

The Kentucky Press

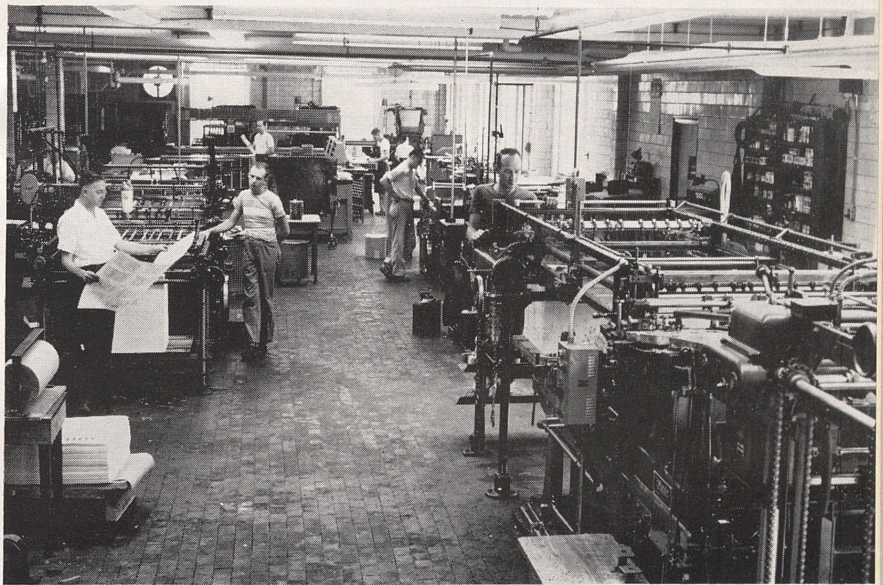
January, 1957

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



VOLUME TWENTY-THREE
NUMBER FOUR

Publication Office:
School of Journalism
University of Kentucky
Lexington



View of Kernel Printing Office, a complete publishing plant.

Official Publication Kentucky Press Association



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 fifteen 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.

Kentucky Press Service, Inc., is an affiliate of Weekly Newspaper Representatives, Inc., which organization is the only authorized national advertising representative of Kentucky weekly and semi-weekly newspapers. National advertising schedules placed with WNR for all weekly and semi-weekly newspapers in Kentucky are cleared direct with the absolute minimum of time lag. WNR maintains service offices in New York, Detroit, Chicago, Atlanta, Philadelphia, and San Francisco, with the main office at 404 Fifth Avenue, New York 18, New York. WNR offers an identical 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. On 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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PROGRAM
88th Annual Mid-Winter Meeting
Brown Hotel, Louisville, January 24-26
THURSDAY AFTERNOON

- 5:00 p.m. Registration opens, Mezzanine Floor, Miss Garrison.
- 5:00 p.m. Ladies' Get-together, Suite to be announced. All ladies of the press to greet each other—bring a lady with you.
- 6:00 p.m. KPA Executive Committee meeting, KPA suite.
- 7:30 p.m. Buffet supper, South Room
 Music and singing, Jim Sheehy, MC
 Refreshments, courtesy Kentucky Brewers

FRIDAY MORNING

- 8:00 a.m. Registration, Mezzanine Floor, Miss Garrison
- 8:15 a.m. Breakfast, Roof Garden
 Invocation, Rev. Henry Beach, Third Avenue Baptist Church
 Address of Welcome, Andrew Broaddus, Mayor of Louisville
 Response, Martin Dyche, Chairman, Executive Committee
- 9:15 a.m. Business session, Roof Garden
 Call to order by President Charles E. Adams
 President's annual address
 Annual report of the Secretary-Manager
 Appointment of the Resolutions Committee
- 10:00 a.m. Address, "Chalk-Talking About Newspaper Designing", Edmund C. Arnold, editor,
 Linotype Publications, Brooklyn, N. Y.
- 12:30 p.m. Luncheon, Roof Garden
 Presentation of award to the Kentuckian of the Year

FRIDAY AFTERNOON

- 2:00 p.m. Business session, Roof Garden, Alfred S. Wathen, Jr., presiding
 Panel: "Juveniles in the News", Neil Dalton, moderator
 Charles C. Dibowski, Louisville
 Judge George St. Clair, Meade County
 Mrs. Elizabeth Spalding, Kentucky Standard, Bardstown
- 3:30 p.m. Panel: "Ethics in Advertising", Alfred S. Wathen, Jr., moderator
 Leo A. Meagher, Executive Director, Better Business Bureau, Louisville
 Landon Wills, McLean County News, Calhoun
- 4:30 p.m. Roundtables for KPA standing committees
 Printing School, W. Foster Adams, Chairman
 Contests, George Trotter, Chairman
 Freedom of Information, Paul Westpheling, Chairman
 Microfilm, William C. Caywood, Jr., Chairman
 Legislative, Bennett Roach, Chairman
 Journalism Schools, George Joplin III, Chairman
 Delegates are invited to meet with the committee of their choice
- 4:30 p.m. Nominating committee of past presidents and officers, KPA suite
- 6:00 p.m. Cocktail party, Roof Garden, Louisville Courier-Journal & Times and Lexington Herald-Leader, hosts
- 7:15 p.m. Annual banquet, Crystal Ballroom, Brown Hotel and Louisville Chamber of Commerce, hosts.
 Floor show and dance, courtesy Louisville Courier-Journal & Times, WHAS, WHAS-TV.

