

# The Kentucky Press

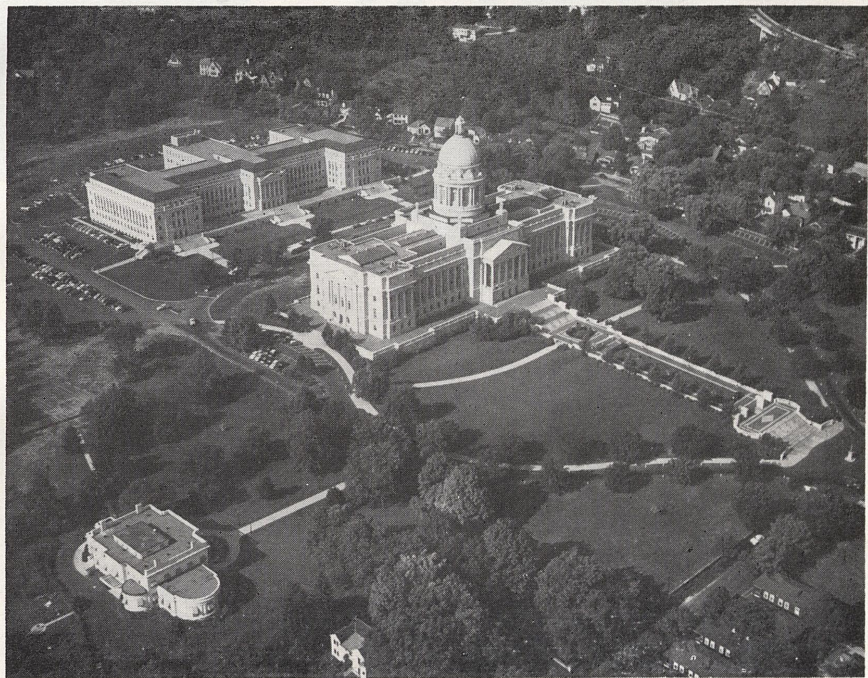
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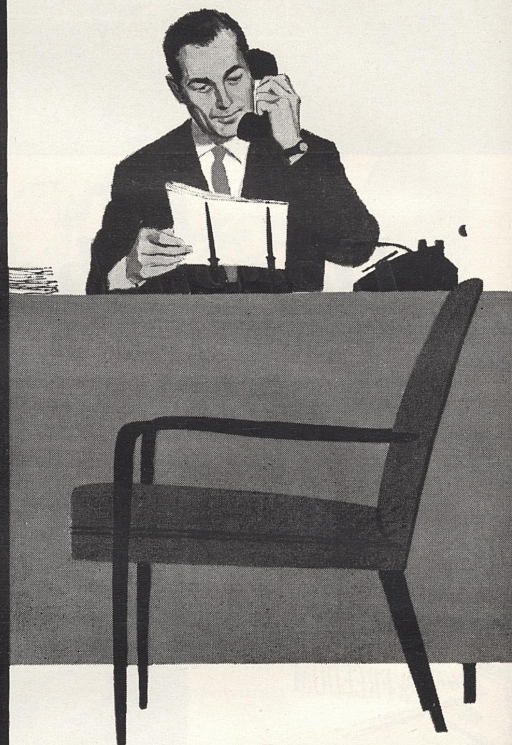
Kentucky's Showcase: Our Beautiful State Capitol-Annex-Governor's Mansion

Official Publication Kentucky Press Association

# You can "C" the difference

between a mamma's child

and Mister Child



Mamma's child has just joined the human race . . . but *Mr. Child* joined the executive world a good many years ago! The capital "C" makes the difference . . . makes a difference with "Coke" too! When you have occasion to refer to our product by its friendly abbrevia-

tion, you'll keep your meaning clear if you make it "Coke" . . . with a capital, please. And you'll help us protect a valuable trademark.

Incidentally, why not enjoy an ice-cold Coke right now. Capital idea . . . sure sign of good taste!

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

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# Cabinet Officers Oppose Right-To-Know Amendment

William Dwight, president of the American Newspaper Publishers Association, said Nov. 23 that all 10 of the Federal Government's Cabinet departments are fighting a right-to-know amendment to an anti-information law passed in 1789.

"It is obvious that only an aroused American public can break through the cordon of secrecy this ancient law has permitted to grow into an ominous barrier against the people's right to know what their Government is doing," he said.

"... the first amendment, which guarantees freedom of the press, is not regarded by publishers as a guarantee of special privilege placing newspapermen above their fellow citizens," he said.

"It is a guarantee of a special privilege insofar as it is a guarantee to all citizens that their right to know shall not be abridged. . . ."

Dwight, publisher of The Holyoke Transcript-Telegram in Holyoke, Mass., spoke here at the dedication of the University of Maryland Journalism School building.

He said newspapermen must always fight officials who lean toward secrecy and covering up of embarrassing situations in their departments.

"This state of the bureaucratic mind is not a creation of the present administration or of its immediate predecessors," the publisher said.

It's been a reality as far back as 1789, when George Washington was President of the United States and the Congress passed the Housekeeping Act.

"The act still is the law of the land. It originally was established to set up a cache for public records. But it didn't take some people long to discover that it could be developed into a handy haven for hiding public information."

Dwight said Representative Moss (D., Cal.) is leading a fight to have the Housekeeping Act amended so that it could not be used for "withholding information from the public."

He said that each of the 10 Cabinet-level departments—State, Defense, Justice, Interior, Agriculture, Labor, Treasury, Post Office, Health, Education and Welfare, and Commerce—"oppose this amendment."

