

The Kentucky Press

September, 1957

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



☆☆☆ National ☆☆☆
NEWSPAPER WEEK

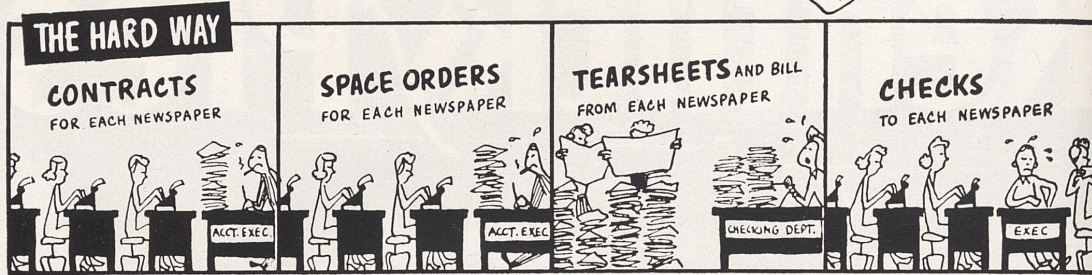


VOLUME TWENTY-THREE
NUMBER TWELVE

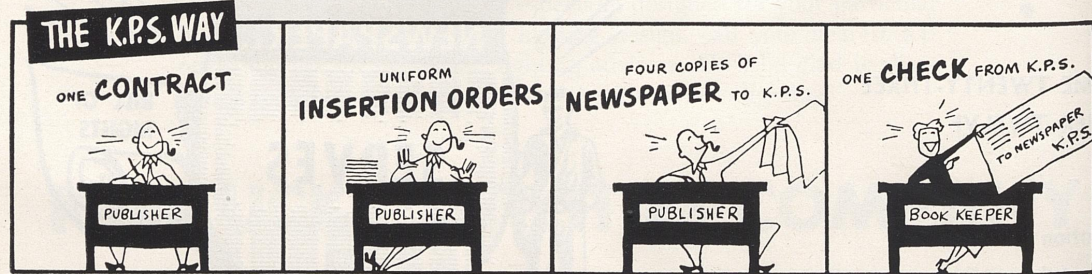
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School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association

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



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



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Congress Adjourns Without Passing Anti-Newspaper Bills

The lengthy first session of the 85th Congress is history. No bills were enacted into law directly affecting newspapers, but considerable activity did take place in several areas of interest. Among these were:

Civil Rights—Public Law No. 85-315, an amended version of the Civil Rights Bill, eliminated "newspaper gag" provision which would have subjected publishers and reporters to jail terms and fines for printing, without consent of the Civil Rights Commission, news about testimony or evidence taken in executive sessions of the Commission.

Corporate And Excise Taxes—Public Law 85-12 extended the present corporate and excise tax rates until June 30, 1958.

Rapid Tax Write-Offs—Public Law No. 85-165 limits rapid amortization to defense facilities only, and restricts number of certificates issued between Aug. 22, 1957, and end of the amortization program on Dec. 31, 1959.

Post Office Operations—Public Law 85-37 appropriated \$3,192 million to the department. This amount was later augmented by Public Law No. 85-64 which appropriated an additional \$133 million.

Postal Rates—Hearings on a postal rate increase bill were being conducted before the Senate Post Office Committee when Congress adjourned. The hearings were suspended until next January. A suggestion was made that hearings be resumed in November and December so that a postal bill would be ready to report to the Senate when Congress reconvenes next January 7th.

The postal rate bill as passed by the House and as under consideration by the Senate Post Office Committee provides for a boost in the first class rate to four cents and in air mail to seven cents. Second class rates would increase sixty per cent in four annual increases of fifteen per cent each. A provision containing an exemption from any increase for newspapers with circulations of 5,000 and under 5,000 was attacked during Senate hearings by witnesses representing ANPA and SNPA. NEA did not present testimony at House or Senate Hearings and did not take an official stand regarding the bill.

One amendment approved by the House proposes to limit the so-called subsidy to any one user of second-class mail to \$100,000 a year. This amendment, needless to say, is under bitter attack by second-class mail users.

There seems to be a strong likelihood that a rate bill will pass in 1958. The Post Office Department appears willing to accept a fairly substantial portion of its cost as being in the public interest. Opponents of rate increases seem ready to accept some nominal boost.

Deputy Postmaster General Maurice H. Stans, who attempted to pilot rate bills through Congress, has been appointed Assistant Director of the Bureau of the Budget.

Controlled Circulation—NEA and state associations vigorously resisted two efforts in 1957 to incorporate controlled circulation publications in the second-class mail category. Such a move could be the first step toward elimination of "A list of paid subscribers" as a requirement to enjoy second class mail entry privileges. Some Senators, we understand, have referred to this requirement as being "obsolete."

Wage-Hour—The first session of the 85th began with scores of bills introduced to increase the minimum wage and to extend coverage of the Fair Labor Standards Act to millions of additional workers. Hearings were begun promptly in both Houses. Enthusiasm waned as labor racketeering hearings took over the spotlight.

The Senate completed hearings but never reported a bill. The House has not completed its hearings which have extended over a period of several months. Some of the bills would eliminate the exemption from the wage-hour law for newspapers with circulations of 4,000 and under.

Action can probably be expected in this field next year—an election year. An increase in the minimum wage is unlikely. A modest extension of coverage probably will be voted with the newspaper exemption retained.

