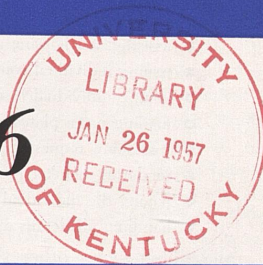


The Kentucky Press

December, 1956



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



VOLUME TWENTY-THREE
NUMBER THREE

Publication Office:
School of Journalism
University of Kentucky
Lexington

Christmas Greetings

May His message of peace and good will fill every heart at this Christmas season. And may your heart and home be filled with all the many blessings of the Yuletide.



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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Merchandising Is The Answer To Community Paper's Lineage

Members of the National Editorial Association at the Fall Council meeting were privileged to hear a stirring address by Norman Sharrock, media director of Campbell-Ewald Company, Detroit, on the problems and responsibilities of a community newspaper publisher with special emphasis on advertising. Because of space, we cannot reproduce all his inspiring message, reserving part for a future article, but present a portion in this article, relating to the advertising:

"An advertiser who has a good product to sell is anxious to sell it everywhere. He wants to get his message to everyone, whether in a larger metropolitan center or whether in a small community. It is his business that keeps this country what it is today—the only true democracy in the world, because this country was founded on free enterprise—competition—the backbone of our economy.

"He has an advertising budget—but he wants a fair return for the money he spends. He wants to be certain that his advertising is read, just as the editor wants to be sure that his editorials are read. It is the obligation of the advertising agency to see that the advertiser receives the most value for the advertiser's budget. If the newspaper in the community in which the advertiser is particularly interested is well edited, well printed, interesting, alive and current, then the agency can be rather certain that this newspaper will be read from cover to cover—whether it is a small weekly, daily or metropolitan daily.

"Maybe too frequently some advertisers are willing to gloss over the part the small weeklies and dailies play in their communities. Maybe they are too anxious to cut off these newspapers so they will have more money to spend in the larger metropolitan dailies. But let's really look and see whose fault that is.

"Again, take stock of yourself, your newspaper. You should really have something to sell to the advertiser. Your newspaper should be printed so that the advertiser will be pleased when he sees his copy in your publication. The reproduction should be good. The circulation should be all that it can be. It should be a militant force in your community. You should really give the readers what they want—and not force them to take what they can get.

"In today's newspaper market, when transportation is so easily available, shipping metropolitans into the smaller communities

is no longer a problem. You have a bigger, more forceful competition than you had twenty-five or even ten years ago. But you have to keep up with the times. It is to be hoped that you are not still publishing the same paper you did twenty-five; ten years ago.

"Look to your business contacts with the national advertiser and their agencies. I can assure you that I know of some which are woefully outdated. Competition is keener than it ever has been. Claims for the advertiser's dollar are greater than ever. But that dollar is spent with the publication which has the best story to tell; the one which has the best representation—and then only if the claims that are made can be proved.

"I can cite you one example after another of this type of publication. The publishers and editors who operate a community paper as a service to their community—and not as an adjunct of a print shop—are the ones who gain the attention of the advertising agencies."

As to the assistance the weekly newspaper can give to an advertiser and some of our shortcomings (you've heard 'em before) Mr. Sharrock said:

"But now I would like to get into the advertising end of the small weekly for a minute. Certainly we all are in business to make money. Advertising is your and my source of income. It is an agency obligation to maintain a good balance, however, and provide revenue for the continuation of a campaign. I was asked among other things by your chairman to discuss, if I would briefly, how important is the nation's small town market in today's increasing competition.

"I can safely say that any market is important in today's business. Any place where there are people, there are potential customers for the advertiser. So it is up to you to prove to these advertisers and to us in the media field how important your market is to the advertiser. Weekly newspapers will always play an important part of any advertising program if the market is in that community. Let's suppose you wonder why you are not included in an advertising program of one sort or another.

"You can rest assured that it is not done maliciously. No important market ever will be overlooked by an advertising agency or an advertiser. But maybe there is no outlet in your community for the particular product that is being advertised in a campaign. You,

as editors and publishers, should take the time to find out why that particular product is not in your home town or community. You should sell your local merchant—he can do much to persuade the advertiser.

"Write to the advertiser and offer assistance in finding an outlet in your community. Do a selling job as to why the advertiser should have his product in the market covered by your newspaper.

"And that naturally leads into the question of merchandising. You should investigate what is being done on this score by the majority of weeklies and small dailies.

"Without meaning to be critical, I am certain that all of you know that the small newspapers have been notoriously bad about merchandising assistance. From here and there are rumblings that this oversight is being corrected. But it has not been brought to the attention of the advertiser or the agencies to such an extent that we are bowled over with the offers of such programs.