Dwight also charged that "invasions against this right of the American people to know are repeatedly being made at all levels of

Government in the nation."

"Secretary of State John Foster Dulles' refusal to let American newspaper people without restriction go into Red China to gather facts of affairs there and report them to the American people is a conspicuous example," he said.

"If we Americans are to fulfill our responsibilities in furthering the cause of freedom for the individual we must be informed. And we can never be informed when restrictions are placed on access to the news."

The publisher said much of secrecy in Government can be traced to officials "who prefer that unpleasant acts and doings in their departments not be known. They would rather present the news in the form of restricted handouts that carry pleasant tidings."

"There is much show of cooperation with the press, and this often makes it harder to get the true story of what is going on in Government offices.

"It takes a keen, experienced reporter to get past the parlor and the friendly public-relations representative, and to find out for the public what is happening in the way of policy, financing, personnel, and so on."

Dwight added that because of this veil of friendliness, reporters must be better trained and more determined to ferret out the facts with an understanding of the subject.

## Ad Fraud Racket Reported

The Postal Fraud Order named him in five different ways—National Sales, Ewell Farley, Ewell E. Farley, E. E. Farley and Trans-America Sales—but last reports are that the man who sold various "earn-money-at-home" schemes from Harlan, Ky., and who used to advertise formulae for making soap and beer, had "moved." Nobody knows how much he got away with. Suckers heeding his glowing ad promises of up to \$168 a week for addressing envelopes or postcards, sent for "instructions" at from 50 cents to \$2 depending on which plan Farley was pushing at the time. They found he had no employment to offer and that the instructions helped little.

Enrollment in the School of Journalism at the University of Oregon is up 35 per cent, according to Dean Charles T. Duncan.

## Plastic Printing Plate Developed By Du Pont

Earlier this year, Du Pont Photo Products Department announced that preliminary work had been completed in the development of a unique, flexible photosensitive plastic printing plate for use in letterpress printing.

Officials of the company think the present stage of their research program confirms the belief that this photopolymer plate will be an important advancement for the printing industry.

This platemaking process takes less than 15 minutes, according to a recent release from the company. They explain the process in these steps.

First, the plate is exposed to an ultraviolet light source for approximately two minutes through a high contrast negative (which can be either line, halftone, or combination of both). Exposed portions of the plastic are hardened during this step. Second, an alkaline water solution washes out the unhardened plastic in about 8 minutes. The result is a photorelief plate with depths of up to .040 inch.

These plates can then be used for rotary printing by mounting on "saddles" for existing plate cylinders or directly on specially designed plate cylinders. Flatbed printing is done by mounting the thin plates on backing metal or wood of appropriate thickness.

Du Pont sources report limited field testing outside the company is expected to begin later this year. They also believe this printing plate should be available for commercial use sometime in 1959.

## Strike Hurts Paper Output

Seven Western Canada pulp and paper companies which operate nine plants have been hit by a strike that has lasted several weeks. These plants produce about ten per cent of Canada's newsprint output and about thirteen per cent of her pulp making capacity. Much of this output is for export to American western states. Some British Columbia mills are buying newsprint and pulp from elsewhere to supply their customers so as not to lose them in this highly competitive market. No shortages have been experienced as yet, but might if the strike continues, or spreads.

Two Pennsylvania newspapers, the Bristol Courier and the Levittown Times, are covered by a special carrier boy accident insurance policy which pays for medical and hospital bills for any accident whether on route or off.

### Newspapers Help Asked In Uncovering Illegal Acts

Newspapers were urged to help end such illegal practices as are now being uncovered in various labor organizations by the Senate Select Committee on Improver Activities in the Labor or Management Field in an address by Robert F. Kennedy, chief counsel for the committee, at The Inland's Annual Meeting.

"The Jimmy James' of a year ago, the Dave Becks of yesterday, the Jimmy Hoffas of today, will be forgotten," Mr. Kennedy said. "However, the defects in law that permitted their operations will return to plague us with new Becks and Hoffas unless we find the basic solutions. The success or failure of this Committee lies not in Dave Beck being denied the position of President Emeritus of the Teamsters, or Jimmy Hoffa under some half dozen Federal indictments being elected President. It lies, rather, in our ability to arrive at solutions for problems that obviously exist, to develop the facts so that Congress will act.

"To accomplish this, your cooperation, ideas and support are essential."

Mr. Kennedy listed a number of problems, including labor violence and terrorism, which have resulted in agitation for Federal action.

"From over a dozen sections of the country the Committee has received information concerning major terroristic acts in the field of labor-management relations," he continued. "The state and city officials in many cases seem unable to cope with the situation.

"This is an area which cannot easily be policed from Washington. This is an area in which you as newspapermen have a primary responsibility. The ceaseless vigilance of newspapers and newspapermen will be necessary to insure that the citizenry is protected when violence replaces peaceful negotiations at the bargaining table."

Outlining future plans of the McClellan committee, Mr. Kennedy asked publishers for continued help in bringing labor and management racketeering to light.

"Our Committee has had many high spots—journalistic high spots which have hit the front pages and have been treated favorably on the editorial pages," he reminded. "We are grateful for the support that we have received, approbation which, I believe, is largely due to the Chairman, Senator McClellan, and his judicious conduct of the hearings.

