

The Kentucky Press

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

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



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**The Merriest Christmas
The Happiest New Year
To You And Yours**

The Kentucky Press

Volume 30, Number 3

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Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

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Perry J. Ashley, Associate Editor

Member
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Kentucky Chamber of Commerce
Better Business Bureau, Lexington
Sustaining Member
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Associate Member
National Newspaper Promotion Association
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+ As We See It +

The pessimist growls, "It's all right with me if you have a Merry Christmas." The optimist(s), including the Press staff and the officers and executive committee, all join in wishing you and yours the merriest Christmas and happiness, health and prosperity through the new year, 1964.

Your Association extends a hearty welcome and a cordial invitation to every KPA member, his family, and staff to attend the 95th annual mid-winter meeting at the Phoenix Hotel, Lexington, January 16-18. But an equally hearty welcome will be extended to every Kentucky publisher when he registers for an interesting and informative program. So this invitation is extended to every Kentucky publisher. We hope to see all of you in January.

FCC Attacks Double Billing

Federal Communications Commission has resumed its crackdown on double billing of advertisers. Two license renewals have been held up on charges of violating a 1962 warning against what FCC terms "the fraudulent practice of double billing." Stations WFHA-FM, Red Bank, N. J., and WILD, Boston, Mass., are the outlets cited.

In the case of the New Jersey station, FCC spelled out its charges in a letter to the licensee. The Commission alleges the station billed a New York agency at a rate approximately 10 times as great as the rate actually paid by the agency. FCC said the essence of double billing is "a scheme to defraud a manufacturer, his distributor, jobber or advertising agent or any other party by deceiving him" as to actual rates charged for ads.

The station is no less guilty of fraud, FCC claims, when a broadcaster permits an agency to mislead its clients as to the amount charged by the station "and thereby to induce them to reimburse the advertising agency upon the basis of a fictitious advertising rate."

Credit Sales On The Block

Credit sales could take a nose dive if recent developments in Nebraska spread to other states. The Nebraska Supreme Court, in a ruling relative to that State's Installment Sales Act, has said that the portion of a credit price that is repaid in installments is essentially the same as a "loan of money"—and has termed as "interest" the difference between the cash price and the time-sale price. Therefore,

this "interest" charge cannot exceed the State's 9 percent general usury limit.

What makes this especially significant is that most all finance charges, or credit service charges, if they are considered "interest" as on a loan of money and if they are translated into a simple annual rate for comparison purposes, would exceed usury limits.

Up to now, courts in most other States have held that credit sales and money loans are distinctly different, and that usury limits therefore do not apply to the former. In 1958: "The fact that the credit price exceeds the cash price by a great percentage than is permitted by the usury law does not make the transaction usurious for the very plain reason that the transaction is a sale and not a loan." The court also recognized the variety of factors—overhead, handling costs, etc.—which influence time-sale charges.

Lowered rates would ultimately mean denial of credit privileges to countless marginal buyers—a result which reportedly already showing up in Nebraska.

Labor Asks Merger Notice

AFL-CIO has passed a resolution asking Congress for legislation to require newspapers to give the Department of Justice 60 days notice of any contemplated merger, consolidation, or acquisition. Although previously aimed at metropolitan dailies, the union proposal does not exempt weeklies. The American Newspaper Guild originally proposed the resolution.

Advance notice to all labor organizations involved in a proposed merger, suspension or sale of a newspaper would also be required under the resolution. If a newspaper claims to be losing money, Justice would be authorized to ask a court to appoint an appraiser to determine its fair market value after which the paper would have to be thrown open for bids by those promising to continue publication. The publisher would be forced to accept any purchase price equal to the appraised value.—NEA.

State Safety Commissioner Glenn Lovvorn notes that the incidence of accidents caused by improper passing increases during holiday periods and weekends. The commissioner points out in a special message to that there is no "good" time to pass improperly.

We agree with the Department of Public Safety's statement that we must not avoid passing in no-passing zones, but must use extreme care when passing other vehicles at any time. Above all please "keep your eye on the other guy!"

By the way, watch your own driving habits too.

Study Local Conditions Before Switch To Offset

An interesting discussion of offset printing was made by John Heidenreich, of Fairchild Graphic Equipment Division, at the recent Mid-American Newspaper Mechanical Conference in Kansas City.

Mr. Heidenreich emphasized that suitability of a newspaper to offset production, investigation of market areas and knowledge of how increased press capacity can be used are among factors to consider in making any change to offset. Following is his speech as carried by Printing Production in its October, 1963, issue.

"Too much stress has been put on the benefits and shortcomings of offset newspaper production and not enough emphasis has been placed on a newspaper thoroughly investigating if it is suited to make the switch to offset production. The suitability of offset to a newspaper's operation, its plant, salability of product, local market conditions and a host of other factors should be considered in determining what offset can offer.

"A newspaper should stay away from offset if it's not suited to its own particular set of conditions. Offset is not a cure-all. It cannot answer problems which are a result of plant inefficiency or poor market conditions. Offset, for example, can give increased capacity but can this increased productive capacity be utilized? Can the increased productivity be put to work turning out more product or earning more dollars? That's what must be considered and measured.

"It's not enough to desire to switch to offset merely because of the increased productivity. One has to be able to answer the question 'What am I going to do with it after I have it?' In short, whether to switch to offset or not depends upon how a particular plant measures up to what offset offers.