Miscellaneous—Several bills as usual were introduced in both Houses to prevent the Post Office Department from printing business cards on stamped envelopes sold by the Department. No hearings were held. The Budget Bureau supposedly had included this activity in a study it is making of federal business enterprises. No action has been taken and none appears to be likely next year on bills to prohibit advertising of alcoholic beverages; to permit weekly newspapers to suspend publication for two weeks; or to create a National Library of Weekly Newspapers.

Research Now Undertaken To Study ROP Color Inks

Test runs of R.O.P. color inks to determine whether they meet standards of strength, hue, and viscosity is now under research for members by the ANPA mechanical department. The project was started after reports showed that some inks furnished daily papers were not measuring up to specifications as defined by a joint committee of ANPA and AAAA.

Sample testing shows to what degree color inks are "off" in color, strength, and viscosity. The project was deemed important as the annual consumption of R.O.P. color inks by daily newspapers is estimated to exceed \$2,000,000.

All color ink testing is being done in ANPA headquarters, 370 Lexington Avenue, New York. Members, wishing to submit ink samples, will be provided with jars and special mailing cartons.

A convenient, compact device for quickly showing the pages on which color may be placed in the newspaper is being distributed by the Goss Printing Press Company. Placement of color is dependent on press facilities, such as half-decks, single color cylinders, double half-decks, under-folder leads, reversings, etc.

Called the "Color-Q," the slide chart indicates key and companion color pages, and alternate companion pages for varying section combinations in products up to 96 pages. The combinations include both barred and straight-in web arrangements.

Landon Wills, McLean News, reports he has a new nameplate drawn by Keller-Crescent of Evansville, Ind.

John Bindrum has been named to succeed Fred Spigel as art director of Metro Newspaper Service's feature section. He has been associated with the company for the past 25 years.

An increase in promotional activity spurred by intensified competition within the field will highlight supermarket operations for 1957, reports Supermarket News. Wider merchandising of non-food products is expected along with an increased use of vending machines. Top executives of chain and supermarket companies are split as to the future of trading stamps, says SN. Some state they expect this trend to continue but many express doubts that stamp use is in the best interest of the public or the industry as a whole. Firms may have to step up their efforts to cut costs in material handling and other phases of operation, executives say, in view of the anticipated heavier promotional expenditures required in the competition to attract customers.

Self-Analysis Chart Aid To Supervisors

From Article in *Graphic Arts Monthly*

Following is a Supervisor's Self-analysis chart to help supervisory personnel to improve their effectiveness. It is self-revealing and helpful to any supervisor who wants to improve his stature as a member of the management team. These tests are meant merely as a guidepost to help the supervisor. How do you measure up? Want to check yourself on these pertinent and practical questions?

Answer the following questions yes or no.

1. Understanding the Organization: Do you know the functions of your job and your department and how they contribute to the total policy of your company? Do you show each worker how his job fits into the overall picture? Can you determine lines of authorities and responsibilities? Can you determine the number and type of workers required for the job? Can you make logical duty assignments based on clear outline of your responsibility and authority?

2. Getting the Work Out: Do you give directions that are clear, understandable and specific? Do you review work for progress in meeting your schedules? Do you know how to coordinate the work of your department and take action as necessary? Do you see that each worker does what is rightfully expected of him by management? Do you constantly emphasize the control of cost? Do you minimize the necessity of overtime work? Do you resolve your production problems immediately?

3. Planning and Scheduling Work: Do you keep up with the workload of your department? Do you plan priorities of work and schedules accordingly? Do you always plan the best use of manpower, space, and equipment? Do you establish realistic goals of the workers? Do your workers participate in setting their own goals? Do you plan to meet deadlines and emergencies?

4. Improving Work-Methods: Do you analyze your department operations? Do you evaluate present methods of performing jobs? Do you develop and apply improved methods? Do you encourage and assist workers in submitting their own ideas about work methods?

5. Determining Performance Requirements: Can you determine what is expected of each worker? Do you discuss tentative requirements with each worker? Can you make final determinations of requirements based on needs of management, supervisory experience, and worker's suggestions? Can you evaluate objectively each worker's performance based on requirements?

6. Developing Good Workers: Can you

Help Wanted—Permanent?

Answering an advertisement for "Help Wanted—Permanent" almost turned out to be a life-time job for a reporter on the New Haven, Connecticut, Register.

After working five years, the young man was dismissed from the paper. He brought suit against the publisher and the Superior Court of that state upheld his contentions. However, on appealing the case to the state's Supreme Court, the decision was reversed with the ruling that it was permanent only in the sense that it was not temporary.

Sounds silly, doesn't it?

Fred J. Burkhard, Casey County News, will conduct a Newspaper photo-journalism workshop on October 18 and 19 at the University of Southern Illinois in Carbondale. Fred indicates he will emphasize the "work" aspect of photography in his session.

select the right person for the right job? Do you help each worker make adjustments on new jobs? Can you determine training needs of each worker and suggest such training to management? Do you measure results of training in terms of production costs and improved skills? Do you discuss career opportunities with workers? Have you developed an understudy?

7. Maintaining a Cooperative Workforce: Do you see that workers are rewarded for jobs well done in the company's interest? Do you commend the workers on performance when deserved? Do you transfer and reassign workers for the best use of their abilities? Have you earned the confidence, respect and cooperation of workers? Can you adjust employee differences fairly and objectively? Do you keep workers well informed on management policies? Is your method of discipline effective? Can you initiate corrective and penalty actions as needed? Do you help to insure the safety and welfare of the working force?

