

Classic- but Timely



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"Lincoln's Corner on Hairstyling"

New yellow pages offer more for advertisers

By John Meissner

Cries of "The new phone books are here!" will soon occur biannually, and the Lincoln Telephone and Telegraph Company's monopoly on phone books will end.

The Nebraska Directory Company is compiling a telephone book due out later this year.

Rex Story, part-owner of the year-old business, predicts a good reception for his version, which also contains yellow, white and blue pages.

Lincoln needs another phone directory, he said, because Lincoln businessmen need an alternative to the rates they now pay for advertising in the LTT yellow pages.

"NDC can charge 48 percent of what the telephone company charges for yellow page ads and still make a profit."

As an example, Story said a half-column ad in his company's phone book costs \$52 a month, while a corresponding ad in the present book costs \$105 a month.

Russ's IGA store manager Rich Malousek said the new directory's prices were the best thing that ever happened. He plans to stop advertising in the present phone book.

"I think the phone company is going to find themselves with a very slender phone book next year," Malousek said.

Edward Wood, president of Wood Brothers building products company, said that because the yellow pages are his company's only means of advertising, he probably would advertise in both books. This would guarantee saturation of the market, he said.

Art Thompson of LTT said he didn't know what effect the new book would have because it isn't out yet. He said LTT has published a phone book since 1903 and has done the job well.

Off The Wire

National and international news
from the Reuter News Report

U.S. radar planes sent to Egypt after attack

WASHINGTON — Two U.S. AWACS radar surveillance planes were sent to Egypt Monday in response to a bombing raid on Sudan apparently carried out by Libya, the Pentagon said. Army Maj. Bob Shields, a Pentagon spokesman, said the planes, which will operate over the tense Egyptian-Sudanese-Libyan border area, arrived Monday in Cairo, where they will be based. Officials said the latest request came after a Soviet-made TU-22 bomber Friday attacked Omdurman, the Sudan's largest city, killing at least five people.

Man shoots at police, kills self

WASHINGTON — An unidentified man fired four shots at police patrolling Congress Monday and after a car chase shot himself in the head, police said. The man was in critical condition in a hospital. Police said they had no identification of the suspect nor any motive. Police said shots were fired from a car at a police cruiser outside the Cannon Office Building, one of three House of Representatives buildings across the street from the Capitol. Police cars gave chase and the suspect's automobile crashed after he apparently fired a bullet into his head.

Broader Meese investigation urged

WASHINGTON — Key Senate Democrats Monday urged the Justice Department to broaden the scope of its investigation of Attorney General-designate Edwin Meese. Meese Sunday asked the Senate Judiciary Committee to postpone hearings on his nomination while the Justice Department looks into a \$15,000 loan to his wife from a friend who was later named to a government post. Meese failed to disclose the loan as required in his federal disclosure forms.

Salvadoran guerrillas seize highway

SAN SALVADOR, El Salvador — Left-wing guerrillas seized control of a key junction of the Pan American Highway Monday, paralyzing traffic as part of an offensive to disrupt Sunday's presidential elections.

Travelers said insurgents of the People's Revolutionary Army had occupied the highway near El Triunfo at dawn and refused passage to buses and lorries on the busy east-west road, about 60 miles east of San Salvador.

The ERP, one of the five combat groups under the umbrella of the Farabundo Marti National Liberation Front (FMLN), announced a new offensive over the weekend under the motto "No to the Electoral Farce, Yes to the Popular War."

Citibank raises prime lending rate

NEW YORK — Citibank, the nation's second biggest bank, and two Chicago banks Monday raised their prime lending rates to 11.5 percent from 11 percent, effective immediately.

Other major banks were expected to follow the lead because of raised bank funding costs and increased credit demand. The major banks have maintained a prime rate of 11 percent since early August.

GM to recall some '80 cars

WASHINGTON — The Environmental Protection Agency Monday ordered General Motors Corp. to recall about 186,000 of its 1980 model cars for exceeding federal hydrocarbon emissions standards. The agency gave the giant automaker 45 days to respond to the order. Once a plan is approved, General Motors will notify individual car owners, it said. The recall order covers the 1980 Oldsmobile Delta 88 and 98, Toronado, Cutlass Supreme, Riviera and Custom Cruiser Wagon models equipped with 5.0 and 5.7 liter engines. GM cars built to conform with the stricter California standards are not included in the recall.

Court favors human turkey

LONDON — A court ruled Monday that Christopher Darwin did nothing wrong by suspending himself from a London bridge dressed as a turkey and flapping his wings. A magistrates court dismissed police charges against Darwin, 23, of behavior likely to cause a breach of the peace. Darwin said the stunt, in which he lowered himself from Chiswick bridge Saturday as crowds awaited the annual Oxford and Cambridge boat race, was to publicize a rock group.

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