"Some criteria are available by which a plant can be measured to offset and its capabilities. Offset, in most cases, certainly offers the publisher speed and increased press capacity. There are many instances where the conversion to offset has increased daily plant capacity tremendously. However, publishers of such papers knew they could sell that increased press capacity. They switched to offset with the knowledge that they had a salable potential in their own market area; they found out if the potential existed before the switch was made.

"Some of the questions to be asked in considering offset from this angle are: Can an increase be made in the amount of prod-

uct sold? Can a good commercial printing business be developed? Can press capacity be sold to other publishers? What are the local market conditions? Know the potential of a market area for the increased productivity likely to be acquired when making the conversion. Also consider if production costs can be lowered while maintaining the same production volume.

"A great deal of offset's economy is in composition and makeup. Many publishers have been able to reduce costs by 15 to 25 percent in these areas. However, conditions in a plant may make cold type composition impractical. Multiple editions and page make-overs will be a curtailment to larger daily offset conversions for some time to come.

"Another point to consider is the condition of present letterpress equipment. If the equipment is obsolete, in poor repair or inadequate for present needs, it would be wise to consider offset. Depreciation rates are rapidly declining and it is not possible to turn out a good product with obsolete or inadequate equipment. The market value for this equipment is also being rapidly depressed. This very problem faced a small daily publisher in North Carolina recently. After a thorough investigation and some sound figuring he found he could make the complete conversion for about \$38,000. His hot metal equipment was already tape operated so he retained this. He now puts out a better product in one-third the usual press time and because of the product improvement is already showing a healthy circulation gain.

"Another factor that must be taken into consideration is the competitive aspects in a specific area. If the competitive paper in an area goes offset, it will probably have a serious economic effect on the other publication. Offset's ability to print sharper, clearer reproductions and quality color holds a special appeal for readers and stimulate advertising lineage. One publisher stated: 'It will improve our competitive position with radio, television and magazines.'

"Color is still another extremely important factor in consideration of offset. A bright future lies ahead for the use of color in both editorial and advertising applications. Offset will produce immeasurably better color at considerably lower costs than is possible with letterpress. Advertising agencies are using more and more color in order to get the results they want. The use of color has increased in direct ratio with the popularity of offset lithography.

"There is no question that color boosts sales. A test of color advertising by a West Coast newspaper recently indicated that the addition of only one extra color increased sales from one-third to almost twice as much as does the same ad in black and white. If a newspaper does not have color capabilities, or if the quality of color now being printed is not what it should be, then perhaps a long, hard look should be given to the offset method of production.

"Offset is versatile. It can live with both hot and cold composition. Both have some advantages to offer. In the case of hot type, think twice before deciding to scrap hot metal equipment which may have plenty of useful life left. Costly capital outlays can be avoided when continuing to make use of hot metal equipment, especially if it is tape operated.

"By sticking with hot metal, some of the cost and effort of retraining personnel can be avoided. The publisher also avoids any sudden change in the dress or format of his paper which can be disturbing to some readers. Hot metal is virtually essential for classified, legals and other such work. It's almost a necessity where a high degree of makeover is involved. Finally, it offers a wider variety of type faces which is severely limited in cold type composition at the present time.

"Cold type composition, on the other hand, provides a great deal of versatility. This is one of the largest and most evident advantages of offset. The newspaper can be practically remade if desired; it's all done photographically.

"With offset, the small daily is again able to offer advertisers original art work. This can be done in several ways. For example, local art work can be used wherever needed and the printing plate can be made directly from make-up.

"The great feature of offset is its versatility which enables the small daily publisher to offer advertisers better makeup, more flexibility in advertising and rapid change. Letterpress is limited to a greater degree and requires considerable expert care in makeup and lockup to achieve the same results; this is time consuming.

"A paper should analyze a specific set of circumstances and its own marketing area to see if offset might not solve some current production problems. However, make any conversion to offset on the basis of individual needs and not on a decision based upon someone else's experience alone."

Tentative Program For 95th Mid-Winter Meeting

Phoenix Hotel, Lexington, January 16-18, 1964

Thursday Afternoon

- 5:01 p.m. Registration, Mezzanine Floor, Garrison and Ashley
 6:31 p.m. Ladies Reception, The Henry Clay Room. Old English Wassail Bowl.
 5:29 p.m. KPA Executive Committee Meeting, KPA Suite
 7:29 p.m. Off-Beatnik Hootenanny, Crystal Ballroom

Friday Morning

- 8:01 a.m. Registration, Mezzanine Floor
 8:16 a.m. Buffet Breakfast, Fountain Room
 9:16 a.m. Business Session, President Fred J. Burkhard, presiding
 Invocation—Monsignor Leo F. Wilson, Pastor, St. Peter Church
 Address of Welcome—Fred Fugazzi, Mayor, City of Lexington
 Response—Maurice K. Henry, Chairman, Executive Committee
 Appointment of convention committees
 10:06 a.m. Address: "Within Our Reach," Secretary Rudy Pate, Commission on Goals for Education in the South
 10:31 a.m. Address: Hon. Edward T. Breathitt, Governor of Kentucky
 Room
 11:31 a.m. Address: Tom Tanner, Retiring Secretary-Manager, Southern Newspaper Publishers Association
 12:31 p.m. Luncheon, Convention Hall
 Invocation
 Presentation of President's Cup to KPA's Most Valuable Member by President Fred J. Burkhard
 Address: (National personage)

