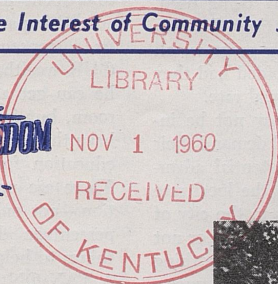


The Kentucky Press

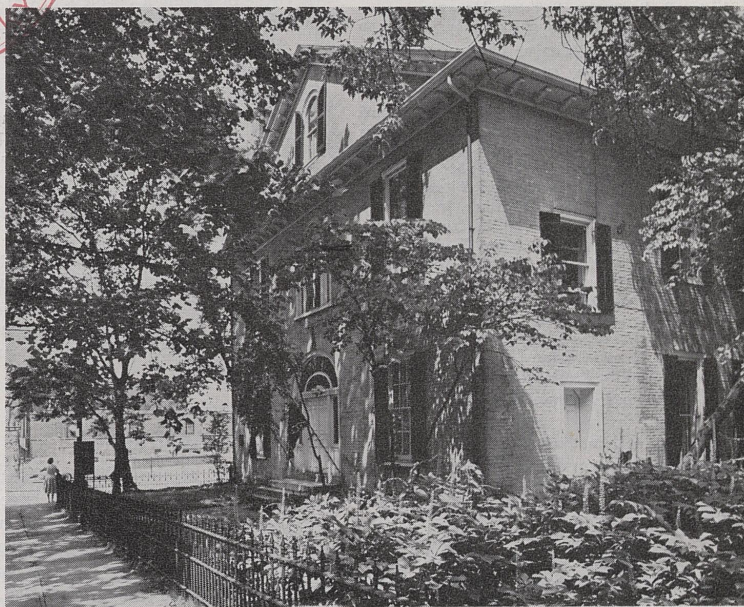
August, 1960

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



•
Publication Office:
School of Journalism
University of Kentucky
Lexington

•
VOLUME TWENTY-SIX
NUMBER ELEVEN



Kentucky's Showcase: John Hunt Morgan Home, Lexington

Official Publication Kentucky Press Association

The Kentucky Press

Volume 26, Number 11

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor
Member

Kentucky Chamber of Commerce
Newspaper Managers Association

Sustaining Member
National Editorial Association

Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

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

Kentucky Press Association, Inc.

Paul Westpheling, President
Fulton County News, Fulton
W. Foster Adams, Vice-President
Berea Citizen, Berea
Victor R. Portmann, Secretary-Manager
University of Kentucky, Lexington

District Executive Committee

Chairman, John B. Gaines, Park City News, Bowling Green (Fourth); First, William T. Davis, Lyon County Herald, Eddyville; Second, Larry Stone, Messenger-Argus, Central City; Third, Basil Caummissar, Courier-Journal, Louisville; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, George Trotter, Enterprise, Lebanon; Seventh, Warren R. Fisher, Jr., Mercury, Carlisle; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, James T. Norris, Jr., Independent, Ashland; Tenth, Maurice K. Henry, Daily News, Middlesboro; State-at-Large, Fred J. Burkhard, Casey County News, Liberty; State-at-Large, S. C. Van Curen, State Journal, Frankfort; Immediate Past President, Thomas L. Adams, Herald-Leader, Lexington.
James M. Willis, President

Kentucky Press Service, Inc.

Messenger, Brandenburg
George M. Wilson, First Vice President
Herald-News, Hardinsburg
Bennet Roach, Second Vice President
Shelby News, Shelbyville
Victor R. Portmann, Secretary-Manager
University of Kentucky, Lexington

Board of Directors

Chairman, Enos Swain, Advocate-Messenger, Danville; Rumsey E. Garrison, Anderson News, Lawrenceburg; Maurice Henry, Daily News, Middlesboro; Niles O. Dillingham, Progress, Dawson Springs; Officers ex-officio.

+ As We See It +

Newspapers Hurt Industry By Cutting National Rates

Again we are forced to mention the harm which comes to our entire industry through price cutting. A newspaper should establish a fixed scale of rates and stick by them. The national advertising rate which is carried in the annual KPA-KPS directory should be asked of all advertisers not having stores in your city of publication (possibly including your immediate circulation territory, such as your county).

A recent incident brought this to our attention very forcefully. The advertising manager of a weekly wrote a major Tennessee advertiser offering a 50 cents per inch rate "since your ads would not come through an agency." Their national rate is listed as 63 cents and TPA was already working with that advertiser attempting to sell him on enlarging his area of advertising to include this particular weekly and others in that area. The cut-rate offer made by the newspaper naturally raised a question in the advertiser's mind about the rates he is paying for the 16 papers already being used. This one newspaper's price-cutting offer thus jeopardized a good advertising program, all of which could have been avoided had they stuck to their published national rate.

Even though an agency may not be involved, newspapers still should demand their full national rate from all potential advertisers who are not entitled to the local rate by virtue of having a business in the city of publication. In other words, whether or not an agency is involved should have nothing to do with determining the rate you quote. Rate structures should be based on principle and nothing else. If you believe in the principle of two rates, local and national, then you should follow that principle all the way through. If you do not subscribe to the theory of making a differential between local and national advertisers, then a one-rate plan would solve all these problems. The decision is yours. But once you make this basic decision, your newspaper and all the others in the state would be much better off if you will adhere to the policy and not quote deviations.

* * * * *

Taxes On Advertising?

Regardless of the political affiliation of your newspaper, or whether it is large, small or medium size, as a publisher you need to give close study to the platforms adopted by the two political parties at their national conventions. Why? Because of the impact they will have, if carried through, on the tax problem of all business and particularly on newspapers as the leading advertising media.

What is the connection between these platforms and the role of newspapers in advertising? Well, both platforms promise spending and more spending. The only difference is that one would spend more than the other. So, whichever party wins, spending of money will reach new highs. That means more taxes either by increase in existing rates or opening new fields for taxing, or both. By far the major source of revenue in newspaper publishing, whatever the size of the paper, is from advertising. This is one field which so far has escaped direct taxation. There we have the connection between platform promises and newspaper involvement.

