

The Kentucky Press

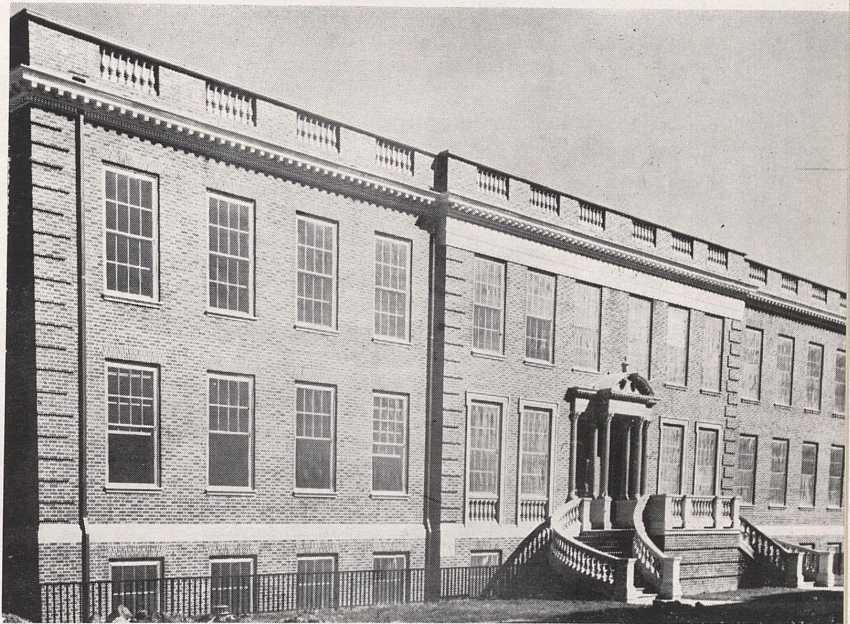
November, 1956

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



VOLUME TWENTY-THREE
NUMBER TWO

Publication Office:
School of Journalism
University of Kentucky
Lexington



Enoch Grehan Building, University of Kentucky, which houses the School of Journalism, the University press, the Microfilming laboratory, and offices of the Kentucky Press Association and Kentucky Press Service.

Official Publication Kentucky Press Association

Kentucky Press Service, Inc.

One-Way Route Service

Through the one-order, one bill, one check plan

KPS is equipped to give service to the advertiser and agency from the time a budget is being made until the last statement is paid.

For the past thirteen years we have been giving the following services:

- assisting in making up a budget
- assisting in choosing a string
- issuing individual contracts
- issuing individual insertion orders
- mailing mats, plates or copy
- furnishing requested proof of publication
- rendering blanket itemized statements
- paying the individual publishers
- handling all details and correspondence

and doing every other thing within reason to insure satisfactory service and obtain best possible advertising returns. We check for position, press work, and make suggestions to our publishers on more effective placement.

Without exception we have enjoyed our working relations with the agencies using our service—we invite the continuance of these working plans and also invite the inquiries of agencies who have never accepted our offer for simplifying entry into the newspapers of Kentucky.

No space under 5 inches accepted, unless for continuous run.

THE AGENCY who uses our office for clearing

- issues one contract to KPS
- issues one insertion order to KPS
- supplies string of papers
- supplies mats, plates or copy
- pays the bill to KPS in one check less agency discount.

THE AGENCY PAYS NOTHING FOR THIS SERVICE

THE AGENCY AND ADVERTISER

- receive full credit on each contract and insertion order the same as if the agency issued the orders

KPS will not knowingly extend any of its services to unrecognized advertising agencies or advertisers, nor will it knowingly accept advertising which might unfavorably involve the publisher, his newspaper, his readers, or his advertisers.



KPS does not offer special group rates. Space users may select from the Rate Book any particular group, or use the entire list, dailies and weeklies. Through arrangement we service border counties in Indiana and Ohio, and cooperate with the Tennessee Press Service in servicing border Tennessee counties. Compensation in lieu of group rate is received from routing your advertising schedules through the one-order plan it saves the agency large overhead office expense.

KPS is an affiliate of Weekly Newspaper Representatives, Inc., which organization is the only authorized national advertising representative of our Kentucky weekly publishers. National advertising schedules placed with Weekly Newspaper Representatives for the state of Kentucky are cleared direct to our newspapers through KPS with the absolute minimum of time lag. WNR has service offices in Detroit, Chicago, Philadelphia, with the main office at 920 Broadway, New York 10, New York. WNR offers the same one-order plan for national coverage.

Three Easy Steps: KPS will help select product markets, give market surveys, and help plan any campaign to cover. 2. KPS assumes the time consuming order-checking detail of scheduling; it renders one invoice and proof tearsheets at the end of each month. 3. One receipt of agency's monthly disbursing check, KPS pays its newspapers by monthly check.

Legitimate advertising agencies and national advertisers are urged to use the services of KPS; to advise with KPS on all affairs of mutual concern.

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Officials First To Demand Public Notices In Newspapers

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

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

Essential Differences

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

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

Officials Demand It

In America, the public notice was an important part of newspapers from their beginning. Paralleling the development of the public notice in English newspapers until after 1800, the American notice has since become as varied as the ramifications of our

(EDITOR'S NOTE: The following article by Dr. Charles L. Allen, assistant dean of Medill School of Journalism, Northwestern University, appears as an introduction to the book, "Publication Laws of New Jersey." It concerns the history and purposes of public notices in newspapers.)

federal, state, county, township, municipal, and village governments. Nowadays every public official, directly or indirectly, utilizes the columns of the newspaper to assist him in the dispatch of his official business.