"Nothing helps the advertiser more than to have the retailers acquainted with the campaign that is running in a newspaper. Many times a call by you on the local outlet will result in ADDITIONAL lineage run locally. If you would offer to mail letters or reprints to selected lists; if you would offer assistance to the local outlet in the form of marketing data in your community, publish bulletins, make phone calls—all of these might well result in the push to get a campaign instead of leaving you sitting in your office bemoaning the fact that the metropolitan dailies are getting all the lineage and the little publication is being forgotten.

"The metropolitan dailies are giving enormous assistance merchandising-wise. You say you can't afford it. You don't have the manpower; you don't have a budget for such assistance. And I say that the addition of a man or two or three, depending on the size of your community, might well result in your getting the advertising campaigns necessary to more than pay those men many times over.

"As publishers of community and small town weeklies, one of the best services you can perform is to encourage young college graduates and high school students to become interested in the newspaper business. Give them a chance to get their feet wet by having them work on a merchandising program for you.

"It might inspire them to stay in their own home town or community instead of going off to the larger metropolitan centers, and in the meantime they are working for you, helping to build a reputation in your own community.

"Again I say this is the age of competition. Fierce competition—1926 policies are not acceptable in 1956—nor are 1936 poli-

cies. Everyone is getting into the act and I should just like to admonish you newspapermen to get into the act too. This is a wonderful age in which we live and there is room for everyone, big or little."

But community publishers must do their part to justify being in the act.

"Another question raised by your chairman was a frank and honest discussion as to what problems we encounter in dealings with the weekly press. I have already mentioned poor reproduction of advertising as one of the biggest problems. It's pretty difficult to show an advertiser a tear sheet which has been carelessly prepared, poorly printed, and expect him to believe that he is getting value received from the money he is spending.

"Another problem is delayed billing, which many times causes no end of difficulty in our own bookkeeping department.

"And this one I am sure will surprise you. Would you believe that many times an advertisement is run in a weekly newspaper carrying the wrong address for the local retail outlet of the nationally advertised products? As newspapermen in small communities, it would seem unbelievable that you would not know whether a dealer or merchant is in a new building. That would seem to me to be local news of interest to your readers in the editorial columns. But time and again we receive tear sheets carrying an old address—sometimes weeks after a new place of business has been established.

"Again, I must say that you gentlemen are proprietors of a valuable property. But isn't it true that you are slipping some if you don't know whether your local man has changed his place of business? Are you really trying to perform a service for your community or are you trying to run a print shop?

"The media department of any advertising agency, and I certainly can speak for Campbell-Ewald at least, is ever alert to giving its advertisers the best newspaper representation for the allotted budget. Future plans for any client of Campbell-Ewald certainly will include the use of weeklies and small dailies where they are deserved."

The total volume of American advertising, national and local, is running close to \$10 billion this year, just about triple the 1946 level.

Total school and college enrollment in the United States reached a new high of 41,553,000 pupils this school year, 1,754,300 more than last year's enrollment of 39,798,700. This is the 12th consecutive year in which the total enrollment of schools, colleges and universities has shown an increase.

Page Dummies Will Cut Composing Room Costs

By S. S. VAN CURON
Harlan Daily Enterprise

The problem of production costs as always is the chief problem most of the newspaper industry is continuing to fight today. The metropolitan newspapers, with their corps of experts, have had an advantage over the smaller newspapers and have led the way in the battle. Consequently, the continual rise in production costs has not been as successfully harnessed by the smaller papers.

In kicking this problem around a few years ago at The Harlan Daily Enterprise, we listed the problems and then searched for the solution.

First, we admitted that our money is made in the mechanical department, or at least a great deal of it. That's where the biggest investment is and that's where a big share of the cost goes. When we recognized the stark reality that our composing room governs the production of the newspaper, I think we discovered pay dirt. Elimination of expensive overtime was one of the cures we sought.

It was here we realized that the other departments had to be geared to the production schedule of the composing room. Saying and doing is two different matters, and "How" was the problem. We knew an earlier advertising deadline would help, but that wouldn't solve all of the problem. News deadlines for pages and departments were important. Establishing these would help. But possibly the biggest help was enforcing a rigid rule of dummied all pages for the composing room.

We changed our advertising deadline to noon the day before publication and saw to it that page dummies from the advertising department went to the news desk not later than 1:30 p.m. Editorial page deadline was set at 2:30 p.m. the day before. Deadlines for other pages were set at hour intervals for the next morning with all inside pages to be in the composing room by 10 a.m. Page one and the jump page was set at 12:15 to meet our 1 p.m. press time.

The page dummies, an idea we borrowed from the metropolitan papers, saved more time than any other system we had used in the past.

It helped particularly in three ways:

1. Cut out all lost motion in the shop of searching for stories to fill a page or a hole.
2. Eliminated the problem of overset or underset.
3. Saved time on the news desk.

In addition to this it gave us an improved newspaper in appearance and content. Edit-

ing and makeup was controlled by the news desk. It saved time on the news desk and gave a system to our work.