"But, as I have said before, if this publicity and these efforts are to have any real meaning and lasting effect, it will be necessary for the Committee and the press to dig deeper than the headline story to bring out all of

### New Group Will Promote Home Improvement in '58

The Operation Home Improvement campaign has given way to a new promotional organization—the Home Improvement Council. Main differences between the old OHI and the new HIC: (1) HIC will be a permanent organization with a long-range approach and with more services for all participants; (2) The new organization's program will be aimed directly at the consumer—the prospective customer for home improvement and modernization products and services of all types. (OHI's primary purpose was to promote more effective coordination and communication within the industry itself.)

A \$250,000 contest for homeowners will spark the '58 HIC program—which has a proposed budget of \$2 million. You will be able to develop advertising during the campaign.

A training program for journalism students from the University of California at Riverside and from Riverside City College has been established by the Riverside Press-Enterprise. The interns selected will receive job training throughout the editorial department, working 20 hours a week. The Press-Enterprise will provide pay as well as benefits given regular employees.

C. Frank Mann, veteran printer and well known production specialist, plans to retire by the end of the year as composing room superintendent of the Courier-Journal and Times. Frank Higgason has been appointed assistant superintendent for the time being and will take over the position vacated by Mann on January 1. Higgason, former manager of the Glasgow Journal, made the move to Louisville about four years ago. He is a native of Glasgow.

the facts and conditions which have created this racketeering. We are happy to have the newspapers with us on those days when we have a major disclosure. We are earnestly hopeful that we will have them with us on those days when we are endeavoring in less dramatic circumstances to achieve and disseminate the full understanding of the problem that is necessary for its solution. We need your help and support but also your ideas on what remedial action is necessary. If the press will share the Committee's responsibility in this regard, we may later be able to consider the investigation a real step forward for American society—to make this country stronger, and for ourselves and our children, even a better place in which to live."

### Classified Humor

By JERRY KLEIN

It goes without saying that the newspaper is a serious contribution to the American way of life.

But, on the lighter side, it also provides many an inadvertent belly laugh, especially in the classified advertisements. As an example, look at these recent slips that pass in the type in various sections of the country:

New York—Man wanted to work in dynamite factory. Must be willing to travel.

Illinois—Two unfurnished rooms. water personality corsage, \$1 and up. Best tomatoes in town.

Illinois—Two funfurnished rooms. For adults only.

Nevada—To buy: used privy (four seats) in good condition. Suitable for conversion into residence for bachelor.

Missouri—Housetrailer, 15 foot, sleeps two. Perfect for bachelor.

Utah—For sale, hay, boiled, \$1.30.

Idaho—Lost, wardrobe suitcase containing urgently needed baby and ladies' clothing.

South Carolina—Wanted, woman to cook and do general housework.

California—1950 Mercury, \$2,195. Convertible Coupe, Radio, heater, overdrive.

Vermont—All wool blankets, ideal for lodges and vamps.

North Carolina—1941 Dodge weapons carrier truck, with wench in extra nice condition.

Georgia—One crypt, sell cheap, leaving town.

Washington—Two young working ladies desire apartment on bus.

New York—Waitresses for extra work good pay, must be neat and clean.

Utah—Wanted, furnished apartment for veteran attending college and wife.

Pennsylvania—Braissiere operators wanted due to expansion.

Kansas—Have an immediate opening for first-class stenographer, preferably one with some previous business experience.

New Hampshire—Mother-in-law due next week, need second-hand studio couch (not necessarily comfortable).

Connecticut—Men's socks, double and single breasted. Values up to \$24.95.

New York—Secretary with intelligence, personality, and at least three years legal experience for interesting post close to a boss full of ideas.

Wisconsin—Large sofa, double doors, fireproof and well built.

Because it is built in a semi-circular bend of the Mississippi River, New Orleans is known as the Crescent City.

### New Developments In Etching Are Submitted By Committee

John Barron, mechanical superintendent of the LaSalle-Peru (Ill.) News Tribune, and chairman of the Inland Mechanical Committee, reported to the Annual Meeting on new developments in chemical etching and electronic engraving for newspapers. His talk follows:

A great deal of discussion of developments in rapid etching has appeared recently in newspaper trade publications. These developments cover both chemical etching and electronic engraving.

With the six different plates being mentioned in print, it is not surprising that many of them are being confused one with the other. There is the Dow plate, Vitaplate, TimeLife Nylon plate, DuPont plate, Cochran plate, and the Elgrama plate.

In an effort to evaluate each of these processes for Inland members and put the findings into this five-minute digest form, we have just returned from a trip through the East. We visited plants where some of the processes are in use. We also visited DuPont in Wilmington, and the ANPA lab in Easton. This is what we found:

The Time-Life Nylon plate—As far as the newspaper business is concerned, this one is very distant. At present the process is experimental only and no plans are being made for its use outside of the Time-Life organization. The nylon plate is sensitized and exposed photographically, developed and etched chemically. It has a metal backing. Best guess is that it will be expensive.

The DuPont plate is very interesting. A plastic plate exposed photographically and etched in a water solution. It has a metal backing. This plate still is in the development stage but will be field tested some place in the printing industry during the next 12 months. There is no plant to manufacture the plate and no prices have been figured.

The Cochran plate. If anything ever comes of this, it will be because of The Inland's interest in it. This plate is an effort to revive a 5-year-old patented color plate process and adapt it to black and white. It is in the form of a photo exposure of a screened negative onto an emulsion covered plate. In development the dot image rises from the surface to form a relief plate. The inventor has died, and his associate, representing the widow, Mrs. Cochran, has so far been unable to produce for us a plate with sufficient depth for newspaper use. The tests are continuing.

These three processes are remote. Also in the same category is the Millmaster plate, a Belgian development similar to Cochran, but too shallow to mat.

