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Kentucky Press Association, Inc.
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Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

Member
Kentucky Chamber of Commerce
Newspaper Managers Association

Sustaining Member
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National Newspaper Promotion Association
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The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

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How many people know they have a right to know? Apparently not all of them, judging from results of surveys of various kinds made in recent months. It seems that Americans—or at least many of them—do not learn in school some of the fundamental rights they were guaranteed by our founding fathers and fought for in many subsequent wars—both military and political.

School children, college students, and adults who have been asked specific questions about freedom of speech and of the press appear to be woefully uninformed on American principles of individual rights. A rather high percentage of those questioned say they do not think a newspaper should be permitted to print the truth. Many do not believe a newspaper has a right to publish crime news or news of other unpleasant events. Some of them see no reason for insisting on open meetings of public bodies and courts.

An Air Force training manual (now repudiated and withdrawn by the Pentagon) contained this strange statement: "Another foolish remark often heard is that Americans have a right to know what's going on. Most people realize the foolhardiness of such a suggestion." Obviously some of the uninformed school children are not writing the U.S. military manuals. The writer of the Air Force manual compared telling the people what was going on to a football team giving away its signals. It seems rather clear that he considers the American people the opponents of the Air Force—the enemy.

All of this strange ignorance reflects strongly on the teaching in our schools, but it also should cause newspaper editors and publishers to do a little intensive self-examining. Have we failed to keep our readers informed of the fact that they have a right to be informed?

This may be just another example of knowing something so well that we assume everyone knows it. This oversight is dangerous for journalists, even in reporting the day's news. We know we cannot take for granted that the reader knows all we know about an event; we patiently background the news, filling in facts that we have already used in earlier issues.

Whether we relish the role or not, newspapermen are the guardians of the people's right to know. We protect rights which the individual does not know he has. Freedom of the press is not basically a right of a publisher, but is a right of the public with the publisher given the responsibility of preserving it.

Besides this right to inform the public, newspapermen should accept the duty of telling their readers what their rights are,

that they have a right to know. This can be done in speeches at school assemblies, clubs, and in church groups.

Let's let the people know of the right to know.—A. O. Goldsmith, Louisiana School of Journalism.

* * * *

Charles H. Kellstadt, President, Seaboard Roebuck & Co., told Newspaper Advertising Executives Association that when an advertiser buys space in a publication the buying acceptance newspaper has developed in a community. He stated two elements are basic to acceptance by public—credibility and interest. Stating that assumption of credibility is remarkable tribute to integrity, U.S. newspapers have established, Kellstadt pointed out that newspaper integrity is what advertiser is trading on when he places an ad and that maintenance of such integrity is closely bound up with freedom of the press.

"Few institutions in our national life enjoy the prestige and respect equal to that of newspapers," said Kellstadt. "Freedom of the press is a jealously-guarded liberty."

Mr. Kellstadt stated it seemed to him newspapers should apply same standards of accuracy to advertising as are applied to "other informational subjects" appearing in the press. He suggested penalty to be attached to failure to comply with agreed upon standards such as, possibly, closing advertising columns of newspapers to advertisers not observing reasonable rules.

As summary, Kellstadt said newspapers can be asked to accept responsibility for advertising in their newspapers because:

They have their own integrity to protect. They have the enforcing power of penalties because they control an important avenue to the market for the advertiser.

The nature of the medium—its permanent form and intimate relationship with each community—build an image that valuable to both the newspaper and the advertiser.

Newspaper people possess the skills to do an effective job.

* * * *

Where have you been? What have you done? What changes have you made in your plant? Who are the new employees around the office? Send these items to The Press so others in the business can know too.

There seems to be an unusual number of unknown firms which are sending ads to Kentucky papers. We'd suggest you hold up on insertion until you've found out more about the advertiser. Write or phone KPA, we'll be glad to initiate a run-down for you. Some of the advertisers are so obscure we find it hard to get information. An added reason for caution on your part

Context

AN ACT relating to the purpose of including provisions required by law to matters to be published in the Commonwealth of Kentucky.

Be it enacted by the Commonwealth of Kentucky, Section 1. S

424.130, 424.140, 424.260, 424.270, and 424.990 of the Code of Kentucky are amended to read as follows: 424.110 Definition of "Publication"

(1) "Publication" means any newspaper, district or other publication, or any advertisement shall be published in any city, county, district or other political subdivision of this Commonwealth. (2) "Advertisement" means any advertisement for the purpose of promoting the sale of any product, service or interest, or for the purpose of influencing the action of any public body, board, committee, or officer of any city, county, district or other political subdivision of this Commonwealth.

424.120 Qualification for advertising. No advertisement shall be published in any newspaper, district or other publication, or any advertisement for the purpose of promoting the sale of any product, service or interest, or for the purpose of influencing the action of any public body, board, committee, or officer of any city, county, district or other political subdivision of this Commonwealth, unless the advertiser has first obtained the approval of the publisher of the newspaper, district or other publication, or the advertiser has first obtained the approval of the publisher of the newspaper, district or other publication, or the advertiser has first obtained the approval of the publisher of the newspaper, district or other publication.

(a) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

(b) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

(c) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

(d) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

(e) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

(f) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

(g) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

(h) It must be published in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business, or in the area in which the advertiser is doing business.

Context Of Amended Publications Act, KRS 424

AN ACT relating to newspaper publications for the purpose of legal notice or advertisement; including provisions to govern publications required by law to be made, and requiring certain matters to be published.

Be it enacted by the General Assembly of the Commonwealth of Kentucky:

Section 1. Sections 424.110, 424.120, 424.130, 424.140, 424.150, 424.160, 424.220, 424.260, 424.270, 424.290, 424.340, 424.360 and 424.990 of the Kentucky Revised Statutes are amended to read as follows:

424.110 *Definitions*. As used in KRS 424.110 to 424.370:

(1) "Publication area" means the city, county, district or other local area for which an advertisement is required by law to be made. An advertisement shall be deemed to be for a particular city, county, district or other local area if it concerns an official activity of such city, county, district or other area or of any governing body, board, commission, officer, agency or county thereof, or if the matter of which advertisement is made concerns particularly the people of such city, county, district or other area.

(2) "Advertisement" means any matter required by law to be published.