8. Your Own Self-improvement: Do you recognize your own shortcomings? Do you constantly improve your ability to get along with people? Have you a cooperative relationship with your superiors? Have you developed a good attitude toward your job? Are you friendly rather than antagonistic toward your associates? Do you find fault or seek favors in your job? Do you adjust adequately to changes in duties? Do your subordinates like you? Do you need more supervisory training? Do you like to supervise? Do you accept or dislike responsibility?

If you answer "yes" to 50% of these questions, you are working together with others for more management power.

Ill-Chosen Adjectives May Be Libelous

One of the latest ruling decisions on the question of libel has been handed down by the Supreme Court of the State of Washington to again demonstrate the constant need for care in the selection of words even in the exercise of a newspaper's right of fair comment and criticism, states Wray E. Fleming, general counsel of the Hoosier State Press Association.

"The case in question arose from the publication of an editorial in which a newspaper charged two state executive officials 'with unnecessary and culpable squandering of state funds' in contracting with an architect at a 7½% fee instead of the customary 6%. Certainly, the statement was an expression of opinion which any newspaper should have the right to make under the privilege of fair comment and criticism.

"However, in holding the newspaper liable for damages, the Supreme Court stated that 'whether a newspaper publication is libelous per se depends on the implication received from the words by members of the reading public rather than their definition in dictionaries.' It further held that the word 'culpable', quoted above, 'imputes a want of official integrity and fidelity to public trust tends to deprive the officials of the benefit of public confidence and is libelous per se.

"Granted that the word 'culpable', given the dictionary meaning of 'reprehensible, wicked, censurable', is libelous per se and should not have been used, it would appear the Supreme Court went far afield in holding that news matter published in newspapers and editorial opinions can be construed as being libelous if the members of the reading public reach such a conclusion. Given such an interpretation, newspapers would be under threat of constant litigation from readers who disagree with what they read and therefore consider a libel has been published. Counsel does not agree with that theory. It would be almost impossible to publish a newspaper in which some members of the reading public might not infer defamatory and falsity and from which some attorneys might build up litigation.

"Of course, use of the word 'culpable' was in itself libel per se. Had that been omitted it is certain the court could not have held the editorial was not an exercise of fair comment and criticism regardless of what expression the reading public may have gained from it. Generally, the case is important chiefly for its demonstration of the fact that one word can often create liability for publication of an article, either in news or editorial form, which otherwise would be privileged for publication."

Newspaper Growing

The economic power of the fact that young people just released ANPA.

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Newspapers Should Study Growing Teenage Market

The economic importance of teenage buying power of nine billion dollars each and the fact that newspapers rate tops with these young people were pointed up in a survey just released by Bureau of Advertising of ANPA.

In their own right and by their own influence on family buying, the youngsters of America represent a big and booming market. They have a lot of preferences and prejudices, but the medium of "most practical value" to them, is the newspaper which received a vote of 54 per cent. TV got a vote of 17 per cent, radio was next with 16 per cent, and magazines last with 13 per cent.

There are more than 16,000,000 boys and girls in the nation today, ages from 13 through 19, with NINE BILLION DOLLARS—earned, or in the form of allowances, or both—to spend each year.

A talk from the material prepared by Eugene Gilbert & Company, research agency for the ANPA Bureau of Advertising, was presented at the recent Pennsylvania Press Conference as a part of the panel "Today's Newspaper and Tomorrow's Youth." It was pointed out that today we have a vast teenage audience which numbers 16,000,000 and that by 1965 this audience will grow to 24,000,000 and that newspapers more than any other medium are relied on by the teenagers to:

1. Provide current, practical and necessary information.
2. Satisfy the teenage interests now—today.
3. Enlarge their understanding of the adult world in their future.

Let's take a look at their newspaper reading habits. Teenagers, we find, read the newspapers with regularity: 80.4% read a newspaper yesterday and 84.0% read a newspaper last Sunday.

Most teenagers consider themselves regular newspaper readers. When asked "Do you read a newspaper?" 94% said "yes."

What do teenagers read in the newspapers? Let's take a look at the figures:

	Girls	Boys
Front page	97%	96%
Local news	95%	95%
Movie ads	95%	94%
Comics	91%	94%
National news	90%	93%
School news	85%	93%
Teenage fashions	85%	92%

It should be obvious that the newspapers play a vital role in the lives of our teenagers. Moreover, the changing tastes of our teenage population indicate that newspapers play a vital role in preparing our teenagers for maturity.

It should be evident that the newspaper is very much a part of teenage life. This vast audience and potential market not only makes independent decisions but moreover plays an important part in the decisions made by the family. To overlook this huge audience and market is folly.

Winning Young Readers

The American Newspaper Publishers Association has recently published a brochure entitled "Insure Your Newspaper's Future—Look to Young Readers" in which it lists several workable plans for getting and holding the interest of the high school age reader. Limited number of copies are available on request from ANPA, 370 Lexington Ave., New York 17, New York.

Newspapers which formerly refused alcoholic beverage advertising are increasingly changing their policies, the Licensed Beverage Industries recently announced. The recent trend of newspapers to accept advertising for all kinds of alcoholic beverages reflects the increasing acceptance by the public of alcoholic beverages as a part of the modern living when used in moderation by the normal adult, the LBI commented.