Now for the present, for right now. There

The Lincoln County News has recently been purchased by the Baughman Printing Co., Inc. from Mr. and Mrs. Jerry Harkrader of Norfolk, Neb. The paper will be edited by R. T. Baughman.

The Harkraders acquired ownership of the paper July 1 and actively operated it until the middle of October before returning to their home in Nebraska.

R. Hoe & Co., Inc., manufacturer of printing equipment, saws and other precision machinery, today announced that its sales (billings and other income) for the fiscal year ended September 30 were \$20,823,000 compared to \$18,554,000 for the same period in 1956. Income after taxes was \$626,000 in 1957 against \$463,000 the previous year. The company's backlog of unfilled orders as of last September 30 was \$11,833,000 compared with \$13,714,000 at the same date in 1956.

Corn acreage in the U.S. exceeds that of wheat, oats, barley, rye and rice combined.

are two recent major developments.

One, for users of the Dow etching machine, there is the new Imperial Metal Company's Vitaplate, a specially compounded zinc, and Vitasol, the companion etching chemical. Users of the Vitaplate are getting much better results than with magnesium and at high speed. Only one machine and one bath is required for line, halftone or combination plates. The zinc is cheaper than magnesium. Used in the Dow patented machine it appears that the zinc plate is still subject to Dow patents on the process and will require standard royalty payments.

Also for right now—the new Elgrama Swiss Electronic engraving machine. The first machine in the United States is now in full-time daily operation in our plant in La Salle. This machine makes zinc plates that can be matted or printed direct. Plates measure 12 x 18 inches and are produced at a speed more than twice as fast as on other standard electronic engravers. The zinc costs less than half the price of plastic. This machine makes a flat of 12 x 18 full of pictures in 40 minutes at 68-line screen. My own time tests showed that it took only eight man minutes to set up the machine and to remove the plate and pictures. That is only eight minutes for one 12 x 18 flat. The machine has 13 different screens any one of which can be selected by sliding a lever. Screens are from 50 to 200 lines to the inch. In addition to halftones, the Elgrama also makes line engravings .030" deep with a complete dropout in the white areas. The Elgrama machine sells outright complete for \$9,950, f.o.b. Baltimore, with import duty paid.—The Inland Bulletin.

### Patent Representatives May Be Barred From Advertising

Hearings were held recently on a proposed rule of the U.S. Patent Office to severely curtail the advertising rights of persons practicing before the Patent Office. Listings in the classified section of a telephone book would be permitted, however.

Patent attorneys specialize in the intricate procedures that are necessary to obtain a patent on an invention. It is not necessary to be a lawyer to engage in this work. Many advertise their services in magazines like Popular Science and in some newspapers.

The ANPA filed a brief of protest with the Commissioner of Patents in which it claimed that truthful advertising supplies information needed by members of the public as to where they can obtain goods and services. The ANPA objected strongly to language in the proposed rule, to the effect that "advertising is forbidden as unprofessional conduct."

Supporting the proposed rule are the American Bar Association, the American Patent Law Association and several state bar groups. Protesting are the Magazine Publishers Association, American Association of Advertising Agencies, and several state press associations.

At its annual business meeting in October, NEA adopted a resolution deploring the actions of various boards and commissions in taking upon themselves the authority to balk truthful advertising by legitimate businesses.

### Tax Cut Unlikely In 1958

Increased spending with no tax reductions will feature the 1958 legislative year in Washington.

Top Democratic party leaders concede that the outlook for any significant tax cut is not very favorable. House Speaker Rayburn (D., Texas) said "I'll be for" more defense spending with a bigger Federal budget if necessary, to catch up with Russian scientific advances. Representative Mills (D., Ark.), number two man on the House Ways and Means Committee, claimed that any tax reductions may be delayed for a long time and he saw the possibility of a budget deficit next year.

Efforts will be made, however, to balance the budget next year. The administration is worried that to accomplish this, Congress may cut foreign aid while appropriating large sums for missile research. Administration leaders claim that economic aid is equally vital to meet the threats raised by Russian economic, psychological and subversive warfare.

## 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  
Newspaper Managers Association

Sustaining Member  
National Editorial Association  
Associate Member

National Newspaper Promotion Association  
Printed by The Kernel Press

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

### Kentucky Press Association, Inc.

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*Kentucky Standard*, Bardstown  
Martin Dyche, *Vice-President*

*Sentinel-Echo*, London  
Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky*, Lexington

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## Court Rules Against Star In Combination Rate Case

A recent court decree against the Kansas City Star has ended court proceedings which began on January 6, 1953. The ruling holds that the Star can no longer carry out its policy of a required combination rate for both morning and evening papers.

The specific requirements of the judgment are to stop selling general advertising or classified advertising under forced combinations in the morning, evening or Sunday editions and to permit subscribers to elect the editions they wished to take (up to this point all subscribers were forced to take the morning, evening and Sunday papers).

The decree also placed some emphasis on prohibiting the newspaper the right to discriminate as far as placing advertisements in the paper. Whereas newspapers have always been under no obligation to accept advertising or grant preferred position, now the advertiser may reasonably expect his copy to be placed in the paper as long as the copy matter agrees with the general policy of the paper.

All of the action was brought by the government under antitrust regulations. It was contended that the Star was monopolizing the news coverage in its general area.

This ruling also affected the Star's control over radio and television around Kansas City. It had entered the field during the pioneering days of both radio and TV and had effectively produced the news which the listening and viewing audience wanted. The court ordered it to sell out these interests within 90 days and not to reenter into active competition without first getting permission from the court. The sale was consummated this month.