Before that everyone from newsroom to composing room was floundering around in the dark trying to mentally guess on producing the newspaper. The composing room knows exactly when and what it must produce. It gave everyone a plan to follow. Much of the copy, on light advertising days, for the inside pages goes out the afternoon before.

Most of the advertising is produced a day ahead of schedule. We found that merchants are willing to cooperate, many of them giving us their copy two or three days before, particularly the large grocery accounts. This has balanced our production schedule throughout the week. A lot of pressure has been taken off the composing room just before press time.

Morale in the composing room improved greatly and a lot of bickering was eliminated between departments. Now, our newspaper operates as a team and every department is eager to cooperate. No departments want to be caught short.

We cut our work week from 48 hours to 44 hours and have actually moved press time up a full 30 minutes and most of the time 45 minutes a day over the previous schedule. Only once in two years have we missed important bus schedules for delivery of the paper and this was because of mechanical failure.

Our experience has been profitable and we believe others could profit by this system even the weekly papers.

Basic Rules For Newspapers

Norman Isaacs, managing editor of The Louisville Times, said in a speech at the University of Michigan, December 4, that American Journalism fails to understand the people and their needs.

He listed six basic rules which he said every newspaper should follow. They are:

1. A concise, literate, understandable account of what is happening.
2. An account which is untainted by opinion or bias.
3. Photographs, maps and other pictorial data to give a visual conception of the news as well as a textual one.
5. A steady wrapup of the loose threads of major developing stories so that the reader can focus on the total problem.
6. An intelligent and courageous editor page that comments on news developments in such a way as to awaken the reader's interest and reasoning power.

Better Business Bureau Acts To Prevent Misleading Ads

Flamboyant, misleading and otherwise questionable advertising by Louisville-area jewelry dealers is on the way out! And another example of voluntary self-regulation by business in the public interest has been given here.

Meeting on November 20 at the Louisville Chamber of Commerce, representatives of local jewelry stores whose combined advertising aggregates roughly 80 per cent of the volume in that field here, and five representatives of daily newspaper and air media adopted BBB recommendation for ending recognized abuses.

They unanimously approved for use a set of regulations outlawing the principal objectionable features of jewelry advertising which have been affronting the public. This climaxed some eight months of joint BBB-industry-media preparation originated by the jewelers themselves.

Participants in the meeting now are working under the regulations which went into effect November 29 for all advertising which still could be "caught." Meanwhile BBB letters asking others concerned who were not at the meeting to support the movement, are receiving gratifying response.

Objectionable features banned under the short but comprehensive regulations include all comparative price advertising of diamonds, watches or watch repair work, and the use of "free," "give away," "2 for 1" and similar terminology in all cases where one must buy another article to get the so-called "free" item. Dealt with also is the often-deceptive use of merchandise certificates or "credit checks." Advertising these will be permitted only if their exact nature is clearly indicated and no public confusion would be possible.

False, untrue and misleading statements, cuts (pictures) and deceptive layouts are prohibited as are superlatives, exaggerated statements, flamboyant language and unprovable claims. Phrases like "the greatest jewelry sale in Louisville," "unmatchable values," "unbelievable values," "never again," "never before," "riot sale" and similar terms are ruled out.

Descriptive language in ads on such matters as credit terms; discontinued patterns or models; bait advertising; used, factory rejects and seconds; contest advertising; guarantees and technical items like gold content, watch-jewel ratings and others is restricted under the agreement.

We have here an outstanding illustration of business self-regulation in action—business acting on its own initiative rather than refusing to correct its own shortcomings and finding itself eventually faced with government regulation. We commend highly the progress already made.—BBB

The action on jewelry advertising followed a similar proceeding when J. Garrett Noonan, Advertising Manager, Courier-Journal and Times, sent a very significant letter to motion picture exhibitors about "suggestive and indecent movie advertising."

It is our feeling that some of the thoughts expressed put the spotlight on a very important problem. Consequently, for what value it may be to KPA members, we are reporting that letter in part:

"... It is necessary to maintain propriety and good taste in the commercial columns of these newspapers as it is in the news columns. The newspaper is read by all of the family. Children, teenagers and adults find something of interest in their newspapers every day. This interest ranges from comics to philosophy. Hundreds of advertisements in each issue attract the attention and readership of a vast majority of our subscribers.

"On October 25, 1955, I wrote to all local advertisers requesting 'voluntary compliance' with the TRUTH IN ADVERTISING code, which means, of course, nothing more than an honest statement of fact about the merchandise or service offered for sale to the public.

"It has been rather shocking to see the misleading, in fact untrue statements, as well as the false titles and illustrations that are currently attached to a number of recently released movies.

"We know, of course, that the illustrations and titles, as well as the descriptive copy of the movie, are far removed from the actual action in the movie, because we know that such stories would not receive the approval of the Motion Picture Censorship Board.