Friday Afternoon

- 2:01 p.m. For the Ladies: Visit to Kentucky Life Museum, Higby Mill Road, courtesy of Prof. Hamilton Tapp, Curator. Special bus leaves front door
 2:01 p.m. Annual Meeting, School of Journalism Foundation, Inc., President George Joplin III, presiding
 Annual report of the Secretary-Process Agent
 2:21 p.m. Fourteenth Annual Meeting, Kentucky Press Service, Inc., George M. Wilson, presiding
 Annual report of the Secretary-Manager
 Address:
 Roundtable:

- 2:21 p.m. Daily Roundtable, The Henry Clay Room, James Lee Crawford and Maurice K. Henry, moderators
 Panel: News-Editorial—James T. Norris, Jr., Ashland Independent
 Promotion—Warren Abrams, Louisville Courier Journal and Times
 Advertising—Albert Dix, Frankfort State Journal
 Circulation—Charles Dorroh, Hopkinsville Kentucky New Era

- 3:31 p.m. Annual Meeting, Kentucky Associated Press
 4:31 p.m. KPA Nominating Committee, KPA Suite
 5:01 p.m. Cocktail Party, Crystal Ballroom, Louisville Courier-Journal and Times, Lexington Herald-Leader and KPA hosts
 6:01 p.m. Annual banquet, Convention Hall—Entertainment—Dancing to Dave Parry's orchestra

Saturday Morning

- 8:31 a.m. Buffet breakfast, Fountain Room
 9:16 a.m. Business session, Convention Hall, Vice-President George Joplin III, presiding
 9:16 a.m. For the Ladies: Coffee at Castle Lawn, Richmond Road, home of Mr. and Mrs. Fred B. Wachter. Bus leaves at the front door
 9:31 a.m. Address: President John W. Oswald, University of Kentucky
 10:11 a.m. Address: Robert N. Brown, Publisher and General Manager, The Evening Republican, Columbus, Indiana
 11:21 a.m. Reports of standing committees
 Legislative
 Mayo Printing School
 Newspaper In The Classroom
 1963 Seminars
 Highway Safety Campaign
 Old Business
 New Business
 Election of 1964 Officers
 1:01 p.m. Luncheon, Convention Hall
 Invocation
 Presentation of Award to the KPA Outstanding Kentuckian of the Year
 Address: Merriman Smith, UPI White House Correspondent
 Adjournment

Meet YOU At The Phoenix?

Hardin County Enterprise Installs Linomatic System

Editors Seymour and Joe Goodman, Hardin County Enterprise, announced November 20, "Keeping step with the growth and progress of Elizabethtown and Hardin county, the Enterprise proudly announces that it is now a three-day-a-week newspaper. Editions will be published each Monday, Wednesday, and Friday afternoon as an added service to the advertiser and reader." Subscription rates were not advanced, but remain at \$3.00 a year in the county.

Body type for the Enterprise is produced electronically on a Fairchild 1000 perforator and the tape placed in the Linomatic Operating Unit which mechanically operates the Linotype Comet. But let Joe Goodman tell the whole story of the "speed up" of their whole production of a modern letter press operation:

"Development of new techniques and methods for the mechanical production of newspapers during the first half of this century, in fact, since the invention of movable type, has been insignificant when compared with outer space, computer and scientific advances.

"Only in the last 10 years have newspaper production engineers made much progress in faster and easier typesetting. Two developments that are now speeding up composing room production are rapid-etch photoengraving and electronic type setting. In June, 1962, the Enterprise was Kentucky's first non-metropolitan newspaper to install a rapid-etch engraving operation; today, it is the state's first medium size paper to go to electronic typesetting.

"In the late 1400's preparation of manuscripts by hand and printing from hand engraved wood blocks was found to be too slow and costly. Throughout Europe men interested in the art of printing began searching for ways to overcome these handicaps; the invention of movable type was the answer to the problem.

"Almost every country in Europe has laid claim to the invention of printing as we know it today; but, the greatest weight of evidence points to Johann (John) Gutenberg of Germany as the inventor of movable type cast in the form of metal matrices.

"The true forerunner of the present day Linotype was invented by Ottmar Mergenthaler, a native German who came to this country in 1872. The first successful Linotype installation was in 1886 at the New York Tribune. During the first year of use

in the composing room of the Tribune it saved the paper \$80,000.

"The Enterprise's new high-speed Comet Linotype operates on much the same principle that Mergenthaler's did. The big difference, though, is the preparation of the copy before it reaches the machine.

"Perforator Sally Blackburn punches the IBM tape for all local news copy prepared by the staff. Other local news submitted to the Enterprise is first edited, then channeled to Mrs. Blackburn for perforation.

"George Wright, editor, checks Associated Press teletype stories of local interest. These stories are received on a tape perforator at the same time the typewritten story appears on the printer unit in copy form. Tape and copy are numbered for quick identification and editing if necessary.

"As the composing room receives the punched tape, Linotype operators Jim Gabbard and John Lewis prepare to place it in the LOU (Linomatic Operating Unit). The LOU is actually a junior size computer which "reads" the tape and transmits electrical signals to the decoder unit behind the keyboard. The decoder unit in turn operates the keyboard automatically.

"With the exception of occasional checks, both operators are free to manually set type for ads on the two other Enterprise Linotypes. The electronic Comet can set more type in an 8 hour day than 2 operators can manually.