It is not idle thinking to assume that a tax on advertising will be considered as one means to meet the increased spending proposed by the platforms. The fact is that this is already in the cards as promoted in a booklet titled: "The Big Decision; Private Indulgence or National Power?" written by Arthur Schlesinger, Jr., Harvard professor and personal advisor to one of the presidential candidates. We quote just two passages from the booklet:

"During the decade of the fifties, Americans spent three times as much money on advertising as they did on higher education. As a consequence of this investment of OUR wealth, every American today knows he can get a television set for his rump room, but few can be certain, even if they have the money, that they can get a college education for their son or daughter. . . . There are unexplored possibilities in taxation—not only plugging loopholes, such as percentage depletion on oil, but taxing things to help people, such as, for example, A TAX ON ADVERTISING."

Frankly, we do not consider a tax on advertising or the unbridled spending promised by the platforms as certainties that cannot be averted. But it will require an unlimited campaign by newspapers to alert their readers to these dangers. Politicians can adopt platforms but the people, if they know the score, can defeat any wild-eyed legislative proposals by exerting pressure on their representative in Congress.—Indiana Bulletin.

* * * * *

Reading Speed Tested

Photographic analysis to develop reading speed is being conducted by University of Vermont reading center, in cooperation with Educational Development Laboratories of New York City. More than 300 students are participating in experiment, which is based on photographic recording of eye movements while individual is reading. Photographs are subsequently analyzed to determine reading problems or faults.

Henders

A more colorful in any one city has that of Henderso newspaper folk h community activi Journalism acti in 1823 with the e brian under the e Abbott as publishi the printer. "Thi tually merged wi South Kentuckian several papers we some to last a whi tically unnoticed. were the Courier, Weekly Sun, the and the Free Lan many papers wer successful of all Gleaner, the comi ng published tod

The older of t incorporated in N published on De ganizers of the f John A. Lyne an while Malcolm Y were the first edit The Journal wa a local bank whic to Leigh Harris. A was editor and Joh nis, a practical ne years experience in Henderson, statec titorial that "I hav run a newspaper.

Harris and his the life of the c ment of their int oment of comm Their support of a paper increased f vancement of the daily standing, a daily. At this po paper, the Glean interests and the Morning Gleaner

The second of er, is two years yo the history behin began in Henders also grew in stat

The Gleaner w dence in 1883, be ens. At that time age and his expe ment of his offic ed. Later he n

Henderson Newspapers Have Had Colorful History

A more colorful history of newspapering in any one city has not been recorded than that of Henderson where newspapers and newspaper folk have long been leaders in community activities.

Journalism activities began in that city in 1823 with the establishing of the Columbian under the direction of William R. Abbott as publisher and Josh Cunningham, the printer. This paper, however, eventually merged with another called The South Kentuckian. During the next 30 years several papers were to make appearances, some to last a while and others to go practically unnoticed. Among these publications were the Courier, the Commercial, the Tri-Weekly Sun, the Daily Times, the Sentinel, and the Free Lance. From this long list of many papers were to come the two most successful of all—the Journal and the Gleaner, the combination which still is being published today.

The older of the two, the Journal, was incorporated in November, 1883, and first published on December 10, 1883. Organizers of the first stock company were John A. Lyne and Starling L. Marshall, while Malcolm Yeaman and E. L. Starling were the first editors.

The Journal was taken over in 1909 by a local bank which in turn sold the interest to Leigh Harris. At this time Edward Jones was editor and John Lyne, desk editor. Harris, a practical newspaper man with several years experience in Illinois before coming to Henderson, stated simply in his first editorial that "I have come to Henderson to run a newspaper."

Harris and his wife entered actively into the life of the community. The development of their interests paralleled the development of community and the newspaper. Their support of civic activities brought the paper increased favor and led to the advancement of the paper from a weekly to daily standing, and eventually to twice daily. At this point the competing newspaper, the Gleaner, agreed to a merger of interests and the two were continued as the Morning Gleaner and the Evening Journal.

The second of the two papers, the Gleaner, is two years younger than its brother but the history behind it is no less colorful. It began in Henderson in 1885 as a weekly but also grew in stature as time passed.

The Gleaner was actually started in Providence in 1883, being founded by C. C. Givens. At that time he was nineteen years of age and his experience was like the equipment of his office and his capital—very limited. Later he moved the paper to Madi-

sonville where it was published for nearly two years; in July, 1885, it was loaded on a box car and moved bodily to Henderson. After paying shipment and drayage, Givens found that his available cash amounted to exactly \$1.35.

However, this did not dampen the spirit of young Givens, and soon local subscriptions and business began to develop, the difficulties of building up a new paper were overcome, and the paper was finally established upon a permanent footing. About a year after its establishment, J. H. Givens became a partner in the business, and in 1887 F. Haag purchased one-third interest. Later, J. H. Givens sold his interest to the other two owners.

In April, 1888, the Daily Gleaner was first published, first as an afternoon paper, but later as a morning sheet. Soon after the launching of the daily edition a third interest was sold to W. G. Gooch. Also, in October of that year F. Haag purchased C. C. Givens interest.

At this time it was C. C. Givens' intention to settle down to practice of law, but after being out of the newspaper business a month or so, he found he could not be content with the quietude of a lawyer's office and again sought the newspaper field. He became the publisher of the Owensboro Evening Enquirer. After publishing it for four years, he sold the paper to A. J. Casey and then located at Madisonville and there became connected with the Hustler. However, his heart had always been concerned upon his first love, the Gleaner.

Consequently, in January, 1904, a trade was made in which C. C. Givens and C. D. Givens became the owners of the paper in Henderson. During the 15 years that Givens was absent from newspapering in Henderson, the Haag brothers added much to the paper. Under their management it became a recognized success as a newspaper enterprise and definitely established itself in its field. Many changes were made in the method of publishing the paper. In 1888 the type was set by hand and was supplemented by a plate service which arrived about three o'clock every morning from St. Louis.

At that time, a weekly edition was printed in connection with the daily. Later the daily was enlarged to a six column quarto, and a semi-weekly was also begun and made available for the same price as the weekly edition. Still later a typesetting machine was installed and its success paved way for the addition of a second machine. Soon after this the Gleaner was consolidated

with the Journal and subsequently the Givens interest was bought out by Leigh Harris and the two papers published under one ownership.