(Continued on Page Two)

ANPA Seeks To Correct Labor Dept. Misinformation

The ANPA recently challenged a number of statements which the U. S. Department of Labor, Bureau of Labor Statistics published in its 1951 edition of "Occupational Outlook Handbook", and statements the Bureau proposes to publish in a revised handbook now in course in preparation. The ANPA asserts that some of the statements create a false impression as to career opportunities in several departments of the newspaper business.

Average wage rates apparently are weighted by the number of craftsmen employed in each city, thus giving undue emphasis to rates of the large number employed in the printing trades in metropolitan centers. One statement is that "Work on Sundays and holidays is customarily paid for at time and one-half or double time rates in most printing establishments." This is definitely misleading so far as the newspaper business is concerned.

Copy for the handbook states that employment in skilled composing room operations will not increase in the late 1950's and 1960's over the 1956 level. Apparently there are no facts to substantiate such a prediction. One of the most serious errors in the draft is the statement that "Continued technological improvements will permit increased output with little change in the number of these craftsmen." The implication is that individual productivity of printing craftsmen has increased substantially since 1940, whereas there is no evidence to support such a conclusion so far as newspapers are concerned.

Another serious criticism of the draft is that it is calculated to leave the impression with a young person or a high school guidance counselor that automation is doing away with jobs in the printing field and that there will not be many opportunities for young people in the printing occupations in the future because of technological advancements. It is hoped that newspapers will obtain and study copies of the "Occupational Outlook Handbook" when it is published and will point out the misleading statements to young people and high school guidance counselors.

●

The best selling book in the world is the Bible with more than twenty-five million copies being printed annually.

During the 1955-56 year, ending June 30 the various government agencies in the nation paid out over \$1,313,000,000 for unemployment compensation. An average of 992,000 unemployed workers per week received payments averaging \$26.33.

Pope To Be Honored

James S. Pope, executive editor of The Courier-Journal and Louisville Times, will be presented with the 1956 John Peter Zenger Freedom of The Press Award by the Department of Journalism at the University of Arizona.

Dr. Richard A. Harvill, university president, announced Pope's selection today. The award, named for the publisher of The New York Journal who fought for a free press in colonial days, will be presented during the

annual meeting of the Arizona Newspapers Association in Phoenix January 13.

A past president of the American Society of Newspaper Editors, Pope has been active in the society's committee on freedom of information. He succeeded Basil L. Walters, executive editor of The Chicago Daily News, as chairman of this committee. Walters received the Zenger Award last year.

Through the committee on freedom Pope has been a leader in the fight by American editors against censorship and suppression of news by Government agencies.

Just For The Want Of A Comma—\$4.50

Ponder well the placing of a comma in advertising copy. It is a step not to be taken lightly, for the machinery necessary for its expurgation is intricate and expensive.

So you decide that a certain comma befools the purity of your prose, impairs the clarity of your construction, or is just an abomination in your sight. You mark the proof and start a chain reaction which must be seen to be believed:

1. The salesman prances into the printshop with the correction.
2. He turns the proof with correction over to the detail man.
3. Detail man digs up work sheet.
4. Detail man turns proof and work sheet over to composing room foreman.
5. Foreman discovers that job is set in linotype.
6. He assigns correction to linotype operator.
7. Linotype operator changes magazine to match type and size.
8. Linotype operator casts line, respacing to full measure.
9. He takes the new line back to the fore-

man.

10. Foreman assigns hand compositor to job.

11. Compositor looks up record to find where galley is stored.

12. He gets galley and takes it to frame.

13. He removes string.

14. Removes old line of type and replaces it with new line.

15. He ties up the galley with string.

16. He adjusts it on the proof press.

17. He pulls the number of proofs needed.

18. He takes galley back to storage rack.

19. He turns new and old proofs over to proofreader.

20. Proofreader checks new proof and turns job over to foreman.

21. Foreman hands new proofs to detail man.

22. Detail man gives proof to salesman.

23. Salesman delivers them into your hand posthaste.

Who profited by these goings on? Probably nobody—least of all the printer. Nobody would be happier than he if you quarter-backed your copy at the typewriter level. The man is just as unhappy as you are about the high cost of author's corrections.—from "Better Impressions"

PROGRAM SATURDAY MORNING

- 8:30 a.m. Breakfast, Roof Garden
- 9:15 a.m. Business session, President Charles E. Adams presiding
Report on NEA, Ed Schergens, NEA director, and James W. Willis, state NEA chairman
- 9:45 a.m. Roundtable, Mechanical, George Joplin III, moderator
W. Foster Adams, Berea Citizen
James C. Wilson, Cynthiana Publishing Co.
Don Grote, superintendent, Kentucky Kernel Printery
- 10:45 a.m. Address, Lt. Col. Thomas J. Cunningham, Jr., Commanding, Army Home Town News Center, Kansas City
- 11:00 a.m. Address, "Public Information Needs of I.R.S.," Thomas P. McHugh, Acting Chief, Auditing Division, Louisville district, Internal Revenue Service
- 11:15 a.m. Reports of standing committees
Old business
New business
Report of the resolutions committee
Election of officers
- 12:30 p.m. Luncheon, Roof Garden, President Charles E. Adams, presiding
Presentation of new officers and executive committee
Address, Max Freedman, chief, Washington Bureau, Manchester (England) Guardian

SATURDAY AFTERNOON

- 2:30 p.m. Annual meeting, Kentucky Press Service, President James M. Willis, presiding
Annual financial report, Secretary-Manager Portmann
Address, "National Advertising Today", Maxwell J. Thomas, Crowley, Louisiana, Daily Signal, NEA Regional Director and member of the WNR Board of Directors.
Rountable—Advertising Problems
Election of officers and board members
The Board of Directors will meet immediately following

KENTUCKY ASSOCIATED PRESS

- 9:30 a.m. AP Executive Committee Breakfast, Parlors ABC
2:30 p.m. Annual meeting, Kentucky Associated Press, Parlors ABC

Access To U. S. News Goal Of Moss Committee

A report from Washington discloses that the staff of the House Government Information Sub-Committee, headed by Rep. Moss of California, has suggested two changes in the law, designed to make it easier for newsmen and others to get information about government activities.