Some identifying number on the trim edge of forms which have to be gathered later will simplify future handling.

Mr. and Mrs. Ernest M. Lawson, former owners of the Hawesville Clarion, are selling business interests there and anticipate moving to Missouri and back into the newspaper business again.

Goss Is Expanding Marketing Research

A new program of helping customers is being undertaken by The Goss Printing Press Company with the setting up of a specialized market research department to supplement its regular marketing analysis work.

Thomas Nendick has been appointed market research manager. An indication of the scope of his activities may be noted in that he is attached to the Research and Development Engineering Department.

Nendick not only will analyze equipment problems, but will devote attention to all aspects of publishing. The broad range embraces the interrelation of every newspaper department with the pressroom and stereotype department, the requirements of advertisers, studies of production costs, systems analyses, market growth, color, and factors affecting financing. It includes newspapers of all sizes, from small weeklies to the largest metropolitan dailies.

The Goss Printing Press Company's aim is to help publishers with both current and future problems, so that they can anticipate their needs.

Goss management believes that the company should become familiar with every factor which may have a bearing on the welfare of newspapers, with a special objective of contributing to the prosperity of the Press.

Louisville Papers Install Photon Composing Machines

The Courier-Journal and Louisville Times have recently installed two Photon machines which are now in full operation in their plant. These machines, manufactured by Photon, Inc., Cambridge, Mass., operate through the photographic process for setting type for advertising copy.

Lisle Baker, Jr., vice-president and general manager for the newspapers, said the paper has bought the one machine which had been leased on an experimental basis since last March and placed an immediate order for another.

Copy comes out of the machine in the form of film. This in turn, through the photoengraving process, is converted into metal plates that can be trimmed and altered into a finished ad and then placed on the press, or mats can be made from the plates.

The Photon can produce any number of type faces. To operate the machine, first a magazine of film, loaded with photographic material of the proper width for the job to be done, is inserted. Next a disc, containing the desired type face and size, is placed in the photographic unit. Then the operator operates the keyboard much as he would a typewriter.

Will the device prove an economic boon in cutting costs of publishing production? Baker is cautious about the economic impact of it.

"At this point I would be reluctant to make any predictions about cost reductions," he said. "Experience in production will tell the story," he added.

The machines have been installed at a cost of about \$48,000 each.

To Aid Education

The measure, to be introduced early next year, would provide scholarships to be administered through State educational commissioners.

- Other parts of the program would provide:
1. Grants to colleges that accept the scholarship students.
 2. Long-term, low-interest loans to students.
 3. Tax credits for parents of college students.

Wall Street Journal reports that business firms are taking longer and longer to pay their bills. Delinquencies are increasing in most lines. The best way to keep accounts paid up is for "common knowledge" to exist that overdue bills receive prompt action from your office—and expect your accounts receivable to do likewise.

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
 Newspaper Managers 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.

Alfred S. Wathen, Jr., *President*
Kentucky Standard, Bardstown
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Sentinel-Echo, London
 Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

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Where "Ethics" Is Unjust To The Public

The State Board of Embalmers of West Virginia has ruled out funeral home advertising in newspapers except for a 1 col. x 2" "professional" card. The loss of this advertisement is not great in dollar volume, but the principle is dangerous. Doctors, lawyers, architects and some other people avoid paying for advertising on the grounds of "ethics of the profession" or by trying to get laws passed to eliminate it. This could be extended to businesses whose advertising is vital to you.

West Virginia publishers have been urged to abolish all free advertising for funeral homes and others whose "ethics" prevent them from paying for space. They still like to get their names in the paper!

The danger in the funeral home non-advertising policy is that the public can no longer get advance warning about funeral costs through prices in newspaper ads. When a person has to arrange a funeral, he is emotionally upset and fair game for an embalmer who wants to oversell him and shoot the price up.

The situation in West Virginia is that even a new funeral home cannot legally advertise its existence—one man did, and got his license suspended. Thus the whole business becomes a monopoly of a few established embalmers, and this is definitely not in the public interest.

Concealment Brings Threat To Freedom

Concealment of Government information poses an increasing threat to freedom of the press, Sen. Church (Idaho) said in address Aug. 31 before joint meeting of Indiana Democratic Editorial Association and Indiana Democratic State Central Committee.

Speaking on topic, "Two Threats to a Free Press," Sen. Church said the press is contending against two enemies, one from without, one from within. "The first of these is government. No government, no administration, no public man, has ever been, or will ever be, always right. To remain free, the press must remain suspicious of the inherent desire of men in public life to escape criticism, to receive praise, and to conceal evidence of blunders and poor management that might bring discredit upon them. . . . A free press and government are natural adversaries, kept apart only by such wise protection as are unequivocally provided in our Bill of Rights, and the eternal vigilance of the press itself," he declared.

Second "enemy" of press mentioned by Sen. Church was self-imposed restraints.

"... the press must vigorously practice its right to criticize. It must not be a respecter of persons. No one is so exalted, no one so ensconced in the dignity of his office, that he should not be called to task for his own errors, or for the errors of those for whom he is responsible."

Supreme Court Upholds Obscenity Decisions

The Supreme Court has ruled that obscenity is not protected by constitutional guarantees of freedom of speech and the press. In three decisions, the court upheld the constitutionality of Federal law barring sending obscene material through the mail, upheld California law making it a crime to write, advertise or distribute indecent literature, and upheld a New York law allowing court to bar distribution of obscene primary matter.

