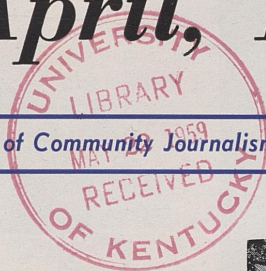


The Kentucky Press

April, 1959

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



Kentucky's Showcase: Jefferson Davis Monument

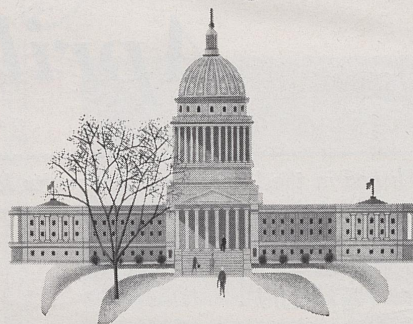
VOLUME TWENTY-FIVE
NUMBER SEVEN

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association

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know
your
Capitals?

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the state of
West Virginia



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is important to
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Ask for it either way... both trade-marks mean the same thing

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Bell Elected President Of WKPA During Kentucky Dam Meeting

J. Earle Bell was elected president of the West Kentucky Press Association during the organization's one day meeting at Kentucky Dam Village, Gilbertsville, April 11. Bell, editor of the Morganfield Advocate, will hold office for one year.

Other officers named were W. T. Davis, vice president, and Ro Gardner, secretary. Davis is publisher of the Eddyville Herald while Gardner edits and publishes the Hickman Courier.

The highlight of the program was a talk by Robert K. Payne, director of journalism at Murray State College, in which he outlined the need for better students in the field of journalism. The general increase in population, he pointed out, will mean increased readers, advertising and business in general for the weekly newspaper. This should influence the newspaper to expand its equipment so as to better serve its growing circulation, he said.

However, he continued, despite the growth in population, the number of newspapers is declining. This means the circulation of the remaining papers is going up, adding a greater responsibility to readers, which in turn, necessitates the need and demand for better qualified persons in journalism to fulfill this obligation. Even though the enrollment of colleges and universities is advancing in proportion to the population, the number of students in journalism is declining, he added.

Quoting a survey made by Journalism Quarterly, Payne explained the causes of lack of interest in journalism among the college students as: loss of glamour which has surrounded the profession in the past, and low starting salaries. He noted that initial wages in journalism are increasing but not as rapidly as in other fields. To illustrate the point the speaker related national averages of \$430 per month for the beginning engineer while the journalism student can expect to earn approximately \$347 per month on his first job. This is a difference of \$83.

Remarking on the job situation, Payne said most colleges indicate the demand for journalism graduates is much greater than the supply with only a few reporting there are enough beginning journalists to fill the requests for employees.

The newspapers are not going to the colleges to interview prospective students, he continued. This leaves them open to the in-

fluence of industry and public relations who hold regular interviews just before graduation. The newspaper should endeavor to anticipate its need for reporters or editors so as not to be compelled to employ the first person coming along when vacancies occur.

The newspapers' main problem is one of public relations, Payne added. They are not carrying their case to the student before he decides between journalism and other fields. The local publisher should feel a responsibility to encourage high school students by working with the local school's paper, helping with career conferences, and offering an award to those students who show interest for journalism. Schools of journalism, he concluded, should work more closely with the freshman college student in an effort to better the core of study.

The remainder of the morning was taken with a discussion by Paul Westpheling, Fulton, and Perry Ashley, University of Kentucky, on the seminar which was being conducted in Morehead. The purpose of the Seminar, it was explained, was to better acquaint the working press with the existing laws relating to the publishing field and what might be done to avoid any legal conflict at the local level.

In the afternoon session, Ro Gardner related his recent court test for open records in Fulton County. A writ of mandamus was issued, he explained, ordering the county judge to open all official records to the newspaper.

The final discussion, centered around common problems facing all newspapers, was moderated by WKPA President Niles Dillingham as the group participated in a general round table for the remaining time.

Newsprint Survey

The Newsprint Information Committee has announced they will underwrite an advertising research project which should help guide advertisers in investing a larger share of their dollars in newspapers. The committee is composed of a representative group of Canadian Newsprint producers: Abitibi, Anglo-Canadian Pulp & Paper, Anglo-Newfoundland, Canada Paper, Donnacona Paper, Powell River, and St. Lawrence Corp. It is expected the study will be conducted by one or more leading universities in the United States. Procedures and techniques will be reviewed by the Advertising Research Foundation and the ANPA Bureau of Advertising.

New Printing System Promises Less Makeready

Harris-Intertype Corporation has announced the development of a new printing system which is expected to result in faster press speeds and less makeready time for "letterpress" printing, the industry's most widely used process. The new system was developed cooperatively by Harris-Intertype's Central Research Laboratories and the Marathon Division of American Can Company, Menasha, Wis. Patents have been applied for.