"The big advantage of electronic typesetting from tape: the Enterprise is now producing 3 papers a week, instead of 2, with no additional composing room manpower."

To handle their growing circulation, the Enterprise is printed on a tubular press with different "spot" colors in the flag each issue. Progressive merchants are extending the use of color in their advertising and meeting increasing response. The publishers state that their stream-lined letter-press operation is far superior to offset as evidenced by the format of each issue and resultant reader response.

Just tell them, "I saw it in the Kentucky Press."

The national economy for efficient operation needs both production and distribution. Advertising is the cheapest means of obtaining maximum distribution.

Oklahoma Publisher Defends 'Out-of-Town' Advertising

In response to several requests made of the Oklahoma Press Association this writer will endeavor to give his opinions in regard to newspapers accepting out of town advertising . . . these opinions are not necessarily those of the OPA.

One writer states that "in the past he has been 'protecting' his home town's merchantmen, and that he would hate to see a tractor bought locally from an out of town dealer just to get a \$5.00 ad."

There was a day "away back when" the newspaperman could do a fairly decent job of protecting his home market . . . but those days were over when the auto replaced Old Dobbin as transportation; and when radio and television appeared on the air; when third class mail began to flood the way; when give-away and throwaway papers appeared. . . . There is no need to shed tears over those long-gone days, they are not coming back.

Looking at things from another angle is that there isn't a merchant in any town who would even remotely think of turning away a single dollar just because it came from out of town . . . in fact many a merchant that a local editor was trying to protect, in turn used other newspaper advertising, used throw-away circulars, used the radio and TV to build up business . . . overlooking his newspaper friend who was trying to protect him from others.

In view of the modern trend that is here to stay, this writer thinks the only reason for turning down advertising, regardless of where it comes from, is when it is determined the ads are misleading or selling shoddy merchandise or services.

The newspaper is perhaps the most important single establishment in the town so far as the welfare of the town or city is concerned . . . the more successful and financially sound a newspaper is, the more services it can render to a town . . . this means that it should take every honest dollar that comes across the counter . . .

The days for sentimentality are gone.

—Ralph E. Cain

Adams Given 4-H Honor

circulation manager of the Lexington Herald-Leader and past KPA president, for recognition accorded him by James Wilson, chairman of the 4-H County Leaders Council, for "service to the youth of Fayette County in raising funds for the North Central Kentucky 4-H Camp." A plaque was presented to Mr. Adams at the Lexington Kiwanis Club meeting.

New Jersey Court Decides Carrierboys Are Employes

The counsel for the Hoosier State Press Association examined the New Jersey Appellate Court decision of November 7 holding that a carrierboy operating under a Flint (Mich.) Journal-type contract is an employee of the newspaper for the purposes of Workmen's Compensation insurance coverage. (*Buckner v. Bergen Evening Record*, Superior Court of New Jersey, Appellate Division. His conclusions are worth your interest.

The disturbing aspect of this decision is not so much that the Court held this contract inadequate to set up an independent contractor relationship. Although it is used by hundreds of newspapers (including several in Indiana) it has already been held insufficient in a similar Nevada case, and we have long felt that it was defective. The disturbing question that does arise is whether any contract embracing the practical necessities of the carrierboy system would have satisfied this Court. With that question in mind, we shall examine the Court's decision.

The carrier, a 14-year-old, was injured when struck by an automobile while delivering copies of the *Bergen Evening Record*. Since he was a minor and had not obtained a working permit, a double indemnity award of \$5,950 damages was awarded by the Workmen's Compensation Board and affirmed on appeal by the County Court. The only question on the subsequent appeal to the Appellate Court was whether or not the carrier was an employee.

The newspaper pointed out that it did not retain the right to direct the manner in which the carrier was to distribute the papers—that he could deliver them on foot or bicycle, that he was not ordered to deliver them at any particular time or in any specified manner, that he did not wear any identification indicating a relationship with the newspaper and that no equipment was provided for his use. It also showed that he was paid no wages and his "earnings" were based on the difference between the wholesale and retail price, and, further, that the newspaper did not withhold payments from his earnings for income taxes, social security or unemployment contributions.

The Court found that lack of direct control of the manner in which the carrier travelled his route was "relatively unimportant" since the newspaper had the power

to discharge the carrier without notice. It said:

"Despite respondent's (newspaper's) contention that it did not control the method of delivery to a subscriber, it must be deemed obvious that repeated complaints of non-delivery, or the method of delivery, or the time of delivery, by the subscribers would have resulted in some action by respondent to protect its income from its business.

"Respondent fixed the route limits, owned and controlled the subscriber list, delivered only the papers required for the specific number of subscribers on the route, required petitioner to deliver the papers promptly, fixed the wholesale and resale price, barred petitioner from selling or delivering any other newspapers or printed matter on the route, barred petitioner from exhibiting the subscriber list to others, required petitioner to make collections and to account weekly to respondent's representatives and retained the power to discharge petitioner without notice."

The "totality of the facts surrounding the relationship" established an employee status in the carrier under the "right to control" test.

The Court went on to test the relationship under a broader "relative nature of the work" test for Workmen's Compensation purposes only. That test examined the character of the claimant's work or business—how skilled it is, that is how much of a separate calling or enterprise it is, to what extent it may be expected to carry its own accident burden, and its relation to the employer's business, that is, how much it is a regular part of the employer's regular work, whether it is continuous or intermittent and whether the duration is sufficient to amount to hiring of continuing services as distinguished from contracting for the completion of a particular job.