424.120 *Qualifications of newspapers*. (1) Except as provided in subsection (2), whenever an advertisement for a publication area is required by law to be published in a newspaper, the publication must be made in a newspaper that meets the following requirements:

(a) It must be published in the publication area. A newspaper shall be deemed to be published in the area if it maintains a known office in the area for the purpose of gathering news and soliciting advertisements and other general business of newspaper publications, and has a second-class mailing permit issued for that office. A newspaper printed outside of Kentucky shall not be eligible to publish advertisements for any county or publication area within the county, other than for the city in which its main office is located, if there is a newspaper printed in the county that has a substantial general circulation throughout the county and that otherwise meets the requirements of this section. And

(b) It must be of regular issue and have the largest bona fide circulation in the publication area. A newspaper shall be deemed to be of regular issue if it is published regularly, as frequently as once a week, for at least 50 weeks during the calendar year as prescribed by its mailing permit, and has been so published in the area for the immediately preceding one-year period. A newspaper shall be deemed to be of bona fide circulation in the publication area if it is circulated generally in the area, and maintains a definite price or consideration not less than 50 percent of its published price, and is paid for by not less than 50 percent of those to whom distribution is made. And

(c) It must bear a title or name, consist of not less than four pages without a cover, and be of a type to which the general public resorts for passing events of a political, religious, commercial and social nature, and for current happenings, announcements, miscellaneous reading matter, advertisements, and other notices. The news content must be at least 25 percent of the total column space in more than one-half of its issues during any twelve-month period.

(2) If, in the case of a publication area small-

er than the county in which it is located, there is no newspaper published in the area, the publication shall be made in a newspaper published in the county that is qualified under this section to publish advertisements for the county. If, in any county there is no newspaper meeting the requirements of this section for publishing advertisements for such county, any advertisements required to be published for such county or for any publication area within the county shall be published in a newspaper of the largest bona fide circulation in that county, published in and qualified to publish advertisements for an adjoining county in Kentucky. This subsection is intended to supersede any statute that provides or contemplates that newspaper publication may be dispensed with if there is no newspaper printed or published or of general circulation in the particular publication area.

(3) If a publication area consists of a district, other than a city, which extends into more than one county, the part of the district in each county shall be considered to be a separate publication area for the purposes of this section, and an advertisement for each such separate publication area shall be published in a newspaper qualified under this section to publish advertisements for such area.

424.130 *Times and periods of publication*.

(1) Except as otherwise provided in KRS 424.110 to 424.370 and notwithstanding any provision of existing law providing for different times or periods of publication, the times and periods of publication, the times and periods of publications of advertisements required by law to be made in a newspaper shall be as follows:

(a) When an advertisement is of a completed act, such as an ordinance, resolution, regulation, order, rule, report, statement, or certificate and the purpose of the publication is not to inform the public or the members of any class of persons that they may or shall do an act or exercise a right within a designated period or upon or by a designated date, the advertisement shall be published one time only and within thirty days after completion of the act. However, a failure to comply with this paragraph shall not subject a person to any of the penalties provided by KRS 424.990 unless such failure continues for a period of ten days after notice to comply has been given him by registered letter.

(b) When an advertisement is for the purpose of informing the public or the members of any class of persons that on or before a certain day they may or shall file a petition or exceptions or a remonstrance or protest or objection, or resist the granting of an application or petition, or present or file a claim, or submit a bid, the advertisement shall be published at least once, but

may be published two or more times, provided that one publication occurs not less than seven days nor more than twenty-one days before the occurrence of the act or event.

(c) When an advertisement is for the purpose of informing the public and the advertisement is of a sale of property or is a notice of delinquent taxes, the advertisement shall be published once a week for three successive weeks.

The provisions of this subparagraph shall not be construed to require the advertisement of notice of delinquent state taxes which are collected by the State.

(d) Any advertisement not coming within the scope of paragraph (a) or (b) or (c) of this subsection, such as one for the purpose of informing the public or the members of any class of persons of the holding of an election, or of a public hearing, or of an examination, or of an opportunity for inspection, or of the due date of a tax or special assessment, shall be published at least once but may be published two or more times, provided that one publication occurs not less than seven days nor more than twenty-one days before the occurrence of the act or event, or in the case of an inspection period, the inspection period commences.

(e) If the particular statute requiring that an advertisement be published provides that the day upon or by which, or the period within which, an act may or shall be done or a right exercised, or an event may or shall take place, is to be determined by computing time from the day of publication of an advertisement, the advertisement shall be published at least once, promptly, in accordance with the statute, and the computation of time shall be from the day of initial publication.

(2) This section is not intended to supersede or affect any statute providing for notice of the fact that an adversary action in court has been commenced.

424.140 *Contents or form of advertisements*.

(1) Any advertisement of a hearing, meeting or examination shall state the time, place and purpose of the same.

(2) Any advertisement of an election shall state the time and purpose of the election, and if the election is upon a public question the advertisement shall state the substance of the question.

(3) Any advertisement for bids or of a sale shall describe what is to be bid for or sold, the time and place of the sale or for the receipt of bids, and any special terms of the sale.

(4) Where any statute provides that, within a specified period of time after action by any governmental agency, unit or body, members of the public or anyone interested in or affected by such action shall or may act, and it is provided by statute that notice of such governmental action be published, the advertisement shall state the time and place when and where action may be taken.

424.150 *Person responsible for publishing*. When any statute providing for newspaper publication of any advertisement does not designate the person responsible for causing the publication to be made, the responsible person shall be:

(1) Where the advertisement is of the filing of a petition or application, the person by whom the same is filed.

(Editor's Note: This article is a verbatim account of the amended Chapter 424 in KRS. Sections in the 1958 Chapter 424, when the publications law was changed, are amended by this 1960 Act; amended sections are listed in Section 1. Two sections were repealed, 424.200 and 424.350. Sections in the 1958 act that remain in force are 424.170, 424.180, 424.190, 424.210, 424.240, 424.250, 424.280, 424.300, 424.310, 424.320, 424.330, and 424.370. The complete KRS Chapter 424, with the amended matter as outlined, will be printed in brochure form and copies will reach KPA members as soon as received from the printer.)

(2) Where the advertisement is of an activity or action of:

(a) An individual public officer, the officer himself.

(b) A city, the city clerk if there be one; if not, the mayor or the chairman of the board of trustees.

(c) A county, the county court clerk.

(d) A district, or a board, commission or agency of a city, county or district, the chief administrative or executive officer or agent thereof.

(e) A court, the clerk thereof.

(f) A state department or agency, the head thereof.

424.160 Rates. (1) For all newspaper advertising required by law, the publisher is entitled to receive payment for each insertion at a rate per linear inch, single column, computed as solid eight-point measure. The rate shall not exceed that paid by general advertisers for comparable matter, but in no case shall it be less than \$1.00 per linear inch for weekly newspapers and \$1.50 per linear inch for daily newspapers.