A statute which gives each department authority to issue regulations on the custody, use and preservation of its records is said in the staff's paper to be one of the "many blocks in the road to freedom of information." The staff suggestion was to add to the statute: "Nothing contained in this section authorizes a regulation for the withholding of information or limiting the availability of records to the public."

A suggested change in another statute dealing with publication of information, rules, opinions, orders and public records would require government departments and agencies to request of Congress specific legislation authorizing the withholding of specific information and records when the need arises for such withholding. A positive approach would be given toward release of information and a "public right" to information created which would be subject to judicial review.

The sub-committee said it is asking comment and criticism on the proposals from about 100 newsmen, lawyers and scientists who advised it or testified before it during an investigation of government information policies.

Warning For Readers Is Worth Re-publication

Some motor dealers are again using "bait" advertising. Media then advised of this continued advertising for one dealer. The come-on is to advertise the lowest price model with "no cash needed" at a fantastic monthly payment of \$39.95 per month, whereas the monthly payment minimum is \$70.00 on 30 installments. Check with your nearest Better Business Bureau if you are confronted with advertising copy that is questionable.

In 1955 there were three million one hundred thousand brides and grooms. This figure in 1960 will probably reach three million two hundred thousand and by 1970 four and a half million, and in '75 four million nine hundred thousand. Looks like the honeymoon market offers an unparalleled opportunity for business growth and profit for all lines.

N.E.A. Legislative Report

Prepaid Income: Under present tax laws, most business concerns receiving prepaid income, such as money for newspaper or magazine subscriptions to run two or more years, must report all the income received in a year. Most concerns also cannot deduct for tax purposes money set aside one year for expenses they expect to incur in the future.

Sections 452 and 462 of the 1954 Internal Revenue Code permitted business concerns to spread prepaid income over the period to which it applied and to claim tax deductions of reserves for expenses. Congress repealed these provisions when the Treasury Department said the revenue loss would be much greater than originally anticipated. The Treasury feared that the second provision would open the way for a **double deduction** in the year the new method was put into effect—one deduction for the current year's expenses and another for future expenses.

A House Ways and Means subcommittee studying tax loopholes and other technical problems heard witnesses urge action to ease the tax treatment of prepaid income and reserves for future expenditures. The subcommittee, headed by Rep. Mills (D. Ark.), earlier indicated it did not intend to include this tax problem in its study. Spokesmen for the National Association of Manufacturers, American Automobile Association, Associated Business Publications, and the National Association of Insurance Agents urged the subcommittee to take some steps to permit businessmen to spread out income over the period for which it was received. Witnesses agreed some steps might be necessary to hold down the Treasury's revenue loss, but the re-enactment of these two provisions in some form is essential to bring tax laws into line with accounting practices now widely used by business.

Rep. Simpson (R. Pa.) plans to introduce a bill when Congress convenes which has been prepared by congressional tax experts. The bill, which is hoped to be a solution to this tax dilemma, would work this way: A taxpayer switching to the new basis would take a deduction for actual expenses incurred as a result of that year's sales and estimated expenses for future years resulting from that year's sales. But he would not get a deduction for expenses actually incurred that year as a result of previous years' sales. This deduction, rather, would go into a special reserve fund on the taxpayer's books.

Each year, thereafter, the taxpayer would deduct actual and anticipated expenses. Any year this deduction fell below the amount in the special reserve fund, the taxpayer could reduce the reserve on his books by the

difference and add that amount to his tax deduction for that year. Net effect: A business with expanding sales and expenses could not deduct the reserve fund money until it went out of business. But a firm with some poor years could draw on the reserve to boost its deduction.

Post Office Department Statistics: United States Post Office receipts totalled \$712,000,000 in the period June 30 to October 19, 1956. This amount represented a 5.8% increase over the same period in 1955. However, during the period the nation's 37,449 post offices ran up a deficit of \$186,200,000, which was 22% greater than in that period last year.

In the first sixteen weeks of the government's fiscal year, 300 leading post offices which normally handle about 70% of the nation's total mailings accounted for 12,700,000,000 pieces of mail, an increase of 5.4% over last year. The increased mail volume was attributed to the continuing high level of business activity, which usually generates three-fourths of the mail volume, as well as heavy mailings during the recent political campaign.

Maurice H. Stans, Acting Postmaster General during Mr. Summerfield's recuperation from throat surgery, made a plea for higher postal rates in view of these statistics. "Despite greater efficiency and rigid economies," Mr. Stans said, "the Post Office Department is now losing money at the rate of almost \$2,000,000 a day."