It may be well to reiterate the fact that public notice in newspapers was born because public officials demanded it; and it became accepted as part of the American system of government long before newspapers were out of the feeble, struggling age of "one-man shops." In a democracy such as ours the very existence of government by the people and for the people is predicated on the assumption that every voter can be kept informed of the government's activities. Without such widespread information there can be no democracy; lack of knowledge among the people is the sword by which every autocracy and dictatorship has enslaved its citizens. Muzzling the press is demagoguery's first step in destroying individual liberty, and preventing the people from knowing the true state of affairs in the commonwealth is its method for keeping them subjected.

Right to Know

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

Custom now has established the point that every person who receives or expends public moneys should give an accounting of the funds he handles by a published statement at periodic intervals. In most cases the amounts are not sufficiently large to warrant a report more than once a year, but it is significant that legislatures often have felt

the need for monthly statements of receipts and expenditures by public officials who handle substantial sums of the taxpayers' money.

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

Protection for Officials

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

It is sometimes said that the books of all public officers are open for inspection by any taxpayer at any time, and therefore, the publication of annual reports is unnecessary. This is a half-truth at best. The books of every public office, theoretically are open to the inspection of any taxpayer, but in actual practice, as every honest official knows, it is a physical impossibility for taxpayers to get their information in that way. It would require the services of at least one additional person to each county, township, and municipal office to direct taxpayers to the records, and assist them in finding the information in which they are interested; and that would be an expense many times the cost of the published statement. The taxpayer would not be able to have a complete copy of the receipts and expenditures of every public of-

fic unless he could take several weeks of his own time in which to copy them. Furthermore, if 10 per cent of the taxpayers in any county chose to inspect the public records and to make copies of a part of them, the records never would be available for office clerks to use. Consider, too, how impractical this system would be on those occasions when public interest runs high in some certain office and facts and figures must be obtained for thousands of people in the space of a few days.

Easy for Taxpayer

The need for a complete copy of the report of public officials is not to be underestimated. Most taxpayers are neither accountants nor politicians; they do not readily understand all of the items in a report and must examine it at their leisure and with repeated attention to the least understood items. Often they must take the report to some friend who has greater knowledge of accounting and of the procedure in public office in order to get a thorough knowledge of how public money was handled. Any method, therefore, which does not make it easy and convenient for each taxpayer to have a copy of every report of a public official is inadequate in a democratic system of government. The very least to which a man or woman whose money goes to support government is entitled is a simple, complete, clear statement of what was done with it.

Protects Individual Rights

We have said little about the multitude of public notices that are not concerned with the monetary accounts of public offices. Yet the need for wide circulation of such material is no less great as it often is the only available means for preventing interested parties from being deprived of their constitutional rights. In such cases as mortgage foreclosure sales, sheriff's sales, sales of land for delinquent taxes, etc., the persons who have a vital interest in the properties have the right to be informed about their disposition. Non-resident owners are noticed by mail to their last known post office, but no serious attempt is made to conduct a thorough search for them and the notice often fails of delivery. Friends and relatives living in the community or the county in which the sale is to take place, when they see a notice to that effect published in their community papers, will take the responsibility upon themselves of informing the interested non-resident parties. Then, too, newspapers have a way of traveling around the country that gets them into the far corners of every state and nation. Like a letter from home, they are read eagerly and minutely by those who are far away from their former neighborhoods. What better way is there, under such conditions, to convey an important

Shively Newsweek Sold

Mrs. Dale Rives, 87 years old, died November 9. She was the widow of R. S. Rives who owned and edited the Green River Republican, Morgantown, for many years.

The Bean Publishing Company, Leonard T. Bean, president, announced the purchase of the Shively Newsweek from John Y. Hitt, who organized the paper in 1952 shortly after the Kentucky Gazette, which bore the name of Kentucky's first newspaper, went out of business in Shively.

The new publisher, who also publishes the tabloid, Inside The Turret, at Fort Know, changed the format of the Newsweek to tabloid size because of present mechanical facilities.

The Newsweek will maintain its editorial and advertising offices at its present location with William T. Rafferty as editor-manager, a similar position that he has held with the Newsweek. A major change will be effected in that the publication will be placed on a paid-circulation basis; the only "free drop" copies will be used to help build circulation.

Hitt, former owner, announced he would continue to operate a job-printing shop at his present location.

Increased Newsprint Output Is Predicted By Executive

A paper manufacturing executive told newspapermen, October 17, that Canadian and United States paper mills can meet increased newsprint requirements of 17 per cent by 1960.

But, he said, publishers will face increased competition from producers of paper-board containers for the manufacturer's supply of wood fiber.

W. E. Soles, Quebec, said plans of paper mills to increase production capacity 1,400,000 tons by 1958 will "more than care for the expected increase in the demand for newsprint during the next three or four years."

notice to people who have the right to be informed?

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

ANPA Mechanical Department Provides New Ink Formulas

American Newspaper Publishers Association Mechanical Department has advised member newspapers of a new service to provide ink formulas for newspaper Run-Down Paper Spot Color printing based on the standard colors recommended by the ANPA A.A.A.A. Joint Committee on Newspaper Printing.

All so-called trade colors or spot colors specified by manufacturer's name and number can be converted to a standard formula.

ANPA Mechanical Department has been assembling standard mixtures which have been run on the press and accepted by advertisers. When mixes are requested which have not been run on the press, color matches will be made for member newspapers. In these cases, proofs, color swatches or wet samples of ink to be matched will be necessary.

Because of distances from ink manufacturers and the time element, many newspapers find it advisable and economical to mix their own inks. ANPA Mechanical Department can now give newspapers the information needed to blend inks on "part-by-weight" basis so the required match can be attained for colors desired by advertiser or advertising agencies.

Weekly Does Color Printing

The Fulton County News, Fulton, Pa., and Jo Westpheling, publishers, are accepting two-color ads—one color and black. The publishers stated, "We require two mounting plates, two weeks advance notice, one week receipt of material in advance of publication. Our rates are \$20 for a half to a full page." Their issue of October 18 included an attractive red-and-black ad for Mother Best Flour. Are other community weeklies contemplating similar ad-ventures? Paul will gladly furnish all information.