Throughout the years Mrs. Harris contributed to the work of publishing the two papers in the capacity as a proofreader. Mr. Harris, in the meantime, became widely known for his witty writing which touched every phase of community life. He served in a dual role as a community builder and as editor thereby making his paper a favorite with Henderson readers. His anonymous writing as Billy Pennyrile and Ima Watching received wide notice within the journalistic profession.

In the late 20's their daughter, Dorothy "Pat" Harris was managing editor of the afternoon paper. She later married James W. Ewing, of Louisville, who joined the Henderson newspaper in a business capacity. The other Harris daughter, Francele (now Mrs. James W. Armstrong), started writing for the Gleaner and Journal in 1938. At first she wrote a weekly column which later was changed to Gleanings, a regular feature of the newspaper. Mrs. Armstrong became editor of the publication in 1950 and upon the retirement of Mr. Ewing, also assumed the duties of publisher.

In 1954 the Morning Gleaner and the Evening Journal were merged into one edition daily under the name of the Gleaner and Journal.

In the latter years of his life, ill health restricted the newspaper activities of Mr. Harris. He died in August, 1956, after a severe heart attack.

In 1955, the Gleaner and Journal was leased to J. Albert Dear of Jersey City, N. J., president of Dear Publication and Radio. The lease carried an option to purchase at the time of Mr. Harris' death. Mr. Dear executed papers for the purchase of the newspaper in July, 1957.

In recent years the Gleaner and Journal have been awarded the following Kentucky Press Association awards:

Aid to Education, three first places; hometown column, eight first, three seconds, one honorable mention; highway safety, three firsts; news story, four firsts, four seconds, four thirds, one honorable mention; religious editorial, three firsts, three seconds, one honorable mention; best all-around daily, three seconds; news pictures, six firsts, two thirds; community service, three firsts, three seconds; feature story, two firsts, one second, one honorable mention; front page,

(Please Turn To Page Seven)

Many Newspapers Now Have DDD Telephone Service

More than two-thirds of the customers of the Southern Bell Telephone Company in Kentucky are now able to dial their own long-distance calls when some fifteen cities were added to the Direct Distance Dialing network on August 7. Now, subscribers in 20 Kentucky towns can dial station-to-station calls to more than 45,000,000 telephones in United States and Canada.

Prior to August 7, five cities were already on the network, Winchester, Shelbyville, Paducah, Mayfield, and Madisonville. Winchester, on November 2, 1958, was the first city to get the direct distance dialing. New cities added on August 7 include Frankfort, Owensboro, Bardstown, Carrollton, La Grange, West Point, Anchorage, Louisville, and smaller cities in Jefferson county.

Years of research and development have been devoted to the perfection of this new system, to meet the ever increasing need for faster service. Southern Bell is investing in Kentucky at this time more than \$5,000,000 to help speed the handling of increased long-distance telephone requirements. Using only eleven spins of the dial to complete a call 3,000 miles away seems like dialing a neighbor across the street.

The United States and Canada are divided into more than 100 numbering plan areas. In most cases these conform to state or territory boundaries, but in some cases it is necessary to have two or more areas in one state.

Each area is assigned a three-digit area code number. Kentucky, for example has two code numbers—the Eastern area is designated as 606 and the Western area as 502.

The dividing line between these two Kentucky areas is not straight but follows irregular county lines. The Eastern area's boundary on the western edge begins with and includes the counties of Gallatin, Grant, Harrison, Bourbon, Fayette, Woodford, Mercer, Washington, Boyle, Casey, Pulaski, Wayne, and Clinton. The Western area, on its eastern edge, begins and includes the counties of Carroll, Owen, Scott, Franklin, Anderson, Nelson, Marion, Taylor, Adair, Russell, and Cumberland.

Lexington, Covington, Richmond, and Ashland, major cities in the eastern area now without the benefit of DDD, are wondering when they will be included in this desirable network.

Telephone numbers are assigned in each area without duplication within the same numbering area. The combination of the area code followed by the individual telephone number makes dialing easy.

When dialing a customer in a distant city, outside the user's area (called the "Home Area"), the subscriber will first dial "1". This connects him directly to the brain mechanism of DDD. The user then dials the three-digit area code and the telephone number.

To dial a number within the "Home Area" (that area where the user's telephone is located) the subscriber dials "1" and only the telephone number.

On all DDD calls, when the customer finishes dialing the last digit of the telephone number wanted an operator will merely ask for the number from which the call is being placed. The operator will "key" this number into the equipment. Only seconds later the distant telephone will ring.

"Switching" equipment capable of automatically handling a large volume of long distance calls under the new system was another necessary development. This equipment functions with amazing speed, accuracy and dependability.

The equipment receives the number dialed, stores it in "memory" relays, determines the proper routing for the call, establishes connection, and rings the distant telephone—all in the flash of an eye.

Specially developed accounting equipment is used to record automatically, on paper tape, the identifying number of the calling and called telephones as well as the length of the call. This tape is used to complete automatically the process of accurately printing the customer's bill.

New telephone directories contain full instructions for direct distance dialing, as well as a list of many of the cities that can dial direct. A special "Blue Book" containing this information also has been delivered to each customer.

Operators will, of course, continue to play an essential role in providing telephone service. Even where subscribers dial all of their local calls and many of their long distance calls, operators will be on the job 24 hours a day to handle calls that cannot be dialed by subscribers.

All calls not dialable—such as person-to-person calls, collect calls, calls from coin telephones, and credit card calls—are handled by dialing "Operator." And, on any type of call, the "Operator" may be called upon for any assistance needed.

The company expects no reduction in the number of operators employed. Rather, it looks to the DDD system to make possible the efficient handling of the growing work load. Long distance usage has been increas-

ing at the rate of ten percent per year since 1946 and, according to the history of automation, even greater future increases are expected.

BBB Seeks Cooperation On Advertising Problems

The Louisville 116 member Association of Better Business Bureau has adopted a "Declaration of Responsibilities" calling for joint action in a new move to improve public confidence in advertising through the elimination of deceptive or misleading practices.

The declaration seeks to expand the cooperation of advertisers and advertising media (newspapers, magazines, radio, TV, etc.) with Better Business Bureau efforts to reduce abuses.

The document asks advertisers to accept responsibility to present competent proof of claims when these are questioned. It asks media to accept responsibility for requiring competent proof of claims prior to publication when advertising copy is considered questionable, or if it subsequently is questioned by any responsible source.