The Court found that the carrier's work required no great skill, training or experience and that it was intimately bound up with the newspaper's business. The carrier was solely dependent on the newspaper, the work was continuous and the earnings were not such that carriers could be expected to carry their own accident burden. Therefore, the carrier was obviously an employee under this broader Workmen's Compensation

Quotes You Can Use In Your Own House Ads

Editor and Publisher printed some quotes from three business executives who addressed different, important trade groups. Perhaps these can be worked into interesting, lively copy for ad prospects in local communities or house ads:

David L. Yunich, President of Macy's, New York: "Retailers must invite—they must attract people to their stores. The most powerful way of doing this . . . is through advertising in strong, interesting and widely newspapers . . . The newspaper is the backbone of the retail advertising structure."

Orville W. Johler, Vice President for advertising of the Independent Grocers' Alliance: "Nothing excels newspapers when it comes to selling merchandise or building a substantial image for the company . . . No other media that I know can give you the cooperation of the dual job of selling merchandise and building a solid image of your store that comes anywhere near the newspaper."

Carl Uren, Assistant Advertising Director of Chevrolet: "We regard the newspaper as the most local, retail and urgent of the media we use . . . Because newspaper readership is nearly universal, we know that at the same time we are reaching the mass audience, we are reaching the single most likely group of prospects we have—present and satisfied owners . . ."

Firmness is that admirable quality in ourselves that is merely stubbornness in others.

coverage test.

There is little question in our mind that no carrierboy contract or system would be sufficient to establish them as independent contractors for Workmen's Compensation purposes under the "relative nature of the work" test.

That test, fortunately, has not been utilized in Indiana yet in Workmen's Compensation cases. However, through prior decisions, it is established here that once the claimant establishes he is in the service of an employer under a contract of hire, expressed or implied, then the burden of proof is on the employer to show that the claimant is an independent contractor, and, further, in doubtful cases as to whether claimant is an employee or an independent contractor, it is resolved in favor of the employee status.

We are advised by the Bergen newspaper's circulation manager that "Since the decision was 3-0 against us, we will probably not appeal (to the New Jersey Supreme Court)."

Combined Insurance Program Creates Ease Of Handling

The intelligent resolution of your insurance buying problems prescribes to no set format or cure-all procedure. However, there are some provocative guide lines. For instance:

1. Instead of parceling your insurance coverage to every agency in your trade area, because they all advertise with you, consolidate in one agency. . . . If this is impossible, arrange with one agency or agent to be responsible for your total insurance needs. He will respond to your confidence, and understand your need to spread your business around. Being responsible, however, he will survey your coverages, suggest changes to eliminate duplication or overlap, cut your costs—and, of greatest importance to the future survival of your business, will identify dangerous gaps in protection which all too often exist: for instance, business interruption, or protection against added expense if you have fire damage to your plant and can't publish for a couple of months.

2. Kentucky state insurance regulations by the Commissioner of Insurance have been excellent over the years. All companies licensed to do business in our state must be reputable, financially sound, and must conduct their business through licensed agents. These safeguards make your task of selecting an agent or agency for your own program relatively easy.

3. In a recent survey of weekly newspapers in the State of Washington, it was discovered that nearly half of them did not have public liability coverage. Do you? You are inviting economic ruin without this essential protection.

4. Blanket-type insurance protection by combining various policies into one package, is now available, providing broader coverage for less cost.

5. Periodic review (at least every other year) of your insurance is good business practice and should be requested of your agent if not presently being done. Give him your full attention when going over a review, and if recommendations are suggested, don't procrastinate—make a decision based on knowledge of the need.

6. If you are in a partnership, or have key employees, don't overlook the vital business role of life insurance. It will guarantee full value payment to your heirs for your share in the partnership, or provide needed dollars to hire and train a replacement for

that indispensable employee. Review your personal and business life insurance on a periodic basis—keep it up to date with the rapid changes of our times. . . . Most men spend their lives building an estate, and ignore its conservation.

7. Employee group insurance and retirement plans are invaluable to successful long-range business operations. Once basic requirements have been determined and a program implemented, keep it up to date with periodic review.

8. When you take a loss, whether or not covered by insurance, report it immediately. Careless reporting of losses often invites sloppy handling of claims.—Adapted from The Minnesota Bulletin.

Seven Scholarships Awarded By UK School Of Journalism

Scholarship checks from the School of Journalism Foundation were issued by Portmann, Secretary-Process Agent, to seven major journalism students for the first semester, 1963-64. These grants were made possible through Plan No. 2 by contributions from the Paducah Sun Democrat, the Louisville Courier-Journal and Times, and the Lexington Herald-Leader.

The recipients of the scholarships included James Curtis, senior, Versailles; Sue Endicott, senior, Toledo, Ohio; David Hawpe, junior, Louisville; Molly McCormick, sophomore, St. Albans, W. Va.; Melinda Manning, sophomore, Park Hills; Carl Modecki, senior, Pahokee, Fla.; and Thomas Williams, sophomore, Lexington.

Under Plan No. 1, the invested funds and contributions are increasing steadily and soon will produce enough interest to contribute one scholarship to a worthy and qualified major student in the School of Journalism.