This case can well set the stage for more government action in the newspaper field, especially pertaining to those papers who have a combination rate in force. This will not necessarily be the trend as it can be treated as a local matter only and not spread to other areas.

The Star, however, had instigated a voluntary rate structure by which the advertiser could choose only a morning or evening paper for his copy before the ruling was handed down. The publishers still contended the combination rate would give more benefit to the merchant by allowing him to advertise in both papers with very little extra costs. The combination rate is \$1.10 per agate line compared with .75 for either of the separate editions.

The Star is the third newspaper to be placed under court decree in antitrust cases, the other being the Lorain (Ohio) Journal and Mansfield (Ohio) News-Journal which

## Reader Contact Campaign Suggested In Louisiana

Louisiana Press Association has started "Reader Contact Campaign" in which publishers promise to personally make a minimum of 100 sales contacts in their territory and to compile a record of this activity for evaluation. Special recognition is to be given those publishers at the association's next meeting. In a bulletin about the campaign, Manager Bruce McCoy comments on the other values of a single sale, over and above the \$3 taken in as cash:

1. The life of a small newspaper subscription may be only one year. But it also may be 40 or more years. Check your own subscription cards. If your records go back far enough, you'll find lots and lots of subscribers who have been with the newspaper for 20, 25, or 30 years. Let's assume the average is only 15 years, a conservative figure. And now we find that your single \$3 sale actually becomes a 15-year sale, for a sound future income of \$45.

2. Of your total newspaper income dollar about 80 cents comes from advertising. The net profit on ad income depends on how high you can set your ad rate. Every time you add a block of a couple hundred new subscribers you can jump your ad rate. The every new subscription has a definite real value over and above its immediate cash value.

3. The closer you get to circulation saturation in your field, the more profitable becomes your operation. When you approach this saturation, dozens of problems just do appear. The threat of competing "shopper" is gone. You go ABC without buying circulation. Your local merchants happily use newspaper ads exclusively and increase their lineage. And the way you get to near-saturation—the only tried and proved way—is to get out and sell the newspaper face to face on its merits.

"Tax Guide for Small Business". Published by the U.S. Internal Revenue Service, the new 1958 edition of this tax guide for use in filing 1957 returns consists of several pages of explanations and answers to most of the problems confronting the small businessman. In addition, it contains a tax calendar for 1958 which should prove helpful to all businessmen throughout the year, since it indicates what he should do and when he should do it in regard to the various Federal taxes.

were restrained from refusing to publish ads placed by persons and firms who also bought time on radio.



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Authorized Dealers  
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Manufacturers of  
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COMPOSING ROOM
- C & G SAWS
- CHALLENGE  
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MITERING MACHINES
- AMERICAN STEEL CHASES
- NUMBERING MACHINES  
ALL MAKES
- STITCHING WIRE
- BRASS RULE  
and GENERAL  
COMPOSING ROOM NEEDS

May we serve you?

THE CINCINNATI  
TYPE SALES, INC.

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CINCINNATI 2, OHIO  
Telephone: CHerry 1-8284

Senator Neuberger Explains  
Proposed Postal Changes

Senator Neuberger (D., Ore.) spoke to the convention of the Oregon Publishers Association on December 6, stating that Congress should adopt a modern postal policy which enumerates the public services to be paid for out of general revenue instead of being charged to mail users through increased postal rates.

The Senator, who is a member of the Senate Post Office Committee which considers postage legislation, said that the postal rate increase bill approved by the House is based on the theory that the Post Office Department is a public utility or business enterprise. He challenged this philosophy, pointing out that all government departments and bureaus cost money to operate. "There is no valid reason why the Post Office should be singled out for operation at profit," he argued, "while all the others incur large deficits which amount to many billions of dollars."

Neuberger warned the publishers: "If second class mail is to be placed on a pay-as-you-go basis, then many publishers of newspapers and magazines would be required to foot the bill for much free and privileged mail, some of which is in direct competition with your industry."

He referred to free-in-county newspapers as a desirable public service in the field of publishing. These, he pointed out, cost the Post Office a net revenue loss of approximately \$14 million a year. "To be consistent in its 'pay-as-you-go' philosophy," he said, "the Post Office Department should charge full cost for this kind of service. But, to put that service on a 'pay-as-you-go' basis, would sound the death knell of many of our fine and valued county newspapers," he continued.

He told the publishers "I do not favor the Postal Rate Bill as passed by the House. I believe there is much work still to be done before we can properly or fairly solve the perennial postal rate dilemma."

"First of all," he said, "Congress should adopt a modern postal policy enumerating the public services properly to be paid for out of the general tax funds as expenditures in the public welfare."

The Senator made reference to the provision in the proposed rate bill that would exempt newspapers with press runs of 5,000 or less from postal rate increases. "This may be a valid provision," he said, "although certain newspaper groups have strenuously objected to it. My point is this: if this provision remains in the Bill, then I insist it is incumbent upon the Congress to put a dollar value on the subsidy involved and pro-

The power of newspaper advertising is so "purposeful and important" that without it a TV show takes a back seat in the ratings, according to Jack Webb, actor and producer of "Dragnet."

Webb, whose new TV show, "Noah's Ark," is also reported in serious rating trouble, said that he may give up the "Dragnet" show because the National Broadcasting Co. has failed to exploit it with newspaper advertising. He asked:

"What's the use of doing a show when it's dying on the vine without the benefit of advertising?"

"Some say that by doing this you're advertising advertising."

