

The Kentucky Press

March, 1957

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



Coming Events---

2nd District Mechanical Clinic

Dawson Springs, Friday, April 12

KPA Spring Executive Committee Meeting

Dawson Springs, Saturday, April 13

KPA 88th Annual Mid-Summer Meeting

Kenlake Hotel, June 4-6, 1957

VOLUME TWENTY-THREE
NUMBER SIX

Publication Office:
School of Journalism
University of Kentucky
Lexington

Official Publication Kentucky Press Association



One-Way Route Service

Through the one-order, one bill, one check plan

KPS is equipped to give service to the advertiser and agency from the time a budget is being made until the last statement is paid.

For the past fifteen years we have been giving the following services:

- assisting in making up a budget
- assisting in choosing a string
- issuing individual contracts
- issuing individual insertion orders
- mailing mats, plates or copy
- furnishing requested proof of publication
- rendering blanket itemized statements
- paying the individual publishers
- handling all details and correspondence

and doing every other thing within reason to insure satisfactory service and obtain best possible advertising returns. We check for position, press work, and make suggestions to our publishers on more effective placement.

Without exception we have enjoyed our working relations with the agencies using our service—we invite the continuance of these working plans and also invite the inquiries of agencies who have never accepted our offer for simplifying entry into the newspapers of Kentucky.

No space under 5 inches accepted, unless for continuous run.

THE AGENCY who uses our office for clearing

- issues one contract to KPS
- issues one insertion order to KPS
- supplies string of papers
- supplies mats, plates or copy
- pays the bill to KPS in one check less agency discount.

THE AGENCY PAYS NOTHING FOR THIS SERVICE

THE AGENCY AND ADVERTISER

- receive full credit on each contract and insertion order the same as if the agency issued the orders

KPS will not knowingly extend any of its services to unrecognized advertising agencies or advertisers, nor will it knowingly accept advertising which might unfavorably involve the publisher, his newspaper, his readers, or his advertisers.



KPS does not offer special group rates. Space users may select from the Rate Book any particular group, or use the entire list, dailies and weeklies. Through arrangement we service border counties in Indiana and Ohio, and cooperate with the Tennessee Press Service in servicing border Tennessee counties. Compensation in lieu of group rate is received from routing your advertising schedules through the one-order plan; it saves the agency large overhead office expense.

Kentucky Press Service, Inc., is an affiliate of Weekly Newspaper Representatives, Inc., which organization is the only authorized national advertising representative of Kentucky weekly and semi-weekly newspapers. National advertising schedules placed with WNR for all weekly and semi-weekly newspapers in Kentucky are cleared direct with the absolute minimum of time lag. WNR maintains service offices in New York, Detroit, Chicago, Atlanta, Philadelphia, and San Francisco, with the main office at 404 Fifth Avenue, New York 18, New York. WNR offers an identical one-order plan for national coverage.

Three Easy Steps: KPS will help select product markets, give market surveys, and help plan any campaign to cover. 2. KPS assumes the time consuming order-checking detail of scheduling; it renders one invoice and proof tearsheets at the end of each month. 3. On receipt of agency's monthly disbursing check, KPS pays its newspapers by monthly check.

Legitimate advertising agencies and national advertisers are urged to use the services of KPS; to advise with KPS on all affairs of mutual concern.

'Evolution' In Printing Methods Is Changing The Graphic Arts

By L. R. DURANT

Assistant Technical Research Director,
American Newspaper Publishers Association
Research Institute, New York

(Condensation of a talk for the Pennsylvania
State University Journalism Forum)

In speaking of the mechanical evolution in the graphic arts, it is first necessary to explain the reasons for the choice of the word "evolution," in preference to "revolution."

Although the printing industry, from the time of Gutenberg to the middle of the 20th Century has achieved tremendous growth, variety, and a high degree of specialization, a comparison of its development, which spans five hundred years, against the rapid progress shown by the electronics or aeronautical industries, makes the use of "evolution" a more accurate selection. In addition to this long history, other reasons exist for our use of the more moderate term. To outline some of this background, I will quote from a report prepared as a group project at the Harvard Graduate School of Business Administration, and published privately in 1954.

Speed, Volume, Color

"Few printing concerns have had the funds, technical skills, or inclination to undertake research activities. Compared with other industries, printing is spending very little on research. Nevertheless, technological progress is being increasingly stimulated by greater demand for speed, volume, and color. Despite these pressures for improvement, there does not seem to be any sense of urgency for progress in the industry. Past improvements and developments have taken place in an orderly manner. Inventions have arisen under pressure from, rather than in anticipation of, needs. Cast type, the Stanhope press, photoengraving, paper feeders, and rotogravure presses were all conceived as supplements to existing processes. As the new equipment gained acceptance, it gradually replaced outmoded types instead of causing wholesale replacement activity. Smaller, marginal shops tended to retain the obsolete equipment.