It asks all BBB's to accept "responsibilities as the agencies of all segments of business to achieve voluntary self-regulation by serving as the impartial source to receive or initiate, investigate or evaluate questions as to the validity of advertising claims and to recommend modifications, when necessary, to advertisers, agencies and media to eliminate deceptive or misleading practices."

The lengthy statement calls for very wide advertising practices. It envisions trade group action, the co-operation of national and local advertising organizations, advertising panels, corrective plans and even action looking toward the "problem of self-regulation of taste in advertising." The document also calls upon the public to report to co-operating agencies their experiences with untrue or misleading advertising.

W. H. Marriott, publisher of the Elizabethtown News, has been recently confined to St. Anthony Hospital following an appendectomy operation.

The illness came at a time when Marriott usually suspends publication of the News for two weeks during the summer.

Shopping today is not hit or miss affair. More often than not, it starts in the pages of a newspaper.

Gozde

With the 50th anniversary of the Campbellsville News, publisher J. P. (Jodie) ... to think about the Taylor County.

The history of newspapers dates back to Chandler was the Times-Journal. He ... man and a fluent ... quoted by the editor.

The second volume of the area was taken by Mathews who started Scintinel. Mathew ... excellent writer and ... he enjoyed excellent merchants.

1896 saw the start of the Taylor County Enquirer published by R. Gamble Buchanan. The seven-column paper years of publication sold the plant to ... ville, who immediately sold the plant to 25 local merchants ... bellersville Printing ... the publication of ... lishing this firm, ... area what was probably shipping it from the Advocate.

At about the same time who had suspended the Enquirer and the Taylor County Enquirer ... the paper ... at which time H. Mathews took over the scarcity of money to discontinue the plant.

In the meantime created and edited McIntyre sold his Hiram A. Richardson two years of publication before another ownership of ... ardsen sold his ... Buchanan but he ... ger of the enterprise.

1910 was to be a journalistic history of the establishment of the strongest newspaper.

Gozder And Newspaper Celebrate 50th Anniversary

With the 50th anniversary edition of the Campbellsville News-Journal and of Publisher J. P. (Jodie) Gozder, it is a good time to think about the history of journalism in Taylor County.

The history of Taylor County newspapers dates back to 1888 when Morgan Chandler was the editor-publisher of the Times-Journal. His publication was a four-page tabloid. He was a veteran newspaperman and a fluent writer who was often quoted by the editors of the Courier-Journal.

The second venture into newspapering in the area was taken in 1892 by Rufus Mathews who started the Taylor County Sentinel. Mathews was also considered an excellent writer and sources of the time say he enjoyed excellent patronage of the local merchants.

1896 saw the third newspaper enterprise started in the county with the advent of the Taylor County Enquirer edited and published by R. Garnett Graves and J. Caldwell Buchanan. The Enquirer was a four-page, seven-column paper. However, after ten years of publication, these two gentlemen sold the plant to Owen McIntyre of Danville, who immediately sold stock to some 25 local merchants and launched the Campbellsville Printing Company and continued the publication of the Enquirer. In establishing this firm, McIntyre brought to the area what was probably the first power press, shipping it from the plant of the Danville Advocate.

At about the same time, Rufus Mathews, who had suspended his publication earlier, bought the Washington hand press from the Enquirer and again began publishing the Taylor County Sentinel—in opposition to the Enquirer. He continued the editorship of the paper until his death in 1908, at which time his widow, Mrs. Minnie Mathews took over the business. However, the scarcity of mechanical help forced her to discontinue the publication and close the plant.

In the meantime, the Enquirer was operated and edited for two years after which McIntyre sold his stock in the company to Hiram A. Richardson of Danville. Another two years of publishing was to go by the board before another change was made in the ownership of the paper. In 1910 Richardson sold his interests to Mrs. T. W. Buchanan but he stayed on as editor-manager of the enterprise.

1910 was to be an even greater time with journalistic history in Taylor County with the establishment of what has been the strongest newspaper ever published in that

area—the News-Journal—under the editorship and direction of Jodie Gozder.

Gozder arrived in the Blue Grass State in mid-May 1908 as mechanical foreman for the Danville Advocate under the supervision of Col. Vernon Richardson. At the same time H. A. Richardson was editor-manager of the Taylor County Enquirer. On his frequent trips to Danville, H. A. Richardson kept trying to persuade Gozder to join him in Campbellsville, to which he did in August, 1908. Soon, however, Richardson sold his interests to Mrs. Buchanan and Gozder continued to work for the Enquirer until he gave up the position in 1910.

About two months later, financially strained and with a new bride, Gozder bought the mechanical equipment of the old Taylor County Sentinel from Mrs. Mathews and began preparing for the first issue of the News-Journal, which was to appear on August 3, 1910.

The first issue of the newspaper was a seven-column, four-page publication filled with local and county news and enough advertising to encourage the young publisher. The publication apparently met with popular acceptance as the subscription list continued to grow with the increased number of publications.

The News-Journal's competitor, the Enquirer struggled on for several years before it was bought from Mrs. Buchanan and renamed the Star. After a couple of more years it was sold again. This continued to be the process until the building was burned and equipment destroyed, ending the News-Journal's worries for some years.

At a later time, two Lebanon men, Bob Blanford and Bob Nesbitt again ventured into the business in Taylor County and revived the publication of the Star. It was later owned by Harris Ellis and Ed Sinclair, before it passed into the hands of John H. Pickett, Sr., in 1928, who operated it for the next six years. Then it came under the control of James Shacklette, publisher of the paper until it was finally bought by Gozder in 1944, ending all competition for the News-Journal. Two years later, the two subscriptions were consolidated and one publication resulted.

After having won the battle for journalistic supremacy in Taylor County, Publisher Gozder says, in retrospect, that the past fifty years have not been easy. Starting out with a competitor having 25 local business men for stockholders made difficult times when soliciting advertising. Keeping in mind that "every drop of water wears away the toughest stone", young Gozder went about his

work producing a paper which had the people of his area in mind. He has found that the support of the community has justified his efforts.

The News-Journal has grown to be recognized as one of the best weeklies in the state. It has won over one hundred prizes in Kentucky Press Association contests. The newspaper, through its publisher, has been active in the work on the press organization with Gozder serving as president of the group in 1937.