The Majority opinion stated: "All ideas having even the slightest redeeming social importance—unorthodox ideas, controversial ideas, and even ideas hateful to the prevailing climate of opinion—have the full protection of the guarantees . . . but implicit in the history of the First Amendment is the rejection of obscenity as utterly without social importance." However, the court was careful to make it clear that "sex and obscenity are not synonymous." Material dealing with sex becomes obscene, the court said, when it tends to incite lustful thoughts.

Dissenting Justices protested that the opinion drastically curtails freedom of speech and the press by allowing government to step in and "punish mere speech or publication that the judge or jury thinks has an undesirable impact on thoughts but that is not shown to be a part of unlawful action." Accepting a standard that which offends the community conscience of the community would not be acceptable, claimed one Justice, if religion, economics, politics, or philosophy were involved.

"Government should be concerned with anti-social conduct, not with the utterances of dissenting Justice Douglas wrote. The legality of a publication in this country should never be allowed to turn either on the point of thought which it instills in the mind of the reader or on the degree to which it offends the community conscience. By either test the role of censor is exalted. The test that suppresses a cheap tract today can suppress a literary gem tomorrow."

The first newspaper to appear on Sunday was the Sunday Courier which made its appearance in New York City in 1825. It ceased publication after a few months.



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**Hints On Better Work
On Handling Of Forms**

From the International Association of Electrotypers and Sterotypers, Inc., comes the following points that sum up the requirements of the electrotyper or the Composing Room operators, most of which are as good to weekly as to daily shops:

1. Handle type and cuts with care; place each page or form in its own galley; wipe with rags that are clean and free of metal chips.
2. Use High Spacing throughout, including machine composition.
3. Cast properly. Untrue width and height produce poor electros when defective materials spread under molding pressure.
4. Rules should be .916 high; center faced, high shoulder rules are required for best results. Don't use nicked or broken rules.
5. Avoid mixing new and worn foundry types; don't use worn, battered or broken type.
6. Leave dead metal all around cuts, except where surrounded by type; also within cuts where there is an open area more than 1/2 inch square.
7. Block cuts on solid metal base where possible, securely nailed or glued. Block including cuts should be planned level at .818 height and squared on all four sides.
8. Maker certain mortises have vertical sides. Justify type tightly and evenly, line by line to avoid pulling out or spreading during molding.
9. Examine cuts for scratches; repair before sending to foundry.
10. Cases should be square on at least two sides and not spring. They should not rock on level surfaces.
11. Forms should be square, justified and solid.
12. Use high material throughout.
13. Use type high quads to protect all open areas.
14. Use type high bearers at least 1/2 inch wide.
15. Plane carefully for level surfacing. Don't slide planer across face; lift each time.
16. Inspect back of form for bits of metal under type or cuts that can cause high areas. Make last minute inspection for scratches.
17. Whenever two or more separate jobs or pages are locked in one case, separate bearers should be used to indicate each page or job. They should be 3/8" or 1/2" wide.

Because husbands have trouble remembering dress or hosiery sizes of wives, some shops are now issuing wallet size cards on which men can have available clothing sizes of their mates. A chance to advertise your shop.

**Adequate Salaries Needed
To Attract Young People**

Newspaper publishers are hearing more and more of the need to increase salaries of editorial employees in order to attract young people to journalism. Salaries offered college graduates in journalism have shown marked improvement but still trail other fields.

A recent editorial in *Publishers' Auxiliary* cited a statement by Frank S. Endicott, president of the Midwest College Placement Association, that business and industry would be offering beginning salaries of about \$400 a month to college men graduating in 1957.

The editorial then quotes a letter, the writer of which protests that weekly newspaper employees are spread too thin and have to work under poor conditions and with inadequate equipment. The letter, written by a weekly employee with seven years' experience, concludes:

"And so, you weekly publishers—we know you'll never be millionaires—but take a good look at your offices and facilities. Would you as a young graduate—at perhaps \$60 a week if you had previous experience—prefer that to a \$100 per week job with the public relations department of a large concern?"

As a matter of fact, \$60 a week is not going to attract many journalism graduates in 1957 regardless of the working conditions offered. A study of beginning salaries paid 1956 journalism graduates showed averages considerably higher. The study was conducted by Prof. Charles T. Duncan, Dean of the School of Journalism at the University of Oregon, and included replies from 76 schools.

The range for men was from \$90 to \$55 a week, with both the median and average salary about \$73. For women, the range was from \$80 to \$48 a week, with the median \$60 and the average \$61.80. These results of the study were published in the Fall, 1956, issue of *Journalism Quarterly*.

The average figure of \$73 a week may seem to many publishers a good salary to pay a young man just out of college, but it still is far behind Endicott's average beginning salary of \$366 a month for college graduates in all fields.—From the Missouri Press News.

Do today's job with yesterday's tools and you'll be out of work tomorrow.

Lots of people can rise to the occasion but few know when to sit down.

You rarely get anything you don't ask for—including a sale.

I can remember back to the good old days when a charity was a virtue . . . instead of an industry.