"The attitudes and nature of the publishing field may be responsible for some of the lack of emphasis on technological improvement. Production efficiency is not often used as a measure of success or failure. The publisher is more concerned with the reading matter than the factory product since the accuracy of his judgment in supplying the type of literature people want largely

determines his relative success in the business.

Union Resistance

"Some of the lack of rapid technological improvement may be attributed to the power of the union movement in the printing industry. . . . Progress has been especially slow in the letterpress field because of the number of different craft unions performing specialized functions such as type setting, photoengraving, and stereotyping. When new processes tend to eliminate functions or overlap fields, the change is likely to be resisted fiercely by the particular union affected adversely."

Considering the relative ease with which radio, and more recently television, can broadcast bulletins and news, in addition to entertainment and advertising, we can add another important requirement—speed. If newspapers are to continue to successfully resist the increasing competition of other media, high production speed is necessary to provide the editorial department with sufficient time for the preparation of news, to meet tight bus, train, street and home delivery schedules and therefore insure the timeliness of the news.

Let us now examine each of the mechanical departments in turn to see what is being done to improve the quality of newspapers, and to speed production, thereby giving the editorial department maximum time for preparation of copy. And, of primary interest to publishers, production. Speed helps in reducing production costs.

In the composing room, much work is being done to supplement line casting—or hot type—composition. Various machines are in stages of development and one, the Fotosetter, is already available and presently in use in at least six daily newspapers and some one hundred commercial printing plants.

Fotosetter

The Fotosetter consists of a circulating matrix line-casting machine, such as is used throughout the industry, with one important change—the pot for heating the metal and the equipment for holding the line of matrices in position for casting, have been replaced by a camera and film holder.

The Intertype Corporation, manufacturers of the Fotosetter, uses matrices very similar to the hot type variety, but in place of the letter or character indentation necessary to mold, they have inserted in each mat a disk containing a transparent letter or other character, in the center of an opaque field.

Thus, by the use of lenses, lights and optics, these characters are projected on film. In addition, by quickly changing the lens arrangement in the camera unit, one size character can be projected in a variety of sizes on the film, thus effecting appreciable savings over the quantity of hot type matrices which would normally be required to cover this range of point sizes. Since the keyboard and principle operating features of the Fotosetter are the same as on a standard line-casting machine, a printer can quickly learn to use the machine.

Photon

Other machines, to do essentially the same job, are in various stages of development. One of the most interesting of these, because of its electronic approach, is the Photon. Here, the operation is based on a revolving disk matrix with sixteen type faces etched on its surface.

The cost of this disk is five hundred dollars as compared with twenty-five thousand dollars for the same number of type faces in magazines. The operator controls one hundred ninety-two fonts with the use of one disk and the twelve lenses incorporated in the photographic unit. Photon, using a standard Underwood electric typewriter, memory units and a stroboscopic light to "freeze" only the character wanted at any given instant, as the disk containing all characters revolves at eight revolutions per second, represents a modern approach to photocomposition.

Although these machines are not yet generally available, they are in daily use at the Quincy, Massachusetts, Patriot-Ledger, where they are being checked for performance and refined by the manufacturers, to suit production requirements.

Among the advantages of photocomposition are the savings to be made over hot metal matrices, by using either fewer magazines of type, in the case of Fotosetter; or disks, with Photon, to photograph a range of different point sizes and styles of type. In addition, other benefits are possible—these include improved quality, and flexibility.

Improvements in quality are apparent when you consider that the image of the character is projected on film rather than impressed physically in hot metal. Wear and damage to the characters are almost entirely eliminated. Flexibility is attained by the ease with which type sizes can be almost instantaneously varied by the operator in setting, for example, display advertising. In addition, with characters and letters on film, a wide variety of page arrangements can be made simply, on sheets of acetate or glass.

Limitations

Although there are various limitations to photocomposition, such as the cost of film

and the difficulty of visualizing a photographic layout as opposed to arranging lead type, one of the main drawbacks is the need for further processing before the photo-composed work can be printed. In letterpress printing, which is used by almost all newspapers, a relief image is necessary for either direct printing or stereotypes. Therefore, a photocomposed page requires further processing through the photoengraving department.

Since most engraving departments are geared to handle the usual volume of news cuts and advertising plates they are normally not in a position to pick up an additional work load without more men and equipment. This problem has been greatly simplified by the recent introduction of a rapid etch process.

In the engraving department, the availability of the ANPA-Dow rapid etch process for magnesium has helped to add impetus to the further development and use of photocomposition and, at the same time, has removed much of the tedium of etching routine matter. This process, developed jointly by the Dow Chemical Company and the Research Institute of the American Newspaper Publishers Association, is now in use in twenty newspapers and approximately sixty-five commercial engraving plants throughout the country.

Briefly, it consists of a special machine and a chemical etching fluid which, because of its ingredients, provides the necessary protection to the sides of the image, normally provided by the tedious and time consuming powdering operation. Consequently, although the acid used is the same and about as strong as in conventional etching, much time is saved by eliminating most of the manual operations.