Key to the new system is a method for using large, one-piece plates, only one-fifth as thick as conventional letterpress plates. Because of their thinness, they can be rolled by hand around the cylinder of a newly designed Harris rotary press. The new presses are expected to operate 50% to 100% faster than present flatbed presses. The present thick conventional plates are stiff and must be machine-curved or cylindrically cast for use on rotary presses.

Plates for the new "Harris Wrap-Around" rotary press are made photographically, as a single large metal sheet. Present letterpress printing practice normally requires a number of small plates or pieces of type, which must be positioned individually to build up the complete form. Since the new plate will arrive at the press ready to be fastened immediately to its cylinder, much costly makeready time can be eliminated.

Plates for the new system can be made from magnesium, zinc, or copper. It is also expected that plates made with the new photosensitive polymer plastics such as announced recently by Du Pont can be used, when development work on them has been completed.

According to President Dively, a variety of printing has already been produced by the new system, including color work and pictures, on various types of paper and box-board stock. He indicated that one of the earliest applications for the new presses will probably be in commercial advertising printing.

More than half the Mississippi editors who responded to a Sigma Delta Chi survey said they feel compelled at times to omit or overlook facts or stories because of expected censure. Mississippi Chapter of the fraternity said the omissions were spurred by editors' concern for possible censure by employers or economic reprisals by advertisers. The chapter said most sources of public information at the county and municipal level in Mississippi are open to reporters. And, the journalists were almost unanimous in saying news media are not controlled by special interests.

First KPA Seminar Held At Morehead

Editors from the northeast section of Kentucky attended the first KPA seminar on "The Legal Side Of The News" at Morehead College on April 10-11. Morehead College was host and President Adron Doran and publicity director Ray Hornback, made the two-day stay of highest interest.

Two sessions of four panels and a question period were held. The first session, "Getting to the News-Records," included the panels on Current Cases of Interference, James T. Norris Jr., Ashland Independent and John K. Ryans, Flyemingsburg Times-Democrat, moderators; General Rules On Access To Records, Jerry Ryan, Frenchburg Journal and Dr. Niel Plummer, U. of K.; Court Decisions On Access To Records, Dr. Cliff Rader, Morehead College; What To Do When Access Is Denied, Attorney George Cline, Morehead; question period, Edmon Burgher, Clay City Times.

Panels and moderators for the second session included—Libel, Plummer and Secretary-Manager Portmann; Contempt of Court, Lowell Denton, Flemingsburg Gazette and Howard E. Greene, Mt. Sterling Advocate; Lotteries, Norman Allen, Prestonsburg Times; Privacy, Mrs. Mary G. Sparks, Louisa News and Albert K. Moore, Salyersville Independent; E. D. Mittendorf, Russell Times, concluded the question period. All present participated in pertinent questions as each topic was discussed. Allan Trout, Courier-Journal, contributed many comments on the various phases of discussion.

At the banquet Friday evening, President Adron Doran gave the welcoming address.

Mark Ethridge Elected AP First Vice-President

Benjamin M. McKelway of The Washington Star was re-elected as president of the Associated Press on April 21.

At the reorganization meeting of the 18-member board of directors, Mark Ethridge, publisher of The Courier-Journal and The Louisville Times, was named first vice-president, and Dolph Simons of The Journal-World, Lawrence, Kan., second vice-president.

Frank J. Starzel continues as general manager and chief executive. Lloyd Stratton, an assistant general manager, was re-elected secretary, and Robert Booth was re-elected treasurer.

The new executive committee is composed of McKelway as chairman, Robert McLean of The Philadelphia Bulletin, John R. Reitemeyer of The Hartford Courant, Richard W. Clarke of The New York Daily News, Nathaniel R. Howard of The Cleveland News, Ethridge, and Simons.

Fred Luigart Jr., Hazard Herald, told his experiences in "Rebuilding The Ailing Newspaper." A reception followed at the gracious home of Mr. and Mrs. W. E. Crutcher, publisher of the Morehead News.

President Thomas E. Adams presided at the banquet, while W. Foster Adams, Berea Citizen, presided at the Saturday luncheon and gave interesting points on "Getting The News and Printing It Safely," a summary of the seminar discussions.



Personalized Editorials Urged By Professor

Karl F. Zeisler, journalism professor at University of Michigan, says all editorials would be pepped up if "newspapers would let editorial writers write, under byline, what they actually think and believe without benefit of the (editorial) conference joint sagacity." Here are some other points he makes:

- (1) Personalize editorials as is done with features and columns.
- (2) "Splash" an editorial on the front page from time to time. Use big type, color pictures to attract attention to it.
- (3) Talk back in the editorial column some of the "Constant Reader" letters.
- (4) One-sidedness is more effective in creating readership and effecting changes than impartiality.
- (5) Stop using the editorial "we." It has become colorless, anonymous, and meaningless.
- (6) Learn more about the techniques of opinion forming.
- (7) Stop "crisis-crying." Situations which would have number the public 20 years ago cause little concern today.