Proposal To Amend Learner Regulations: A proposal to include in the learner regulations certain provisions regarding the use of the Public Employment Service by employers applying for or holding learner certificates has been announced by Newell Brown, Administrator of the U. S. Labor Department's Wage and Hour and Public Contracts Division. The Fair Labor Standards Act permits the employment of learners under special certificates at rates below the one-dollar-an-hour statutory minimum, but only to the extent necessary to prevent the curtailment of opportunities for employment.

Administrator Brown has proposed to amend the general regulations on the employment of learners under the Act by requiring employers to submit written evidence that they had placed an order for experienced workers with the local Public Employment Service not more than fifteen days before applying for special learner certificates. The employer would also have to place an order or have one on active file each time before hiring learners during the effective period

of the certificate. The proposal would also require the employer to maintain a file of records and correspondence pertaining to the placement of such orders.

This is simply an announcement of a proposed rule and is not yet effective. The law requires that proposed new rules or regulations of an agency be made public so that protests or suggested changes may be offered before these rules or regulations go into effect. That they are in effect will be officially announced in the Federal Register at a later date.

Wage-Hour Overtime Pay Policy: Administrator Brown has also announced that he will raise no question of failure to comply with the overtime pay provisions of the Fair Labor Standards Act or the Walsh-Healey Act when employees agree to work six days in a week without premium pay for the overtime hours, if the preceding week or following week is a holiday week and the employer and employees have agreed that no work will be performed on the day before or after the holiday. Brown emphasized two conditions must be met, however. They are: (1) The firm has a standard practice of paying overtime in accordance with the requirements of the law, and (2) The arrangement is made in advance, and is mutually agreed to by the employer and employees.

Informally the Administrator has indicated that where a unit of employees represented by a bargaining representative is concerned, agreement with the representative is sufficient to insure that the Wage and Hour Division will not invoke the overtime provisions of the law. However, employees not represented by a bargaining representative must agree to the arrangement, or the employer will be liable for the overtime hours worked by an employee who either refuses to agree or withholds his assent. The arrangement can be applied to any or all employees of a firm, nevertheless.

The announcement was made on November 14, apparently with Thanksgiving week in mind. However, Brown said the same policy would apply to other weeks in which holidays fall.

Thirty-Five Hour Week: Senator Purtell (R. Conn.) has announced that he plans to introduce a bill in the new Congress next month to provide a 35-hour week for Federal employees. He conceded that such a step would be for exploratory purposes. He expressed hope that hearings on the bill by the Senate Committee on Labor and Public Welfare would produce information helpful in considering the possibility of a 35-hour week for industry in general.

(Please Turn To Page Five)

The Kentucky Press

Official Publication
 Kentucky Press Association, Inc.
 Kentucky Press Service, Inc.
 Victor R. Portmann, Editor
 Perry J. Ashley, Associate Editor

Member
 Kentucky Chamber of Commerce
 Sustaining Member
 National Editorial Association
 Printed by The Kernel Press

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

Kentucky Press Association, Inc.

Charles E. Adams, *President*
Gallatin County News, Warsaw
 Alfred S. Wathen Jr., *Vice-President*
Kentucky Standard, Bardstown
 Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committee

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

Kentucky Press Service, Inc.

James M. Willis, *President*
Messenger, Brandenburg
 Howard W. Greene, *First Vice-President*
Advocate-Democrat, Mt. Sterling
 George M. Wilson, *Second Vice-President*
Breckinridge County Herald-News, Hardinsburg
 Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

Board of Directors

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

Supreme Court Upholds Bela Labor Contracts

The U. S. Supreme Court has recently refused to review three cases pertaining to the legality of wage agreements under which employees are paid a guaranteed weekly wage based on a fluctuating workweek. (Such agreements are popularly known as Bela Contracts.) Refusal by the Supreme Court to review these cases leaves standing three lower court decisions upholding the legality of the agreements. These contracts guarantee workers a certain weekly wage which is figured as if the employee worked a 48 hour week, drawing a basic hourly rate for the first 40 hours and time and one-half for all overtime. The hourly rate is set so the 40 hour straight-time and 8 hours overtime will equal the weekly guarantee.

NLRB Rules District Dealers Are Independent

Following hearings on a petition filed by Los Angeles Newspaper Guild, the NLRB recently ruled that the circulation district dealers at the Pasadena (Calif.) Independent Star-News were "independent contractors" as contended by the publisher and should, therefore, be excluded from the bargaining unit in the circulation department. Shortly after the decision was announced the Guild withdrew its petition.

The Guild's petition claimed a majority representation of employees in the Circulation Department of the Pasadena newspapers, including all inside and outside circulation employees. During NLRB representation hearings the publisher pointed out that the district dealers had only recently been converted from an employee status to an independent contractor relationship and should, therefore, be excluded from the proposed bargaining unit. The publisher argued additionally that of the remaining employees, the street men and the motor routes would also in all probability be converted to independent contractors, leaving only the inside office employees in the bargaining unit. The Guild contended that the district dealers were in fact still employees of the newspaper and that any change was more one of form than of substance.

In agreeing with the publisher that the district dealers were "independent contractors," the NLRB stated: "While it is true that the employer advises, suggests, and in a number of ways assists its dealers in their work, the dealers are not obligated to accept such assistance but may choose their own means to effectuate their contracts with the employer. In view of the foregoing and the entire record in this case, we find that the

district dealers are independent contractors to be excluded from the unit and not employees."

On the matter of the publisher's stated intentions to convert the street salesmen and route men to dealerships, the NLRB held that these persons "are admittedly employees at the present time (and) we shall in accordance with our practice of basing unit determinations upon existing operations, include them in the unit."