On deep work, savings up to forty-five minutes per plate are reported by users in the field. This development has increased the productivity of the engraving department, without a corresponding increase in manpower, and has paved the way for the use of more pictures, and, if desired by the publisher, photocomposition.

Electronic Engravers

Electronic engravers are also gaining more widespread use in the smaller newspapers, permitting the use of timely pictures without the cost of expensive photoengraving departments or dependence on commercial engravers.

In the stereotype department, the equipment manufacturers are developing new models and constantly improving older types. Plates can be cast by automatic equipment at speeds up to four per machine. When more production is required, additional machines are necessary. New casting and plate

finishing machines from Germany have recently been announced by the Hoe Company, which will distribute them. It is claimed that these machines will produce better plates with economies in fuel and metal, and will simplify and improve the register of color plates.

In the pressroom, research and development are up against major obstacles. The press manufacturers, since theirs is a highly competitive industry, constantly improve their products. Although competition is always present, due to the long life of press equipment and the capital investment necessary, the manufacturers lack the stimulus given, for example, to the automobile industry.

A publisher will not buy a new press because of a model change. He must replace, however, when his equipment is either worn out, or too slow to match the production achieved by the opposition.

High Costs

To indicate the magnitude of cost entailed in a press installation, the Philadelphia Bulletin recently installed seventy-two such units and fourteen folders—adding up to about eight million dollars. This press, when it can no longer meet the production required at the Bulletin will not be scrapped, but will be sold, probably in small arrangements of units and folders, to less competitive newspapers, here or abroad, to continue performing for possibly another thirty years.

Obviously, under these conditions, radical change, although possible, could not, even if attained, be economically accepted overnight. Improvements and refinements to develop more speed and better quality in the printed product continue, however, especially in the field of run-of-paper color.

Finally, the department which has probably received least attention, yet would respond most quickly to a major effort, is the mailing room. Here, the entire circulation must funnel through on its way to the readers. Yet, although wire and twine tying machines have been developed and are used, and conveyors are in more widespread application, the amount of manual labor necessary to get the papers counted, stacked, covered with protective wrappers and tied, is appalling.

Mail Room Progress

Fortunately, this major bottle neck is now being attacked by many people. The Cutler-Hammer Company, long present in both press and mailing rooms with drives, controls, and conveyors, is developing an automatic counter and stacker. In addition, they are designing a programming unit which will act as an electronic intelligence for this device. The stacker has been in field trials at the Milwaukee Journal and is in process of

being de-bugged. Other companies are working on better and faster tying machines automatically linked to conveyors, so that the flow of newspapers from press to street will require only those men necessary to supervise the machine.

For Sunday newspapers, various companies are working on more and better devices to automatically stuff or insert the assortment of supplements which comprise a Sunday paper. Certainly this work can and should be done by relatively simple mechanical devices, leaving men free for supervisory tasks.

We agree with the Harvard group when they say, "With rising labor and material costs, relatively fixed advertising rates, and increasing competition for advertising from other media, today's publisher faces the unpleasant prospect of further profit squeezes. It appears that the best hope of the publisher in combatting this unfavorable trend is through improvements of the manufacturing process. Otherwise, the appalling mortality of newspapers will inevitably continue."

Can Editor Comment On Submitted Material?

Frequently a member publisher asks if he has the right to take issue with or make comment on an item or article in his newspaper. The following from the Bulletin of the Hoosier State Press Association will be of interest to those who face this problem:

"We regularly publish a column written by a local man. Recently, we appended an editor's note stating we did not wholly agree with the contents of that particular column. He objected and claims we should have consulted him before adding the note. We were under the impression that we had the right to make the comment we did and would appreciate your opinion on this!

"The editor was entirely within his rights to add the note as he is the sole judge of what is published in the paper. An editor may explain that the contents of a column do not represent or are not in accord with the views or policies of the paper, or may choose not to publish an article or column.

"It should be noted here that disclaiming agreement with the contents of a column or article does not relieve the newspaper from liability if the article or column contains statements that are libelous. Whether an article or column is written by a member of the newspaper's staff or by an outsider, paid or not, the paper is liable if libelous matter is published."

Congress is considering tightening postal regulations to reduce flow of sex in movies and books.

Weeklies Must Help The Reps. In Selling Their Potential Market

By Wilbur Peterson

Head, Bureau of Media Service
School of Journalism
State University of Iowa

Compilation of market data should be a major effort in the weekly newspaper field this year.

There are two very good reasons for such an effort:

1. Competition for the national advertising dollar continues to grow keener.

2. With a nation-wide newspaper representative, weekly newspapers are in the best position they have ever been to cope with that competition.