George Ramey Critically Injured

George L. Ramey, director of the May State Vocational School, Paintsville, who was critically injured, and his companion received minor injuries, when their car overturned in Morgan county, east of West Liberty, The car, driven by Luther Safriet, coordinator of the Mayo school, skidded and turned over several times down a steep embankment. The two men were thrown from the car to the foot of the long hill. Mr. Ramey sustained several broken ribs, a broken shoulder, a sprained back, and bruises. The Press wishes him a speedy and complete recovery.

Money- And Time-Saving Tips For The Community Press

The following recommendations for back-shop efficiency in community newspaper plants were made by Frank J. Ferrari, Ludlow Typograph Co., at the Pennsylvania association's summer conference:

Accurate copy editing and proper head count.

Drop head decks with possible exception of page one top heads.

Slug cuts and captions for page and columns insertions.

Avoid overset (three double-spaced typewritten sheets, 8½ x 11 inches, make approximately 21 inches of straight matter).

Paste in all illustrations in ad copy and designate special types if such are to be used.

Utilize open spaces in Fairchild plastics by pasting in large ad figures and attention compellers. These benday backgrounds give newspaper ads added "push."

Supply composing room with makeup layouts and "slug" special stories for special pages.

Use multi-colored pencils for ad marking, one color to identify body matter and another for display.

Equip ad machines with quadders and use self-centering sticks for Ludlow setting.

Consider Teletype system to overcome straight matter bottlenecks and shortage of operators.

Use shell cast in stereotype operation for "flats" and base up with Elrod material. Strip in all inserts in plate matter through use of Scotch Tape.

Correct all ads and news matter before starting makeup of pages.

Valuable time can be saved by separating ads into column classifications before turning them over to ad machines.

Have compositors clean off ad banks before quitting time. An orderly household saves many valuable minutes.

Cut Elrod base into column measure for easier handling at makeup.

Wherever possible, avoid string tieup of ads. Use of various column size galley locks saves time in handling of ads.

Provide plenty of material for both ad makeup and page makeup. The nondistribution system is far more economical in these days of high hourly rates and minimum wages.

See that the apprentice is more than a "broom" boy. Utilize his services for minor maintenance chores; see that he is properly trained by the journeymen printers.

Develop a closer relationship between management and mechanical departments. The foreman or superintendent is probably the most important money-saving function in the operation. Management should inform him regarding "big" papers, expansion and equipment.

Next to lost register, perhaps the commonest defect in cylinder presswork is slurs and wrinkles. A wrinkle in the impression of a panel form, especially of an electrotype panel on a wood base, is a very common trouble. The remedy is surprisingly simple: The plate must be level so that it cannot rock and the overlay properly graduated, and the wrinkle will disappear. Slurs in electrotype forms yield to the same treatment. The foregoing is the commonest cause of wrinkle and slur. The pressman will find it an excellent time-saving habit to test all electrotypes for rocking and type height before starting to overlay.

Slurs may also be caused by careless adjustment of the feeding mechanism or by printing with cylinder underpacked or overpacked, as well as with form over or under type height and with units rocking. It is important that the feedboard and guide tongues are set so that the sheet may lie flat on the drawsheet; that the drawsheet is smooth and taut, with no lumps of paste, etc., under the grippers; that the grippers are set evenly and not too close to guide tongues and shooflies, and that the brush is set firmly in contact with the sheet. If the form and drawsheet are not at proper height slur will show in the margin. Soft packing and loose drawsheet cause the same trouble.

Sometimes the sheet will show a slur at the end because it wipes the form as it leaves it. Brads driven in the furniture back of the form will hold the sheet up and prevent the wiping. When brads are not effective because of a very narrow margin at the end of the sheet, a tape may be placed to work in a margin around the cylinder.

Pruett Dryden, 69 years old, for 46 years an operator at the Frankfort State Journal and the Roberts Printing Company, died October 16 following a heart attack. He had retired in June, 1955.

Over 500,000,000 books were printed and bound last year by the nation's printers and publishers.

How You can Reduce Casts In Your Plant

Some interesting figures and comparisons can be seen in newspaper circulation figures and line rates for the years, 1947 and 1956. The following data is taken from the Editor and Publisher Year Book for dailies and the WNR National Directory of Weekly Newspapers:

	Dailies		
	1947	1956	% increase
Total Number in U.S.	1,763	1,760	.2%
Average circulation	28,887	31,902	10.4%
Average line rate	\$.0874	\$.1306	33.1%
	Weeklies		
Total Number in U.S.	8,305	8,478	2.1%
Average circulation	1,414	2,188	54.6%
Average line rate	\$.035	\$.05143	31.9%

Thus, it is seen that the circulation of the average weekly increased about five times in 1947-56 period more than did the average daily. Also, while both dailies and weeklies were forced to increase advertising rates to meet increased costs, the weeklies have trailed the dailies slightly, percentage-wise, but when the increase in line rate is related to the increase in circulation, the weeklies are way behind the dailies.

An increase of slightly more than six per cent in total income for 1955 over the previous year was recorded by the average weekly newspaper in the United States, based upon reports submitted for the fifth annual National Weekly Newspaper Cost Study.

The increase was recorded in advertising income, with circulation revenue remaining about the same and a small decrease in commercial printing income. These conclusions were reached after studying the returns submitted for the Cost Study sponsored by Newspaper Association Managers, Inc.

"While the total number of reports submitted for the study was smaller than for the fourth annual survey, we feel that the returns are sufficient to give a reliable insight into the weekly newspaper business," said Carl C. Webb, manager of the Oregon Newspaper Publishers Association. Webb has handled the compilation and analysis of the five annual studies.