The Board, thereupon, directed an election among the street salesmen, car route men and clerical employees. Following closure of hearings but before the Board decision the publisher changed the street sales and motor route operations to independent contractor status, leaving the only persons eligible to vote in the election the inside circulation clerical employees. Faced with these developments, the Guild withdrew its petition on December 3.

Publicity Releases

"What the Weeklies Want" in publicity discussed in an article by David L. Stanley in November's Advertising Requirements magazine. The author says weeklies have the same complaints as dailies: releases are not localized well enough; too long and dull; not newsworthy. He says ad agencies sending releases about new products are wasting money; his research showed that not one editor preferred or used such releases. Editors throw out so many releases without opening envelopes that they often discard more valuable mail, the author stated. While checking waste baskets to see what was discarded, a researcher found a check from an ad firm, a season's ticket to the football games and several theatre passes.

Printing Week, February 13-19

The International Association of Printers, House Craftsmen, Inc., and cooperating Graphic Arts organizations have designated January 13-19 as International Printing Week. At this time the nation will pay tribute to one of its greatest industries—the printing industry. From a rather humble beginning this great industry has grown rapidly that today the printing industry is the sixth largest in America.

A recent announcement indicates that the Miehle merger has been approved. John Eddy, president of Miehle will be chairman of the consolidated company and Robert Corlett, now president of Goss would be president of the new company. Combined assets will total sixty million dollars, a better than twenty-five million in surplus.

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Fayette Circuit Judge Adams recently held that nine Lexington and Louisville sellers of visual aid glasses cannot advertise the price or cost of the products under Kentucky Statutes. He gave the nine firms 60 days after entry of the judgment to cease the advertising.

The judge's decision held that each of the above "and all members of the class which they represent and all persons in concert with them, are hereby enjoined from advertising, by any means whatsoever, directly or indirectly, including use in corporate, firm or trade names, the cost or price of visual aid glasses. . . ."

The judge cited Kentucky law and said that it applies "to all persons, firms or corporations including the defendants herein, and all members of the class they represent and not being limited to optometrists, and that said provision (of the law) is constitutional and valid."

In an editorial, "Is The Optometric Act A Wise One?", the Lexington Herald voices the opinion of the majority of the nation's newspapers on this statutory law, and similar laws, which are discriminatory and precedent-setting as well as violating the freedom of press guarantee to all legitimate businesses. The editorial states:

In a recent decision handed down by Judge Chester D. Adams in Fayette Circuit Court, nine Lexington and Louisville sellers of visual aid glasses were told that they cannot advertise the prices asked for their products. The ruling was in accordance with a law passed by the 1954 General Assembly with the blessings of the optometric profession, some of the old-line concerns having found that the sale of glasses by certain so-called "cut-rate" firms was cutting in too severely on their accustomed business.

While The Herald does not question the decision, it does feel that there is a possibility that the Legislature went too far in trying to prevent legitimate advertising by a business house. The ruling, under this statute, not only prevents newspaper advertising of prices but also forbids any sort of display or notice "by any means whatsoever, directly or indirectly, including use in corporate, firm or trade names, the cost or price of visual aid glasses."

There is a question whether any business group or association should be permitted to take upon itself the right to say what other concerns in the same line shall charge for a product. In the case at point, it is highly questionable whether one group should be permitted to say what another group may charge for services, for that is primarily what is being done. If the cut-rate firms are selling an inferior product or are misrepresenting their workmanship or materials in their advertising, then there are other ways to

stop the practice, and violators of the code should be exposed and stopped by court action.

If it were only this one business involved it might be well to let the matter alone, but who knows when some other industry will decide that it wants to dictate the trade practices of its membership? Independent grocers far outnumber the chain stores, and some years ago they were able to dominate the industry to the point where they had the General Assembly pass a special tax that applied only to chains. The act later was declared unconstitutional, but it did remain on the statute books for a time. Suppose that the independents again decided that they objected to the pricing practices of the larger chains and that the advertising of certain articles was hurting their sales. In line with the special legislation in the present case it is not beyond the realm of possibility that the Legislature would pass a measure forbidding any store, chain or independent, to advertise the prices at which commodities were to be sold.

We cannot but wonder whether the Legislature went a little too far in permitting a law to get on the statute books of Kentucky which abridges to this extent the freedom of the press. Every business, to our way of thinking, should have the right to tell the public, through whatever medium it wishes, what it expects to get for its products. If misrepresentation occurs in the presentation of their case, then there are ways by which this can be stopped.

The whole matter is worthy of further study by the next General Assembly.

The International Typographical Union was founded in 1852 and is the first and oldest labor union in the United States.

The government is putting out two new booklets pertaining to income taxes. You can order them now from the Supt. of Documents, Washington 25, D. C. They are: "A Tax Guide for Small Business," price 30c; and "Your Federal Income Tax," 30c. Pertains to personal taxes.

(Continued From Page Three)

The Senator described the 35-hour week as "something inevitable", but he stated further the consequences would be such that we should be preparing for the eventuality now. For example, the Senator pointed out the possible need for more flexible overtime provisions in the wage-hour law in case the 35-hour week becomes general. Senator Purcell is a high ranking Republican member of the Labor Committee which is composed of 100% pro-labor Democratic majority.