Editor & Publisher says Montana and New Hampshire have adopted recommended uniform standards for advertising alcoholic beverages. It's a good idea, however it came about. Newspapers have been losing this kind of advertising to magazines that are not bound by conflicting state regulations. NEA reported in September that six states had adopted the uniform standard.

Law Offers No Immunity, Why Should Newspapers?

A newspaper editor often hears remarks similar to "It would have been better if you hadn't printed the story," or "What good did it do to print such a story?"

It usually is heard when some unfavorable situation develops involving an individual or some event, organization or even a community.

Usually such criticism stems from the same individuals who seek and expect favorable publicity whenever the occasion warrants and sometimes when it doesn't.

Some say no worthwhile good is accomplished when a respected citizen is drawn into a court test. We submit, however, that it proves that the laws are made for everyone, that nobody rates immunity.

The "unfavorable publicity" charge was heard in previous years during polio epidemics and during floods when some individuals thought the press was doing irreparable damage by reporting the facts.

We believe, however, that an informed public is by far the best policy. There is no greater enemy to rumor and exaggeration.

This newspaper has never been an "all is peachy" type publication which reports only the favorable occurrences and overlooks anything which might tend to be unfavorable to some.

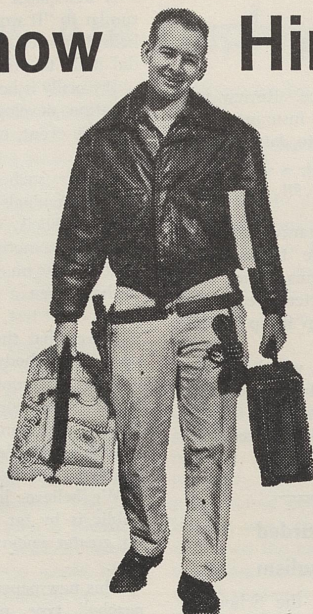
A newspaper is a mirror which reflects the activities of a community and sometimes, perhaps, that mirror will become clouded.

We believe these policies, maintained and fostered through the years, formulate an adequate reply to critics who object to this newspaper publishing some news events as they occur.—Nebraska Newspaper

More About ZIP Codes

Postal officials have emphasized repeatedly the recommended use of ZIP (Zone Improvement Program) code numbers is not mandatory. They do hope, however, that firms having mailing lists on stencils (that would include newspapers) will insert the ZIP code number whenever new stencils are cut. There has been considerable criticism of the ZIP code and some commentators predict that the entire idea will be dropped. Some postal officials feel that many operations in handling mail will be automated and electronic scanners can probably be developed to sort ZIP coded mail. Obviously, anything like this will be well nigh impossible to adapt to handwritten personal mail.

Know Him?



You know this citizen when you see him at work

You recognize him, too, during off-hours. He's the father who sits beside you at the PTA meeting . . . the friend who greets you at church . . . the coach of the local sand-lot team.

As you gather news each week, you meet telephone men and women on and off the job . . . men and women who are interested and active members of your community.

You can depend on telephone people to provide you with the best telephone service in the world and to assume the responsibilities of good citizens.



Southern Bell

Auxiliary Receives Award

The Publishers' Auxiliary has received one of the two editorial achievement awards presented a newspaper or journalism trade publication in the 25th annual Industrial Marketing competition for business publications.

The Auxiliary received the award in the best series category for Edwin G. Schwenn's "The Rural Press in America," a 15-part series which appeared from Sept. 8, 1962 through July 20, 1963. The series written by its executive editor was an analysis and study of the nation's hometown newspapers, with research involving more than 90 non-metropolitan newspapers.

The other publication in the journalism field to receive an award was Quill magazine, in the "best single issue" category.

Forty-one other publications—all outside the newspaper field—received awards and honor plaques in the competition.

S. R. Bernstein, executive vice president and general manager of Advertising Publications Inc., in presenting the awards said that "the winners represent the best of the best."

Schwenn credited Auxiliary publisher Theodore A. Serrill for the "idea" for the series, which drew praise from many readers including Sec. of Agric. Orville Freeman.

After You, Gaston!!!

The following editorial by our KPA associate member, Lou Ullrich, in the Highway Traffic Magazine, is worth reprinting in your columns:

The time-honored phrase "After You, Gaston," infers a courtly bow, a sweepingly graceful gesture as you speak the phrase and let the other person pass.

In the modern world of highway traffic there is little opportunity for motorists to echo the phrase "After You, Gaston" as they let the other fellow safely pass.

In another way, highway engineers echo the phrase as they design and zone highways. The yellow line in your lane is there to inform you that if you pass another vehicle in that area you not only violate the law and the dictates of good motor manners, but also place your life and the lives of others in tragically fatal jeopardy.

When your paper runs to more than one section, save time by addressing the inside section. The front section can be stuffed inside and papers are ready to go to the post office shortly after coming off the press. No time is lost addressing them at the last minute. Some Kentucky weeklies have been doing this for years.

Vending M

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Vending Machine Advertising

"Are there some 'good guys' among the vending machine companies and must all be penalized because some are not so good?"

The last estimate we saw was that about 90 percent of the vending machine companies were of the racket variety, which indicate that about 10 percent of them are okay. Obviously the companies which put vending machines in hospitals, schools and various places of business must be legitimate.

These good firms, generally speaking, are not advertising for suckers in your columns. They make their money selling peanuts. The best way to tell a "bad" company is by the type of copy it offers. If it wants somebody to invest money and earn a fabulous return for part-time work, it should immediately come under suspicion.