From the 42 "perfect" reports, which listed a figure for each classification of income and expenditure for 1954 and 1955, a "composite" report was again developed. The 1955 "composite" weekly newspaper had a circulation of 3,046, just 75 more subscribers than

(Please Turn To Page Five)

The Kentucky Press

Official Publication

Kentucky Press Association, Inc.

Kentucky Press Service, Inc.

Victor R. Portmann, Editor

Perry J. Ashley, Associate Editor

Member

Kentucky Chamber of Commerce

Sustaining Member

National Editorial 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.

Charles E. Adams, *President*

Gallatin County News, Warsaw

Alfred S. Wathen Jr., *Vice-President*

Kentucky Standard, Bardstown

Victor R. Portmann, *Secretary-Manager*

University of Kentucky, Lexington

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Chairman, Martin Dyche, Sentinel-Echo, London (At-Large); First, Paul Westpheling, Fulton County News, Fulton; Second, Mack Sisk, Progress, Dawson Springs; Third, Neil Dalton, Courier-Journal and Times, Louisville; Fourth, John G. Gaines, Park City News, Bowling Green; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, Thomas L. Adams, Herald-Leader, Lexington; Seventh, W. Foster Adams, Citizen, Berea; Eighth, George Joplin III, Commonwealth, Somerset; Ninth, Earl W. Kinner, Licking Valley Courier, West Liberty; Tenth, S. C. Van Curon, Daily Enterprise, Harlan; State-at-Large, Fred J. Burkhard, Casey County News, Liberty; Immediate Past President, W. C. Caywood Jr., Sun, Winchester.

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Advocate-Democrat, Mt. Sterling

George M. Wilson, *Second Vice-President*

Breckinridge County Herald-News, Hardinsburg

Victor R. Portmann, *Secretary-Manager*

University of Kentucky, Lexington

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

Three Tests Will Determine Status Of Lottery Publication

Several newspaper publishers have expressed concern over the Federal law pertaining to the mailing of information about lotteries. Publishers are hazy in their minds as to what constitutes a lottery when accepting advertisements for events which include the awarding of prizes.

Although the following is not specifically embodied in the postal regulations, the best test to apply, as far as the Post Office Department is concerned, to advertising when a lottery may be involved is to see if the following three elements are present: (1) a prize; (2) a consideration; (3) a chance. If someone must pay something (consideration) in order to qualify or be eligible to win some goods or service (prize), the winning of which is decided or determined by the drawing of lots, turning of a wheel, etc. (chance), a lottery exists. If any of the three elements is lacking, there can be no lottery.

For example, if you pay no money in order to compete for a prize even though the winner is selected by drawing a name from a hat, there is no lottery. Consideration is lacking. A specific example of such a case would be the winning of an automobile at an automobile show. If the cards to be filled out are available in front of the auditorium and containers are there in which the cards are to be deposited, and the winner does not have to be present at the drawing, there is no lottery.

If the cards and deposit boxes are inside the building and an admission charge is required in order to compete, this would constitute a lottery. On the other hand, if you do pay a consideration and the prize is not awarded on chance but instead for an act of skill or in competition with others for the best slogan or letter, etc., there is no lottery. Chance is lacking. All three elements must be present for a lottery to exist.

Inquiries have been received regarding "door prizes." The three-element test can also be applied here. If a payment must be made, such as an admission price to a theater, in order to be eligible for the door prize, and if the winner is determined by drawing a name, all three elements are present. This would be a lottery. If someone attends a meeting for which no admission is charged and door prizes are awarded by lot, there is no lottery since no consideration is involved. Suppose a Rotary or Kiwanis Club is having a luncheon meeting at which door prizes are to be awarded by drawing lucky names from a bowl. If luncheon tickets must be purchased to be eligible for a prize, a lottery exists. But if members who choose to lunch elsewhere beforehand and come to hear the

speaker are also eligible for the door prizes, no lottery exists because no consideration is required in order to be eligible.

A note of caution must be added in that "consideration" also includes "an expenditure of substantial time and effort," according to the Department's Office of the Solicitor. Within the past couple of years, there have been Federal court decisions regarding the question of consideration. As a result, the Department has reversed rulings which held the following situation to have the element of consideration: "where the sole requirement for participation is registration at a store and, in addition, attendance at a drawing or a return to the store to learn if one's name was drawn; visiting a number of stores, or a number of different locations in a store, to ascertain whether or not one's name or number has been posted; witnessing a demonstration of an appliance or taking a demonstration ride in an automobile, etc."

Postmasters have been advised to exercise caution in applying previous rulings of the Department in prize plans involving consideration only in "time and effort" expended. If there is any doubt as to the proper ruling, the postmaster is to submit the matter to the Department Solicitor for a definite ruling.

Libel And Damage Suits Filed Against Lexington Newspapers

A libel suit for \$50,000 was filed against the Lexington Herald-Leader and two damage suits, one for \$25,000 and the other for \$75,000, in addition, were filed against two staff members of the Leader and twelve other defendants, in the Fayette Circuit Court. The twelve include eight members of the County Patrol, a former country patrolman, a former ABC Board agent, and two deputy sheriffs.

The suit was brought as a result of a front-page article published by The Leader on March 3. The article dealt partly with the club. The suit charged that the "purported and pretended facts stated in said publication were wholly false, scandalous and libelous, and that by means of said publication the plaintiff was greatly injured in its credit and reputation and as a private and social club it was completely wrecked and ruined by said publication."

Printing Center of the World is Chicago which does more than one-sixth of the nation's commercial printing in more than two thousand printing plants employing more than 75,000 people with a \$200 million payroll annually and a printing sales volume of more than one billion dollars.

(Continued From Page Three)

the 1954 composite paper.