The nation-wide representative is, of course, Weekly Newspaper Representatives, Inc., which recently opened its fifth sales office in Los Angeles. The others are in New York, Detroit, Chicago and Atlanta. Weekly newspapers have never before had such widespread representation.

But neither WNR, nor any other representative, can do an adequate job of selling for the newspapers it represents unless it has, for immediate distribution or presentation, complete data about the market it is seeking to sell.

Weekly newspapers as a whole have never done a very satisfactory or anywhere near complete job of promoting themselves — even though this is what they preach to their customers week in and week out. Many of them, probably most of them, have been too busy to tell the story of their own qualities and accomplishments to the public and the advertisers they serve. Many either write no advertisements selling themselves, or else very poor advertisements. As for compiling and presenting market data, good heavens!

No, on most weeklies there hasn't been time even to think about market data, other than perhaps such points as city and trade area population. Many years have passed since I was in the weekly field, but in those days market data was a rather hazy something that only daily newspapers and magazines ever worried about. Still hazy today, I suspect, in the mind of many a publisher is knowledge of exactly what is wanted in the way of information about his market, and further, how and where to obtain it. And, possibly, what does he do with it after he gets it?

The old days of hazy concepts of market data should now be ended. Weekly newspaper publishers must know today what is

wanted, how to get it, and what to do with it. Moreover, they should go about compiling this data without further delay.

The writer was recently told by Warren E. Grieb, general manager of Weekly Newspaper Representatives, Inc., that "very definitely WNR wants any and all market or media data that is available about weekly newspapers."

Why? Here is the answer, direct from Mr. Grieb: "Weekly newspapers must provide their representative, agencies and advertisers with far more detailed market and media data if they are to compete with other media for their share of the nation's advertising dollar."

Several months ago WNR sent out a market data questionnaire. More such questionnaires will be forthcoming from the WNR offices during 1957.

What that first questionnaire sought in the way of market and media information seems worth reviewing here now, for two reasons: First, the response to it was not impressively heavy; and second, no publisher can become too familiar with what the national advertiser wants to know about the local newspaper and the market it serves. In truth, all of the information an advertiser wants should be available in the newspaper office at all times and on a current basis.

WNR sought to learn the following in its initial questionnaire:

About the Publication—

Its circulation, the communities it serves, and its circulation in each community.

The population of city and county.

The average number of pages per issue; the percentage of news and editorials, percentage of pictures, percentage of want ads, percentage of retail advertising, percentage of national advertising.

The total number of national advertisers in the last 12 months, and the total number of retail advertisers.

About the Community—

The type of community, such as industrial, agricultural, mining, resort, fishing, oil, lumber, suburban or other.

Transportation facilities.

Number of families in the city, number of farm families in the county, other families living in the rural area, the trade area population.

The principal industries in the community, the number of employees of each and the estimated weekly payrolls.

The number of banks in the city and their total deposits.

Other Market Data—

For both city and trading area, the number of: Automobile registrations, telephones, TV sets, automobile outlets, chain food stores, independent food stores, drug stores, hardware dealers, lumber dealers, department stores, oil-gas stations, bulk oil plants, farm machinery dealers, feed and fertilizer dealers, beverage bottling plants, beer distributors. The questionnaire also requested the names of these dealers and the brand names of the products handled by each.

All of the foregoing is, in my opinion, information that every newspaper should have at its fingertips at all times on a strictly up-to-date basis. Do they? I hope so—but I quickly recall the days when a national advertiser was mighty lucky if he ever received from us a list of the grocers in our trade territory. Yes, I hope times have changed from those days. If they haven't, I am very sure that the point has been reached when they must change—weekly publishers can no longer afford to ignore requests for information about their market. The time is here when they "must provide . . . market data . . . if they are to compete . . . for their share?" Those papers that haven't yet compiled the information requested by WNR should do so without further delay.

There is other information about local markets that WNR will be seeking during 1957. Just what the next questionnaire will ask, I don't know, but Mr. Grieb has said that WNR "will seek out in 1957 every possible fact and figure for presentation to potential clients."

A look at what daily newspapers provide in the way of market data may be helpful at this point. It duplicates some of the WNR request, of course, and goes further. If you are familiar with the Editor & Publisher Market Guide, you are acquainted with one pattern for compiling and presenting market data. It is a pattern substantially approved by the Bureau of Advertising of the American Newspaper Publishers Association, and a pattern that is acceptable to WNR.

If you are not familiar with the Market Guide, then you will be interested in running through this pattern at outlined below. The Editor & Publisher Market Guide, which is published each year, includes in its content more than 1,500 such presentations for daily newspaper markets:

1. Location: Name of county, direction and distance from major cities in that section of country; designations of highways serving the city.

