages by the regular number of hours, or by dividing the wages earned for a work week by the total number of hours worked during the work week. (For employes on a monthly basis, multiply monthly wages by 12 and divide by 5.2) (f) Wages at regular rate of pay for each work week, excluding extra compensation attributable to the excess of the overtime rate over the regular rate. (Required only when overtime is worked by the employe.) (g) Extra wages for each work week attributable to excess of the overtime rate over the regular rate. (Not required except when overtime is worked by the employe.) (h) Additions to cash wages

at cost or deductions from stipulated wages and the amount deducted or at the cost of the item for which deduction is made, whichever is less. (Not necessary if cash wage is above minimum required by the act.) (i) Total wages paid for each work week. (j) Date of payment.

2. Form of Records—(a) No particular form is required. (b) Records must be kept for four years after date of entry.

Classified—An Undeveloped Field

By D. B. BARNHART,
McKeesport, N. Y., *Daily News*

Classified is the only undeveloped field for increasing revenue on the newspaper today. It is a source that, if properly developed, should give publishers their second or third largest advertising linage.

Why the average publisher must be sold on the idea of developing a gold mine that is in his own back yard, so to speak, when he is seeking ways and means of increasing revenue, is one of the riddles of the profession. Fully seventy-five per cent of the newspapers of the country have never tried to develop their classified departments.

In 1936, in all the papers measured by Media Records, classified was 261 million lines; general, or national, was 245 million lines. If all newspapers measured by Media Records can sell more classified advertising than they can get from their national representatives, then so can you.


Take my word for it—and I can prove it—your classified linage should equal or surpass your national linage, for which you make such a continued fight. On national you pay the agency a commission of fifteen per cent. You pay your representative another fifteen per cent, and then allow two per cent for cash. I know no newspaper with a developed classified department that costs more than nineteen per cent to handle. The majority cost from eleven per cent to seventeen per cent, with very little loss. The highest loss reported at the annual convention of newspaper classified advertising managers last year was 3½%.

How to develop a paying classified department? Principally, classified advertising is for use of the individual reader—the Mary Smith who has a room for rent, the John Jones who has a set of tools for sale—and not for commercial accounts. The commercial account, in

my estimation, is a 'chiseler' who realizes full well the value of having his ad listed among transient ads.

You need a plan of censorship to protect your readers from the unscrupulous advertiser. No matter how many ads you carry, if your readers are not protected against fraudulent advertisers, your paper will suffer. You can build classified if you will start at the beginning and so clean house that it will become the readers' pleasure to shop the

**It's the
RETAINED
READABILITY
In Linotype
Legibility Faces**



Most type faces are easy to read if you print them just right. But give them a job on a newspaper . . . that's the acid test. Can they go through the ordeal of fast printing with thin ink on blotter-like newsprint and still retain their readability?

Linotype Legibility Faces can keep readable because they've been especially designed for that task. Every letter has been carefully planned to avoid fine hair lines that break down . . . to eliminate ink traps that fill in . . . to assure better readability under adverse conditions of printing and reading.

They're readable and they stay readable . . . all five of them . . . Ionic, Excelsior, Paragon, Opticon and Textype. One will just suit your taste and mechanical requirements.

Linotype Gothic No. 13 and Ionic No. 5

TRADE **LINOTYPE** MARK

**Mergenthaler
Linotype Company**

want ad pages because of the authentic and truthful messages of economy and desire that are contained therein.

No matter if you have a million or only a thousand circulation, there is only one person among all your readers who can return Bobby's lost dog—only one person who can buy the bed Mrs. Green advertises, because she has only one bed to sell. It is just as important the Mrs. Green sell her bed as it is that any merchant on Main Street move his stock. For that reason, classified is the most tangible department of a newspaper, and publishers should think of it in the light of service it gives the reader.

Does your classified page look as neat as page one? Or are the standing ads battered and hard to read, and does the page make one dizzy by the varied array of type faces? Do the employees who take ads over your counter or phone know what it is all about? Do they give the customer courteous treatment? Do they offer helpful hints that will add a line or two to the ad and help the advertiser get better results? Is your classified billed properly and promptly? Do your ads appear full of omissions and errors, wrong telephone and street numbers? These conditions can be corrected in short order by a little talk and no expense.

We have a product to sell which outwardly, at least, is exceedingly uninteresting to the layman, columns of closely-packed type. By taking the public back of the scenes, by showing some of the pathos, the romance, the heart throbs of classified, it is possible to build up a degree of interest in these columns that should come home to us in increased confidence and greater lineage.

First, you must sell yourselves on the service classified advertising renders and the vital need for its proper support. Second, make the readers realize that the classified columns are more than a bunch of uninteresting six-point type. Third, prove that classified advertising properly used will produce results.