"We consider the following titles and copy misleading, untrue and an exaggeration of fact, as well as contrary to 'good taste.'

"A CRY IN THE NIGHT — then came the date in lover's lane and Liz knew it had gone one thrill too far!

"SHE SHOULD SAID 'NO.'

"THE BURNING HILLS — they flame with the fire of first love. Too young and

Publicity Handout Rules Adopted By Many Papers

Rules on publicity handouts have tended to ease the tension between the editorial and advertising departments on some newspapers. Reviewing some of the common points of argument as to what is news and what should be advertising, they set up the following standards:

Woman's page releases as circulated by ready-mix manufacturers, fashion houses and others: Never use them. To do so would only encourage a space-rate publicist to send more.

List of names of donors, submitted because the soliciting agency has promised publicity for the donation: Won't do it. If a person has to be bribed into giving, the spirit of the thing has been lost.

Motor car agency mats of new models as they appear: Will publish, because automobiles and the new designs are news.

Some major sports events, now designed by the names of their sponsors: Won't so identify. No free publicity for a brewery, just because a staged golf tourney carries its name.

House plan and sketch as the Home of the Week, furnished by an architect who does it because he wants the business: Will do. House plans are of general interest.

Pictures of newly employed insurance agents, young lawyers or doctors just starting in business: Won't publish pictures of insurance agents, because it would be a never-ending thing. Will publish pictures of lawyers and doctors because of the new "business" aspect.

The annual Printing Industry sales volume is approximately nine billion dollars.

too grown up . . . all at the same time.

"A KISS BEFORE DYING — She was going to have a baby. His way out was to kill her.

"There were many others too numerous to mention. But those listed, I believe, illustrate the point in question.

"The only value these newspapers have to sell to our advertisers is reader confidence. If it is destroyed or even weakened, these newspapers would become a mediocre advertising medium. We do not propose to let that happen.

"Advertisements that are indecent, vulgar, suggestive, or generally offensive to good taste, will not be accepted for publication by these newspapers. If there is any doubt in your mind as to the acceptability of any copy of this type, we strongly suggest that you submit the advertising copy to us before booking the picture for your theatre.

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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, Bardstow

Victor R. Portmann, *Secretary-Manager*

University of Kentucky, Lexington

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Survey Indicates Sufficient Newsprint For Three Years

A small excess over demand in newsprint for United States' newspapers may result before the end of the year, and it is predicted ample supply of print will be available for at least three years because of expanded production facilities, including an estimated one million more tons in 1957 and 1958, and an added 600,000 tons in 1959. Much of the increase will result in the South where added newsprint machines are being installed in mills.

Some suggestions for newspapers to avoid further shortages are: (1) To project consumption and supply five years ahead, (2) To reduce all newsprint waste possible, (3) To work with other publishers, and with producers whenever possible, to study mutual problems, (4) To promote good forestry practices so ample trees will be available for pulp on a long-term basis, and (5) To assist in construction of new production facilities, if possible.

A University of Wisconsin research team recently completed a survey which undertook to determine the newsprint needs during the next five years of daily newspapers published in a 12-state area including Ohio, Indiana, Michigan, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Nebraska, Missouri, North and South Dakota. The survey was sponsored by The Inland Daily Press Association and co-operating manufacturers of newsprint.

More than 85 per cent of the daily newspapers in the area responded to a survey questionnaire with information on their newsprint consumption during the last five years and their future needs. A questionnaire to suppliers received unanimous response. The research team studied population, income and other trends in preparing its forecasts of the newsprint needs of the area.

Total productive capacity available to the area surveyed is expected to increase from slightly less than 2,000,000 tons in 1955 to nearly 2,500,000 tons in 1960. The report estimates that the available supply will about balance the demand by the end of 1956, and will exceed the demand by 80,000 tons by the end of 1957. The excess of capacity over consumption is expected to rise during the following two years to as much as 170,000 tons in 1959.

The report said "This excess capacity, at its maximum, represents about 7 per cent of total capacity. It would constitute a reverse for possible additional demand for abnormal or short-term increases in demand, or for diversions to other markets." It is estimated that the excess capacity would all be ab-

sorbed again in 1960.

Publishers as a group expect a 24 per cent increase in newsprint consumption for the area during the five-year period from 1955 to 1960. This estimate is based on predictions of an 8 per cent increase in Daily newspaper pages and an 11 per cent increase in circulations.

GMC Will Discontinue Dealer-Advertising Fund

The Justice Department disclosed December 3 that its Antitrust Division has been investigating General Motors Corporation's dealer-advertising fund, which G.M. announced it is discontinuing.

Attorney General Brownell declined to say whether the company's action will terminate the investigation, but he asserted in a formal statement:

"The Department of Justice welcomes the announcement by G.M. of its abolition of the dealer-advertising fund. This step should help to eliminate some of the sources of friction between dealer and manufacturer."