2. Transportation: Listing of railroads,

(Please Turn To Page Five)

The Kentucky Press

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

Member
 Kentucky Chamber of Commerce
 Sustaining Member
 National Editorial Association
 Newspaper Managers Association
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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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Congress Receives Long-Waited Postal Rate Increase Bill

By RICHARD D. GREEN
 NEA Washington Representative

At long last the Administration submitted its recommended postal rate increase bill to Congress. Identical bills were promptly introduced in the House and Senate to carry out the recommendations. Hearings are expected to be started soon by the House Post Office Committee. The Senate Committee has received a report on postal policy from its Citizens Advisory Committee and will hold hearings on this report before considering any rate increase proposals.

For second-class mail under the proposed bill, there would be a 15 percent increase each year for four years for a total of 60 percent on both the reading matter and advertising portions of publications. Newspapers whose "entire press run consists of five thousand copies or less" would be exempt from this increase. The minimum charge, however, would be boosted to one-quarter cent per piece. The free-in-county provision is not affected.

Last year's bill as originally introduced in the House contained no exemption for the small newspapers. An amendment adopted during House debate provided for an exemption from the rate increase for all newspapers with a press run of 4000 and under. This amendment was the only one approved. Apparently anticipating congressional enthusiasm for a similar exemption this year, the Post Office increased the press run exemption figure to 5000.

The transient rate for second-class mail would be increased from the present rate of two cents for the first two ounces and one cent for each additional two ounces, to two cents for the first two ounces and one and one-quarter cents for each additional two ounces. The transient rate applies to publications having second-class entry mailed by other than publishers or as sample copies in excess of the 10 per cent allowance.

The rate for controlled circulation publications regardless of the weight of individual issues would be increased from 10 cents to 12 cents a pound. The minimum charge of one cent per piece would be unchanged.

The administration abandoned its drive for a five cent combined first-class-air-mail rate and settled for one cent increases. First-class mail would be increased from three to four cents, and air mail from six to seven cents. Regular postcards would be increased from two to three cents and air post cards to five cents. The Administration optimistically has set July 1, 1957 as the effective date for the rate increases.

For third-class mail, there would be a new piece rate of three cents for the first two

ounces and 1.5 cents for each additional ounce, except for books and catalogs. For the latter, the individual piece rate would be raised to three cents for the first two ounces plus one cent for each additional ounce. Third-class matter mailed in bulk, except books and catalogs, would be increased to 16 cents a pound and two cents minimum per piece. Bulk mailing of books and catalogs would carry a minimum rate of two cents a piece and 12 cents a pound. The two-cent minimum in each of these last two categories would be increased to 2.5 cents on July 1, 1959.

In the fourth-class category, the book rate would be increased to 10 cents on the first pound and five cents for each additional pound.

The bill contains the same policy statement that appeared in last year's bill. At that time, this policy statement was the rallying point for opponents to rate increase legislation and probably will be again. Opponents stated that before any increases in rates should be voted, Congress should "make a decision as to the percentage of credits or subsidies that will be allocated to cover the public service aspects with respect to each class of mail."

Why Papers Must Work Cooperate With Mat Services

Many newspapers experience difficulty with shopper competition which uses ads prepared by the newspaper for offset copy in the throwaways. Actually this is a difficult practice to prevent. Mat services are copyrighted and have spent thousands of dollars in courts to stop misuse of their mats, but without complete success. If they are to have a chance at all, it is important for newspapers to leave the copyright symbol by each bit of art used from the mat catalog. This is the little circle with a "C" inside. Publishers who do leave the symbol and still have trouble should contact their mat service representative. They are anxious to take what steps they can, and will do what is possible.

The Senate Interstate and Foreign Commerce Committee, which has been holding hearings on the newsprint situation, has called upon the Federal Trade Commission to conduct an investigation "into the activities and practices of companies engaged in the production, distribution, or sale of newsprint in interstate commerce." This investigation would be "For the purpose of determining whether any such activities and practices constitute an unlawful interference with interstate commerce or a violation of the anti-trust or other laws."

Weeklies Must Help

motor freight carriers, bus lines, airlines that serve city.

3. Population: Of city, city zone, county and retail trading area.

4. Housing: Total dwelling units in city and in county.

5. Savings Banks: Number of banks and total amount of savings deposits.

6. Auto Registrations: Number of passenger registrations in county.

7. Electric Meters: Number of residence meters in city.

8. Gas Meters: Number of residence meters in city.

9. Telephones: Number of residence telephones in city.

10. Principal Industries in City Zone: Show type of industry, number of wage earners in each and average weekly wage. Name principal industrial pay days.

11. Colleges and Universities: Names of schools and their enrollments.

12. Climate: Minimum and maximum temperature for spring, summer, fall, winter; date of first killing frost and date of last killing frost.

13. Tap Water: Type of water and hardness.

14. Agriculture: Show here the number of farms in county, or counties in trade area, and the value in dollars of products sold; also list principal crops.

15. Mining: Kind and extent.

16. Retailing: Show extent of principal shopping area in city, such as "five blocks on Main street and two on Second avenue;" also mention neighborhood shopping, if any, and shopping centers. List principal shopping days and days when stores are open evenings.