Advertising Raises Lag

Newspaper advertising rates during 1958 advanced 3.07%, the lowest advance by any major media except spot radio. Business publications ad rates went up 5%, consumer magazines 4.43% and spot television 4.58%. Spot radio was up only 1.98%. The advance in newspaper rates during the last half of 1958 was less than 1%.

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Give Attention To Accident Causes

Following are some major causes of work accidents, and company would do well to make a note of these. The Gates Rubber Company recently printed these in their employee publication:

Accustomedness: Cause of many injuries. You get so thoroughly used to your machines, tools, equipment—or your surroundings—that your awareness to danger is dulled. You take a short cut, grow lax; nothing happens. Gradually you take risks. Still nothing happens. Then, one day—wham! You're hurt! Looking back, you realize that you had just become too accustomed to nothing happening—until it did.

Carelessness: This is the failure to be alert to circumstances. It consists of not being cautious, awake, recognizing conditions and possibilities and then taking steps to avoid trouble. It may spring from a "So what?" attitude—or just plain lack of care. Whatever the source, you will recognize it as carelessness from your hospital bed.

Chance-Taking: You should wear safety goggles for that grinding job. But you're in a hurry. Why bother? You know that cutting toward your body with a knife is dangerous. But you insist it's easier for you that way. That nasty smash on your finger calls for first aid. "Why be a sissy?" you ask—"I'm a gambler at heart." Until you take one chance too many!

Illusions: "Heck," you say, "I don't need safety shoes. I've never been hurt, yet." Or—"So, I can't lift with my back? Stand back and watch me! . . . Accidents happen to the other guys—not me" . . . Dangerous conceptions, all of them! Everyone is tempted. But force them out of your mind—for your own protection.

Disregard For Rules: "Shut down my machine to make repairs? Why waste time—I can get 'er adjusted while she's running." "Oil, water or grease on the floor? Can't hurt the floor—it's cement!" "No horseplay? What harm is a little fun?" An arm in a sling or a foot in a cast for a month makes the answers clear.

Excess: Consistently staying up too late (a man's gotta' live, doesn't he?) "Just one more for the road" (and then when he woke up—if he did at all—he looks at his one remaining leg and wishes he had one more—for the road—so he could walk down it as he used to). Too much is always—too much!

Neglect: "Sure that rung in the ladder is cracked—I can step around it, can't I?" "Machine needs repair? We'll get at that some day—when we have more time." "House-keeping? This is a workshop, not a house." "Exposed electric wires? I'll tell the electri-

cian the next time he's by."

Temperament: This cause of many accidents lies hidden beneath the surface. Perhaps you had a nasty argument with your mate before you left home, or with that "crazy" neighbor of yours last night. Angry thoughts roar through your mind all day long. Watch it! Accidents slip in when emotions slip out of kilter.

10 Ideas To Increase Letterhead Production

Ten ideas for increasing letterhead production and sales were presented by a New York publisher, George J. Measer, Jr. Amherst Bee, at the New York Press Association meeting. He advocated the following interesting points:

1. Need of a good letterhead. The letterhead is the salesman that goes out for the company. It's your customer's first entrance, that leads to other customers. The first contact, such as a business card and the letterhead should show pride of ownership, and the man who is sending it out should be proud to use it. It should show that his company has fine integrity and is a solid business firm.
2. Matched stationery. This would be, of course, all the forms used in type forms. Repetition or impact of material is one of the vital points that sell for matched stationery. The design will stay longer in your mind and the customer will remember it in future contact.
3. Design of the letterhead. This should reflect the pride of the company. The letterhead should be designed with the character and integrity of the business in mind.
4. Use of color in letterhead. The color lends impact to a letterhead and it will do the same in all his other priting that he requires.
5. Typography of the letterhead, and choice of type to use. The large choice of type which we all have in our back shop gives us the selection that we could use for the individual businesses that we do the printing for. The handset type allows for imagination, whereas straight linotype, all the way through, still doesn't give you the play of imagination that your compositor or yourself can use when setting up the letterhead. We feel that all letterheads should have at least one handset type.
6. Graphic arts designer. Fortunately for us we have an excellent man in this particular field of printing living in our village.

Watterson's Daughter Dies At Age Of 87

Mrs. Wilbrey Watterson Richardson, daughter of Henry Watterson, famed editor of The Courier-Journal, died April 12 in Miami. She was 87.

Mrs. Richardson established residence in Miami in 1925. However, she frequently returned to her home here, the old Watterson estate at Jeffersontown.

Her survivors include a daughter with whom she lived, Mrs. Kendrick Rowell; three sons, Watterson Miller, Ocean City, Md.; Kent Miller, Nashville, and Marion Miller, and a brother, Col. Henry Watterson, Jr., Washington.

Living today is a game of robbing Peter to pay Paul in order to make it possible to stand pat.

He has given us some outstanding work. We feel that the average printer knows the advanced rules of design and balance and use of color but to get the average of salesmanship that each company desires of their printing the graphic arts designer should be employed. The designer should have to know all the advanced rules of design and should be able to adjust the right breakdown of color.