Webb praised William Paley of the rival Columbia Broadcasting System for "Foresight and intelligence in such saturation advertising" and said:

Those big ads in the newspapers are impressive by the sheer fact they're there.

"Out of good advertising comes good ratings and out of good ratings comes good programming."

Webb said that Sherry TV, which owns "Dragnet," advertised with its own money for five weeks in key cities used by the Trendex TV rating system and that "for that period our show clobbered 'Climax' and on the sixth week, when we didn't advertise, 'Climax' won."

The CBS "Climax" show runs in opposition to "Dragnet—The California Publisher."

One thing that cuts down national advertising lineage is the amount of space given FREE by running cut features stories, recipes, pictures, and so-called news releases that arrive by the dozen in each editor's mail. Many items are matted for easy use, but all usually contain some deft plug for a commercial product. Have you detected any free publicity on radio or TV? They won't use free stuff—so the advertisers PAY them and give the FREE stuff to newspapers—and too many newspapers use it.

At various times in history counterfeiting has been punishable by death.

vide that it be borne from the general tax funds. It should not fall upon other postal customers."

In conclusion, Senator Neuberger noted that the Senate Post Office Committee has spent thousands of dollars investigating postal problems. "I don't want to see this substantial expenditure of the taxpayers' money wasted," he said. "I am thoroughly convinced that it will be possible in the next session of Congress to develop a modern postal policy so greatly needed. Once Congress has accomplished this, I feel we will then be in a position to act intelligently and constructively on postal rate increases and other crucial postal problems," he Senator said.

## IT HAPPENED IN KENTUCKY

### 1807—"The Kentucky Reporter"

#### Established In Lexington

For more than a half century, this pioneer newspaper held a prominent place in Kentucky affairs. It was established in 1807 under the name of "The Kentucky Reporter". The founders were William W. Worsley and Samuel W. Overton. Worsley, a Virginian, had been editor of papers at Norfolk and Richmond.

In 1816, Overton retired and Worsley took into partnership his brother-in-law, Thomas Smith. Then, after changing ownership several times, the paper united with the "Lexington Observer" in 1832.

The "Observer and Reporter" had many able editors—prominent among them being Judge Edward Bryant, R. N. and D. C. Wickliffe. After a publishing history of 66 years, the newspaper was discontinued in 1873.

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 this light, bright beverage of moderation 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**

### Baltimore Newspapers Ask Injunction Against Ad Tax

Baltimore's daily newspapers and television stations have asked the courts to grant an injunction against the tax on advertising which is to go into effect on January 1, 1958, in that city.

Last month the City Council, with the support of the mayor, passed an ordinance which imposed a 4% tax on all advertising to be paid by the advertiser. In addition a 2% gross income tax was levied on newspapers and television stations against all revenue derived from the sale of advertising space or time bought on the air.

The 4% tax on the advertiser was to be collected by the solicitor when the sale was made. If this mode of payment was not used, the firm had to file a monthly report showing the volume of advertising which had been used and the payment which was necessary.

The mayor of Baltimore said he was aware that the ad tax had been called "politically unwise," but declared that the money was needed to raise the pay of teachers, firemen, policemen, and other city employees and to maintain other essential services. Maryland now has a State sales tax with advertising exempt.

City officials insist that the advertising tax does not infringe on the freedom of the press or upon freedom of speech, both of which are protected by the Constitution of the United States.

The newspapers and television stations are protesting on the grounds that the ordinance:

- (1) Violates the Federal and Maryland constitutional guarantees of freedom of speech and press;
- (2) Violates the constitutional guarantees of due process of law;
- (3) Violates the constitutional prohibition of interference with interstate commerce and,
- (4) Is vague and indefinite in that it fails to define how media shall determine what advertising is for Baltimore City consumption, which is taxed, and what part is to be considered outside the city, and are vague and indefinite in exempting from taxation any advertising "space or time which are not within the taxing power of the mayor or City Council of Baltimore under the provisions of the Constitution of the United States of America."

After having seen the lead set up by Baltimore, the City of St. Louis is preparing to follow through with the same tax. In this particular incident, local observers think it is a retaliation for the local newspapers' support of a new city charter which was defeated in August.

The St. Louis ordinance will impose the same 4% on the advertiser and 2% on the newspaper.

In Baltimore, business men think the tax will cause much of the metropolitan business to go out of the city because those firms outside its limits do not have to pay the tax and will advertise more freely.

The Advertising Federation of America declared, "Even if we could ignore the harmful effects of such discriminatory taxation on the freedom of the press and on advertising itself, we have a great duty to protest on behalf of the wage earner and the consumer. Anything that tends to discourage advertising can kill all kinds of jobs in all kinds of fields. It can deprive the public of the benefits derived from mass production—the basis of our nation's prosperous economy."

Richard L. Jones, Jr., chairman of the board of the Bureau of Advertising said, "A tax on advertising will, in the long run, have to be paid by the consumer and the working man in the form of curtailed volume of goods, higher prices, and unemployment."

Coupe originally referred to a carriage with seats for two persons inside and a seat for the driver outside.

#### FAST PRODUCTION FINE REPRODUCTION

If you wish . . .

Highest quality

Fastest service

for

Reasonably priced

Printing plates

of

Zinc, Triplemetal

or

Copper

Made by Qualified

Experienced Engravers

SEE

**LEXINGTON  
PHOTO ENGRAVING**

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



People Want Newspapers

When Americans want the news, they turn to newspapers a recent news poll showed.

Newspapers outrank television better than two to one and radio better than three to one, the poll showed.

For local news, reliance on newspapers is even greater, more than four to one over television and almost four to one over radio.