Advertising income accounted for slightly more than 60 per cent of the "composite" paper's total income per subscriber of \$32.27, circulation was nearly eight per cent, commercial printing nearly 27 per cent and the remainder of the income was from miscellaneous sources.

Local advertising accounted for 64 per cent of the total advertising income on the "composite" paper; national was 16 per cent; classified was 14 per cent; and legal was six per cent.

The average newspaper devoted 58.4 per cent of its total space in 1955 to advertising of which 70.9 per cent was local, 13.0 per cent was national, 12.9 was classified and 3.2 per cent was legal advertising.

"This year for the first time we asked publishers to report the number of classified ads published during 1955," Webb said. "While only one paper in nine reported this data, we found that of the papers recording classified ad count the average paper published 2.6 ads per subscriber during 1955. The average size of classified ads was 1.6 inches which indicates that the papers were running heavily toward classified display advertising."

On the expenditure side, salaries and wages took 44.3 cents of each dollar of income and materials claimed 15.6 cents.

As in previous studies, publishers were instructed to include their own salary with net income before income taxes. The "net income before income taxes including publisher's salary" of the "composite" weekly newspaper for 1955 was 14.9 per cent of the total income. However, when this figure is adjusted by deducting a reasonable salary for the publisher of the paper of this size, \$7,000, the "net before income taxes in 1955 was 7.7 per cent of total income."

The following table shows the income and expense items, classified as on the reporting form, for the average of the 42 "perfect" reports:

COMPOSITE FINANCIAL REPORT	
(Circulation average: 3,046; circulation range, 630 to 6,213.)	
Income, 1955	
	Average %
Retail (local) Display	38.6
General (national) Display	9.9
Classified and Reader	8.2
Legal	3.9
Total Advertising	60.6
Circulation	7.9
Commercial Printing	26.9
Miscellaneous	4.6
TOTAL INCOME	100.0%

National Advertising Shows Significant Gain In August

National advertising in August was 5 per cent higher than in July and 13 per cent over August, 1955, Printer's Ink stated October 17.

The magazine's general index of national advertising for the first eight months of the year showed an increase of 11 per cent over last year's record total.

Network radio showed the greatest gain over the previous month by any of the individual components, with the 27 per cent boost attributed to the political-convention broadcasts. Despite the monthly gain, the magazine said, network radio was down 9 per cent from August, 1955, and for the first eight months of the year was down 19 per cent.

Amos Stone, co-publisher of the Central City Messenger-Argus, was recently appointed to the advisory board of the National River and Harbor Congress, headquarters in Washington. He will serve as Kentucky-member-at-large. He is also executive vice-president of the Green River Valley Citizens League which is dedicated to co-ordinated development of the Green River and tributaries.

The Printing Industry is composed primarily of small business firms and it takes 900 of the nation's largest printing plants to account for more than fifty per cent of the industry sales volume.

Expenditures, 1955

Salaries (all except publisher's)	17.4
Wages (all shop employees)	26.9
Depreciation (all except building)	3.5
Services (features, insurance, etc.)	4.9
Utilities (light power, telephone)	1.9
Office (postage, supplies, dues)	1.5
Building (rent, fuel, etc.)	2.3
Taxes (all except income)	1.8
Equipment (repair and maintenance)	2.1
Materials (paper, ink, etc.)	15.6
Delivery and 2nd Class Postage	1.7
Contributions (travel, entertainment)	1.8
Other expense	3.7
TOTAL EXPENSE	85.1
Net income before income taxes	
(including publisher's salary)	14.9
(adjusted net income before income taxes 7.7%)	
TOTAL EXPENSE AND NET INCOME	100.0%
Capital Expenditures (% of total income)	6.8%

General Safety-First Rules For The Shop

1. Have an adequate first-aid kit handy.
 2. No matter how minor the accident—report it to the shop foreman.
 3. Never attempt to lift a heavy load alone—you may rupture yourself.
 4. Scuffling or playing in the print shop is absolutely forbidden.
 5. Don't throw type or slugs.
 6. Keep type and leads out of your mouth.
 7. Never create lead dust by splashing pigs in the pot, or by dry sweeping.
 8. Use gloves, if possible, when handling dirty articles, especially if you are susceptible to skin infections.
 9. Oil and waste materials on the floor are dangerous. Don't allow them to accumulate as they may cause a fall or fire.
 10. Be careful when using gasoline, or any inflammable liquid—especially around fires or electric switches. A spark may cause a fire.
 11. Do not work on any electrical equipment unless you have had training in that work.
 12. All electric switch boxes should be grounded.
 13. Repair broken switches immediately.
 14. Leave a person to guard all electrical units while units are being repaired.
 15. Be sure to have safety cans for oily rags, oils, gasoline, or benzine.
 16. To prevent bruises and tripping, don't leave type cases protruding from stand.
 17. Be sure the shop is well ventilated and well lighted.
 18. Keep all tools in the tool rack when not in use; fix the tool rack so that no tool will fall out.
 19. Be sure that all balconies have plenty of head room and that no nails are protruding.
 20. See that all stairways have guardrails, and that steps are wide enough and well lighted.
 21. Locate fire extinguishers in several convenient places in the shop.
 22. Inspect insulation or heating units regularly.
 23. Avoid eating or chewing around the shop.
 24. Do not carry an open or unsheathed makeready knife in your pocket.
- #### Safety-First Around Machinery
1. Paint safety zones around all machinery.
 2. Put guards on machines in all possible places.
 3. Keep away from a machine if you are not running it.
 4. Don't talk to the operator of a machine while the machine is running.
 5. Do not work on a machine or make any adjustments while it is running.

6. Be sure a machine is shut off when it is not being used.

7. If you are in doubt about the operation or adjustment of a machine, have it checked by someone who knows.

8. Never operate a machine when you are tired mentally or physically, or when you are nervous.

9. Do not wear any clothing that might become entangled in any part of a machine. This includes loose or bagging shirt sleeves, a long necktie that is not confined, ragged ends on clothing, etc.