7. Printing process. Our men now see great value in offset. Each process has its place. We use letterpress now for simple, imaginative type letterheads for which the customer does not care to spend much money. For offset now we have gone into screens, fadeouts and solids with out-of-ordinary effects, to have the impact behind them in selling.

8. Paper. We all choose our weight, grade, finish and color of paper. We've tried to vary somewhat from the usual processes, especially as to weight and color.

9. Costs are perhaps the most important item. We sell our customers on the idea that matched stationery is usually cheaper in the long run because you can double up on your plates or type, interchanging your cards and envelopes, your letterheads or statements. We always quote re-run costs as usually much lower than the first run. We also try to ask how many they plan to use in a period of time and to increase the size of the order.

10. Probably one of the most important things is service. The quality of a finished product is a relative matter but should go with service. Cost should reflect what the customer wants and the quality of the job. We always give proof to the customer to make sure that it is what he wants, either from proofpress or pasteup. If the service is a little better than the competitor then you'll get the business.

The Kentucky Press

Official Publication
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Kentucky Press Service, Inc.

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

Member
Kentucky Chamber of Commerce
Newspaper Managers Association
Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

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

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Right To Print Juvenile News Strongly Defended

At a Feb. 28 symposium in New York City of 12 editors of eastern newspapers and press services and six judges, publicity in juvenile cases was the main theme. In general, the judges expressed a wish to secure the privacy of juvenile offenders in court, while the newspaper men opposed any restriction on their discretion to print what was news. The discussion was held by National Probation and Parole Assn. which is seeking "practical approaches to closer cooperation between the newspapers and juvenile courts."

It was inspired by the recent case of David Campanella, 15 year old son of Roy Campanella, former baseball star. The boy was taken into custody on Feb. 23 and charged with gang fighting and burglary. His identity was disclosed in newspaper articles, despite the general practice of omitting from news stories the names of offenders under 16.

Attitude of the editors was stated by Turner Catledge, managing editor of New York Times, who said: "It is not the purpose of the newspapers to prevent crime or to sell any philosophy to the public. We have an obligation to inform the public, and all our privileges come from the public. It is our purpose to give a straight-forward, factual account to the public and let the public do what it wants about it. In the Campanella case we in New York have much less to apologize for than if we had not printed the name. Names do make news."

Newspaper Is Responsible Regardless Of News Source

"We are having a problem over letters which are submitted to us by a reliable local man for publication in our Letters To The Editor column. The letters are highly critical of the mayor, a candidate for re-election and are either libelous or border on that. We have tried to reason with the man by telling him we would be liable for a damage suit but he insists that he will take full responsibility for the letters if they are published. Further, he says that since we have the only paper here we have a duty under freedom of the press to publish the letters so the people will be informed. He even threatens to start another newspaper to get his story over if we don't publish the letters," complains a publisher.

Well, there is no law to prevent anyone from starting a newspaper. But there are laws that make a newspaper liable for untrue defamatory statements which it publishes. And it is immaterial whether the defamatory matter is written by a member of the newspaper staff as news or in an editorial or whether it is written by an outsider.

The fact that it is published is sufficient to make the paper liable. Freedom of the press has its limitations and the right of a newspaper to print what it chooses is not a cloak for liability that is absolute.

Florida Dailies Protest Supreme Court Decision

Florida Daily Newspaper Association recently took a strong slap at the Florida Supreme Court. An FINA resolution said the decision of the court in a recent murder case "criticized the pre-trial publication of even the most trivial facts pertaining to crimes of public interest and spoke approvingly of the English system under which courts in that country have held it to be a contempt for newspapers to publish before trial events, facts or statements involving the investigation of a crime.

"The court's opinion contained an implicit threat to use the power to punish by contempt unless newspapers voluntarily restrict themselves in the publication of such details, and advocated preventing law enforcement officials from making pretrial statements for publication.

"Factual information dealing with occurrences of public interest and the performance of officers in their official duties is vital and necessary for the public and curtailment of such news would deprive the people of information required for the intelligent exercise of the responsibilities as citizens.

"The peoples's right to know applies to acts of violence and other crimes as well as it does to other news and such publication in many cases protects the rights of defendants from overzealous law enforcement officials.

"Therefore be it resolved that the Florida Daily Newspaper Assn.—while recognizing the obligation to present the news in a manner consistent with good taste, circumspection and due regard for the rights of all and the traditional concepts of American justice—view with shock and alarm the trend of thought expressed by this Florida Supreme Court decision and intends to pursue the matter further as to the implications involved."

A steady increase in "do it at home and make a profit" propositions are costing simple people more money, according to a recent report. Many of these propositions are promoted through newspaper classified ads which offer a tidy income if the local person only sends enough money for investment in tools, material or merchandise. Publishers who hope to keep confidence of the readers when it comes to advertising will do well to weed out ads which might lead to unnecessary loss.