Delmar Adams now serves the News-Journal as editor.

Preston Will Merge Cynthiana Newspapers

October 8 will mark the date of the merger of Cynthiana's two newspapers, the Democrat and the Log Cabin. Tommy L. Preston, publisher, says the consolidation will make the newspaper better able to serve the readers and advertisers of the Harrison County community.

The combination has been under study for some time, Preston stated. The move is designed to give the reader more pages, containing more features, news and general happenings of the community. Legal advertising, which has been appearing in only one of the papers in the past, will be available to more persons, the newspaper management says, without additional cost to the governmental agency involved.

It had been found that duplication of work each week with two similar papers was illogical and against the principles of sound business practices. By combining, the staff can concentrate on the Democrat which will insure more complete coverage of news and local happenings.

No increase in subscription rates will be enforced, Preston announced, and Log Cabin subscribers will be included in the mailing list of the other paper for the remaining time of the subscription. The announced political stand of the paper will continue, as the name implies, Democratic, but letters-to-the-editor columns will be open to all parties, faiths, and opinions.

In announcing the merger, the Cynthiana Democrat said, "It appears certain that merger of the Democrat and Cabin cannot but help to result in a sounder, more efficient and, therefore, a better publishing program, enthusiastically welcomed by all, especially the majority who have long sought the move."

Washington Notes--

By EDGAR S. BAYOL

MINIMUM WAGES: Senator Kennedy's \$1.25-an-hour minimum wage bill has finally cleared the Senate after a struggle that pared down expanded coverage a bit but left the wage figure intact. The bill goes far beyond Administration wishes and would probably be vetoed if it reached the White House in its present form. More scaling down, including the new wage minimum, is probable in conference committee.

The Kennedy bill would lift the hourly wage minimum for covered employees from \$1 to \$1.15 in 1961, \$1.20 in 1962, and \$1.25 in 1963. The House-passed version would go to \$1.15 next year, with no succeeding steps. The Administration asked the increase be held to \$1.15 at most. The guess is that the lower House figure will prevail.

The Senate bill would expand coverage to about 4.1 million more workers, mostly in retail and service trades. The House version would bring in only about one-third as many new employees, although a drafting error sure to be corrected would actually take 14 million out from under the law.

No serious effort was made on the Senate floor to knock down the \$1.25 figure. The Democratic platform specifies a \$1.25 minimum and the majority party could hardly repudiate that figure even before the election campaign. It was recognized that Candidate Kennedy's prestige could not stand such a blow. Kennedy did trade away coverage of about 1 million workers in order to get his bill through the Senate, but he was committed to \$1.25.

The House Rules Committee, dominated by conservatives, occupies a key spot in the future of the wage-hour bill. It could refuse to allow a conference committee to be convened to iron out a compromise. A more likely result is that a deal will be made to restrict the bill and hold the increase in the wage minimum to \$1.15.

The question of exemptions for the press will not arise in conference, assuming there is one. Both House and Senate bill preserve the status quo on exemptions for newspaperboys and newspapers with a circulation of less than 4,000. Thus publishers can rest assured that present exemptions will be retained in any law which takes effect.

Preservation of the press exemptions did not just happen. It took affirmative action by both House and Senate to restore the small paper exemption, which would have been scrapped under the original Kennedy bill. NEA testified against both this change and a narrowing of the newspaperboy lan-

guage—the only newspaper group to do so.

NEA's success before Senate and House Labor Committee meant that the question of press exemptions never arose on either the House or Senate floor. This is particularly gratifying because NEA's witnesses, Bernard E. Esters and Edgar S. Bayol, endured some persistent badgering on the House side before the bill was amended as requested.

Small radio and TV stations obtained an exemption for announcers, news editors and chief engineers. The exemption applies only in non-metropolitan areas of 50,000 population or less.

POSTAL RATES: All remains quiet on the postal front, with Congress paying no attention to President Eisenhower's renewed request for passage of a postage rate increase bill. Practically everyone, except Postmaster General Summerfield, considers the rate issue dead for this year.

With further reference to the battle of the books, mentioned in the review of "Mailmen, U.S.A.," by President William C. Doherty of the National Association of Letter Carriers, a P.O. source supplied these facts about the Summerfield book:

Publication date has been moved back to October 13, by Holt, Rinehart & Winston, Inc., New York. The full title is "U.S. Mail—The Story of the Postal Service." Co-author with the PMG is Charles Hurd, a public relations man and ex-newspaperman. It is interesting that the Summerfield title refers to "Postal Service." He has been insisting throughout his term that the P.O. is a business, not a service, insofar as matching revenues with expenses is concerned.

ADVERTISING: Federal Power Commission has ruled that 76 electric utility companies cannot classify certain advertising costs as operating expenses. This means that the ad expenditures in question cannot be figured as part of the necessary expenses considered in compiling the rate base. FPC ruled that eight out of nine questioned ads which ran in magazines are "political in nature" and that Commission requirements adopted in 1945 ban inclusion of costs of political ads in operating expenses. FPC pointed out that ads of this kind should be at the expense of shareholders rather than of rate payers.

This case goes back two years, and is linked with an Internal Revenue Service ruling that certain ads published by Electric Companies Advertising Program are non-deductible because of their lobbying nature. ECAP spent nearly \$2 million in a magazine campaign in 1957, with 26 ads all told. FPC originally questioned nine but decided one was non-political.

It is expected that ECAP will appeal to the courts, as has been done in the IRS case. In the meantime, the FPC decision puts added steam behind the Boggs ad deductibility bill now pending in Congress. This bill, which would nullify IRS rules relating to ads of a lobbying nature, has been approved by the House Ways and Means Committee but has not been expected to receive attention during the present session.

Backers of the Boggs bill, which include NEA and State Press Associations, have gained new ammunition through the FPC decision. Incidentally, one of the legal precedents cited by FPC to justify its finding was the Cammarano decision of the Supreme Court, which was in turn the basis for the IRS deductibility rules which the Boggs bill would repeal.

The Mills-Mason cooperative ad allowance bill, which has the support of NEA, has been formally reported in the House and has a chance of passage this session.