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Proposed 'Model Law' Must Be Closely Studied

All newspaper publishers should be vitally interested and apprehensive to the so-called "model law" on workmen's compensation prepared by the U. S. Dept. of Labor for recommendation to all state legislators. The proposed law would include sweeping coverage of newspaperboys—minors and independent contractors included. It would not only legalize by statute the most liberal recent compensation court decisions and regulations, but would also include even more liberal provisions and apply workmen's compensation coverage to numerous classes of workers not previously covered.

Copies of this "model law" have been sent to legislatures in all 48 states, with the hope of those who designed it for the U. S. Labor Department that all or most of its radical provisions will be enacted by many states. Study of the proposed bill discloses that not only newspapers will be affected if the bill becomes law. First of all, every employer will pay more money in higher premiums or workmen's compensation insurance. Section 4 (d) of the bill would cover insurance salesmen, door-to-door salesmen, milk and bread men, manufacturers' representatives and many other types of workers, undoubtedly including string correspondents.

Every employer should be alarmed over two proposed sections, one redefining injuries subject to compensation. The type of injury subject to compensation is broadened to include "mental or physical harm, including diseases or infection to an employee arising out of employment." This has been interpreted as probably making compensable all nervous and mental breakdowns allegedly due to overwork and other strain in employment. Second, the proposed bill omits the phrase "in the course of employment," which is presently found in the laws of nearly all states. This leaves the door open to claims for compensation where injury or sickness occurred after work, on the ground that due to strenuous effort during the working shift the employee was unduly tired and was not as alert and agile as he would otherwise have been. The proposed bill also omits the requirement that the injury be "an accident," which is found in most state compensation laws.

It is understood that the bill was written principally by Arthur Larson, when he was Under Secretary of Labor. He is the author of several books on workmen's compensation which have been accepted by courts as authority in cases involving newspaper carriers. On Page 667 in Volume I of his two-volume treatise on workmen's compensation, Larson states "The position of the newsboy who sells

Color T-V Influencing Newspaper Publishing

Competition from color television will make R.O.P. (Run Of Paper) color the spark-plug of future business for the nation's newspapers, predicted Joseph L. Auer today. The president of R. Hoe & Co., Inc., oldest U. S. manufacturer of printing presses, pointed out that all new newspaper presses now being sold are equipped so that they can do color printing. He also acknowledged that advertisers are a growing force for increased use in color in newspapers.

Auer added, "High interest among publishers was revealed last September when over 800 top officials attended the first Newspaper R.O.P. Color Conference ever held. Their enthusiasm reflected the fact that color is no longer an experiment, but a practical way of boosting newspaper readership and advertising revenue."

The Hoe spokesman said that his firm's research and development program was placing heavy emphasis on improving color printing presses for newspapers still further. Innovations already introduced by Hoe include the four compartment color ink pump, which recently was relocated waist-high for floor units and chest high for color couples and cylinders. Other Hoe color press developments include: the variable vibrator stroke to prevent bleeding of adjacent colors; quick, convenient reversing of paper feed at floor level; and fast adjusting ink roller sockets promoting accurate roller positioning.

Conscience is the still small voice that makes us feel still smaller.

In the Printing Industry about 82% of all printed matter is done by letterpress, 13% by offset lithography and 5% by gravure. Silk screen printing is a rapidly growing process.

paper for a single newspaper has already been discussed. Those who deliver papers on fixed routes are quite clearly employees." With that background and the assured support of labor organizations, there is just cause for alarm that the bill may be enacted by many state legislatures unless there is organized effort to stop it.

The proposed law is so radical that it seems a reasonable assumption that newspaper publishers and all others whose businesses would be adversely affected will be unanimous in opposing such legislation, if they are fully informed as to its far-reaching effects. It is suggested that KPA members inform themselves about this dangerous "model law", and take any steps they may deem proper to oppose its enactment during forthcoming sessions of the state legislature.

Ad Week, February 10-16

"Advertising Benefits You" will be the theme for 1957 Advertising Week February 10-16, sponsored by the AFA. In a recent AFA bulletin it was stated that Advertising Week should be more than a 'week,' it should be a never ceasing activity on the part of those who derive their livelihood from advertising. There is a very real need to educate people to the importance of advertising and its economic functions. Advertising Week a wonderful opportunity to point out the fact that advertising is an economic force of great value to this country.

The theme for Advertising Week will be a "family identity" in the form of a logo of four silhouetted members of a family. The Bureau of Advertising, ANPA, nearing the finish of a fine newspaper campaign which will include nine individual mats ranging from 100 to 600 lines. Photographic art will be used by the National Association of Transportation Advertisers for car cards.

The radio and television industries have big plans for transcriptions and TV spots of top quality. Editorial material suggested news stories, house organ articles, proclamations and suggested advertisements and stories for magazines are available through the AFA. The record \$1 million contribution of time and space to the campaign last year should be overshadowed by the returns in February.

The man who trusts men will make few mistakes than he who distrusts them.

The man who doesn't read has no advantage over the man who can't read.

National Advertising Linage Set All-Time Record

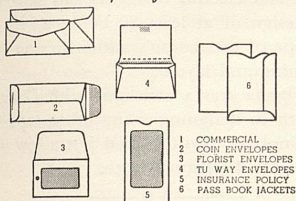
National advertising lineage in newspapers registered a gain of 2.8 per cent for the 11 months of 1956 over the same period of 1955, and established a new all-time record for the 11-month period, it was announced by the Bureau of Advertising, American Newspaper Publishers Association, and Media Records Inc.