First-Aid Around Presses

1. Never in any manner distract the attention of a person feeding a press.

2. Do not wear any clothing that might be cause in a moving part of a press.

3. Don't reach into the press after a sheet of paper while the press is running.

4. Don't attempt to feed electrically charged sheets of paper through a cylinder press by hand.

5. Never attempt to run a press faster than you know you are capable of doing. This will prevent injuries to yourself and also allow you to print more copies per hour.

6. Do not work on a press or make adjustments while it is running. This includes washing, oiling, putting on gripper fingers, rubber bands, string.

7. Do not pump a press from the rear.

8. When turning the cylinder press by hand, use the flywheel, not the power pulley.

9. Don't stand back of a cylinder press. Something in the form may fly out and injure you.

10. In sitting or standing at the front of a cylinder press, watching ink or straightening sheets, be sure that the moving parts of the press do not touch you at any place.

11. If rollers of a cylinder press are thrown by a crank, on which there is not a catch, be sure that no parts of the body are in the way of the crank if it should spring back.

12. When washing a cylinder press place rollers so they will not fall and injure someone.

13. Keep away from heat drying units unless adjusting them.

Auto dealers generally are looking forward to a great year in 1957, with anticipated sales increases over 1956 of up to 25 per cent, according to a Tide survey of dealers in major markets throughout the country. The popular guess is that some 6.6 million new cars will be sold. Most dealers consider their relations with the factory better than a year ago and they indicate satisfaction with manufacturers' advertising and promotion efforts.

If at first you don't succeed, you're running about average.

Why KPA Joins In Protest Against Vending Machine Ads

Several Tulsa men—mostly former GI's—recently were given an opportunity to invest in a vending machine business which has a record for not paying off, states the Arkansas Publisher.

The plan of the racket, which can be entirely legal although the operators are seldom that careful, starts with an innocent-looking advertisement for men who have a small amount of capital to invest and are interested in merchandising on a part-time basis.

Inquiries are addressed to a merchandising corporation which has offices in several large eastern cities.

Interviews are arranged for persons answering the advertisement. They usually are set up with the company's field man, who frequently rents an expensive suite at a major hotel.

The picture he paints for his prospects is rosy. The plan—to place nationally advertised razor blades in vending machines located in public places—"just can't fail."

The sales pitch is beautiful.

"How would you like an interest in this city in all the Coca-Cola sold through machines? Or Pepsi, or Dr. Pepper? Or cigarettes?"

"What I'm offering you is similar. You will have exclusive dealership in nationally advertised razor blades (he names the blades) in fact the whole line of blades—sold in this area through vending machines."

"It just takes 3 or 4 hours a week, and you stand to make from \$350 to \$450. One man, with about the same number of machines, made over \$1,000 a week. Of course, this is the exception rather than the rule."

You buy the machines—we suggest eight of the 10 for a start—fill them with blades, and service them, usually twice a week."

The machines cost about \$200 each.

"The ones in super markets, and other places that are busy over the weekend, should be filled on Thursday and Saturday usually."

When asked if they really go over that well, the fast-talking field man points out that this is a machine age.

"People are becoming more conscious all along of machines," he says. "Why, over 80 per cent of all cigarettes are sold through vending machines."

Where would you put the things?

"We take care of that," he explains. "We have trained men who come in to the area and arrange all the locations."

All the Tulsans had to do was buy the machines, service them and sit back enjoying the fat profits, it appeared.

"The machine grosses over \$50 for each load," he continues. "And if you fill them

twice a week your profits will be pretty high.

"The margin of profit is 26 to 40 per cent compared with about 3 per cent on soft drink machines. And soft drink vending machines have made people wealthy."

Where would you get the blades to refill the machines?

"We buy those direct from the factory and sell them to you at below the wholesale price," the glib talker explains.

"The machines are just a sideline. We made our big bulk of profit from sales of blades."

Yes, it sounds like you can't lose. His sales talk is really smooth. But there's just one catch:

Nobody buys razor blades out of vending machines, machine age or not.

It's been tried. In one large city, one of the machines—placed in a conspicuous place—took in six quarters in a 2-month period.

Unfortunately for the company's smooth talking field man, one of the prospective investors went to the Tulsa Better Business Bureau to inquire about the operation.

After Tom Herrick, manager of the Tulsa BBB, showed the former GI a thick file outlining the corporation's operations, he decided to hang onto his life's savings.

"About five weeks ago a vice-president of a Tulsa bank phoned me and said there was an elderly couple in the bank attempting to obtain a \$3,000 cashier's check to buy vending machines," Herrick said.

"The vending machine promoter was waiting for the check in a car with a California license in front of the bank. I urged the couple to stall the promoter until they talked with me."

Herrick was told it "sounds like a good deal and worth \$3,000 to find out." And that's what it cost the couple. They invested the \$3,000 and lost it all.

The bureau had complete records of the California promoter which included several criminal convictions as a result of his frequent fleecing of "suckers" in the southwest.

The vending machine game is an old, and unfortunately, a legal one. This corporation which is on the blacklist of nearly every Better Business Bureau from California to Maine, is operating under the law.

The machines are delivered, just as the contract says. And they work when people put money in them.

One section in their beautifully written contract states that the company is responsible only for stipulations of the printed contracts, and is not liable for any claims made by their salesmen or a third party, either oral or written.

And the contract makes no claims whatsoever.

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seldom studied, especially after a flowery can't lose buildup and the pressure put on by a high-powered salesman such as the young, innocent-looking man who hit Tulsa.

"Public education is the only way to keep racketeers such as this from operating," Herrick said. "This company is probably finished in Tulsa, but there will be others."