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**U. S. Chamber Says States
High In Public Welfare**

There is no need or justification for imposing federal standards on state unemployment compensation systems as demanded by labor leaders, U.S. Chamber of Commerce maintains. A new publication by the Chamber entitled "Crisis In Unemployment Compensation" maintains that the states have done a "commendable job" on UC without federal intervention. It refutes four principal charges against state UC programs:

(1) Since 1939, when UC benefits were initiated, the states haven't kept benefits up to date. (Actually, study shows, buying power of average UC benefit payment today is substantially greater than in 1939. Average weekly payment then was \$10.66 as against \$30.45 in October, 1958. During same period, living costs increased 108% so that today it would take \$22.17 to buy what \$10.66 would in 1939. But today's \$30.45 UC payment is 38% above \$22.17.)

(2) States have done little to improve benefits since 1954 when President Eisenhower first asked them to review UC programs. (Study points out average benefit check in 1954 was \$24.93. As of May, 1958, figure was \$30.80, an increase of 23.6%. Meanwhile, average wage in employment covered by UC laws has gone up 15% and cost of living less than 9%.)

(3) Benefits aren't paid over a long enough period of time. (Twenty years ago, 42 states limited payments to 16 weeks or less. Today more than 75% of all covered workers are in states providing 26 or more weeks.)

(4) We need Federal US standards because most beneficiaries are drawing payments that are less than half their former wages. (Fact is, says Chamber, that a majority of beneficiaries are getting at least 50% of their former wages—notwithstanding isolated examples to contrary.)

Readers Want Want-ads

In a survey in its Continuing Study of Minnesota Living, the Minneapolis Star & Tribune asked "How often would you say you usually read newspaper want ads?" Replies indicated that 84% of the readers read want ads once a week or more; 35% said they read want ads every day; 23% said they read want ads several times a week; 26% said they read want ads once a week. Particularly significant to the advertiser is the fact that people seldom turn to the classified section for idle reading. Usually the classified ad reader is in the market for some item or service. Want ad readership is truly action readership.

**Watch Procedures
In Collecting Accounts**

"It might be news to publishers that they can sign an affidavit against subscribers who fail or refuse to pay carrierboys. Our prosecutor refused to file an affidavit against two of our subscribers and we found we could do it without being obligated to him. Now we give them 10 days' notice and then file charges under the Indiana law," states an Indiana publisher.

It is the privilege of any person to sign an affidavit, but we advise publishers not to sign affidavits against non-paying customers of carrierboys if the latter are operating as independent contractors.

The essence of the law of independent contractors is that it relieves the principal to the contract from liability and responsibility for any losses or untoward acts of the contractor. In carrierboy contracts, whether oral or written, the publisher is the principal and the carrierboy is the contractor, who agrees to buy papers from the principal at a wholesale price and sell them to his customers at a retail price. Actually, the buyers of home delivered papers are not subscribers of the newspaper principal but are customers of the carrier.

As, in any independent contractor agreement, the carrier distributes and sells to his customers in his own way without any control from the principal, the publisher. If a customer fails or refuses to pay the carrier, the debt is owed to the carrier and not the publisher, nor can the latter assume the position of creditor without destroying the independent contractor relationship. This would amount to an admission of control over the contractor, it being obvious that the customer cannot owe both the carrier and the publisher.

If the local prosecutor declines to file charges in such cases, then only the parent or guardian of the carrierboy should sign the affidavit against the debtor customer of the carrierboy. This follows the law governing independent contractor agreements and also strengthens the position of the publisher that no control is exercised over the operations of the carriers.—Hoosier State Press.

A Washington newsman on April 1 filed two suits in Federal Court in an effort to force House and Senate officials to give reporters access to current information about Congressional payrolls and office expenditures. At present, much of the data is held under wraps for more than a year. The suits were filed by Vance Trimble, News Editor of the Washington Bureau of Scripps-Howard newspaper alliance.

Washington Notes--

Ad Deductibility: Week after week, in one way or another, the question of tax deductibility of the costs of advertising keeps cropping up. This is certainly the number one Washington problem of the publishing and advertising industry today.

A single sentence in a length Senate speech by Senator Clark (D., Pa.) shows the way the wind is blowing, at least in certain important places. Here is the sentence:

"Consideration should be given to limiting deductions for advertising expenses not related to the sale of products."

This suggestion was part of an 11-point program by Clark to balance the budget at about \$81 billion, or about \$4 billion more than President Eisenhower proposed. The extra funds would come from closing tax loopholes and would be used for a variety of spending programs which Clark favors.

Clark is not alone in his thinking. Four other Democratic Senators made speeches supporting his program in general, although not commenting specifically on the reference to institutional advertising. Senator Proxmire (D., Wis.) paid his compliments, Senator McNamara (D., Mich.) said "I heartily agree," Senator Neuberger (D., Ore.) called Clark's "an outstanding address," and Senator Humphrey (D., Minn.) added "very constructive."

Elsewhere on the deductibility front, a third Democratic member of the House Ways and Means Committee introduced the same bill aimed at overturning the recent Supreme Court decision upholding Internal Revenue Service rules which make lobbying ads non-deductible. Newest sponsor is Representative Frank M. Karsten (D., Mo.). First to offer the bill was Representative Forand (D., R.L.), joined a day later by Representative King (D., Calif.).