17. Retail Sales: For county or other area as available.

18. Retail Outlets: List names of department stores, variety stores, chain drugs and chain food stores. Shopping centers are indicated, and other chain stores may be named.

19. Newspapers: Name of paper, circulation, name of local person to contact regarding advertising and merchandising data, and name of national representative.

The individual newspaper's presentation of market data need not be fancy, though some of those prepared by large dailies are—with some in color, and some showing much more data than that just enumerated. But black and white will certainly do, and even a printed file folder, with additional insert sheets as needed is acceptable. File folder size is preferred, for there is a strong probability that smaller pieces will not get filed.

Additional information given in some

daily presentations includes wholesale sales in addition to retail, retail outlets in surrounding towns and cities, number of homes owned, number rented, a map picturing the retail trading area—in fact any additional information that will enhance the community as a market for the national advertiser.

Some of this information you can jot down right out of your head. Other sources will include census reports, such as population, census of business, census of manufacture, census of agriculture—all obtainable from Washington, D. C., in case you do not already have them on file. In some instances, certain of the information is available direct from local sources, such as on industries and manufacturers. The state bureau of motor vehicles is a source for automobile statistics. For certain figures, you may be able to get nothing more authoritative than an estimate from the local chamber of commerce or commercial club, or the county agricultural agent. Telephone directories for your own and neighboring towns have an abundance of information in the yellow pages regarding retail and wholesales establishments and other outlets.

All this, I think, is information that every newspaper should have available at first-hand at all times. Compiling it entails some work, but doing so seems well in the interest of both your own newspaper and all newspapers. The better presentation all newspapers make for their share of the national advertising dollar, the better chance newspapers have of getting their fair share.

And beyond its value in picturing your newspaper's market for the benefit of advertisers, it probably will occur to you after compiling all this data that here is material for an interesting feature story in your news columns—perhaps you will even turn up a series of feature stories.

As to what to do with this market data after you get it into printed form, here is the recommendation of Warren Grieb:

"I would strongly recommend that any market data information be made available first to a representative such as WNR, so that they can handle distribution to agencies and advertisers. Too often, individual newspaper presentations received by agencies and advertisers end up in the waste basket."

William J. Iredale Dies

William J. Iredale, commercial sales manager for Western Union at Louisville, died March 2 at the age of 67. For 23 years Iredale had been in charge of press relations for Western Union at the Kentucky Derby and well-known to Kentucky publishers.

Like the second million, the second sale is easier to make.



ALSO...

Authorized Dealers
Representing Leading
Manufacturers of
Graphic Arts Equipment

- HAMILTON
COMPOSING ROOM
- C & G SAWS
- CHALLENGE
MISCELLANEOUS
- ROUSE SAWS and
MITERING MACHINES
- AMERICAN STEEL CHASES
- NUMBERING MACHINES
ALL MAKES
- STITCHING WIRE
- BRASS RULE
and GENERAL
COMPOSING ROOM NEEDS

May we serve you?

THE CINCINNATI
ATF TYPE SALES, INC.
424 COMMERCIAL SQUARE
CINCINNATI 2, OHIO
Telephone: CHerry 1-8284

IT HAPPENED IN KENTUCKY

1787—A NEWSPAPER HELPS GUIDE KENTUCKY TO STATEHOOD

The Wilderness Road brought hundreds of new families into Kentucky after the close of the Revolutionary War. By 1784 the population of Kentucky was estimated at 20,000 to 30,000. Leaders among these early settlers debated the propriety of separating from the parent state and setting up an independent government. Toward this end, a convention was held in Danville in 1785. However, Kentucky's early leaders well realized that the pioneer community could not grow into Statehood without help of a newspaper to guide it. The following resolution was adopted:

"That to insure the unanimity in the opinion of the people respecting the propriety of separating the district of Kentucky from Virginia, and forming a separate State government, and to give publicity to the proceedings of the convention, it is deemed essential to have a printing press."

One of the early settlers, John Bradford, became interested. He told his fellow Kentuckians that he would establish a newspaper if guaranteed the public patronage. His first issue of the Kentucky Gazette came off the press at Lexington on August 11, 1787.

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**

Court Decision Broadens Meaning Of Publication

Publishers of newspapers which derive quite a bit of revenue from legal advertising caught their breath sharply when they first glanced at the U.S. Supreme Court decision in Walker v. City of Hutchinson (Kan.), handed down Dec. 10. It seemed statutes covering legal notice advertising in newspapers might be in for some changes in Iowa and other states.

Lee Walker of Hutchinson complained that his small piece of property had been condemned and compensation fixed by local commissioners after publication of a single notice in the official paper, the Hutchinson News-Herald. Both the trial court and the Kansas Supreme Court agreed the newspaper ad provided sufficient notice to meet the requirements of the Due Process Clause of the Constitution.