In another instance, a Tulsa business man came to the BBB to check up on a new electronic invention.

The gadget was made by a very reputable concern. The businessman had seen a contract which, to him, looked like this big organization was standing completely behind his investment. But a lawyer pointed out the weasel words.

Herrick pointed out the "records" of the promoters, which included several convictions for fraud and some prison terms. The "new company" was the only guarantee the investor had. The businessman saved \$10,000.

There is a new scheme born every minute designed to get the life savings of the unwary, or to "nick" a busy business man.

Herrick points out unscrupulous promoters spend hours, sometimes days, figuring out the scheme. As a result, they are sometimes pretty hard to uncover.

He says it sometimes takes months to break them, even for the experts. "It takes a painstaking collection of complaints, records and evidence before we're pretty sure there is something wrong," he explained.

But after the bureau compiles these records, they are available to you if you'll just ask questions.

It is always well to beware of the proposition that seems too good to be true. Sometimes, it turns out to be true. More often, it is not true. But if it is true, then it can stand investigation.

It's smart to be dumb about the other man's business. When someone tries to sell you something, or get you to make an investment, ask plenty of questions. Those questions will save you money.

It is dumb to be smart aleck, a know-it-all, the guy-who-can-see-a-good-thing-anytime.

Herrick emphasizes those things are true, whether you are involved in a 10-cent contribution to charity, or in a "big deal" that may set you up in business for life.

It takes 50 railroad cars to transport the New York City telephone directories from Chicago which prints the major volume of the nation's telephone directories.

The Printing Industry ranks ninth among the nation's top twenty manufacturing industries in total number of employees with more than 780,000 workers employed.

How Do You Value Weeklies?

There are 8,479 weekly newspapers with a circulation of some 18 million, operating on a paid subscription basis. Editorially, they are aimed at that 50 per cent of the population living in towns of under 10,000. And though the editorial demands of this audience may not be those of the big-city half, their consumer demands are in most areas identical, avers the Advertising Agency Magazine in its October 26 issue.

The value of advertising in weeklies has been a difficult concept to sell the agency man, despite lower line rates. An agency could not make a profit and in many cases not even cover expenses with thousands of insertion orders to be sent out, equally large numbers of tear sheets to collect and check against insertion orders, and as many bills to be paid. In addition, a media man who never has been exposed—other than statistically—to the effectiveness of weekly advertising has a difficult time accepting it as a useful medium . . . especially if he's city born and bred.

Today most of the problems presented by multiple insertions and multiple bills can be solved by buying through the Weekly Newspaper Representatives and its 25 affiliated state organizations. WNR is owned and operated on a non-profit basis by the National Editorial Association, weekly trade association. Profits are turned back to expand sales and research facilities. About 95 per cent of the weeklies can be contracted through WNR.

WNR will process contracts, release insertion orders, collect and check tear sheets, clear bills, make remittances to agency and publisher, and where necessary or desirable make mats or proofs. The process has been broken down to one order, one bill, one check.

Research procedures at WNR are so set up on Remington Rand punch cards that within 24 hours they can deliver such information as—how many papers with a circulation of over 2,000, in the southwest, take liquor advertising.

Selling the weeklies' advertising value, after the technical difficulties have been erased, remains the problem. There is no question but what the weeklies' circulation is a largely duplicated audience. Considering that three out of four homes have television, that there are over 3 million car radios alone, that magazines and dailies reach rural areas—why has the weekly survived at all? It has survived for the simple reason that, no matter how many media its audience is exposed to—the money readers spend to buy a weekly is for the purpose of reading exclusive, un-

(Please Turn To Page Eight)

There are more than 1,500 daily and 10,000 weekly newspapers produced in the United States.

The Printing Industry is spending more than \$300 million dollars annually in plant and equipment improvements and additions.



A Comprehensive, Easy-to-use Guide For Estimating Printing Orders



Send For 60-Day Free Trial

Porte Publishing Co., P. O. Box 143, Salt Lake City, Utah

IMPROVE YOUR NEWSPAPER PLANT WITH NEW EQUIPMENT

From

JOHN L. OLIVER & SONS 952 Main Nashville

Representing the Leading Manufacturers from a Makeup Rule to Duplex in new or rebuilt Printing Equipment.

Extra Profits

FOR YOU, MR. PRINTER

Send Us Your Orders

- ADMISSION TICKETS
- COUPON BOOKS
- LICENSE STICKERS
- SCALE TICKETS
- NUMBERED FORMS

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS

Ticket Printers Since 1898

duplicated news: Mrs. Gramm's nephew from West Duluth is visiting, or the mayor's dog broke a foot. Not exciting to the city man, but it's exclusive and of direct interest to the community.

High Readership

The greatest single advantage of a weekly is its consistently high readership. Study after study (ARF, Rutgers, etc.) has shown that readership of editorial matter runs from 70 to 90 per cent and of advertising from 50 to 70 per cent. Average readership of each issue of a weekly is five people, and of a daily, two people. Average amount of time spent with a weekly is 53 minutes compared with an average of 30 minutes with a daily. It's twelve-to-sixteen pages are read cover to cover, editorial and advertising. Usually, the weekly stays around the house for the entire week, as a ready check on movie time tables, retail sales, social events.

For many years automobile manufacturers have recognized the importance of advertising in weekly papers. The appeal of a national ad that says "See Joe Gramm, your local dealer" is a strong one, when Joe is the only dealer for forty miles. Utilities, agricultural machinery, feeds and fertilizers and liquor are all heavily advertised in weeklies.

Beginning this month, WNR is adding to its services a breakdown of lineage by manufacturer which will give agency men an exact picture of how weeklies are being used and who is using them.

Weeklies derive between 15 and 20 per cent of their annual income from national advertising and another 40 per cent from local job printing. In 1955, ad volume in weeklies (represented by WNR) rose to 5¼ million (it was one million in 1952). Total weekly ad volume is difficult to estimate, but it is generally considered to be approximately four per cent of the volume placed in dailies.