The fifth annual Mule Trade Day at Clinton recently gave Harry L. Waterfield, editor of the Hickman County Gazette, Clinton, plenty to write about and was the incentive for a lot of advertising.

The Perry county board of education in cooperation with the Hazard Herald, of which Charles N. Wooton is editor and general manager, is sponsoring a spelling bee. Elimination tournaments are being held in county schools. Each of the school champions will receive a certificate and will be eligible to enter the county tournament which will be held in the Hazard high school auditorium.

Two newspapers celebrated their birthdays on the same day, February 2. They were the Herald at Campton which was three years old and the Hazard Plaindealer which was five years old. The Herald is edited and managed by J. C. Koppenol. The Plaindealer has Alex Combs as its president, general manager, and treasurer. P. T. Wheeler is vice-president.

As a surprise Christmas present to the citizens of London, the London Utilities Company sent out their usual invoices for water and electricity stamped "Paid in Full." President of the utility company is Russell H. Dyche, editor of the London Sentinel-Echo.

J. R. Bernard, publisher of the Russell Springs, in a front page box in the issue of February 8, announced that he expects to install a larger press, which will change the paper from a six to a seven column paper.

One of the oldest weeklies to celebrate its new volume is the LaGrange Era, which began Volume 64 with the issue of February 3. W. L. Dawson is editor and publisher.

After a four months vacation for a rest, E. W. Wear has resumed charge of the Ballard County Yeoman and promises his readers a better paper than ever before. William B. Henderson edited the Yeoman in Mr. Wear's absence.

O. J. Jennings, editor of the West Kentuckian, Murray, states that he will give \$10 reward for the name of the person who stole a small coin container for crippled children from a local cafe.

Carols B. Embry, president of the Embry Newspapers, Inc., recently added the Hardinsburg Independent to his rapidly growing list of Kentucky weekly publications. Onza de Embry will be managing editor of the most recent addition. The publishers have changed the publication date from Tuesdays to Fridays. Other Embry newspapers are the Munfordville News, the Beaver Dam Messenger, and the Cave City Progress.

Following the trend of the times, the Democrat, published by Mrs. Joe Costello at Cynthiana, has gone streamline with a late model line-casting machine. With the issue of January 5, the entire paper took on a new face with Ideal eight-point type, new headlines and new heading on the front page.

The historical edition of the Walton Advertiser, containing the early history of Boone county and its people from the time of Daniel Boone, for whom the county was named, to the present day, appeared with the issue of January 26. This edition was scheduled to appear several weeks earlier but due to the unprecedented holiday rush and the great amount of time involved in compiling the material it was impossible to publish it on schedule. James H. Jump is owner and publisher of the Advertiser; Robert O. Darling is editor; and Virgil J. Jarvis, Jr., is plant superintendent.

C. M. Gaines, publisher of the Daily News of Bowling Green, entertained 34 carriers, motor route carriers, and other members of the circulation department of the Daily News at a dinner at the Helm Hotel. This dinner was given by Mr. Gaines to show his appreciation of the work of the men in the department during the past year.

The Herald, published at Horse Cave, started its twenty-eighth volume with the issue of January 12. The Herald is edited by Harry H. Hansbrough.

J. G. Denhardt, editor of the Bowling Green Times-Journal, was recently re-elected to the Bowling Green board of education and will serve as president of the body in 1939.

The Pineville Sun will sponsor a series of good-will tours to surrounding communities and mining camps within the next few weeks. The object of these tours is to show the people in nearby communities that Pineville and its citizens are interested in them as neighbors and to afford an opportunity for discussions on mutual problems. J. M. Brooks, mayor of Pineville, and several local civic organizations have heartily endorsed this plan of the Sun. Herndon Evans is editor-manager of the Sun.

February 10 marked the beginning of Volume 23 of the Irvington Herald under the editorship of J. W. Willis. Other members of his able staff are George Wilson, associate editor, Mrs. J. W. Willis, city editor, and Elizabeth Wilson, secretary-treasurer.

The Union County Advocate issued a special two-section, 16-page rural electrification edition this month, dedicated to the Union County Rural Electric Cooperative corporation. Editor Tyler Munford and his office force wrote and printed the entire edition in three days. Good going, we would say!

BUSINESS DIRECTORY

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Oh, Dry Those Tears!



Some of the politicians have shed a lot of tears over the alleged high price of electric service in these United States.

Yet according to government statistics electric service costs only 1.5 per cent of the average family income.

In European countries the average workman must labor 27 minutes to purchase one kilowatt hour of electricity. In the U. S. A. the average workman labors just 3.6 minutes to buy the same item.

All of which leads to the suspicion that when politicians put on a crying act, they shed alligator tears.

Kentucky Utilities Company
Incorporated
and Associated Companies

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