Defense Ads: New rules covering advertising expenditures by military contractors are under consideration by the Department of Defense and may be issued this spring. There is a possibility that certain institutional advertising may become acceptable as an allowable cost. If so, newspapers stand to benefit.

At present, only ads to recruit workers and institutional copy in trade and technical journals can be charged to the government as a proper cost of fulfilling a negotiated contract. An industry group has asked that contractors be allowed to choose their own media for institutional ads. Secretary McElroy is reported to be agreeable to some clarification of the ad rules.

Patent Ads: Cranston Williams, General Manager of American Newspaper Publishers Association, has written Secretary of Com-

sentiments expressed by Strauss in a recent speech, and to ask that he study the Patent Office ban on advertising. The order was issued by former Secretary Weeks but has not taken effect because of a court test of its validity.

Statistics: An investigation of all statistical activities of the Federal government has been launched by a subcommittee of the House Commerce Committee to applaud the pro-advertising Post Office and Civil Service Committee. Goal is to eliminate outdated reports and overlapping requests from different agencies for similar information from business concerns. Public hearings will be held later, with witnesses from business and such agencies as the Budget Bureau and Census Bureau.

Complaints and comments are invited. They should be addressed to Representative John Lesinski (D., Mich.), Chairman, Subcommittee on Census and Government Statistics, House Post Office and Civil Service Committee, Washington 25, D. C.

Strike Probe: The Senate Rackets Committee is making good its promise to investigate the strike which closed down all New York City dailies last December. The union involved is the New York Newspaper and Mail Deliverers Union. Several of its officials with unsavory backgrounds had come to the attention of Senate investigators even before the latest strike. Executive hearings by the group headed by Senator McClellan began in New York this week. It is expected that public hearings will be held in Washington later.

Minimum Wage: Secretary of Labor Mitchell told Congress he favors extending coverage of the Fair Labor Standards Act but opposes raising the statutory minimum wage above its present \$1-an-hour level. He urged the two issues be separated lest broadened coverage be jeopardized by being linked with a higher wage floor.

Mitchell's position was taken in a report on how the wage-hour law works. Therefore he was not forced to take a position on such newspaper questions as the proposed ban on carrier boys under 16 and elimination of the exemption for newspapers with a circulation of 4,000 or less. He may have to take a stand on these issues shortly because Congressional hearings on wage-hour amendments may begin in April.

Tobacco Ads: Senator Neuberger (D., Ore.) cut loose another blast on the Senate floor recently against "the flood of glamour advertising of tobacco and alcohol which has deluged our young people." He reintroduced his 1958 bill to provide federal funds to aid states in informing children "in the harmful effects of tobacco, alcohol, and other potentially dangerous consumables."

A non-smoker and teetotaler himself, Neuberger has made at least some headway attracting support for his proposal. He has two co-sponsors, Senators Moss (D., Utah) and Bennett (R., Utah), and an identical bill was also introduced in the House by Representative King (D., Utah). In each case, the measure was referred to the Labor Committee.

Neuberger charged: "The finest talents of Madison Avenue seem to be working double time to prepare this cascade of advertising aimed at persuading our young people to use cigarettes and liquor. Our billboards and periodicals are saturated with this advertising. We cannot tune it out of our radio and television."

Until recently, Senator Neuberger was considering getting at liquor advertising by making its cost non-deductible for tax purposes. He has decided against introducing such a bill on grounds that tax laws should not be used to achieve social purposes.

Watch Billings To Non-local Advertisers

A constantly recurring question is the one about what to charge for non-local advertising. The best answer—and this is the one most papers use—seems to be that the rate for any display advertising that doesn't originate in what the paper regards as its trade zone should be the national rate listed in the state directory. This should apply whether the ad comes direct or through an agency. That is the rate advertisers expect to pay, although like anyone else they'll take a lower rate if it is offered. Your national rate is always quoted in The Kentucky Rate Book, which national advertisers use.

Strict adherence to this policy will mean more revenue for the paper, will simplify operations by eliminating the necessity of remembering details of special deals, and will prevent complications such as a situation that arose in Minnesota recently. The Minnesota Bulletin reports that a weekly advertiser, at the local rate, to an advertiser with an account was being handled by MEA at the national rate. When the advertiser paid the difference, he blew his top and explanations seemed to do no good. Had the advertiser been stuck to its listed rate, the mistake in billing might have been a nuisance to the advertiser but it would not have been so generous to the whole account.

An idea for avoiding these embarrassments comes from Montana. It is the inclusion of a "Bill To" column in the weekly advertising schedule or check list.

It's hard to believe that America was founded to avoid taxation.

KENTUCKY
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more
Kent

UNITED STATES
PUBLISHERS FOUNDATION
U. S.

1523 HEYBUR


KENTUCKY'S BREWING INDUSTRY...