(2) Whenever by law or by the nature of the matter to be published a display form of advertisement is required, or whenever the person or officer responsible for causing an advertisement to be published determines in his discretion that a display form is practicable or feasible, and so directs the newspaper, the advertisement shall be published in display form and the newspaper shall be entitled to receive therefor its established display rate.

(3) Whenever it is provided by statute that an advertisement shall be published of the filing of a petition or application seeking official action, the filing, if required by other than a governmental official or agency, shall not be deemed complete unless there is deposited with the petition or application an amount sufficient to pay the cost of publication.

(4) The expense of advertisements in judicial proceedings shall be taxed as costs by the clerk of the court.

424.220 Financial statements. Excepting officers of a city of the first class, a county containing such a city, a public agency of such a city or county, or a joint agency of such a city and county, or of a school district of such a city or county, and excepting officers of a city of the second class that is required by law to publish an annual audit of its financial affairs, every public officer of any school district, city, county, or subdivision or district less than a county, whose duty it is to collect, receive, have the custody, control or disbursement of public funds, and every officer of any board or commission of a city, county or district whose duty it is to collect, receive, have the custody, control or disbursement of funds collected from the public in the form of rates, charges or assessments for services or benefits, shall at the expiration of each fiscal year prepare an itemized, sworn statement of the funds collected, received, held or disbursed by him during the fiscal year just closed, unless he has complied with KRS 424.230. The statement shall show the amount of funds collected and received, from what sources received, the amount disbursed, the date of each disbursement, for what purpose expended, and to whom paid, except that only the totals of amounts paid to each person need to be shown. The officer shall procure and include in or attach to the statement as a part thereof a certificate from the cashier or other proper officer of the banks in which the funds are or have been deposited during the past year, showing the balance, if any, of funds to the credit of the officer making the statement. The officer, shall, within

60 days after the close of the fiscal year, cause the statement to be published in full in a newspaper qualified under KRS 424.120 to publish advertisements for the city, county or district, as the case may be. Promptly after the publication is made, the officer shall file a written or printed copy of the advertisement with proof of publication, in the office of the county court clerk of the county. Within 30 days after publication the officer shall file with the Auditor of Public Accounts a copy of the newspaper containing the statement.

424.240 City Budget. Immediately following the adoption of an annual budget by any city other than one of the first class, the city clerk shall cause a summary of the budget or the text of the budget ordinance to be advertised for the city by publication in a newspaper.

424.260 Bids for materials, supplies, equipment or services. Except where a statute specifically fixes a larger sum as the minimum for a requirement of advertisement for bids, no city, county or district, or board or commission of a city or county, may make a contract for materials, supplies or equipment, or for contractual services other than professional, involving an expenditure of more than \$1,000.00 without first making newspaper advertisement for bids. Provided, however that this requirement shall not apply in an emergency if the chief executive officer of such city, county or district has duly certified that an emergency exists, and has filed a copy of such certificate with the chief financial officer of such city, county, or district.

424.270 Local administrative regulations. No general regulation of uniform application throughout the publication area promulgated by any officer, board or commission of a city, county, or district, which is intended to impose liabilities or restrictions upon the public shall be valid unless and until it, or a notice of such promulgation, together with a statement where the original regulation may be examined by the public, has been advertised by newspaper publication.

424.290 Election ballot facsimiles. Not less than three days before any primary or regular election the county court clerk shall cause to be published in a newspaper a facsimile of the ballot or ballots, or when voting machines are to be used, of the face of the voting machines showing the ballot labels in place. Where the ballots or voting machine faces differ for various precincts within the county, a facsimile of each different ballot or voting machine face shall be published, with appropriate identification. The cost of publication shall be paid by the county, except that the cost of publishing any ballot or voting machine face that is limited to a city election or a district election other than a school district election, shall be paid by the city or the district as the case may be.

424.340 Appointment of personal representatives, and notice to creditors. (1) Except as provided in subsections (2) and (3), the administrator or executor of the estate of any decedent shall, upon receipt of his letters of appointment, cause notice to be given by newspaper publication of the fact of his appointment, and that all persons having claims against the estate shall present them, verified according to law, to the administrator or executor, at a designated address, not later than a designated date, to be fixed as three months after the final publication. The first publication shall be made within one month after the receipt of the letters of appointment.

(2) Such publication is not required where notice to creditors has been published by a former administrator or executor of the estate.

(3) The court may in its discretion dispense with such publication when the gross assets of the estate are insufficient to pay preferred claims. The court may also dispense with publication when the gross assets of the estate, including real and personal property, do not exceed \$1,000 in value, in which case the administrator or executor, within one month after receipt of the letters of appointment, shall post notices in prominent places, including the courthouse in the county of his appointment, setting forth the fact of his appointment and notifying creditors of the decedent to present their claims to him by a designated date, which shall be three months after the date on which the notices are posted.

424.360 Invitation to bid on municipal bonds. No sale of general obligation bonds or revenue bonds of any governmental unit or political subdivision, or agency thereof, shall be made except upon newspaper advertisements for bids, published for the publication area constituted by the political subdivision or government unit, and published to afford state-wide notice. If the bonds are in principal amount of fifty thousand dollars or more, an advertisement for bids shall also be published in a publication having general circulation among bond-buyers.

424.990 Penalties. Any person who violates any provision of KRS 424.110 to 424.370 shall be fined not less than \$50 nor more than \$500. In addition, any officer who fails to comply with any of the provisions of KRS 424.220, 424.230, 424.240, 424.250, 424.290 or 424.330 shall, for each such failure, be subject to a forfeiture of not less than \$50 nor more than \$500, in the discretion of the court, which may be recovered only once, in a civil action brought by any citizen of the city, county or district for which the officer serves. The costs of all proceedings, including a reasonable fee for the attorney of the citizen bringing the action, shall be assessed against the unsuccessful party.

Section 2. Sections 424.200 and 424.350 of the Kentucky Revised Statutes are repealed.

Section 3. Section 29 of Chapter 42 of the Acts of 1958 is amended to read as follows:

This Act is intended to standardize and make uniform the law relating to legal advertisements and to that end it shall supersede all other statutes and parts of statutes containing special provisions for particular advertisements, to the extent that such provisions are in conflict with this Act. All statutes or parts of statutes in conflict with this Act are hereby repealed to the extent of said conflict.

There seems to be no end to the use of old newspapers. Art classes in South Bend, Ind., now use them to make papier mache birds.

The small daughter of a newspaper editor came home from Sunday School with a beautiful picture text card.