IT HAPPENED IN KENTUCKY

Early "Gazette" Ads Reflect Pioneer Living In Kentucky

A study of these early ads carried by the "Kentucky Gazette" will give any historian or student a clearer insight into Kentucky pioneer living. The "Gazette" started publishing in 1787, five years before Kentucky became a State. Among articles advertised in the "Gazette's" early issues were spinning wheels, knee buckles, hair powder, saddle-bag locks, and buckskin for breeches.

One of the early settlers placed this notice: "I will not pay a note given to Wm. Turner for three second-hand cows till he returns a rifle, blanket, and tomahawk I loaned him." Another notice read: "Persons who subscribed to the frame meeting house can pay in cattle and whiskey." A plantation owner advertised: "Runaway negro—\$50 reward."

The period of the Gazette's history covered some of the most exciting times in the early life of Kentucky. The newspaper's declining years witnessed the war with Mexico, and the paper's career came to a close in the same year the war ended.

In Kentucky's historic past, just as today, many of our citizens have always enjoyed a glass of beer. The brewing industry makes jobs for thousands of our residents. The sale of beer under orderly conditions is an important objective of the United States Brewers Foundation. Our continuing educational program helps beer retailers maintain their high standards.



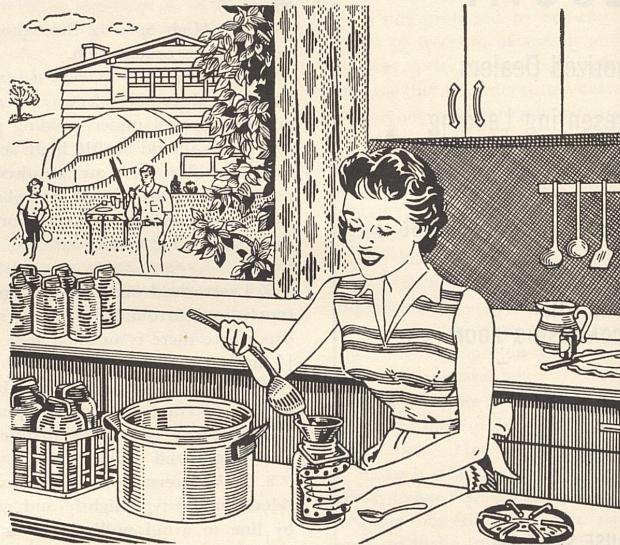
**KENTUCKY DIVISION
U. S. BREWERS FOUNDATION
1523 Heyburn Building
Louisville 2, Kentucky**

A \$50,000 libel suit brought against the Lexington Herald-Leader following publication of a story concerning alleged sale of liquor on Sunday at a local club was dismissed recently in Fayette Circuit Court. The plaintiff offered no testimony when the case came to trial.

The first newspaper to be printed in North America was Benjamin Harris's Publick Occurances, which appeared on Sept. 25, 1690.

Men's caps have become a thriving American industry. Manufacturers expect sales of caps and cloth hats to hit \$75 million this year, double the 1947 level. Sports and outdoor living fads are credited with helping revitalize cap-wearing. See your advertisers.

The public buys to suit itself; advertisers to suit the public.



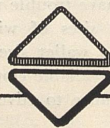
PLANNING AHEAD FOR NEXT WINTER

Wintertime calls for plenty of advance preparation! That's why Texas Gas Transmission Corporation is constantly adding to its underground gas storage facilities. It wants to be fully able to meet the increased winter heating needs of its utility customers. Gas, stored underground in nature's own vaults during the summer months, is drawn upon to assure a steady gas supply all year around to consumers in the Company's growing service area.

Texas Gas now has five storage fields, and is exploring or developing others. The gas "banked" in these fields alone can supply about ten per cent of the gas Texas Gas must deliver on the coldest winter days.

Just as regular banks pay interest, these Texas Gas "banks" pay important dividends in terms of convenience, efficiency and economy to users of natural gas.

The development of underground storage fields is another of the many ways in which Texas Gas continually improves its service to the thousands of natural gas consumers along its pipelines.



TEXAS GAS
TRANSMISSION CORPORATION
General Offices Owensboro, Kentucky

thriving Am...
s expect sales...
\$75 million...
Sports car...
edited with...
earing. See...
itself; advert...

Newspapers need to be acutely conscious of the necessity of attracting reader audiences at as early an age as possible. Obviously, the young people of today will one day comprise the major newspaper audience. A recent study at Boston University School of Public Relations and Communications throws some light on the subject. Here are the 14 general types of activity which newspapers have found most helpful:

- (1) Daily or weekly pages for youngsters;
- (2) Features for the pre-high school age group;
- (3) By-lined material written by young readers;
- (4) Syndicated features which cater to children's interests;
- (5) Letter clubs or letter columns for young readers;
- (6) School news with many names and pictures;
- (7) Local news and pictures of youth organizations;
- (8) Extensive schoolboy sports coverage;
- (9) Features about television of interest to children;
- (10) Youth promotions such as clubs, sports activities, exhibits, contests;
- (11) Children's tours through the newspaper plant;
- (12) Extensive use of newspapers in classrooms;
- (13) News summaries written at the reading level of young people;
- and (14) Special features, such as activity calendars, inquiring reporters, birthday listings, gossip columns.

Comic strips were eliminated from the above list, because of the almost universality of their use. With but one exception, every newspaper surveyed includes comics.

Special Color Sheets

Newspapers sometimes receive pre-printed color supplements from advertisers who want color in their smaller newspaper advertising. In some towns the local postmaster has questioned whether or not this was permissible and has held up mailing of the papers.