The U.S. Supreme Court, which accepted an appeal because of the Constitutional aspects of the case, ruled that the legal ad's publication fell short of the requirements of due process.

The majority ruling indicated publication of a legal notice alone was inadequate when persons involved in condemnation proceedings were known and could easily have been reached by letter. In the words of Justice Black, speaking for the majority, "Nothing in our prior decisions requires holding that a newspaper publication under the circumstances here provides adequate notice of a hearing to determine compensation. . . ."

"Notice by publication in too many instances is no notice at all. It may leave government authorities free to fix one-sidedly the amount that must be paid owners for their property taken for public use."

The High Court's decision tends to broaden the legal meaning of publication. Clearly, notification by publication in a newspaper, is not ruled out in condemnation cases. It may be the only recourse when persons concerned are missing or unknown. But, just as clearly, the court states that direct notice should be given when this is possible.

Ray Edwards Purchases The Mayfield Messenger

Ray Edwards, Decatur, Ala., has purchased the Mayfield Daily Messenger from Frank O. Evans, who had published the paper since 1930. No announcement was made of the purchase price which was believed to be approximately \$350,000. The new publisher is a native of Texas and has been connected with newspapers in Alabama and North and South Carolina. No immediate policy or personnel changes on the Messenger were expected.

Howard Mathews, Lexington Herald Leader, was elected a director of the Central States Circulation Managers Association at its annual meeting in Chicago.

Georgia Governor Marvin Griffin has signed into law a measure calling for mandatory publishing of the names of persons under 17 years of age when they come under jurisdiction of juvenile courts for a second or subsequent offense. Under the old law publication of names of persons under juvenile court jurisdiction was prohibited except with permission of the judge.



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FAST PRODUCTION FINE REPRODUCTION

If you wish . . .

Highest quality

Fastest service

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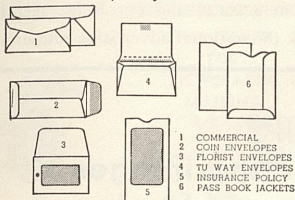
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JUSTRITE ENVELOPES

Standard and Specialty Envelopes for Printers



1 COMMERCIAL
2 COIN ENVELOPES
3 FLORIST ENVELOPES
4 TRI-WAY ENVELOPES
5 INSURANCE POLICY
6 PASS BOOK JACKET

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

"SOLD FOR RESALE ONLY"

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

Ideas will sell when little else finds a market.

Some salesmen argue; the smart ones ask questions.

BUSH KREBS

PROFIT FOR THE PRINTER

. . . in school annuals. Now is the time to sell. And for engraving costs, free layout suggestions & ideas, call John Scully, WAbash 4176 Louisville

BUSH KREBS

Representing leading manufacturers of printing equipment and supplies,

Contact Ed Weeks, Bush-Krebs Co., Inc. 408 W. Main St., Louisville, Ky.

BUSH KREBS

BBB Condemns Deceptive Price Claims In Advertising

The Louisville Better Business Bureau's board of directors, composed of leading business men of this area, now is unanimously on record as condemning the use of false and deceptive price claims in advertising.

In the recently-adopted resolution embodying the censure, the board called on BBB members, advertisers and distributors at both local and national levels who use comparative prices in their advertising to include only price or value claims that are accurate and provable.

The resolution made formal the board's support of the long campaign of the Louisville BBB against false or unverified price claims. Bureau work has found this problem increasingly acute in the past year or two. With "bait" advertising, in which there is no intention to sell the advertised item but to "switch" the customer to another higher-priced item, the fake comparative price claim has become one of the "twin shames of advertising." It was pointed out to the board that there is evidence the public is becoming increasingly skeptical of the truth of any savings claim.

Action of the board aligned the Louisville BBB more solidly with the national campaign to fight fictitious price claims through Better Business Bureaus and well-meaning business interests generally. The "fake comparative" has become such a widespread abuse that BBB's feel it threatens the public confidence in all advertising.

Fake comparative price claims unjustifiably attribute to articles a former, current or future "value" or "worth" that is higher than the actual "asking price." The aim is to make a given article seem a much greater "bargain" than it really is. National manufacturers often contribute to this abuse by establishing inflated list prices for their merchandise, or they actually pre-ticket it at prices at which it never will sell. The local merchant thus can seem to be "cutting under" a nationally-advertised price.

Any advertiser* who can conscientiously answer "Yes" to these three simple questions—"Is it true? Properly Stated? Can you prove it?"—will almost certainly never have an ad that violates the ethics of proper comparative price publication.

He will have asked himself whether the price comparison he is making is a fact. This will cause him to qualify whatever price statements need qualifying so as not to deceive or mislead the prospective customer.

This should largely take care of the "properly stated" question, too. The method of statement must not mislead, and it should

not give rise to doubts. Asking this question puts the advertiser through the mental processes requisite for giving the customer all the facts he is entitled to know.