... HELPS ALL OF KENTUCKY

... pays nearly \$5 million annually to Kentucky farmers for grains

... pays \$27 million in Federal and State taxes annually

... makes jobs for more than 19,000 Kentucky people

 KENTUCKY DIVISION
U. S. BREWERS FOUNDATION
1523 HEYBURN BUILDING • LOUISVILLE 2, KY.

New York Guild has formally presented claims for pay lost by its members on six major New York City dailies which suspended during deliverers' strike last month. ANG claims about 3,500 of its members were "locked out" during the 19-day strike and that this "concerted action" of the publishers "violated its individual contracts with the papers." The disputes are in various stages of grievance procedure under the six contracts, Guild states, "but all appear certain to end up in arbitration."

The principle involved in these Guild demands is one which the Guild has tried to establish previously without success. It was unsuccessful in such "lost pay" claims in arbitrations involving Pittsburgh and Cleveland newspapers in the last decade. Obviously ANG would like nothing better than to get such pay in the New York case where a strike by another union made it impossible to distribute newspapers and therefore precluded publication of said newspapers.

If the Guild were to succeed through arbitration in the New York case in establishing the validity of its "lost pay" claims, and if such a principle were followed generally, the strike weapon of newspaper unions would be greatly strengthened. One union could

Banks To Increase Advertising

Commercial banks throughout the United States will invest \$143 million in advertising this year—increase of 12% over 1958, according to the fourteenth annual survey conducted by the American Bankers Association. Of 3,249 banks replying to this year's ABA questionnaire, 2,096 said they planned to place their greatest promotional emphasis on savings accounts. Also singled out for special ad backing were: regular checking accounts, auto loans, banking-by-mail, farm production loans and mortgage loans, in that order. When was the last time your bank advertised? Check with him and tell him of the ABA survey.

Six hundred sixty-nine newspapers are purchased in the United States every second of every minute of every hour of every day, when total daily circulation of 58,000,000 copies is averaged out over a twenty-four hour period.

cause suspension of publication but the publishers would have to keep all other employees on the payroll despite a total absence of revenue from circulation and advertising.—SNPA.

WAITING

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WASTING TIME, WASTING MONEY... the inevitable result of depending on linecasting equipment that is obsolete, outworn or inadequate. If you are just "getting along" with your present equipment, you may already be paying for a new Linotype—in lost profits because of inability to produce more work at a faster pace. Why not take a fresh look at your composing room? Your Linotype Agency will be pleased to help you analyze your operations thoroughly and honestly. If new equipment is called for to deliver top efficiency for peak profits, you'll get some plain talk about comfortable financing, too. Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

• LINOTYPE •

Auto Sales Up

Sales of American-built new cars in the final third of February climbed to the highest daily level this year, reports Wall Street Journal, as dealers delivered an average of 18,615 cars a day during the February 21-28 period. This was a gain of 21% over the selling rate of the like period a year ago, and brought total volume for the month to 405,000 cars—up 26% from February 1958. Despite the increase, however, auto officials once again cautioned against reading too much into February sales figures. February '58, they note, was an extremely disappointing month with volume falling nearly 32% below February '57.

Some old fashioned mothers who can remember their husband's first kiss have daughters who can't remember their first husbands.

COMMUNITY PRESS SERVICE
 "SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

News and photographic coverage of the Connie Nicholas murder trial in Indianapolis is one of the most liberal and informal in history. However, Judge Thomas J. Faulconer says "the conduct of the press and the photographers has been exemplary" and "pictures have been taken in a very unobtrusive manner that has not upset the decorum of the court." The judge declared that the smooth news coverage had shown that ABA Canon 35 is "as outmoded as the horse and buggy."

Buckling Remedy: If a form buckles when quoin are tightened, turn all furniture over one time. If buckling is caused by warped furniture, the form will not seat properly.

Mitering Borders: You can get mitered borders that are perfect, using a hand mitering machine, by placing a quarter inch strip of 2-ply index under the corner of the rule near the cutting blade. This gives you a tapered slug that is open at the bottom but joined at the top.

Humidity: To overcome the static caused by humidity, which interferes with the delivery of coated paper on small cylinder presses, moisten the top sheet with a glycerin soap rag.

Ruling Family OF NEWSPAPER TEXT FACES

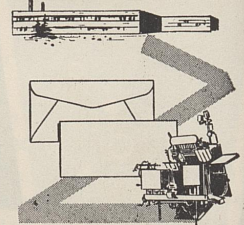


• Ask your Intertype representative for complete showings of these modern text faces. They are designed for maximum legibility, clean stereotyping and set well by both tape operating and manual typesetting methods. Step ahead with a new type dress from Intertype's Ruling Family of text faces.