THOSE POLLED who favored newspapers for their news gave one or more of these reasons:

Newspapers give more complete coverage of the news; they carry more news items and more details about each one; they print more interesting short items; they don't neglect home-town happenings.

Newspapers can be read at the readers convenience, while radio and television newscasts can be heard only at specific times. Readers can go back and analyze news in a paper; if they misunderstood a word or phrase in a newscast the whole item is lost. Newspapers can be read leisurely; a reader can relax between items. Newspapers offer varied opinions by fine writers.

A PERSON relying on television would usually say:

A person can sit back and relax while getting the news. Television presents news pictorially, often bringing action pictures of news while it is happening. It brings news flashes immediately often interrupting programs to do so; it brings most news before newspapers do. It offers news in condensed, easily understood form.

Those depending on radio usually explained:

RADIO IS EASIEST; one can leave it on and do other things while listening. (This was a frequent explanation by housewives. More than twice as many women as men said they depend most on radio.)

Radio is faster, often bringing news as it happens and usually before television and newspapers. Commentators give interesting details and backgrounds, often from the spot. Radio is more frequent and most news programs are brief.

Mergenthaler Linotype Company has announced it will move out of Brooklyn where it has been most of the time since its founding. Several sites East of the Mississippi River are being considered but no decision has been made about a new location.

No charge for these thoughts on how to handle printing customers:

"We're working on it, but it's been so humid the ink won't dry." (Meaning: we finally did get it scheduled for this coming Wednesday.)

"We're trimming it now." (Meaning: It's the next job after this one.)

"It's on the delivery truck." (Meaning: We are definitely going to run it today.)

"The delivery boy has it, but he had some calls at the other end of town." (Meaning: You'll probably get it tomorrow.)—Georgia Press Association.

A postage stamp will be issued next year by the Postal Dept. commemorating the founding of the nation's first School of Journalism at the University of Missouri.

Color advertising in newspapers draws up to 500% more readership than black and white ads, according to W. W. Henderson, sales vice president, R. Hoe and Co.

Max Shulman, noted author of "Barefoot Boy with Cheek" and "Rally Round the Flag, Boys," spoke to a group of approximately 500 University of Kentucky students in November. His appearance was sponsored by the Kentucky Kernel, student newspaper.

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

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

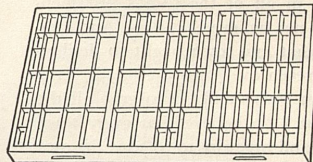
PERFECT FOR WEEKLIES BECAUSE . . .

. . . it sets, from the keyboard, a continuous flow of BIG TYPE for headlines and ads. You'll *set* more ads and *get* more ads!

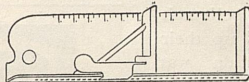
It doubles in brass on straight matter, too,

while it eliminates

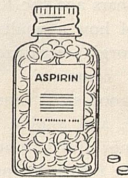
this:



and this:



and this:



MODEL 33 RANGEMASTER LINOTYPE!

Write for booklet to Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

• LINOTYPE •

(EDITOR'S NOTE: Many months ago Editor Arnold Kuhn of Western Nebraska's weekly Hemingford Ledger started running a weekly column, "Credo," written by a local minister. The column has gained constantly in popularity. Each week a different minister writes the column for the paper. Here is one taken from a recent issue of the Ledger written by J. W. Scott, minister of the Methodist Church in Hemingford.)

I believe that any person, organization, town or community that does not move forward is almost certain to move backwards. It is not enough just "to hold our own."

Several weeks ago I was talking to a man who operates a big ranch about half way between Hemingford and another town. I asked him where he did his business. He told me that he did it at a number of towns in the area. He said he took his grain to one town because it had a good market. He usually buys groceries and clothing at one town because it has nice stores and good merchandise. He buys lumber and posts at another town because it has a lumber yard with good lumber at lowest prices. There were certain purchases and business he did at fourth and fifth towns, and he gave the reasons why.

I couldn't help but think as I left this rancher's place, "Why can't our town offer services and merchandise in all these areas to attract most of the business of this rancher, and others like him? Why shouldn't our churches, school, park and other facilities be such that he would have no reason to look elsewhere for services in these areas?"

Now I am not implying that our town is below "par" in all of the things just mentioned. I do not believe that it is. And I do not believe that any town ought to deliberately try to reach over into the "trade territory" of other towns and try to grab all the business. But I do believe that every town should plan and organize to so serve its own territory that it will get and hold the business and patronage of that area.

Several years ago the Reader's Digest told the story of how a small town (I believe it was in Georgia) organized to fix up their town. A community organization was formed, a good sized fund was raised, plans were made, and a plan of action was put forth. Money and volunteer labor went into new store fronts, remodeling jobs, and in some cases completely new places of business. The results, as I remember them: 1. Young people, most of them, started to stay in their own town after they got out of school because it was so progressive; 2. The amount of business more than doubled in the town because, though prices might not always be quite as low as a distant town, the

shops were nicer and quality merchandise was fresh and well displayed; 3. A couple of small industries moved into the town because it was attractive and progressive, thus giving employment to a number of families; 4. Additional business made it possible for businessmen to repay the fund for remodeling done on their store fronts, thus making funds available for young people of the community to start up new businesses offering new services; 5. The old rundown look of the town was gone and everyone took pride in their own property and the whole community.

Now I do not say that this is the program for our town. I do think there are some real merits to working together to make our town all that it can and ought to be;—to make it deserving of the attention and patronage of all the people in our "trade territory." Such things take planning and work and sacrifice, but I have watched towns just gradually "go down" because they were not willing to do some united planning and work and sacrifice. Of course, "it can't happen to us"; OR CAN IT?