"What have you there, dear?" her mother asked.

"Just an ad about Heaven," the little girl replied.

Have you ever thought of making a scrapbook for each of your major advertisers? It would be easy to carry along when settling space to your local merchant to show him what he had done in the past.

Suggest With

Editor's Note: Presented by the Women's Department of the Journal Herald, and the University of Kentucky. Although newspapers, many in even the smallest

1. News stories with "women's angles" and national stories from the women's view.

2. Fashion: clothing, a woman HAS late school; vacation what do to on make your own local experts, face the dance the shrouds.

3. Food: Cookbook recipes among one cook and h lunches; special seasons; "best buys of the week old standbys, li pare rabbits, ne season; and new new packaging.

4. Press releases: Manufacturers new; fashion design; home; public names mentioned military services.

5. New Books: "how to" books, interior design.

6. Syndicates: workshops, advertising and food field.

7. Local Industries: offices, factories in your posts in your appropriate clothing meals for the w courses, trips, resorts for women.

Suggestions For Building Interest With Women Readers Explored

Editor's Note: Following is an outline presented by Mrs. Marj Heyduck, Editor, Women's Department, Dayton (Ohio) Journal Herald, at Tennessee Press Association and University of Tennessee Press Institute. Although primarily for daily newspapers, many ideas can be developed by even the smallest weekly newspaper.)

1. News stories in Local City section: Advance notices of speakers, programs, events with "women's angles"; community projects and how they affect women; "women's angles" turned up by beat men; and national stories that can be localized from women's view point.

2. Fashion: Clothes—beginning of each season, clothes are news; hats—every spring a woman HAS to have a new hat; children's clothes—late summer, getting ready for school; vacation time—clothes, where to go, what do to on a budget, etc.; and how to make your own—patterns, fabrics, tips from local experts, feature stories on women who make the dance costumes, the bridal gowns, the shrouds.

3. Food: Cooks Corner idea—exchange of recipes among readers, or feature daily one cook and her favorite recipe; school box lunches; special recipes for holidays, new seasons; "best buys of the season"—"best buys of the week"; new ways of preparing old standbys, like hamburger; how to prepare rabbits, etc., at opening of hunting season; and new food products; new uses; new packaging for easier use.

4. Press releases from National Sources: Manufacturers of food products—old and new; fashion designers; new products for the home; public relations offices; and local names mentioned in releases from colleges; military services—maybe coming home for visit, vacation, furlough, providing social news tips; parties, receptions.

5. New Books: Cook books, beauty books, "how to" books (slipovers, knitting, child care, interior decorations, painting, etc.

6. Syndicates: Patterns, needlework, home workshops, advice, health, beauty child care, fashion and food tips by authorities in their field.

7. Local Industry: Women who work there, offices, factory, executive; government posts in your area; how women combine jobs and homework—best grooming for job, appropriate clothes for each job, quick easy meals for the woman who works; and charm courses, trips, recreation provided by industries for women, check house organs.

8. Clubs: Programs, speakers, projects, hobbies or special talents or women members.

9. "Women in the Town": Women in politics; wives of officials; women in important charity posts, volunteer workers, teachers, nurses, other professions; and women in men's fields.

10. For Social News: Quality and accuracy breeds news in this field. Do one story of a party or social event well and other women will want the same coverage; country club—check managers for coming events; hotels—check manager for coming events, visits of prominent persons, conventions; travel bureaus—who's going where, when; keep file of engaged girls—check for stories of showers, attendants, wedding details; check vital statistics for "newsy" items; and cultivate leaders in the town; when checking teachers, officials' wives, political women, etc., also ask about their house guests, entertaining, etc., which provides additional social notes.

11. Local Stores: Stories on experts brought in to help customers with slipcovers, decorating, draperies, fashion designers, needlework, authorities, etc. Interview experts on newsy subjects pertaining to their fields.

12. Other Newspapers and Magazines: Read big city papers for local items; read out-of-town papers for ideas applicable to your town; art lines under one picture in magazine showing local persons doing, receiving—or pictures of local home in magazine can be checked and expanded into feature story; and women who have recipes printed in magazines can be checked for additional feature material for hometown use.

13. Institutions: School—special projects—gifts for parents; picture features when children bring favorite toys or pets to class; first days of school; outstanding teachers; churches—book fairs—annual "best of children's books" exhibited by local booksellers; family night programs; special ceremonies not conducted by other religious groups such as Ash Wednesday rites, Dunkard foot-washing, Greek Orthodox Christmas; home demonstration offices of county extension offices: "homemade Christmas" ideas, displays at county fairs; YWCA—special programs for "Mother's Day Out"—news advance and feature coverage; international groups—feature stories on foreign foods; Christmas customs, etc.; YMCA—

Court Says 'Pretense' Is A Libellous Word

The Oklahoma Supreme Court said this week that former owners of the Coweta Times Star libeled a former employee and must pay \$15,000 for the bad word. The court held with Mrs. Virginia Gentry that the following sentence carried in the Times Star was libelous per se: "A suit filed by Virginia Gentry on the pretense of a back injury was dismissed some months ago."

Splitting 5-4 the high court reversed a previous ruling by Tulsa District Judge Raymond Graham who had sustained a demurrer by attorneys for the Wagoner County Publishing Co. and Sam Whitson, publisher of the Times Star. Also involved as then owners of the Times Star are Bob Jeffrey and Junior Martin, both of Waggoner. Jeffrey, Whitson and Martin sold the Times Star to Frank Spence (of the Wagoner Newspapers) in November 1958. The story in question appeared in an August, 1958, edition. Mrs. Gentry sued for \$10,000 general damages and \$5,000 exemplary damages. Another case filed at the same time by her husband, L. C. Gentry, over an alleged libel to himself was thrown out of Judge Graham's court at the same time. The supreme court upheld Judge Graham's demurrer in that action by 7-2 at the time it handed down its ruling for Mrs. Gentry.

While many newspapers are going from letterpress to offset, the only all-offset newspaper in Montana, The Great Falls Independent, has just changed to letterpress.

women in some phases of YM work; how in your town; Art Institutes—women outstanding in some other field may also be ceramists, water colorists, etc.; what is offered to children; family programs; "circulating art" to be borrowed by private citizens—how "gallery art" is used in homes; Public Library—historical displays, holiday ideas, "how to do it" displays, what to do with leisure time, etc.; and Public Museum—live animals—how children participate.