PRAYER FOR PRESS: The daily prayer offered by the Senate Chaplain, the Rev. Frederick Brown Harris, D.D., at the opening of business in the Senate on August 16 was devoted to the working press: "... We would also remember before Thee those whose calling it is to report to the waiting millions at home and around the listening world what is said and done in the Nation's lawmaking chambers.

"We pray Thy guidance on members of the vital profession who on printed pages and on the speaking air pour forth their conclusions and interpretations, thus coloring the attitudes of an unnumbered host. ... Cause those whose writing and speaking are channels of public information and understanding to realize that they have a sacred function, and that the cause of righteousness and freedom may be saved by their courage, or lost by their distortion, cowardice, or silence. . . ."

Simplified Process Planned

Simplified procedures to reduce paper work in filing reports on pension and other benefit plans were announced jointly by Treasury and Labor Departments. Reports to Labor Department, Bureau of Labor Standards are required under Welfare and Pension Plans Disclosure Act of 1958. Similar information is required by Internal Revenue Service when employers claim tax deductions for contributions to such plans. Under new procedure (Revenue Procedure 60-14) copy of forms with descriptive and financial data which employer furnishes to Labor Department will be accepted by I.R.S. as part of information required in claiming deductions.

Co-op Can Be

To give your operations a shot up or expanding your business. Remember, there are many ways to get more for their money. They report only on the use of co-op. Using the enclosed material you can receive from KPS plus the enclosed which merchants products manufactured by the firm. Then, contact SELL him on the points are good ones.

1. Merchants will get more for their money.

2. By co-operating with the retailer can make the market. Large and/or frequency.

3. Additional profit by adding to the retailer's list of often these names.

4. Often manufacturers with ready-prepared smaller businesses advice and long experience that really do a job.

5. Co-op advertising to earn a larger volume put in rate bracket, thus a column inch.

6. Draw up a list of ready information possible co-op program data sheet and can get your co-op program.

Once you have all the area listed, make a list of the area they sell and the area they advertise.

You might write about co-op plans need is not available, too, to plan co-op funds on a serious consideration dealing habits. Consult bulletin first.

Finally, emphasize that newspapers rate

Co-op Advertising Program Can Be Increased Locally

To give your paper's co-op advertising operations a shot in the arm, here's some material your ad manager can use in setting up or expanding your present program.

Remember, three-fourths of all manufacturers offer co-op plans to their dealers; yet they report only one-third of their dealers use co-op. Using the co-op bulletin you received from KPS earlier in the year . . . plus the enclosed supplement . . . find out which merchants in your trade area carry products manufactured by a co-operating firm. Then, contact that local dealer and SELL him on co-op. The following sales points are good ones to keep in mind:

1. Merchants who use co-op advertising get more for their money. By using the manufacturers' funds, as well as their own local funds, the amount of advertising purchased can practically be doubled.

2. By co-operating with the manufacturer, the retailer can make a greater impact on the market. Large space can be bought and/or frequency stepped up.

Additional prestige is gained by the retailer by adding brand names in his ads; often these names are nationally advertised. The dealer can thus promote faster turnovers, repeat business and reorders.

4. Often manufacturers supply dealers with ready-prepared artwork and copy; thus smaller businesses can benefit from expert advice and long experience in creating ads that really do a job of selling.

5. Co-op advertising often enables a retailer to earn a lower rate because his increased volume puts him in a lower contract rate bracket, thus reducing his unit cost per column inch.

6. Draw up a list that will provide ready information about local dealers and possible co-op programs. It can serve as a data sheet and can provide the basis for putting your co-op program on a working basis. Once you have all your suppliers for your area listed, make a chart showing the items they sell and the amount available for local advertisers.

You might write those manufacturers about co-op plans if the information you need is not available elsewhere. It is advisable, too, to plan the allocation of your co-op funds on a schedule which takes into consideration dealer sales records and buying habits. Consult the KPS quarterly co-op bulletin first.

Finally, emphasize to your merchants that newspapers rated as "excellent" or "sat-

isfactory" by 76% of food manufacturers and by more than 90% of food brokers and retailers, according to Food Topics.

Newspapers are approved for co-op use by 93% of all manufacturers offering such programs. It's a good way to pick up that extra lineage. Try it and see.

Whitesburg Mountain Eagle Printed By Offset Process

The newest addition to offset circles is the tabloid sized Whitesburg Mountain Eagle. The first edition on the new format was published on August 11, 1960.

Publisher Tom Gish assured his readers that the change was not made "because we are prosperous but because it will permit us to put out a better paper economically."

The paper has installed a Harris LTC press and at present is using both IBM Executive typewriter and Linotype to set type. However, in the future the complete change to cold type is expected. All of the platemaking and press work is handled completely by the staff of the newspaper.

The first issue came out with a four column by nine inch picture of Pine Mountain on the front page, with the assurance that more pictures will be used "as we learn more."

Previously, the newspaper had been published by letter press since it was founded 53 years ago.

With Volume 4, Number 16, the Menifee County Journal, published by Jerry Ringo, changed to offset with an eight-page, five-column format. The paper is being printed by the Mountain Eagle, Whitesburg, plant.

Construction of nine miles of railroad track will provide an outlet for pulpwood from six Southeastern Kentucky counties. The additional miles were recently approved by the Interstate Commerce Commission.

The new link will connect the present Louisville and Nashville line with one at Patty, Tenn., where Bowaters Southern Paper Corporation is located. The paper firm is the largest producer of newspaper stock in the United States.


The move is expected to expand the forest industry in the six counties to ten-fold in the near future by allowing direct shipment from that area to the paper mill.

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.

That's What The Judge Said - - -

By L. Niel Plummer, Director
U. of K. School of Journalism

Kentucky's statutes on distribution of obscene literature and publications featuring crime (current listings are KRS 436.100 and 436.110) provided the grounds for indicting three Louisville newspaper companies which had published Evelyn Nesbit Thaw's courtroom description of her drugging and seduction by Stanford White. Said the court in this 1908 case, "the real question in this case is: are the publications complained of within the fair meaning of the statute?"

Some published excerpts of Mrs. Thaw's testimony in this famous murder trial included declarations such as these:

"When I came to, my clothes were all off. I screamed and screamed, but he kept telling me to stop, saying, 'It's all over. It's all over.'" And again, "Where was Mr. White when you regained consciousness?" "He was on the bed beside me undressed." "What did he say afterwards?" He made me swear that I would never tell my mother about it. He said there was no use talking and the greatest thing in the world was not to get found out."