The Department announcement described G.M., once headed by Defense Secretary Wilson, as the largest single advertiser in the United States. The Department said G.M. is reported to spend annually about \$70,000,000 of its own funds on advertising and "allegedly required its dealers to contribute an additional \$90,000,000 to the advertising budget."

G.M.'s announcement said that henceforth dealer contributions to the advertising fund would be eliminated and the company will refund to each dealer the unspent portion of the fund.

The Justice Department noted that when President Eisenhower on August 8 signed into law a bill giving auto dealers the right to sue manufacturers for coercion or "bad faith" cancellation of franchises, he directed the Department to "review the conditions in the industry which brought about the demand for the legislation."

Brownell said the Department launched a full field investigation of the G.M. advertising fund after receiving complaints from dealers that G.M. had used the fund to require adherence to factory established resale prices and had controlled dealer advertising.

Gas now is the nation's No. 1 fuel for the central heating of homes, says the American Gas Association. With 10.2 million dwellings being heated this way, this fuel has edged out oil (10.1 million homes) and has taken a long lead over coal (7.5 million homes). Central heating of homes with gas nearly has doubled since 1951.

Court of Appeals Rules On Route District Men

U.S. Ninth Circuit Court of Appeals has ruled that a newspaper's route district men who handle city home deliveries and dealers who make suburban home deliveries and single-copy distributions, are employees under Federal Unemployment Tax Act. Ruling reversed U.S. District Court, Southern California, decision. Case is Westover v. Stockholders Publishing Co., Inc. (Former Los Angeles News, assets of which were purchased by Los Angeles Times-Mirror Co.)

Route men and dealers were required to maintain regular service to subscribers and to solicit subscriptions. They were required to canvass areas and to distribute and display advertising matter. They worked under authority of supervisors who were subordinate to a circulation director. No salaries were paid to route men and dealers, who derived their earnings from sale of the papers. Newspaper fixed and prescribed distribution area in which men worked. They could not work for a competitor of the newspaper. Some men had offices in their homes while others accepted newspaper's offer to give them space in its offices. Neither individual contracts nor union contracts contained any detailed provision as to how workers would distribute the newspaper or solicit subscriptions. Newspaper did, however, work closely with the men to promote sales.

Partial text of Court ruling follows:

The route men and dealers had no opportunity for profit or loss in any real sense. The combination of the limitation of the hours they were to work, the right the taxpayer had to fix the prices they were to pay and charge for the newspapers, and the provision made for their guaranteed minimum weekly net earnings had the effect of supplying both a floor and ceiling for their incomes.

Nor was their any real investment by the workers in facilities for performing their duties. Some point was made upon the trial of the fact that the route men and dealers used their own automobiles in doing their work for taxpayer, but it was not shown that any of them procured the automobiles specifically for this purpose or that they limited the use of the automobiles to the performance of such work.

From the standpoint of economic reality, it is plain that the route men and dealers were dependent upon taxpayer's business, if and when their relationship with the taxpayer was terminated they lost their source of income and, in plain language, were "out of a job" like any employee. Accordingly, we hold that the relationship between taxpayer and its route district men and dealers was that of employer-employee and the taxes

Whitesburg Mountain Eagle Sold To Thomas E. Gish

W. P. Nolan, publisher of the Mountain Eagle, Whitesburg, announced sale of the newspaper to Thomas E. Gish of Frankfort, on November 22.

Nolan said Gish will take over operation of the paper January 1st after final sale arrangements have been completed.

Nolan and his wife, Mrs. Martha Nolan, have published the Mountain Eagle since 1938. Last May they purchased The Hazard Herald at Hazard. They plan to devote their full energies to expansion of the Herald, a semi-weekly.

Gish and his wife, the former Pat Burnett, have had wide experience in the newspaper field. Gish for the past nine years has been Frankfort bureau manager for United Press Associations. Mrs. Gish was a staff reporter for the Lexington (Ky.) Leader for eight years.

Gish joined the United Press shortly after his graduation from the University of Kentucky in 1947. He worked six months for UP at Louisville and then was transferred to Frankfort as bureau manager. He has reported state capitol developments and political news during the terms of Governors Simeon S. Willis, Earle C. Clements, Lawrence W. Wetherby and A. B. Chandler. He has covered five regular sessions of the Kentucky legislature, plus special sessions. He has served as president of the Capitol Press Club.

Mrs. Gish began working for the Lexington Leader as a proofreader while she was a University of Kentucky student. She joined the paper's reportorial staff in 1947. She has served in almost every capacity except police reporter, covering the field from society to politics to editing book, food and fashion pages. She is perhaps best known for a series of stories some eight years on conditions in Kentucky mental hospitals which helped bring about reorganization of the program coupled with increased financial aid from the state. She will work with her husband in operation of The Mountain Eagle.