But when we talk of progress we need to remind ourselves that progress it not all a matter of paved streets, modern street lights, modern store fronts, and the latest merchandise well displayed. Progress is not just a matter of new inventions and the latest fashions.

If there is to be any real progress there must also be something new and improved about man himself. I believe that you and I can be remade and renewed after the pattern of the Ideal Man, the "Man of Tomorrow"—Jesus Christ, the Son of the most high God.

Is your heart and your mind open to real progress? I believe that progress must start with you and me!

The Kentucky Kernel has just become the first college newspaper to be a member of the National Newspaper Promotion Association.

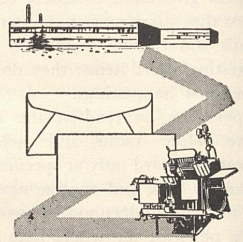
**COMMUNITY PRESS SERVICE**

"SERVING AMERICA'S WEEKLY NEWSPAPERS"

- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

**JUSTRITE ENVELOPES**  
DIRECT FROM FACTORY  
TO YOU!



A full line of standard and specially envelopes from the Justrite factory direct to you, the printer . . . this means you can enjoy these Justrite profit-making benefits—complete set of catalogs for plain and printed envelopes . . . full assortment of samples . . . and Justrite's top quality envelope line. Write us for your complete envelope catalog.

"SOLD FOR RESALE ONLY"

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

**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

SEND FOR  
**60-DAY**

*Free  
Trial*

Let the **FRANKLIN PRINTING CATALOG** take over your estimating. It provides you with accurate values for all printing and bindery orders.

**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.

One method of eliminating roller marks on the tail-end of a solid form on a vertical is to have the bottom form roller set as light as possible (approximately one pica). Be sure that it still contacts the metal vibrator. The bottom form roller is the roller that hits the form first. The other form roller has a setting of approximately two picas.

Bundling single-wraps can be made easier by rigging up a twine holder. Make two L-shaped brackets of 1 x 8 boards. Cut a notch in the end of a nine-inch board and use a 14-inch board as a support. Place the two brackets facing each other with the long boards pointing inward. Loop your twine over each notch and down along the bottom boards. As the papers are wrapped, put them in the sideless box thus formed and on top of the twine. Then bring the twine over the top and tie it. This saves struggling with those papers that always slip out of your arm when you try to loop the cord around them.

Not so long ago 45 states had "fair trade" laws that permitted one manufacturer and one retailer to fix the price of any article from that manufacturer's line that was sold anywhere in the state. Now only 16 have this artificial brake on free trade, while in 32 others competition flourishes as consumers and advertising media rejoice.

The first printing press was not imported into the United States until 1639.

By April, 1775, thirty-seven newspapers were being printed in the colonies.

Expenditures in country weeklies are about \$75,000,000 annually.

Until after 1810 expensive newsprint and limited mechanical facilities held daily newspaper circulation to 900 per issue or less.

Newspaper advertising is the "bargain medium that will return many times its original investment" for food store advertisers, according to the National Association for Retail Meat and Food Dealers.

The Philadelphia Sunday News, published in October for the first time, had its eight pages of full color comics "running wild" throughout the whole 128-page paper. This seems to be the first time in newspaper history for such a feat.

Newspapers are by far the most popular advertising medium with restaurants, according to a survey conducted by American Restaurant Magazine. Returns from 42 states represented a comprehensive cross section of the country—show that 78% of the survey restaurants make newspapers their No. 1 advertising medium—with half advertising at least once a week.

**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*

**MILLIONS OF ENVELOPES**  
for Immediate Delivery

**TENSION ENVELOPES**

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 public buys to suit itself; advertise to suit the public.

*...Beautiful Gift of Convenience*

**Color Phones**

In the right places, for the right people

What could be more wonderful than a gift of one or more phones in decorator colors, to save steps, to make modern living easy?

All through the year additional phones save steps and time, add style and beauty. Delivered gift-wrapped. Installed before or after Christmas, as desired. Can be billed any way you like. To order, just call our Business Office.



**Southern Bell**



BER, 1957

SERVICE

SPAPERS  
DS  
IG ADS

fort, Ky.

LOPES

ORY

FE

ny enve-  
to you,  
in enjoy  
—com-  
printed  
ples...  
oe line,  
oe cata-

IPANY  
Georgia

KNIFE  
FOR  
SPAPER  
MAILING  
DOOMS

andy Knife  
rn Like a  
Ring

NO PER DOZ.  
e Co.  
thio

WSPAPER  
NEW

& SONS  
Nashville

ing Manu-  
up Rule to  
It Printing

Whittlin' times' over...  
let's get the  
community  
moving!"

"There's a time to sit and whittle, and a time to up and *do* . . . especially when it comes to putting your community on the road to prosperity. Sure you have to dream a while and plan a while, but then it's time to go to work. To get together and put things in motion. To modernize Main Street, light up the stores, do something about parking, push for business. To develop rural areas and build schools, promote tourist trade and get new industry interested in you. First thing you know you've got a community that's blossoming out into a mighty fine place to live—a mighty prosperous place, too, that pays off on all your whittling and your doing.

You'll also find it a real spur to people when you enter your community in the Kentucky Community Development Contest. Good chances for some \$4500 in prizes, and a sure victory in terms of community growth. Why not enter right now?"



Speaking For

*Reddy Kilowatt*<sup>®</sup>

**KENTUCKY  
UTILITIES  
COMPANY**