On the basis of the Media Records 52-Index, General Linage (all National advertising other than Automotive) rose 9.1 per cent for the 11-month period to set a new record, while Automotive showed a loss of 9.7 per cent.

Other all-time highs set for the first 11 months of 1956 as compared with 1955 were: Retail, up 2.1 per cent; Total Display, up 2.4 per cent; Classified, up 3.0 per cent; for Total advertising (all classifications combined), up 2.6 per cent.

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1 COMMERCIAL
2 FLOPPY ENVELOPES
3 TU WAY ENVELOPES
4 INSURANCE POLICY
5 PAGE BOOK JACKET
6

Justrite offers you a full line of standard and specialty envelope products direct from the factory. You now can furnish your customers with all the hard-to-get envelope specialties . . . and from one source. Write us for your complete envelope catalog.

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523 Stewart Avenue S.W. • Atlanta 10, Georgia

It is good to see through a thing; it is better to see a thing through.

Take your choice: Wait for opportunities or make them.

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

Eastern-Western Railroads Granted Rate Increases

Interstate Commerce Commission Dec. 17 granted Eastern railroads 7% freight rate increase and Western railroads 5%, effective Dec. 26. Southern railroads, which requested 7% freight rate increase, did not get it.

U. S. mill newsprint shipments to publishers in Eastern territory (East of the Mississippi River and West of Ohio and Potomac rivers, including the so-called Pocahontas territory which includes West Virginia and all but extreme Western and Southern portion of Virginia) will be increased 7%.

Newsprint freight rates to newspapers in Western territory will be increased 5%. A 5% increase becomes effective on shipments moving inter-territorially between East, South and West.

Newsprint freight rates from Canadian mills for shipment to U. S. points will also be increased 7% from Canadian border to destinations in the U. S.

It is estimated annual newsprint transportation bill will be increased by approximately \$3 million because of all these increases.

U. S. railroad spokesmen have advised ANPA they intend to ask I.C.C. for additional freight rate increase of 15%. ANPA will file Verified Statement in opposition to this 15% request on or before Feb. 1, 1957, according to the Bulletin.

Iowa Shopper Guides May Be Subject To Tax

The Iowa Tax commission is apparently intending to collect a sales tax on the gross receipts of advertising from shopper's guides. Since some newspapers publish their own, they'll be interested in the above. It will naturally interest those papers with Shopper's Guide competition.

If a newspaper publishes its own Shopper, it may wish to establish, as one paper has done, that the inclusion of an ad as a reprint in the Shopper is a free service, and is not sold separately. If making an additional nominal charge, presumably the tax would be applicable only to the amount charged for the Shopper. Doubtless some sort of a pattern on this will be established by the commission.

Newspapers have a special exemption, not enjoyed by other publications, by virtue of being a service. At least one instance has been reported in which the commission levied and collected the tax on a shopper issued by a newspaper. It is the understanding this new ruling is just in the exploratory stage.

Many live sales arguments are smothered by dead words.

The man who really cares will always dare to do the right.

There are two thousand magazine publishing firms in the United States with a total volume of more than one and one-half billion dollars annually.



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

Rights Of Photographers Upheld In Philadelphia

An important opinion has been handed down in Philadelphia that reiterates the very basic and fundamental principle of freedom of the press and holds that such freedom includes the right to photograph and disseminate pictures of police action occurring in public places. The opinion has been issued by David Berger, City Solicitor of the City of Philadelphia. Designated as Formal Opinion No. 196, and addressed to Thomas J. Gibbons, Commissioner of Police Department, it reads in part:

"You have asked my opinion regarding the respective rights of the police of the City of Philadelphia in maintaining law and order and of press photographers performing their work with complete freedom of the press. This request was precipitated by an incident occurring on October 31, 1956, at the University of Pennsylvania during a political rally of the Democratic Party . . .

"Police were called to quell the disturbance. Police intervention was opposed and a certain amount of force became necessary to remove the demonstrators from the hall. Whether inadvertently or not, one of the photographers of a city newspaper was included in the group and in the ensuing melee was shoved and thrown against a wall by a police officer.

"It is to be highly regretted that a member of the press was so treated. There is no more important constitutional guarantee to be observed by governmental law enforcement officers than freedom of the press . . .

"Meaningful freedom of the press includes the right to photograph and disseminate pictures of public events occurring in public places. It is intolerable that police officials who are not vested with discretion to permit or forbid the exercise of this right should perpetrate the most extreme form of censorship: physical abuse of the photographer. No more tolerable is police action reaching the same result by threat or intimidation rather than by bodily contact."

This opinion is believed to be particularly significant because the area of police action in relationship with the press in matters of public emergency had not been previously defined.

Believed to be the first of its kind, a deluxe, 32 ft. trailer visited shopping centers and communities in its circulation area to collect news and pictures of its readers for the South Macomb (Mich.) News. The trailer operated for two weeks serving as a display, a promotion and a means of gathering news and features.

Changes In Taft Hartley Law Studied By Congress

The administration is reported to be considering asking Congress for a broader range of action to deal with National Emergency-type labor strikes under the Taft-Hartley Law. Secretary of Labor, Mitchell has reported that President Eisenhower will send a special message to Congress outlining his proposals for changing the Taft-Hartley Law.

Mr. Mitchell is drafting suggested changes to be submitted to Congress but declines to say what they are. However, it is believed they may include revision of the law's emergency strike procedures. It is also reported the President will ask Congress to broaden coverage of the Wage-Hour Law to workers now exempt and to require union welfare fund trustees to disclose their fund financial operations to the government.