Edwin A. Riley, Director of Mail Classifications, of the Post Office Department, answered an inquiry: "Color advertising sheets printed by advertisers for use merely as pages in newspapers and for no other reason may under contract with the publishers be inserted as pages in their newspapers mailed at the second class postage rates. Such pages are not supplements to the newspaper within the meaning of Section 132.44, Postal Manual.

"However, under the provisions of Section 132.443, Postal Manual, advertising material issued by or for advertisers as independent publications, circulars, hand-bills, posters, and other third-class mail are not permissible enclosures in copies of newspapers mailed at the second-class postage rate."

Summing this all up, when the question comes up, better play safe and check with your local postmaster.

The first daily newspaper printed in Yiddish was the Yiddishes-Tageblatt or "Jewish Daily News" which was founded in New York City in 1855 by H. Sarasohn.

KENTUCKY'S *Hammond*
BIG *Hamilton* **CENTER**
FOR PRINTING *McGraw-Hill*
EQUIPMENT *Chandler & Price*
AND *ACME STEEL* **SUPPLIES**
PLUS ENGRAVING *Rouse*
INGS *Morrison* **PLUS**
ELECTROS *Challenge* **PLUS**
MATS *Challenge* **EQUALS**
SUPERMARKET
FOR PRINTERS

BUSH-KREBS

BUSH-KREBS CO., INC. • 408 W. MAIN ST., LOUISVILLE, KY. • JUNIPER 5-4176 **BK**

"Captain Smith is tied up right now, but he'll be free to talk in a few moments"



Long Distance

puts you in touch, Faster

Pocahontas saved the head of John Smith. Why worry *your* head off when you're separated from someone? Quick! You're in touch by Long Distance. It's so easy, so low in cost, especially when you call station-to-station.

It's Twice as Fast to Call by Number

Southern Bell



US Security Commission Urges Drastic Penalties

A recent report of the Commission on Government Security has created a stir in Washington. The 12-man commission has completed an 18 month study of the government's security programs. One recommendation of the report would impose penalties on newspapers or anyone else releasing classified government information. A newspaper reporter or his boss could be sent to prison for five years and fined \$10,000 for publishing information classified "secret."

If this recommendation were enacted into law, it would provide that any person could be prosecuted if he, knowing or with reason to believe it is classified, passes information on "in any manner or means" to someone not authorized to receive it.

Newspapers can be prosecuted under existing law for knowingly publishing information harmful to the defenses of the country. The test under this law is intent to harm the national security, not whether a department head has decided a document should be classified. Penalties under the commission recommendation would apply to any person divulging classified information to unauthorized persons, even though his intent was to help rather than harm the country. The test would be whether information is classified or not.

Ask your local library to cooperate in NNW. Suggest: An exhibit of newspaper working materials—mats, castings, slugs, forms, pix of equipment, etc. Or, historical material about your local newspaper; back issues—old files—make good display as do old photos. Or books about newspapering and the part they play in protecting liberty and the public's right to know. All for a special desk display. These are also good suggestions for your window displays.

The first Hungarian successful daily was the Amerikai Magyar Nepszava published October 18, 1904, at New York City, with Geze D. Berho as its founder and editor-in-chief.

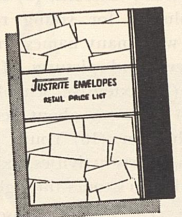
COMMUNITY PRESS SERVICE

- "SERVING AMERICA'S WEEKLY NEWSPAPERS"
- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

JUSTRITE'S

RETAIL PRICE LIST FOR PRINTED ENVELOPES



At last, an illustrated retail price list offering competitive prices on the complete line of envelopes is available to you. Write for your complimentary copy and learn how Justrite Envelopes can help you increase your profits.

"SOLD FOR RESALE ONLY"

JUSTRITE ENVELOPE MFG. COMPANY
523 Stewart Avenue S.W. • Atlanta 10, Georgia

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.

FAST PRODUCTION FINE REPRODUCTION

If you wish . . .

Highest quality

Fastest service

for

Reasonably priced

Printing plates

of

Zinc, Tripletmetal

or

Copper

Made by Qualified

Experienced Engravers

SEE

LEXINGTON PHOTO ENGRAVING

223 W. Short St. Dial 3-5015
Lexington, Kentucky

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 1896

MILLIONS OF ENVELOPES for Immediate Delivery



- COMPLETE LINE OF STYLES AND SIZES!
- Correspondence • Air Mail • Window
 - Bankers Flap • Artlined • Remittance
 - Flat Mailer • Booklet • Open End • Coin
 - Duo-Post • Metal Clasp • Postage Saver
 - Tension-Tie • Formvelopes

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

TODAY! Write or call for full information

TENSION ENVELOPE CORP.

THE HANDY TWINE KNIFE FOR NEWSPAPER MAILING ROOMS



This Handy Knife Is Worn Like a Ring

25c EACH ALL SIZES \$2.40 PER DOZ.
Handy Twine Knife Co.
Upper Sandusky, Ohio

FRANKLIN PRINTING CATALOG

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

**Sales Ammunition
For Ad Department**

The following bits of information were reported last month by Dr. George Gallup of the American Institute of Public Opinion. The information is based on interviews and surveys covering more than 7,000 people.

1. Newspapers don't realize their own strength concerning the power of advertising. Advertising is news to most readers. The majority of those interviewed said: "Advertising is the one feature of the newspaper found most useful."