14. Sports Pages: Women's athletics—visiting wives of famous coaches, baseball players, etc., who accompany husbands on lecture tours, demonstrations, charity games; fashions for bowling, golf, tennis, hunting, etc.; and "fashions or social" coverage of athletic events, with pictures.

15. Letters: Watch local mail-readers often suggest things they want to see in paper; letter-contests for "best homemaker" may provide feature stories on women who did not win contest but are good homemakers.



WNR PROMOTES REGIONAL SALES MANAGERS

C. Randall Choate (left), former Detroit sales representative, will supervise mid-west sales from the Chicago office. David J. Richardson will supervise and direct sales of the southern states from the Atlanta office. Both bring a board sales background and WNR feels confident that more national advertising can be developed through news sales emphasis.



Volume Justifies Space Discounts

Media Director Warren Bahr, Young & Rubican, Inc., recently stated that newspaper management is responsible for fragmentizing newspapers out of the national advertising field and that they must give their representatives certain supports to build national advertising. He suggested: 1. Adopt a system of volume discounts; 2. Adopt uniform procedure on ROP color; 3. Allow position requests from major advertisers; and 4. Give up "forced combinations."

While some daily newspapers are exploring the system of volume discounts (the Louisville Courier-Journal is taking such active leadership), Mr. Bahr seemingly bypassed a long-time advertising principle: to earn quantity space discounts, the contractual volume must justify and discount, large or small.

Always keeping in mind two advertising facts: first, national advertising seldom exceeds a maximum of 20 percent (this is large for many papers) of the annual revenue; and, second, local display with large contractual space used, does permit volume discounts. Adding the two together, the solution is simple: if national advertisers (or their agencies) would contract for a comparable amount of space—perhaps double or triple the present amount—then newspapers, and only then, could and would give comparable space discount.

Bahr then charges that "newspapers don't have a national medium" but "have fragmentized themselves into their own local market." How naive can he get! We have yet to learn that newspapers claim to be national media, but represent and sell the local market within their coverage areas. No newspaper, metropolitan daily or the

small community weekly, has ever claimed to sell in the total national market—but do justifiably claim and prove that they stimulate sales in the local markets for the nationally advertised products.

We wonder at times what would happen to products that Mr. Bahr claims to sell "nationally" if no advertising whatsoever were carried in the community daily or weekly. We still hold the impression that TV commercials—presumably the "national field" which Bahr suggests—would prove largely ineffective if it were not for the local merchant, his reputation, and his prestige. We believe that the time will never come when the national manufacturer can sell his wares without the aid and support of the "fragmentized" newspapers which Mr. Bahr holds in such small esteem.

Still speaking of discounts! Far too frequently some representatives of national products are trying to chisel local publishers into accepting local rates for ad schedules, saying that the local dealer could buy more space accordingly. This is simply a variation of the space-discount proposal of Mr. Bahr in thin disguise. Again, the publisher has two answers to such proposal: First, he must (should) maintain the integrity of his national rate to national advertisers even tho the local merchant is caught in the middle of the squeeze; and, second, if the advertiser, thru the merchant, will contract for large augmented space, he (the publisher) might be agreeable to discounts which may approximate the local rate but should be higher than the average local contractual rate if the newspaper is to give his readers—and the advertisers, come who may—a printed medium of respect and integrity of purpose.

1960 National Directory Released By WNR

Weekly Newspaper Representatives, Inc. announced today the release of the 1960 WNR National Directory of Weekly Newspapers. Complete data on 8,174 weekly, semi-weekly and tri-weekly publications are given in this directory which is, as in the past, the only publication listing national advertising rates of weekly newspapers in the fifty states.

WNR has adopted a completely new format for the 1960 publication, which contains new information, a new arrangement of basic data and greater legibility. In addition to information on the various individual publications, brand new market and media information on weekly newspapers in general is presented.

The 8,174 publications listed represent an overall circulation of 20,974,38. Estimated readership is in excess of 80,000,000. Average circulation per newspaper is 2,566.

Among other features of the 40th Annual Edition are new publications, up-to-date circulation figures, complete mechanical data, city and county location and population, days of publication, state maps with county index, publishers' names, policies on alcoholic beverage advertising, and availability of ROP color.

Mail In The Olden Days

A feature story about one of the community's pioneer families appeared in a recent issue of the Walworth (Wis.) Times. In view of current interest in postal matters you may enjoy this excerpt:

In 1838 a post office was established at Geneva City and another at Delavan Lake which was called Swan Lake at that time. The postage rate was 25 cents a letter and was not paid by the sender but by the one receiving it. Many a time the recipient did not have the postage and would stand in the post office, choked with emotion at the thought of news from home which he could not read. In some instances a kind postmaster would offer jobs to those with depleted purses. This meant a half day's work for the common wage was 50 cents a day.

Clever scheme were devised by some people to avoid paying postage. Marks were made by the sender on the outside of the letter. Envelopes were not used then, for letters were folded and sealed with wax. The meaning of the marks would have been agreed upon beforehand. If the one to whom the letter had been sent did not have the postage, he could tell at a glance whether or all was well at home. Postage on papers was much cheaper, and many times these were sent with words underlined which could be joined to convey a message.

Local Newspapers Give Prompter

In going after the distinct advantage prospective customers compared to the fellow next town.

When price is good printers can high quality work; so, good, makes the difference enables you to read and this is especially true of parking.

How can you your vicinity know Here are some ammunition to a series of mailings. If there is a big advertising manager about his firm and use some of mailings.

Call on him with titative literature, so are interested in his company. Otion has established of company publication use of any company house organ. If house organ name duplication.

There is no question helped attract hundreds worth of tions. But who, greatest use of the tising manager works in the same can easily afford for a look at other he has a problem.

If you feel for that you cannot your own, a series even letters, then flowing into the managers and p later, they'll need will have accompy use imagination

For instance, a buyer with information The buyer will ask if they are useful any printer know mark can be very printing.

Make the most starting with the inquiry to your

Local Newspapers Always Give Prompt Service

In going after nearby business, you have the distinct advantage of being able to offer prospective customers prompt service compared to the fellow five miles away or in the next town.

When price is not a basic consideration, good printers can easily demonstrate the high quality and craftsmanship in their work; so, good, prompt service is what makes the difference. Proximity of location enables you to render this prompt service, and this is especially true where transportation and parking are difficult.

How can you let the big customers in your vicinity know that you are around? Here are some suggestions: Dig up some ammunition to use as a basis for a steady series of mailings to those in your own area. If there is a big industry nearby, show the advertising manager that you know something about his field. Read his trade papers and use some of his own terminology in mailings.