The court looked long and hard at the published testimony, and said: "It is difficult to draw the line in cases of this character between publications that are permissible and those that come within the condemnation of the statute. Different persons have different views as to what constitutes a lewd, lascivious, or indecent publication. . . . We may therefore safely say that no general rule can be laid down. Each case must be judged by the facts presented.

"The Thaw trial was a notable criminal case . . . the public everywhere were interested in all of its details . . . and the news-

papers of the country, to gratify this desire, however depraved it might have been, published full accounts of it . . ."

"We do not mean to hold that a newspaper is privileged to publish all the filthy and disgusting details that are developed by the evidence in court proceedings. . . . Newspapers are established for the purpose of printing and publishing the news of the day . . . and yet, these great vehicles of information, going as they do into almost every home, to be read alike by young and old, are not at liberty to print unrestrained any matter that in their opinion might appeal to the sensational or depraved tastes of some of their readers. They are not exempt from the operation of the statute, and must be careful not to violate its wholesome provisions."

In regard to the publications of Mrs. Thaw's testimony, the court decided at last that "although dangerously near the forbidden line" they were not within the fair condemnation of the statute, especially in view of the fact that "the publication complained of was a truthful record of a court proceeding."

In an overall view of the matter of newspaper publication of obscene matter, the court had this to say:

"A paper, however clean and pure the matter contained in it may generally be, and if ordinarily it only published such news or articles as were chaste and suitable for family reading, yet, if it should in one issue print an article that was filthy or indecent, it would be subject to indictment and conviction . . ."—128 Ky. 424.

Next month: Watch that gossip; a case of alleged flatulence.

How They Advertise

National Retail Merchants Association reports that department stores now invest more than 25 percent of their newspaper ad budget in Sunday papers, and 18.7 percent in Wednesday afternoon or Thursday morning editions. Figures are contained in the 1960 edition of "Departmental Merchandising and Operating Results," published by the Controllers' Congress of NRMA. The report also notes a seasonal pattern in store advertising in newspapers. During the Spring, Sunday paper ads are exceeded by space used in Wednesday p.m. and Thurs-

a.m.s Ads aimed at Thursday selling remain relatively constant the year round while Sunday ads rise sharply in the Fall.

Louisiana will allow employers to retain as payment for expenses, 3% of amount withheld from employees for state income tax. Employers will be required to withhold state income tax from employees beginning Jan. 1, 1961. Similar provision now exists in Massachusetts, where employers are granted allowance on percentage basis.

Mealtime is when the kids sit down to continue their eating.

Five Suggestive Pointers On Commercial Printing

The following pointers are from a talk given by Archie Hicks, California publisher, before the Oregon Press Association, who stated, "Commercial printing can be a profit-producer or a parasite—you have to find out which yours is. Five pointers on the job side I try to follow are:

1. Charge to printing department that which is printing.
2. Use equipment suited to the jobs you get or get jobs suited to your equipment.
3. Don't compete with the "housewife" with a duplicating machine" type of operation in her field.
4. Don't keep machinery that is no longer producing.
5. Determine productive and non-productive time.

A time clock is the best investment you can make. Install it or them under the "insurance" excuse (that is, to prove a person was actually working at the time of an accident, etc.) if you are concerned about employee relationship. The time clock will tell you more—and I'm sure shock you more—into the realization that some jobs take longer than you thought and more money should be charged.

Time some sample jobs—or specific jobs or maybe all of them—and you will be surprised. Use the 100's wheel clock because the minute wheel clock takes too much time to compute and the 10's wheel can lose you five minutes on a clocking.

Editors and publishers all know the value of pictures and the bit about pictures being worth a lot of words applies equally well to management records. Use graphs and charts to give you a quick picture of your business.

Establish a good relationship with your banker, whether you need him or not. Educate him about your business problems and needs and keep him informed of your financial position. You will find this effort well spent when you do need his help.

A Continuity-Impact-Discount plan, put into effect by the Courier-Journal and Times last fall, has brought "plus" advertising to the newspapers, Douglas Cornette, assistant general manager, recently stated. The plan was developed to encourage national advertisers to make more consistent use of the newspapers. Discounts are based on the amount of lineage run during a specified number of weeks within 13-week cycles.

Cornette said approximately \$44,000 of discounts were paid or credited during the first 26 weeks of the plan. The accounts showed 208,000 line increase with net revenue of \$159,000.

In Memoriam

Norvin A. Perry

Norvin A. Perry of the Carrollton News, died August 20, at Memorial Hospital after a long illness.

The former newspaperman was known in national circles as Kentucky's first published newspaper.

He is former publisher of the Democrat, Carrollton, and the Frankfort Statesman. He published weekly papers in Brooksville, Ky.

At one time he was brother, the late J. Perry chain of stations in Florida and operated new Inverness, Florida.

In addition to his wife at Carrollton, he leaves Marvin S. Veal, M.D., grandchildren.

The members of the association extend their sympathies to the surviving family.

Sesqui-Centennial

Congratulations

M. Lawson and their staff, for the page Sesqui-Centennial of Berkeley County, N.Y.

tion was full of history and represented work. Burkesville necessary with an parade, a historical show, besides many history of the New newspapers, is scheduled for the next Kentucky.

One Ohio advertiser need for smaller papers which operators, engravers, now requested by the publisher. Other suppliers

The Miami Daily from a satisfied subscriber a gold watch I received an ad in your very next day I pocket of my other much."

In Memoriam...

Norvin A. Perry, Sr.

Norvin A. Perry, Sr., former publisher of the Carrollton News-Democrat, died Saturday, August 20, at the Carroll County Memorial Hospital after a brief illness. The funeral was conducted Monday afternoon.

The former newspaper publisher was well known in national newspaper circles as well as in Kentucky and Florida where he had published newspapers.

He is former publisher of The News-Democrat, Carrollton, now published by his son, Norvin A. Perry, Jr., also publisher of the Frankfort State Journal. He also had published weekly newspapers in Winchester and Brooksville, Kentucky.

At one time he was associated with his brother, the late John H. Perry, Sr., owner of the Perry chain of newspapers and radio stations in Florida. In addition, he owned and operated newspapers at Palmetto and Inverness, Florida.