The question of the weekly newspaper's ability and willingness to do any merchandising is an open one. One comment on this question was simply, "They are and always have been notoriously bad at merchandising." Others insist that the weeklies are making big strides in this area—that they are contacting local merchants to tie-in or promote nationally advertised products. One thing is certain, as weeklies have come more and more into the ownership of younger, more progressive men, they have become more far-sighted in business. Merchandising programs will probably be one of the first evidences of this thinking-ahead.

Editorially the weekly has survived because of the exclusiveness of its coverage; but they are well aware that if they are to survive as an advertising medium, the ability to merchandise advertising will be vital. Indications of the forward look by weeklies is the fact they now own or have on order the latest printing equipment. Today, all but a dozen can take mats, and more than a

BUSH KREBS

PROFIT FOR THE PRINTER

... in school annuals. Now is the time to sell. And for engraving costs, free layout suggestions & ideas, call John Scully, WAbash 4176 Louisville

BUSH KREBS

Representing leading manufacturers of printing equipment and supplies,

Contact Ed Weeks, Bush-Krebs Co., Inc. 408 W. Main St., Louisville, Ky.

BUSH KREBS

dozen can run ROP color.

Life is a Dream....



in a Well- Telephoned Home

A dream, indeed, with phones in rooms where you live, work, sleep and play. Phones in attractive decorator colors to blend or contrast with room color schemes. Phones with spring cords, and dials that light up in the dark.

You simply must see these wonderful new telephone conveniences and what they'll do for your home. See them on display at our Business Office. Or call for suggestions to make yours a well-telephoned home, at low cost.

Southern Bell Telephone and Telegraph Company



Natural Gas Washing Machine

A familiar sight at the 22 Texas Gas compressor stations along its pipeline system are the "scrubbers". Their function is to clean the gas of all foreign substances that may be picked up as the fuel passes through the pipeline.

Each scrubber tank has steel walls approximately one and a half inches thick and weighs 19 tons.

Texas Gas uses two types of scrubbers—"liquid" and "dry". Inside the liquid scrubber, gas is intermixed with oil. Dust particles are removed as they cling to the heavier oil which settles to the bottom. Gas passing through the dry scrubber is thrown into a whirling motion, separating the lighter gas from the dust particles which settle to the bottom.

From the scrubbers, the clean and dry natural gas is injected back into the pipeline to continue its journey to the home and industry burner tip.

These natural gas "washing machines" play important roles in our job of supplying utility and industrial customers in the Big River Region with dependable natural gas service.



TEXAS GAS TRANSMISSION CORPORATION

SEVING THE *Big River* REGION  General Offices
Owensboro, Ky.

Goss Announces Full Automatic Paster Pilot

The first fully automatic high speed paster in America has been perfected by the Goss Printing Company, it was announced by C. S. Reilly, vice president—sales. Stressing the conservation of newsprint, Mr. Reilly pointed out that the "Paster Pilot" assures salvage of practically every inch of usable paper from the expiring core.

"Besides saving newsprint," Mr. Reilly stated, "the Goss 'Paster Pilot' will contribute to higher net production, increase efficiency and minimize the possibility of human error."

There are no push buttons to operate. The roll tender merely prepares the new roll with pasting glue and tabs—and the Goss fully automatic "Paster Pilot" takes over the Reel-Tension-Paster and indexes the new roll into position, lowers the brush and knife carriage, lowers the pre-drive, brings the new roll up to speed, makes the paster and indexes the roll to proper running position.

It is not necessary to slow down the press when splicing, and pasters can be made at speeds up to 60,000 papers an hour. No longer is it necessary for the roll tender to watch the expiring core and to estimate when the paster should be made. The "Paster Pilot" senses, regardless of speed, the proper timing required to start the pasting cycle and it delivers expired cores with 3/16 inch wrap of paper or less in waste.

This new Goss Reel-Tension-Paster development should add measurably to pressroom production and efficiency, eliminate paster errors and allow more time for the roll tender to load and prepare new rolls of newsprint.

Mr. Reilly announced also that the present users of more than 400 Goss Reels-Tensions-Pasters may add the "Paster Pilot" to their existing equipment.

**MILLIONS OF ENVELOPES
for Immediate Delivery**



COMPLETE LINE OF STYLES AND SIZES!

- Correspondence • Air Mail • Window
- Bankers Flap • Artlined • Remittance
- Flat Mailer • Booklet • Open End • Coin
- Duo-Post • Metal Clasp • Postage Saver
- Tension-Tie • Formvelopes

You Are Invited
to visit our factory. We
know you'll enjoy a guided
tour of our plant.

TODAY!
Write or call for
full information

TENSION ENVELOPE CORP.



You Are The Key Figure In Your Community Development Program

Somewhere in the crowded industrial north an industry is making plans to expand, to build a new plant. Representatives are seeking a location where labor is available, workers with high production ratios. **That's Kentucky.** Where land and construction costs are reasonable. **That's Kentucky.** They want a central location from which markets can be reached with faster deliveries, lower freight costs. **That's Kentucky.**

But when industrial representatives come to Kentucky, they don't visit the state. They visit communities. Your community perhaps. Is it friendly, clean, progressive? Are existing industries content? Will they recommend your community to others? Will new

industry be welcomed? Will supervisory personnel be happy to move there, to live there?

No one else can "sell" your community. That's up to you—through a continuing program of community development, a program that has every citizen **working actively** to make your community a better place to live.

Community development is the sum total of individual effort to make it more attractive, a better place to live and do business. Your community will develop if you do your part. And **all** of Kentucky will benefit.

KENTUCKY UTILITIES COMPANY

Working for a Better Kentucky

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