Call on him with a collection of competitive literature, so that he will feel that you are interested in his problems and those of his company. One large printing organization has established a library of thousands of company publications; it is there for the use of any company contemplating starting a house organ. It also has a complete list of house organ names to help newcomers avoid duplication.

There is no question that the library has helped attract hundreds of thousands of dollars worth of business in new publications. But who, do you think, makes the greatest use of the library? It's the advertising manager or company editor, who works in the same general neighborhood and can easily afford to take the time to drop in for a look at other publications whenever he has a problem.

If you feel for reasons of time or money that you cannot afford a house organ of your own, a series of elaborate mailings, or even letters, then use post cards. Keep them flowing into the offices of the advertising managers and printing buyers; sooner or later, they'll need you quickly and your cards will have accomplished their purpose. But use imagination to make the cards striking.

For instance, each card could provide the buyer with informative facts about printing. The buyer will almost certainly save them if they are useful to him in any way. As any printer knows, even the proofreaders' mark can be very valuable to a purchaser of printing.

Make the most of your opportunities, starting with the valuable advantage of pro inquiry to your prospects. You must be

Four Color Scanning Machines Soon Available

Four new electronic color scanning machines for making engravings will be on the market this year, one the product of a major U.S. manufacturer, Fairchild Camera and Instrucent Corporation, Long Island, N. Y., the other three European Developments.

Fairchild's new Scan-A-Color uses a cylinder design to scan directly from the original copy and produces four film separations simultaneously. The color scanning head works with either flat art or transparencies up to 8 x 10 inches.

J. F. Crosfield, Ltd., of London, England, has completed five production units of its Scanatron which are now undergoing final testing and evaluation prior to delivery to customers. The Scanatron works from separation negatives producing corrected separation positives for the 3-color or 4-color printing.

Hell of Kiel, Germany is offering the Colorgraph and a color version of its Vario-Klischograph. The Colorgraph is somewhat similar to Crosfield's Scanatron in that each starts with photographically separated set of negatives. The most obvious difference is that the Colorgraph records and produces the 4-color set one at a time. Hell's Vario-Klischograph is a direct engraving, enlarging, and reducing apparatus. New in this equipment is its ability to engrave both line and combination plates as well as halftones.

People don't get weak eyes from looking at the bright side of life.

Altering Claims

"We were interested in the statement 'that the (Highway) Commission had the right to reject a claim but it had no right to alter a claim.' Would that same theory apply to all legal advertising for which checks issued are less than the amount of the claim filed? We have had that experience and if you are right we should not have accepted the checks," states an Indiana publisher to his Central Office. The answer:

To accept a check in payment for less than the amount of the claim filed is an admission that the claim was erroneous. If there is error in measuring a legal notice, the publisher should be given the opportunity to file an amended claim. No public official has the right to amend a claim which has been sworn to by a publisher.

This should hold true in every state.


near somebody.—By Ovid Riso in recent issue of Inland Printer.

ALL KENTUCKY BENEFITS...

from our state's brewing industry

... pays more than **\$7,000,000 TAXES** annually to Kentucky state and local governments.

... annual payroll of **OVER \$53,000,000** provides a good living for 20,000 Kentucky people, and helps all other Kentucky business.


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

Washington Notes--

By EDGAR S. BAYOL

POSTAL RATES: Postmaster General Summerfield held a press conference April 21 to fire up his campaign for higher postal rates. He responded to a question by skeptical reporter with a flat prediction that a rate bill would pass this year. He added: "I think you can see some change in sentiment," and "things look as promising" as they did at this time in 1958, when the last rate bill was passed.

Summerfield issued three press releases (one of them six weeks old), a 118-page "Survey of Postal Rates" just sent to Congress, and a set of charts he has been using privately for some time. Headlines on the charts devoted to Second-Class mail are highly inflammatory and controversial. Here they are:

"Second-Class Mail Losses Up 233 Percent," "Nearly \$300 Million Annual Loss Due to Magazines and Other Second-Class Mails," and "Taxpayers Lose Nearly 4c on Each Piece of Second-Class Mail." Nobody challenged these propaganda claims, which are based on Cost Ascertainment figures.

During the hour-long session, no questions were raised about the impact of the Summerfield rate bill on the hometown press. The documents released, however, state the P.O. arguments, including the claim that "within-county rates are obsolete" on grounds that books, farm journals, radio and TV have reduced "the extreme dependence of rural areas on local newspapers and periodicals as sources of information and educational matter."

Senate Appropriations Committee approved a bill containing 1961 funds for the P.O., restoring \$6. million of the \$82 million cut by the House. If sustained when the Senate passes the bill next week and upheld in conference later, this action probably removes the threat of a mail service curtailment.

The same bill contains a \$49 million item for public welfare costs of the P.O., unchanged from the House bill. Unless there is a successful effort on the Senate floor to raise this figure, the Postal Policy Act of 1958 will have been dealt another serious blow. The result of Congressional disregard of the policy law is to increase the postal deficit and thereby strengthen the case for rate increases.

An NEA member, Carl Tucker, Jr., Publisher of the Mount Kisco (N. Y.) Patent Trader, wrote the PMG about his rate bill and received a detailed response from Assistant PMG Hyde Gillette, suggesting that all publishers have to do to meet mail rate in-

creases is to raise advertising and circulation rates. This is in strong contrast to the anti-inflation pronouncements of the Administration.

Gillette wrote: "It is difficult to see why a moderate postage charge should cause any great disturbance. Approximately half the content of most newspapers consists of advertising matter. Publishers would be justified in raising advertising rates to cover a proportionate amount of the added postage costs. The remaining costs could be distributed fairly to all subscribers, rather than to mail subscribers alone. On that basis, the additional amount of postage would be so distributed as to have little effect on the advertiser, the subscriber, or the publisher."

SINGLE UNION: American Newspaper Guild and International Typographical Union met here this week and moved a step closer to establishment of a single union to represent all newspaper, printing, and publishing workers. Further discussions are planned June 15 and 16. A joint union statement said: "We are convinced that unity is demanded to build the collective strength of our members striving for just wages and working conditions and to combat the attack of unfair employers and the effects of punitive legislation."

MINIMUM WAGES: Secretary of Labor Mitchell appeared before the House Labor subcommittee holding hearings on minimum wage amendments and agreed to accept an increase in the hourly minimum to \$1.10 or \$1.15. Previously he had said he would approve "a moderate increase." He also advocated a limited extension of coverage. House wage hearings will drag along for at least another week. Meanwhile the wage bill remains quiet in the Senate Labor Committee. Final passage of some sort of a bill is taken for granted.