2. Asked whether they would prefer their newspaper with or without advertising, the vote was overwhelming on the side of ads. A similar vote resulted for advertising in magazines, but by a smaller majority. The exact opposite opinion was found in the case of television and radio.

3. The study shows that local advertisers have learned to use newspapers much more astutely than national advertisers.

4. A total of 41,000,000 households now have television receivers, but only 39,000,000 households receive a daily newspaper. However, only one person in 10 who receives a daily newspaper fails to read it, but more than two persons in 10 with television sets will not turn them on during a typical day. More than three in 10 radio owners will fail to make use of their radios.

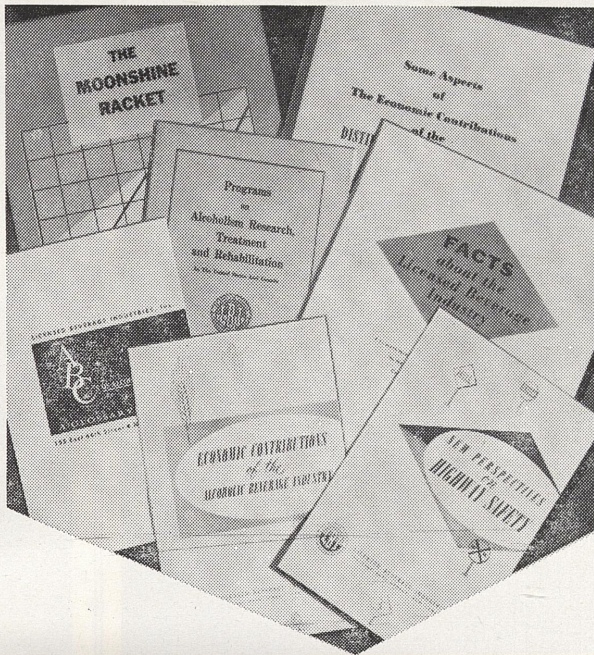
5. During the last six years circulation has not kept up with the increase in the total number of families. But, 66% of the adults interviewed said they thought newspapers were entitled to an increase in per copy or per week prices.

6. The biggest complaint of the newspaper reader in this study is the continuation of stories from one page to another.

7. The theory that newspaper readers want to make up their own minds—that they want only the bare facts—is refuted by all kinds of evidence. Readers like to be told what is important and what is not important. They want help in understanding the news and recognizing its importance.

WARNING—KEEP YOUR GUARD UP—

We have been notified that the Edward's Advertising Agency is ordering 1 col. by 1 inch ads in Kansas weeklies with less than 1,000 circulation. The agency has sent a letter along with the order, telling that this is a test campaign to determine the results from using papers with more than 1,000 and those with less. The agency orders advertising for the Brazil Medicine Company which offers an arthritis remedy. The medicine company is owned by the father of Edward B.



JUST THE FACTS

Over the years, we believe we have earned recognition from the public as a source of facts. That's what we deal in—**facts**.

As a service to interested groups and individuals, we have assembled some of these facts in booklet form. They cover a wide variety of subjects.

For example:

- Programs on Alcoholism
- Highway Safety
- The Moonshine Racket
- Facts About the Industry
- The ABC's of Alcoholic Beverages
- Economic Contributions—National
- Economic Contributions—State

If you would like a copy of any of these—or information on any other subject about our industry, please contact . . .

LICENSED
BEVERAGE
INDUSTRIES
INCORPORATED

155 EAST 44TH STREET, NEW YORK 17, N. Y.

BER, 1957

SERVICE

WSPAPERS

ADS

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MPANY

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MAILING

ROOMS

Handy Knife

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Ring

.40 PER DOZ.

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Ohio

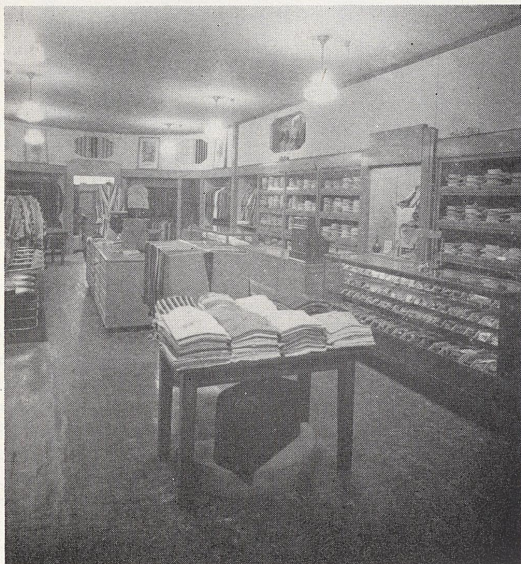
industry

nting

E TRIAL

COMPANY

ITY 6, UTAH



Light that sells

Good modern lighting sells your customers on *sight*. It puts your merchandise in its best light, makes your customers *want* to buy.

A customer enjoys shopping in pleasant surroundings where merchandise can be seen clearly without shadows that make colors and textures dull and uninteresting.

And modern lighting lets you do so many things in your store—highlight a special item, bring out the beauty and texture of furniture, of paper, or apparel, the eye appeal of foods.

There's a KU lighting adviser ready to help you with your lighting problems, and to suggest the *proper* lighting to help your business most effectively. Why not call him in.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY



VOLUME
NUMBER

Publica
School
Univers
Lexingt