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"SOLD FOR RESALE ONLY"
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 523 Stewart Avenue S.W. • Atlanta 10, Georgia

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS
 This Handy Knife Is Worn Like a Ring
 ALL SIZES \$2.40 PER DOZ.
 25c EACH
Handy Twine Knife Co.
 Upper Sandusky, Ohio

METRO NEWSPAPER SERVICE
 80 MADISON AVE., N.Y., N.Y.
 Mean's PLUS BUSINESS for Your Newspaper
 Lawson Spence Representative

this is how K.P.S. helps the advertiser



THE HARD WAY

<p>CONTRACTS FOR EACH NEWSPAPER</p> <p>ACCT. EXEC.</p>	<p>SPACE ORDERS FOR EACH NEWSPAPER</p> <p>ACCT. EXEC.</p>	<p>TEARSHEETS AND BILL FROM EACH NEWSPAPER</p> <p>CHECKING DEPT.</p>	<p>CHECKS TO EACH NEWSPAPER</p> <p>EXEC.</p>
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THE K.P.S. WAY

<p>ONE CONTRACT</p> <p>ACCT. EXEC.</p>	<p>ONE ORDER</p> <p>ACCT. EXEC.</p>	<p>ONE BILL</p> <p>ACCT. EXEC.</p>	<p>ONE CHECK</p> <p>ACCT. EXEC.</p>
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this is how K.P.S. helps the publisher



THE HARD WAY

<p>CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS</p> <p>PUBLISHER</p>	<p>NON-UNIFORM INSERTION ORDERS</p> <p>PUBLISHER</p>	<p>EVERY ONE CHECKS TEARSHEETS FOR BILLING</p>	<p>MANY CHECKS TO ENTER AND CREDIT</p> <p>BOOK KEEPER</p>
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THE K.P.S. WAY

<p>ONE CONTRACT</p> <p>PUBLISHER</p>	<p>UNIFORM INSERTION ORDERS</p> <p>PUBLISHER</p>	<p>FOUR COPIES OF NEWSPAPER TO K.P.S.</p> <p>PUBLISHER</p>	<p>ONE CHECK FROM K.P.S. TO NEWSPAPER K.P.S.</p> <p>BOOK KEEPER</p>
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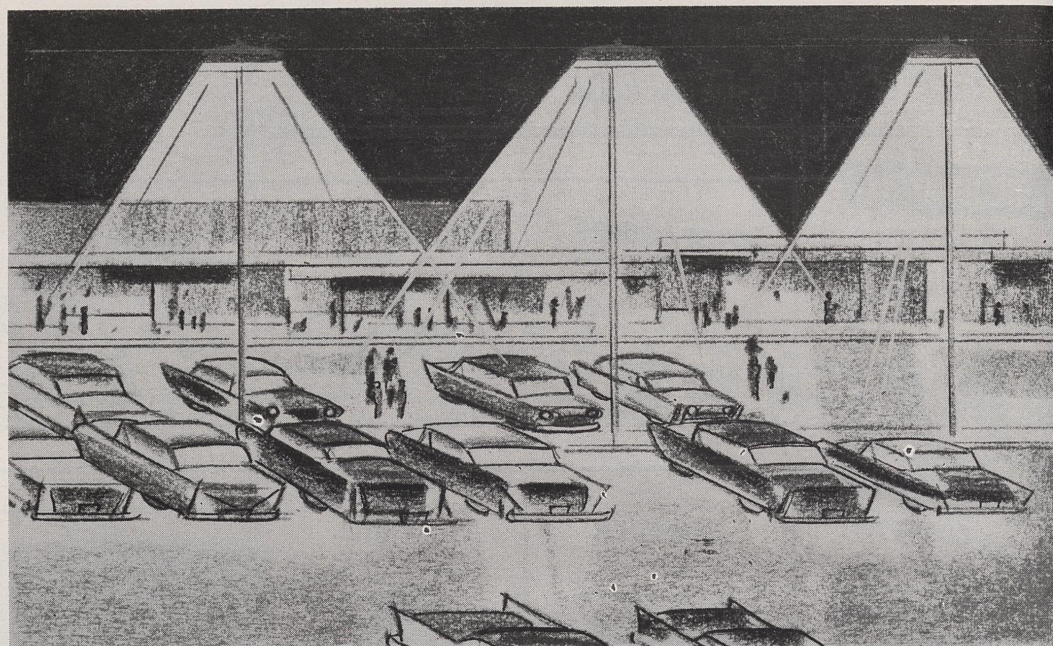
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SPAPER
RVICE

VE., N.Y., N.Y.
BUSINESS
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LIGHT THE WAY TO BETTER BUSINESS

...illuminate your parking lots



Nighttime shopping's on the increase everywhere. One reason is the large and increasing number of working families—where both Mother and Dad are putting in a full day. For such families daytime shopping is most inconvenient—sometimes practically impossible. It's almost nighttime or never for these families.

Today, as never before, safe, convenient, lighted parking is a major asset to community

shopping. Properly lighted downtown parking lots attract business, hold hometown trade, give people a feeling of safety and security . . . and add to the attractive appearance of the community.

Off-street, downtown parking is a worthwhile project for city officials and business leaders—keeps business coming downtown, maintains and builds property values, gives the community financial stability.



KENTUCKY UTILITIES COMPANY

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