VACATION SUSPENSION: A Post Office Department official told a House subcommittee "I am not aware of a need" for passage of a bill to permit weekly publications to suspend for not more than two issues without loss of Second-Class mail privileges. The witness was Edwin A. Riley, Director of the Postal Services Division.

Testifying in opposition to the proposal were Charles Gerwig, Ellicott City (Md.) Times, representing the Maryland Press Association; Garry Willard, Manassas (Va.) Journal, representing the Virginia Press Association; and Ed Bayol, pinch-hitting for NEA Legislative Chairman Bernard E. Esters. Supporting the bill was its author, Rep. Leonard G. Wolf (D. Iowa).

The subcommittee is headed by Rep. John R. Foley (D. Md.), who laboriously reviewed the arguments of each witness. One other member of the three-man subcommittee, Rep. Robert Corbett (R.,

West Kentucky Group Will meet On May 7

The spring meeting of the West Kentucky Press Association has been set for May 7, at Kentucky Dam Village. J. Paul Bell, Morganfield Advocate, president of the organization, said most of the members will plan to arrive at the Lake Friday afternoon.

Program arrangements are being planned by KPA President Paul Westpheling, Hinton News, and Ro Gardner, Hickman Courier. All sessions will be held in the Kentucky Dam Village theatre beginning at 9 a.m.

Officers for the following year will be elected during the afternoon session. Present officers are Bell, W. T. Davis, Hinton Herald, vice president, and Gardner, secretary.

Man who is willing to make the best of it seldom gets the worst of it.

Pa.), was present and agreed completely with the NEA viewpoint. He said the bill is "a waste of the time of Congress."

Rep. Foley did not indicate his feelings on the matter nor is it known when the committee will act. Once before the subcommittee approved the vacation bill only to have its recommendation rejected by the full committee.

ADVERTISING: Secretary of Commerce Mueller participated in an Advertising Club of Washington ceremony honoring an industrialist and made the following comments relating to advertising: "A new set of dreamers . . . argued that private initiative was washed up, private advertising was a waste and that the businessman must step down and be replaced by the bureaucrat. Only big government, they claimed, could supply the power thrust of economic growth. That false doctrine still is being preached in some places."

Federal Home Loan Bank Board has published a proposed new rule banning certain types of advertising of interest or dividend rates by savings and loan associations insured by FHLBB. Interested parties have until May 23 to submit comments on the proposal. The ban would apply to ads published more than 30 days before interest becomes payable. The ban would also apply unless FHLBB had been given 15 days notice of an increase in the interest rate.

The proposal appears to be part of a program in which various Federal and State agencies have attempted to curb advertising abuses by certain banks and savings and loan institutions. Some say this smacks of censorship.

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Survey Indicates Need For Aggressive Selling

SPECIAL SURVEY: The Washington (state) Newspaper Publishers Association and the state's School of Communications has completed some comprehensive reports on various phases of newspaper operation. The conclusions reached in the first joint report, on Commercial Printing, are probably applicable to Kentucky or any other state.

1. About three out of five publishers are not soliciting job work in their own communities.
2. Metropolitan printing firms are taking a great deal of job work out of publisher's own communities, through aggressive salesmen and good service.
3. Many classes of printing are being "farmed out" to metropolitan printing firms by weekly publishers, who mark up this printing for a profit.
4. Almost seven out of ten publishers do not keep time records in their job departments, and three out of ten publishers keep cost accounting records relating to hour costs, in their shops.
5. More than eight out of ten publishers use Porte Printing Catalog in the pricing of commercial printing they produce.
6. There is a wide difference in prices charged by state weekly publishers for identical classes and quantities of printing, and there are probably many mistakes made in the "reading" of the catalog.

There is indirect evidence from the comprehensive survey that: 1. Much more job work exists in publishers' communities than they are getting.

2. On many classes of printing, weekly publishers, with average equipment, cannot compete with specialty houses.

3. Through ignorance of their actual costs, many publishers are charging less-than-cost prices for their commercial printing.

Conclusion from these facts suggest that weekly publishers may improve their commercial job printing departments along three general lines: First: A program of self-study to learn actual costs of producing various classes of printing. The installation of either a time-record system for all job work, or a periodic check on the basis of actual costs.

Second: A thorough study of the costs of printing charged by specialty printing houses, and a comparison of these costs to the publisher's own.

Third: A program of selling job work in the publisher's own community and the "farming out" of those classes of printing he has found he cannot compete for against specialty houses.

Two Stanford Papers Consolidated By Ferguson

The Lincoln County News, published for the past year under the ownership and editorship of Richard Ferguson was consolidated with the Interior Journal on April 14. The Interior Journal will continue to be published as a weekly newspaper with the publication date being changed from Friday to Thursday of each week.

The News began publication in 1951 under the direction of Robert Baughman and the late Claiborn Walton. It was purchased by Ferguson in April, 1959.

The consolidation, according to the publisher, will make it possible for the Interior Journal to give the readers a bigger and better paper which will include all of the features of both papers. Ferguson says he believes the larger weekly will more adequately serve his subscribers and give the readers better coverage of the news and features of the various community activities. He also believes this will make the newspaper a better advertising medium as the combined circulation will send 3,600 papers into the homes of the community each week with an estimated readership of 10,000.

Subscription and advertising rates will remain unchanged even though the consolidation will mean several more readers for the paper. The Stanford publisher will include The News mailing list in that established by the Interior Journal.

Carroll Nicely, publisher of the Glasgow Times, was on the program of the annual meeting of the Kansas Press Association during the last part of March. He related the story of the Times and its experiences in its new offset production field.

For publishers of certain classes of newspapers, a complete re-vamping of their entire operation, with the intent of farming out most of all job printing and concentrating on a stronger local selling program, would result in immediate financial gain.

METRO NEWSPAPER SERVICE
 80 MADISON AVE., N.Y., N.Y.
 Mean's PLUS BUSINESS for Your Newspaper
 Lawson Spence Representative

COMMUNITY PRESS SERVICE
 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

Look into the new trade-ins on Genuine



• LINOTYPE •

PARTS

Get in touch with your Linotype Agency now.

MERGENTHALER LINOTYPE CO.

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS




This Handy Knife Is Worn Like a Ring

25c EACH ALL SIZES \$2.40 PER DOZ.

Handy Twine Knife Co.
Upper Sandusky, Ohio

STOP Costly Estimating Mistakes!



Pre-figured values safeguard profits, save time and create customer satisfaction.