Noted Type Designer Dies

William Addison Dwiggins, 76, printer, type and book designer, died at Hingham, Mass., in December.

The designer of three types, metro, caldonia and electra, Dwiggins had supervised the design of at least 20 books a year and was one of the nation's authorities on type designing and layout.

Dwiggins was a colleague with Clarence Griffith in designing many other type faces for Linotype. Griffith died just a few weeks before Mr. Dwiggins' death.

It isn't the minutes at the tables that makes one fat. It's the seconds.

Get off to a good start in 1957 by planning some promotions for your own newspaper during the coming year. A few well conceived, well planned ideas can build prestige and profits.

"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

Fear Of Excess Capacity Expressed For Paper Mills

Concern that the nation's paper industry may be increasing its production capacity too rapidly was voiced by David L. Luke Jr., president of the American Paper and Pulp Association, at a luncheon of the Salesmen's Association of the Paper Industry in New York. Mr. Luke is president also of the West Virginia Pulp and Paper Company, one of the country's largest paper producers. Citing past instances when large short-term increases of capacity, notably in pulp, brought sharp declines in prices and earnings, Mr. Luke declared: "There is considerable danger that we are about to repeat our mistakes of the past."

He cited figures on actual and planned additions to wood pulp production capacity in the United States and Canada for the period 1956-1960. He noted that additional paper making facilities tend to follow closely on expansion of pulp supplies, and said that, counting new pulp capacity now under construction or planned by 1960 in the two countries, the indicated total increase by that year would amount to about 35.8 per cent over the combined United States-Canadian pulp capacity at the beginning of 1956.

Mr. Luke noted that the paper industry had undergone rapid growth in recent years as the result of increases in population, national income and types of paper products manufactured. He commented also that experts had forecast a population gain of 30,000,000 in the next ten years. Even on the basis of per capita paper consumption this year — a record approximating 420 pounds—a substantial increase in paper production would be indicated. "I have no doubt," Mr. Luke said, "that eventually all this capacity and a great deal more will be fully utilized by our industry. I am concerned only about the timing. This is a matter that calls for good industrial statesmanship by members of our industry."

FTC Studies Newsprint

Following is an excerpt from a Wall Street Journal story of December 26:

Washington—The Federal Trade Commission hopes to get together with its Canadian counterpart to check up on newsprint prices. Chairman John W. Gwynne revealed the FTC plans to hold early talks on the newsprint situation with Canada's Restrictive Trade Practices Commission. First, however, he said the FTC wants to collect and study all available data on the newsprint industry.

The study is a result of a complaint by Senator Potter (R) Michigan, that "the sky-

rocketing price of newsprint is working a hardship" on both U. S. and Canadian publishers and business interests. He urged the FTC to look into joint action with Canada "to counteract restraint of trade and price-fixing wherever they exist."

Regardless of price the U. S. will have an adequate supply of newsprint in 1957 to meet anticipated consumption, according to the Newsprint Association of Canada. In 1956, it is estimated that available supply in 1956, for the first time since before the war, was just a shade higher than actual consumption. Looking to the future, the Newsprint Association says 13 Canadian companies have expansion projects under way or firmly in prospect which will add about 1,050,000 tons of newsprint capacity over the next three years.

They're getting edgy in BBB circles about a sales scheme known as "par selling" which is sweeping the country. It has cropped up mainly in the fields of house siding, metal awnings, storm windows and similar home improvement items. It goes like this.

"Par" is the price the dealer sets on an item. This is a reasonable price, containing the regular commission for the salesman. But the salesmen are exhorted to sell "above par." Their commission is fattened by a percentage of the "gouge" or overcharge they can wrangle out of the customer above the "par" price.

In the reported new twist to "par selling,"

the salesmen work in two teams, hitting the same prospects. The "first team" man, though he may quote a fantastic price which discourages the prospect, plants the idea that the product is worth a lot more than it really is. Later, sometimes after days, the "second team" man comes by, is "surprised" that any salesman for the same item has preceded him, and tries a second pitch. If the prospect ever mentions the other price, the second salesman appears "shocked" and then mentions his "so much lower" price—which contains a big "pad" itself.

If you suspect "par selling," always get more than two bids, especially where your first two are from strangers who may hold a "post mortem" on you around the corner.

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

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- Another way of saying sharper reproductions start with type metals that get every detail in the matrix for crisp, brilliant, faithful reproductions. Imperial metals backed by 44 years of "know-how" give "spitting images" for reproduction proofs. May we show you samples?

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Foster Avenue, Nashville 10, Tennessee



There's A Stranger In Town

Not all strangers in town are tourists or salesmen covering the territory for the first time. In a good many Kentucky communities that stranger has been a factory locating engineer looking at the town as a possible site for a branch plant.

He does not announce his coming; he asks few questions. He already has the factual data he needs. Several communities fit his company's general requirements, and he is looking at each, assessing those plus values which will enable the company to decide "Where will we build our new plant?"

He is looking for a clean, attractive, progressive community. He is looking for evidence of natural friendliness, for signs of community improvement, development and growth. He is looking for those **intangibles** which make one community stand out above others.

Your community can be that outstanding one with your help. You can help by doing your part in its Community Development program, and by asking others to help. The outstanding community has virtually every citizen working actively on a well planned program of community improvement.

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