The Printing Industry ranks eighth in salaries and wages paid among the nation's top twenty manufacturing industries with a payroll of over two and one-half billion dollars.

What's new? Some 50,000 new compounds—twice as many as 10 years ago—are being created throughout the world this year by chemists looking for new drugs, plastics, dyes, fibers, etc.

assessed against and collected from taxpayer are not recoverable.—A.N.P.A.

Jessamine Journal Sold To Publisher of News-Week

The 83-year-old Jessamine Journal was sold December 3 to Edgar E. Easterly III, publisher of the Jessamine News-Week, for a total of \$9,000.

Master Commissioner Harvey Partin said Easterly paid \$4,500 for the weekly newspaper's machinery and equipment and an equal amount for its name, goodwill, subscription lists and other assets.

The sale was made to settle a judgment in the case of the Central Bank of Lexington against the Jessamine Journal Company. The judgment, with interest and court costs, amounted to \$12,350, Partin said.

Residential property of Mr. and Mrs. Delmar Adams, owners and publishers of the Journal, was not placed on sale. A notice had stated that the property, at 512 West Maple Street, would be sold if the newspaper property did not realize an amount large enough to settle the claim. Partin said, however, that Adams paid the difference and sale of the home was not necessary.

Easterly will take immediate possession of the newspaper and said he will continue to publish both the Journal and the News-Week.

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

'Electronic Brain' Invented To Measure Type Lines

Emerson Nye, employee of the Tulsa (Okla.) Daily World, has invented the Cybergraph, an "electronic brain" for use by printers and advertising men to determine quickly the maximum size type to fit any given space. The Cybergraph is slightly larger than a table model radio. Already the computers are being used by the Tulsa Newspaper Printing Corp., and by a large Dallas firm. The device has gained the attention of the printing and advertising professions since it was first offered on the market in a limited way.

By setting certain dials on the machine, calibrated in printer's language, even a novice is reported able to compute how long the line of type will be when it is set in a specified face style and size. Nye said that the advertiser, knowing how many lines his job or copy will make, will no longer find it necessary to have the printer reset the type.

At present the plan is to lease the Cybergraph—the name of which was taken from the Greek word cybermetes (steersman)—to the printing industry, advertising agencies, department stores and others. The Cybergraph Corp., Tulsa's newest manufacturing concern, has been organized formally by stockholders. Nye is president of the corporation.—S.N.P.A.

Fictitious List Prices Cause Media Headaches

"If you see it in The Sun," Little Virginia's father told her about Santa Claus, "it's true." And that famed paper's long-ago editorial which answered Little Virginia's request has "proved" Santa Claus for millions of kids.

Not so nowadays with some ads in nationally-circulated media. Sharpers are using such media to set up fictitious list prices for products for subsequent "markdown" purposes. No doubt to their great embarrassment, national media are discovering that their prestige is being used to give authenticity to fictitious list prices.

"Advertised in Life—Saturday Evening Post," said an ad in a trade paper by the maker of a certain item of home equipment. "List price—\$124.95. Can retail with full markup as low as \$59.95."

E. B. Weiss, writing in Advertising Age, says use of such advertising in national magazines, television and other media for appliances and home furnishings is "not at all uncommon."

We make our future by the best of the present.

Public Has Inherent Right To Inspect Official Records

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The attorney general's remark came in a letter to Mrs. Francele Armstrong, editor of The Henderson Gleaner and Journal.

Mrs. Armstrong had inquired about the failure of the Henderson County School Board to make public its action on school integration.

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you a discussion of all facts of the question at this time.

"There are all sorts of quasi-judicial, quasi-legislative, and executive 'administrative boards,' and the statutes and rules applying to each one and to each type vary considerably."

\$1,000,000,001.01 Asked In Louisville Libel Suit

Henry R. Anderson, 1425 Winter, filed Circuit Court suit on December 1, asking a billion and one dollars and one cent damages from The Courier-Journal and The Louisville Times. He alleged the newspapers published false statements about his store in

Anderson was indicted in October, 1955, on a charge of obscene literature. The indictment was dismissed on motion of the Commonwealth last December in Criminal Court.

"No other straight matter machine can match the COMET'S speed"



Albert Nibling
Editor and General Manager
Sherman Democrat
Sherman, Texas

SUPERIOR MACHINE PERFORMANCE—
"Our two tape-operated Linotype Comets," says Albert Nibling, Editor and General Manager of the Sherman Democrat, "have been in almost constant operation during the past three years. In a normal day's operation, the two machines turn out 48 galleys between them. We think that's pretty good, especially since we're not trying to break any records. The Comets are so easy to keep in perfect operating condition that maintenance downtime is almost nonexistent."

Publishers, printers, machinists and operators from coast to coast rely on their Comets to beat daily deadlines consistently. That's because the dependable Comet is unrivalled for its speed and easy response with either manual or tape operation.