Write for 60-DAY FREE TRIAL
PORTE PUBLISHING COMPANY
 952 E. 21st So., Salt Lake City 6, Utah

NEW SAFE COMBINATION MAGAZINE RACK MOUNTED ON LOCKING DOOR CABINET



Every composing room has valuable parts and tools that are ideal for the handy man's job at home. Store 7 or 12 split or full magazines on top of this safe storage cabinet.

Call L0cust 8-5085 or Write, Today, Dept. for Descriptive Literature

RESEARCHED AND DEVELOPED BY FOSTER MANUFACTURING CO.
 140 N. THIRTEENTH STREET PHILADELPHIA 7, PA.

this is how K.P.S. helps the advertiser



THE HARD WAY

CONTRACTS FOR EACH NEWSPAPER	SPACE ORDERS FOR EACH NEWSPAPER	TEARSHEETS AND BILL FROM EACH NEWSPAPER	CHECKS TO EACH NEWSPAPER
ACCT. EXEC.	ACCT. EXEC.	CHECKING DEPT.	EXEC.

THE K.P.S. WAY

ONE CONTRACT	ONE ORDER	ONE BILL	ONE CHECK
ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.	ACCT. EXEC.

this is how K.P.S. helps the publisher



THE HARD WAY

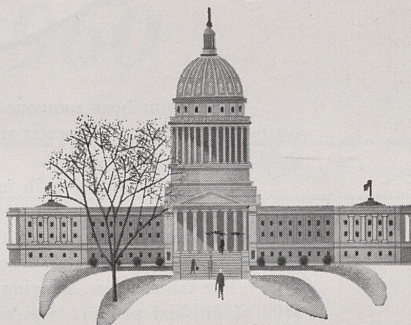
CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS	NON-UNIFORM INSERTION ORDERS	EVERY ONE CHECKS TEARSHEETS FOR BILLING	MANY CHECKS TO ENTER AND CREDIT
PUBLISHER	PUBLISHER		BOOK KEEPER

THE K.P.S. WAY

ONE CONTRACT	UNIFORM INSERTION ORDERS	FOUR COPIES OF NEWSPAPER TO K.P.S.	ONE CHECK FROM K.P.S. TO NEWSPAPER
PUBLISHER	PUBLISHER	PUBLISHER	BOOK KEEPER

How well do you know your Capitals?

Charleston this Capital is important to the state of West Virginia



“C”

this Capital is important to our trade-mark

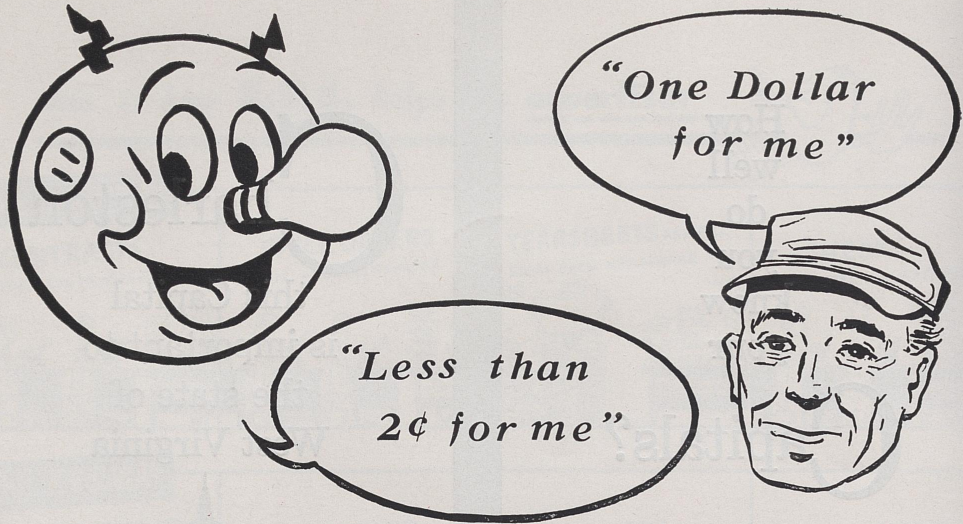
When you have occasion to refer to our product by its friendly abbreviation, you'll keep your meaning clear if you make it "Coke"... with a capital "C" please. And you'll help us protect a valuable trade-mark. Next time thirst creeps up on you, be really refreshed... pause for Coca-Cola. The cold crisp taste of Coke is the all-time, anytime favorite in 50 states and more than 100 countries the world over.



Ask for it either way... both trade-marks mean the same thing

SIGN OF GOOD TASTE

Copyright 1959, THE COCA-COLA COMPANY



When you hear someone talking about electricity running up manufacturing costs, you can be pretty sure he doesn't know much about industry. Men inside industry know better.

They know a saving in minor material costs, freight costs, even in scrap cost would far outweigh electricity. And when related to wages, electricity is peanuts indeed. For most industries the cost of workers' wages is about 50 times the cost of Reddy Kilowatt's wages.

The table below, showing the cost of wages and the cost of electricity for \$100 of finished product, was developed from the most recent Census of U.S. Manufacturers.

Industry	Cost of Wages	Cost of Electricity	Industry	Cost of Wages	Cost of Electricity
Bread and related products	\$31.75	\$.47	Electrical control apparatus	32.95	.40
Distilled liquor	12.56	.27	Motorcycles and bicycles	29.33	.54
Tobacco stemming and redrying	4.14	.09	Natural cheese	7.68	.40
Paperboard boxes	24.11	.33	Confectionery products	20.32	.43
Petroleum refining	6.94	.37	Newspapers	40.85	.41
Meat packing plant	10.50	.20	Paving mixtures and blocks	15.87	.83
Flour and meal	6.44	.49	Rubber footwear	38.48	.68
Cigarettes	6.32	.07	Tires and inner tubes	23.97	.71
Knit underwear	30.23	.35	Clay refractories	40.77	1.58
Men's and boys' suits and coats	32.85	.20	Concrete products	29.46	.62
Women's suits and coats	25.91	.17	Heating and cooking apparatus (N.E.C.)	27.84	.49
Sawmills and planing mills	27.92	.70	Tractors	24.37	.48
Fertilizers, mixing only	11.68	.34	Laundry and dry cleaning machinery	32.51	.41
Pressed and blown glassware (N.E.C.)	38.56	1.33	Electrical appliances	25.37	.42
Cutlery	33.92	.65	Electric lamps (bulbs)	24.18	.61
Typewriters	38.86	.45	Optical instruments and lenses	7.23	.07

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

Publisch



Publication
School of J
University
Lexington

VOLUME
NUMBER

Office