The racketeers buy vending machines from the factories and re-sell them at much higher prices, to people who want to get-rich-quick. The person who buys the deal usually finds that there are few good spots available to place machines. It's a competitive field and no place for widows and orphans.

In Memoriam...

Mrs. Betty Rose Bradley

Mrs. Betty Rose Bradley, wife of J. Phil Bradley, Warsaw, editor of the Gallatin County News, died of injuries received in an automobile collision. She remained in critical condition for several days following the November 29 accident.

Mrs. Bradley's car was involved in a head-on collision near Bromley, Owen County. The impact knocked her car off the road and threw her from the car, pinning her under. She was rushed to St. Joseph Hospital, Lexington, where she remained unconscious until her death.

We extend the sympathy of our membership to the surviving family.

William "Bill" Cook, associate editor of the Morgantown Republican, was fortunate to get a 8-point buck deer in Breckinridge County on the third day of the 1963 hunting season. The buck weighed 160 pounds, field dressed, and provided plenty of venison of the newspaper's family.

Offset Production Planned By Paris Daily Enterprise

Publishers of the Paris Daily Enterprise have announced plans to convert the newspaper to offset production during the coming Spring. J. M. Alverson Jr. said plans call for a 2100 square foot addition to the present building to provide the necessary space for added equipment. The older part of the structure will be remodeled to agree with the style and architecture of the new addition.

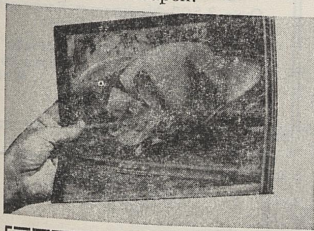
A two-unit Goss Suburban press and complete darkroom facilities will be part of the new operation. The pressroom will be designed with ceiling height to allow press installation of either a double-deck unit or singles in series.

Alverson said the new operation should be ready to go into production by May 1, 1964. The composing room will remain on the hot metal basis.

Publisher Andrew J. Norfleet purchased the Model 31 Linotype from the Hickman Courier, designated "surplus" when that newspaper changed to offset production, and moved the machine to Russell Springs.

A QUIZ FOR PUBLISHERS WITH PROFITABLE ANSWERS

DID YOU KNOW that a Fairchild Scan-A-Graver[®] electronic engraving machine can make halftone engravings so economically that you can take full advantage of local pictures in news, advertising and features? Did you know Scan-A-Graver makes engravings automatically, in minutes, right in your own plant? Do you want the whole story? Mail the coupon!



DID YOU KNOW that Fairchild Teletypesetter[®] sets type from tape at the top rated capacity of your linecasting machines . . . two or even three times faster than manual operation? Did you realize that only with TTS[®] can you get the maximum return on your linecasting investment? Have you investigated how simple the Teletypesetter system really is? Mail the coupon!



DID YOU KNOW that Fairchild's Color King is the easiest web perfecting offset press to operate? Are you aware that its many automatic features provide simplified operation and give you color and speed capabilities that will increase your earning power for a modest investment? Would you like to learn more about Color King? Mail the coupon!



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Fairchild Graphic Equipment, Dept. FGE 98, Fairchild Drive, Plainview, L. I., N. Y.

- Please send complete Scan-A-Graver information.
- Please send "More Type in Less Time" with Teletypesetter facts.
- Please send the story behind Fairchild's new "Color King" press.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

New Study For Advertisers

Newspaper 1, a new facility for advertisers created by 30 metropolitan newspapers, has announced that it is undertaking a \$250,000 media and market research program which will be the first of its kind. The research and its application are expected to benefit marketing programs of all national advertisers and newspapers.

Walter C. Kurz, president of Newspapers 1, said that the central objective of the multi-pronged research program will be to provide facts and insights needed by national advertisers to reinforce brand loyalties at the buying level. He said that because of fundamental changes which are occurring at the point of sale, including the mounting success of private labels, the national advertiser's advantage of brand loyalty needs substantial reinforcement at the market level.

Kurz said he expected that this new medium in the advertisers' mix will also see all the nation's newspapers improving their share of national advertising volume by 12 to 15 percent in the next seven to eight years. By 1965, the program should deliver a minimum national advertising volume of 1.2 billion dollars for all newspapers, or about 400 million dollars more than otherwise could be expected, he pointed out.

To conduct the research program Newspaper 1 has engaged Standard Rate and Data Service; Data, Inc.; Creative Associates; Market Research Corporation of America; and a Rutgers University sociologist. The Courier-Journal and Louisville Times are active members of the new organization.

Rep For Suburbans Questioned

The Pittsburgh law firm of Wilner, Wilner & Kuhn has flooded the country with mimeographed letters about a mysterious, unnamed client who wants to set up as a national rep for suburban newspapers. The so-far anonymous firm considers supplying syndicated news and feature material on subscription and thinks it can sell newsprint and other supplies at bargain prices. The National Editorial Assn. remarked, in a letter informing press associations about this, "From the approach taken, and by the phrasing of the letter, it is apparent that the sponsorship and financial backing is not fully cognizant of all the problems in newspaper operation."

Lint picking on a two run job? Run forms of least coverage first. Press will get most lint on the first run.

NY Court Says Limitation Begins With Publication

New York Supreme Court ruled recently that statute of limitations for libel runs from the date an alleged defamatory article appears in a newspaper, and not from the date copy is mailed by a syndicate to a newspaper, states ANPA.