Unequaled for simplicity of design, the Linotype Comet provides more accessibility, thus reducing maintenance time to an absolute minimum.

But see for yourself . . . get all the facts first hand. Write your Linotype Agency for complete details.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.

• LINOTYPE •

Set in Linotype Corona and members of the Spartan family

In Memoriam...

John Everett Burgher

John Everett Burgher, 83-year-old editor of the Clay City Times and a former two-term mayor of the Powell County town, died November 18 in the Central Baptist Hospital, Lexington.

Death was the result of second and third degree burns which covered approximately three-fourths of his body, suffered when his clothing caught fire while he was reading his newspaper at his home at Clay City.

Mr. Burgher first started publishing a weekly newspaper in 1896 when he opened a store in his native Salem, Estill County, and saw the need for an advertising medium for his business. He continued that newspaper, the Spout Springs Times, and store until fire destroyed the property in 1901.

He moved to Clay City that year and established the Clay City Times which he and his wife operated together until her death in March, 1954.

They were affectionately known in this county as "Mr. and Mrs. Clay City." Their newspaper was printed solely from hand-set type until 1947 when a linotype was installed.

He and his wife were honored on their 60th wedding anniversary in January, 1954. Mrs. Burgher died in 1955.

For the last several years he had been assisted in operation of his newspaper by his daughter, Mrs. Elsie Spaulding, who suffered minor burns on one hand when she put out the flames after his clothing and newspaper had caught fire. She was treated at the Lexington hospital and was released.

Besides his daughter, survivors include a son, Edmon Burgher, Clay City, who also assisted with the newspaper plant; two grandchildren and five great-grandchildren.

The veteran editor once told KPA secretary that he had two great ideals in his life that helped him in his daily tasks — his church, and his membership in his press association.

A. D. Trusty

A. D. Trusty, 58, foreman at the Berea College Press, died December 4 in the Berea College hospital after a month's illness.

He had served as production supervisor for the Berea press during the period of 1929-1944 and since 1951. Previously he had worked for a printing firm in Prestonsburg and at the Cumberland Publishing Company at Pikeville.

Native of Salyersville, he attended schools there and at Prestonsburg before entering the printing trade at the age of 18. Many students attending Berea College during his

20-year tenure learned the printing craft under his supervision.

He served in the U. S. Army during World War I and was a member of the Berea Kiwanis Club and the American Legion.

Lawrence M. Hopper

Lawrence M. Hopper, 64, died November 19 at Monroe County War Memorial Hospital, Tompkinsville. He recently had undergone an operation for a fractured hip.

He was a teacher and school administrator in Indiana from 1917 to 1931, when he moved and bought The Tompkinsville News. He was editor and publisher of that paper until 1947, when he was forced to retire because of ill health.

He was a graduate of Terre Haute State Teachers College, and Wabash College and held a master's degree from Columbia University.

He is survived by his wife, Mrs. Cleon Headrick Hopper, who was principal of the high school there for 10 years and is now assistant principal. He is also survived by a daughter, Mrs. Jacquelin Fitzgerald, Windfall, Ind.

Average Community Weekly Uses 36 Tons of Newsprint

The weekly newspapers of the nation now buy slightly over 300,000 tons of newsprint annually, according to the results of a survey recently completed by the American Press.

Although there was a great difference in the purchase of paper and ink by various newspapers, depending on their size, the survey showed that the average weekly newspaper uses 36 tons of newsprint annually, or a total of 308,448 tons of projected to 8,568 weeklies.

In paper job work the survey showed that the average weekly plant purchases 7,200 pounds of paper or a total of 62,121,600 pounds for the weekly shops of the nation. The survey also showed the kind of papers purchased, details of which follow. Figures are listed in lbs.

Kind of paper	Average Per Shop	All Weeklies Total for
Bond	3,816	32,924,448
Book	1,440	12,424,320
Bristol	864	7,454,592
Cover	432	3,727,296
Offset	360	3,106,080
Other	288	2,484,864

Research has shown that Printing is truly "The Art Preservative of all Arts" with approximately ninety-two per cent of the knowledge we accumulate being gained through the printed word.

A woman driver is a person who, when obeying every rule, is blamed for slowing down a man who isn't.

Harvard University Library has a collection of more than six million printed volumes.



First choice of the industry for estimating Printing

WRITE FOR 60-DAY FREE TRIAL

PORTE PUBLISHING COMPANY
P. O. BOX 143, SALT LAKE CITY 6, 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

Color formulas for ROP spot color are now available from the ANPA Mechanical Department, says its Bulletin.

All so-called trade colors or spot colors specified by manufacturer's name and number can be converted to a standard formula. For example, Sohio Purple can be made up with five parts of Cerise and three parts of Rose-Red. Chlorodent Green can be made with 22 parts White plus 1½ parts Primrose Yellow plus one part Process Yellow, plus 3½ parts Green Blue. Esso Red can be made up from 10 parts Deep Red plus four parts Process Yellow.