In addition to his son, he is survived by his wife at Carrollton, and one sister, Mrs. Marvin S. Veal, Madisonville, Ky., and five grandchildren.

The members of the Kentucky Press Association extend their sympathies to the surviving family.

Sesqui-Centennial Edition

Congratulations to co-publishers Ernest M. Lawson and Harold Abernathy, and their staff, for the splendid five-section, 44-page Sesqui-Centennial edition of the Cumberland County News, Burkesville. The edition was full of historical lore of that county and represented many hours of hard work. Burkesville celebrated its 150th anniversary with an eight-day fiesta including parades, a historical pageant, and horse show, besides many minor festivities. The history of the News, and preceding county newspapers, is scheduled for publication in the next Kentucky Press.

One Ohio advertising agency, noting the need for smaller pix and mats for newspapers which operate the one-for-one plastic engravers, now supplies these in sizes requested by the publishers to fit their needs. Other suppliers could follow this example.

The Miami Daily News received this card from a satisfied subscriber: "Last week I lost a gold watch I treasured. Immediately I inserted an ad in your classified column. The very next day I found the watch in the pocket of my other suit. Thank you very much."

(Continued From Page One)

one second, one honorable mention; editorials, one first, three honorable mention; editorial page, one third; advertising, two firsts, two seconds.

The staff of the paper consists of 42 full time employees, 12 correspondents, and 40 carriers. It has a daily circulation of 7,383 and Sunday circulation is 8,131. It is the largest single industry in Henderson with a weekly payroll of \$3,500.

The most recent accomplishment of the newspaper is the publication of an outstanding sesquicentennial edition on the 150th anniversary of the city in which the paper had 112 pages, covering the full history of the city and surrounding area.

IRS Rules On Status Of Correspondents

In view of Internal Revenue Service Ruling No. 60-148, the following questions concerning the status of newspaper correspondents is of considerable importance:

A bookkeeper for a manufacturing concern worked after hours as a correspondent for the local newspaper. He was not required to furnish any set amount of material but managed to fill an allotted space daily. His work was not supervised by the paper and he was not required to spend any specific amount of time as a correspondent although the paper reserved the right to terminate his services if he failed to report the news from his area. Occasionally he was given a special assignment. He was paid a fixed amount each month, did most of his work in his home but now and then used a desk at the newspaper office. Internal Revenue held he was an employee of the newspaper.

A housewife received \$40 a month as a correspondent regardless of the amount of copy submitted. She was required to submit copy for each issue, to meet a deadline and was subject to assignments, which were infrequent. I. R. ruled she was an employee.

In both these cases, the ruling hinged on the exercise of CONTROL over the individuals. They were required to meet deadlines, they were given special assignments and were paid fixed amounts (wages) regardless of how much of their copy was published.—Indiana Publisher.

More ads in color appear in daily newspapers every year. 970 newspapers in the United States and Canada—with a combined circulation of over 46,000,000 copies daily—now offer advertisers run-of-paper color.

The Federal Trade Commission has stated the New York Times slogan that it publishes "all the news that's fit to print" is not false or misleading advertising. Earl W. Wintner, FTC chairman, said such expressions by publications "are matters of personal opinion and taste." The Times has used the slogan since 1896.

Most of us are beginning to learn that the cost of experience has gone up like everything else.

METRO NEWSPAPER SERVICE
80 MADISON AVE., N.Y., N.Y.
Means 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.

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 St., Salt Lake City 6 Utah

\$10 TRADE-IN ALLOWANCE on Genuine

• LINOTYPE •

MOLD DISKS

MERGENTHALER LINOTYPE CO.

SERVICE

The Keystone of S&H Success

SERVICE is a much used and much abused word that may mean little, but can mean much.

In The Sperry and Hutchinson Company, SERVICE has been the keystone on which the company has built in 64 years the nation's largest and only nationwide stamp plan.

SERVICE at S&H Encompasses:

Good Service to Stamp Savers that makes possible easy and prompt redemption of S&H Green Stamps wherever they live in the U.S.A. Through 625 redemption centers, conveniently located in every state, and nine large and strategically placed warehouses, S&H Green stamp savers redeem their filled books of stamps for quality merchandise, in person or by mail.

Good Service to Merchants and Service Stations which use S&H Green Stamps to boost volume and profits. Through national and local advertising, sales aids and ever-active interest, S&H helps the business of its licensees to grow and prosper.

Good Service to the Economy of Each Community and Area S&H Serves. Purchases of quality home-state products . . . active participation in civic affairs . . . state and local taxes . . . payrolls of employees at S&H redemption centers . . . all contribute to community progress.

*Truly, SERVICE TO ALL has been
and will continue to be the keystone of S&H success*

This message is presented for your information by

The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York

S & H pioneered 64 years ago in the movement to give trading stamps to consumers as a discount for paying cash.

S & H Green Stamps are currently being saved by millions of consumers.

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

THE K.P.S. WAY

ONE CONTRACT	ONE ORDER	ONE BILL	ONE CHECK

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

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

FACT OR LEGEND?



Some Folks Think

that Nero fiddled while Rome burned.

THE FACT IS

violins had not been invented in Nero's time.

Some Folks Think

that the cost of electricity is a big item in manufacturing costs.

THE FACT IS

according to the Census of Manufactures, electricity averages about one cent out of every dollar of manufacturing cost.

Probably no company has ever located a new plant, or failed to locate a new plant only because of the local cost of electricity. Because electricity averages less than one cent for each dollar of production cost, even free electricity could hardly be reflected in the manufacturer's unit sales price. Competitively, he would be no better off.

For instance, in \$1.00 worth of sawed or shaped lumber, electricity costs 7/10ths of a cent. In \$1.00 worth of meat products, electricity costs 1/5 of a cent. In a carton of cigarettes electricity costs less than 1/5 of a cent. In \$1.00 worth of cheese, electricity costs 2/5ths of a cent.

So when you hear someone talking about electricity running up manufacturing costs, you know he doesn't know much about *industry*. Men *inside* industry know a minor saving in material cost, freight cost, labor cost, or even in scrap cost would far outweigh electricity.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY

K

Publish



Publication
School of J
University
Lexington

VOLUME
NUMBER

Office