Ruling was given in a case involving a libel complaint against United Feature Syndicate and one of its subscribers. Complaint was served on the defendant-subscriber and the syndicate exactly one year after the article was published in a New York newspaper. New York's statute of limitations on libel actions is one year.

Syndicate had contended that the publication date is the date an article is mailed to the majority of its subscribers, or at the latest, when the article is sent by wire to the remaining subscribers. However, the court said: "The sending of mimeographed articles to subscribing newspapers was not the determinative date of publication since the purpose of the (mailing) was to enable the subscribers to publish the article in their newspapers."

The court explained its position in a general rule as follows:

If a newspaper reporter composes a libelous article and submits it to the editor, or if the editor composes a libelous editorial and sends it to the printer, here is a publication. Nevertheless, the publication dates for the purposes of determining the running of the statute of limitations are not those dates, but rather the date the article appears in the newspaper and is read by those for whom it was intended. If a single publication date must be fixed, even though publications technically occur on various days, the single date fixed should be the one when the article first reaches those for whom it was intended, rather than the date of a preliminary publication necessary and incidental to the communication of the article to the contemplated readers.

Instead of making a new investment in offset equipment, Carlton U. Baum decided to spend a mere half-cent per pound extra to get better paper for his Perkasio (Pa.) Central News-Herald. He's buying roto-print grade of paper which adds only about \$10 a week to his costs. Web breaks are fewer than when conventional newsprint, rolls are run down to the core, and there's a savings in ink because it doesn't soak into the paper as much. Besides, says Mr. Baum, the roto-print paper comes double-wrapped and there's very little roll damage.—Editor and Publisher

CALENDAR OF EVENTS

JANUARY

16-18—Mid-Winter Convention, Phoenix Hotel, Lexington.

APRIL

16-17—West Kentucky Press Association, Kentucky Dam State Park, Gilbertsville.

JUNE

4-6—Mid-Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

8-19—Newspaper in Classroom Short Course, School of Journalism, Lexington.

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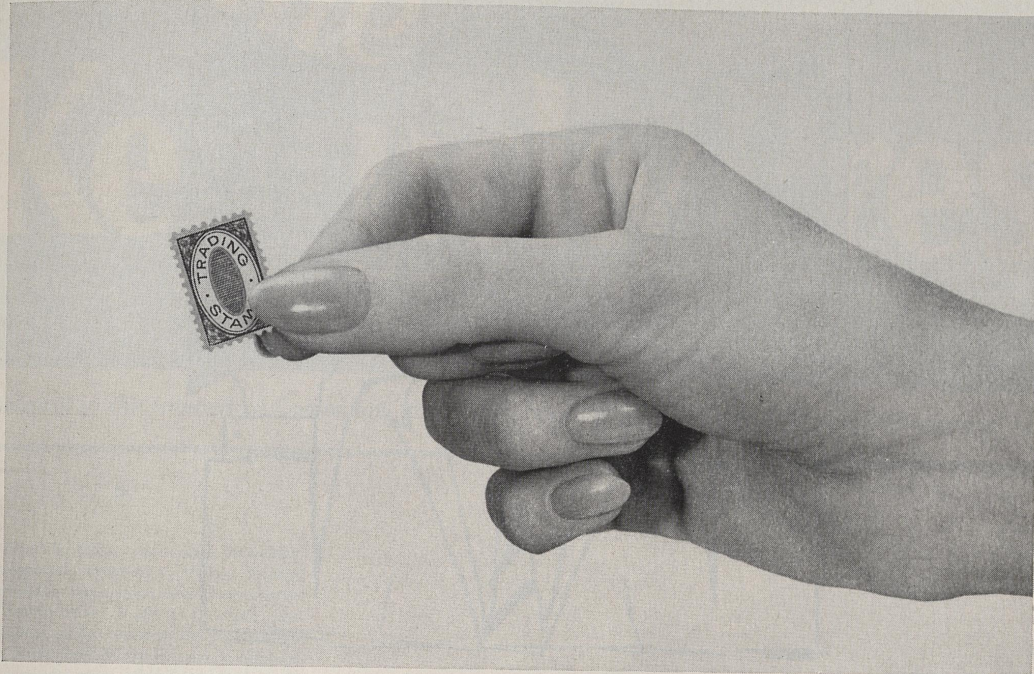
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RIAL

MPANY
& Utah



Only a tiny piece of paper—but it's worth \$1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little “extras” of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated \$500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another \$500,000,000, ranging from over \$120 million for transportation, warehousing, and redemption store operation, to more than \$90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000

workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.

AN AMERICAN WAY OF THRIFT SINCE 1896





George Can't Do It All

George is a fine fellow. He is a member of every civic organization and committee in town including community and industrial development groups. He is conscientious, capable, versatile, and he gets things done; but even George can be overworked.

Industrial development is a team effort. No one individual, or organization, is capable of handling all the details of a successful development program. Chambers of commerce, state agencies, industrial foundations, the transportation industry, civic organizations, and public utilities companies all contribute to the joint ef-

fort of attracting new industry to Kentucky.

Here at KU, we have trained specialists in our industrial development department. Over the years, they have made significant contributions to the success of the Kentucky Industrial Development Team. They have acquired valuable experience in their work with communities and industry and are ready to assist any town or city in Kentucky.

KU has a vital interest in Kentucky's economic growth. We will be happy to help you—and George—with your community's development program.

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