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 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.

Formulas are based on recommended practices and procedures as published by the ANPA-A.A.A.A. Joint Committee on Newspaper Printing described in Joint Reports Nos. 7, 8 and 9.

Joint Committee Reports have also been issued on recommended procedures for black and white, comic pages, gravure and run-off-paper color printing. In preparing reports, the Joint Committee studied coloring practices of more than 300 daily newspapers.

Committee found that in efforts to match printed results of other newspapers, a majority of newspapers evolved a sort of standardization of process ink by gradually adopting the same colors. Committee also found in many instances same colors were being used for both three-color and four-color process printing. Recommended standards are designed to handle three-color and four-color process work as well as nine spot colors and a mixing and blending white. The 13 colors can be used individually or in combination, resulting in unlimited possibility of variations from the basic group.

Because of distances from ink manufacturers and the time element, many newspapers found it advisable and economical to mix their own inks. This process merely requires mechanical blending of inks on "parts-by-weight basis." No grinding is necessary. In quantities up to 50 pounds it is practical to stir with paddle until ink is well blended and of uniform color. Some newspapers use a small propellor on end of shaft driven from a chuck of an electric hand drill.

Adoption of recommended standards in inks will result in higher or uniform quality in all newspapers. Newspapers will find it advantageous to use standard colors. Advertising agencies are requested to specify recommended standards on all ROP advertisements.



To Merit and Maintain Favorable Public Opinion

As the industry-wide, nation-wide spokesman for the distilled spirits industry, Licensed Beverage Industries, Inc. regards it a public service . . .

. . . to give the American people the facts about an industry representing a \$9 billion investment they re-created 22 years ago through Repeal.

. . . to foster public understanding and appreciation of the social benefits of a legal, controlled industry.

. . . to promote the proper place that the moderate use of alcoholic beverages has in gracious living and in the American way of life.

. . . to acquaint the public with the economic benefits that accrue to you and your community, state and nation from the industry through taxes, employment, payrolls, purchases of goods and services.



LICENSED BEVERAGE INDUSTRIES, INC.

155 EAST 44th STREET • NEW YORK 17, N. Y.



The 'PIG' that helps gas go to market

A "pig run" to natural gas pipeline crews is not a sporting event. It's a serious business by which pipelines are cleaned both before and after being put into use.

The pig is made of iron or steel and has thousands of steel-wire bristles attached around its circumference. Weighing nearly 600 pounds, the pig is placed in the opening of a section of pipe being cleaned, and propelled along its route by gas pressure. As the tight-fitting device makes its way through the pipeline, it cleans up rust, dust, water or other foreign matter that could obstruct the smooth flow of natural gas.

Our pipeline crews regularly hold "pig runs" along the 3,442-mile Texas Gas pipeline system. This, and the many other maintenance operations of these crews, help us deliver clean, dependable natural gas to customers in the Big River Region.



TEXAS GAS TRANSMISSION CORPORATION
SERVING THE *Big River* REGION  General Offices
Owensboro, Ky.

Public Has Right To Check Records Of School Boards

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The oldest printed book is the Constance Missal printed by Johann Gutenberg about 1450. The first printing in the Western Hemisphere probably occurred about 1539 in Mexico City with the first printing in the United States beginning in 1638 at Harvard Academy in Cambridge, Mass.

Record battle for sales is reported for 1957. Ford and Chevrolet are grinding for a knock down fight to lead. Chrysler, anxious to become bigger as one of the big three, is preparing a record size promotion budget. Plymouth, whose sales are depended upon to put Chrysler over the 20 per cent of the market line, will get lion's share. American Motors is spending 36 per cent of its ad budget in newspapers.

**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.



Let's Walk Down Main Street

Let's take a look at Hometown, Ky., a really objective look. Sometimes it's pretty hard to separate the town we wish it were from the town it is. We've lived there so long we look at it with our emotions instead of our eyes. That's only natural.

But when we go into a strange town, down a strange Main Street, we generally see things pretty much as they are.

And so do visitors—tourists, shoppers, plant locating representatives, and industry representatives.

"Is this where we want to have lunch?" "Is this where we want to spend the night?" "Is this a town

we want to investigate more thoroughly as a plant site?"

How would your home town stack up? Is it clean, friendly, on its toes? Are there numerous new, modern store fronts, new paint jobs, new buildings indicating a progressive, forward-looking community? Are you attracted by modern store lighting?

Are you a part of your Community Development Program? Community development is the sum total of individual effort. Your effort can help your community increase local business and become more attractive to visitors. Ask your local Chamber of Commerce how you can help in your Community Development Program.

KENTUCKY UTILITIES COMPANY
Helping Kentucky Grow



VOLU
NUMB

Public
School
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Lexing