To answer "Yes" to the question "Can you prove it?" the merchant must have at hand the proper statistical information to verify the comparison, if asked.

Even the pre-ticketed or nationally advertised prices will get the proper treatment if the advertiser is truly conscientious in asking these simple questions. We heartily recommend the questions as being able to turn the tide of ad-ethics abuse now so prevalent.

* * * * *

The purpose of these standards, which have been approved by the Association of Better Business Bureaus, is to assure truthful representations of comparative prices.

1. Factual proof of a comparative price shall be in possession of the advertiser at the time of its publication.

2. No matter how expressed, a comparative price shall be based on facts—not fiction, not "Guessimating"—in relation to the price for which the article is or was customarily sold in the regular, ordinary and usual course of business.

3. Inasmuch as believability of comparative prices is limited, the facts concerning them should be expressed or explained so that they may be believed. The time or other conditions under which they were effective should be disclosed when required by law or when failure to so disclose would make the comparative prices misleading.

4. The price at which an article did not

(Continued on Next Page)

IMPROVE YOUR NEWSPAPER PLANT WITH NEW EQUIPMENT

From

JOHN L. OLIVER & SONS
952 Main Nashville

Representing the Leading Manufacturers from a Makeup Rule to Duplex in new or rebuilt Printing Equipment.

Extra Profits

FOR YOU, MR. PRINTER

Send Us Your Orders

- ADMISSION TICKETS
- COUPON BOOKS
- LICENSE STICKERS
- SCALE TICKETS
- NUMBERED FORMS

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Ticket Printers Since 1898

or does not sell or at which it formerly sold, shall in no way be represented as the current price or value of that article.

5. Artificial mark-ups shall not be made in order to provide basis for fictitious mark-downs or comparative prices.

6. A comparative price based on an allegedly comparable article may be used only if both articles are equivalent in all respects such as quality, grade, substance, workmanship, design, performance, etc. The usual selling price of an article should not be misrepresented by attributing to the article misleadingly the price of an allegedly comparative article.

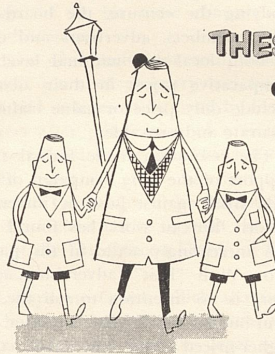
7. The true value and worth of an article, in terms of a selling price, is no more than the price for which it is customarily and currently sold in the usual course of business.

8. The "Guide for Retail Advertising and Selling" of the Association of Better Business Bureaus shall be the authority for proper use of comparative prices, and F. T. C. regulations and any applicable laws shall be observed.

Care should be taken to establish the true identity of people submitting letters for letter box columns. In several instances lately newspapers have printed in good faith letters on controversial subjects only to find that the person whose name appeared at the bottom of the letter does not exist. Much embarrassment and perhaps legal action can be avoided if editors will check with the person whose name appears. A simple phone call will do in most cases.

The Federal Tax Court has referred to the kickbacks that are a part of the double-billing system as being "bribes" and "graft." Attorneys are generally in agreement that the practice is in violation of the Robinson-Patman Act and opens the way for both dealers, who are local advertisers, and newspapers that participate in the scheme, to be sued in action for fraud.

It is doubtful that manufacturers or suppliers who enter into co-operative advertising arrangements expect local dealers to make a profit from the deal. In addition, newspapers which indulge in double-billing get nothing for their trouble. They participate in a fraud and encourage agencies to attack the national advertising rate structure.



THESE CHIPS...

are spitting images
of the old block

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

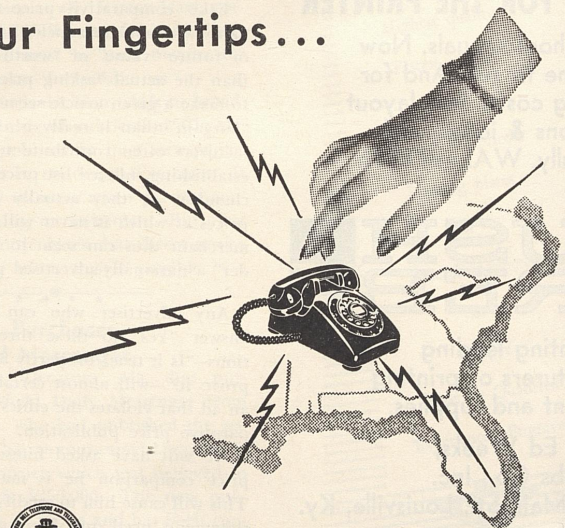
you get **EXTRA ADVANTAGES** with
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Imperial Type Metals are available at:
Consolidated Trucking Company
2170 Buck Street, Cincinnati 14, Ohio
The Dickson Company
626 Armory Place, Louisville 2, Kentucky
Clements Paper Company
Foster Avenue, Nashville 10, Tennessee

The Nation at Your Fingertips...

A big objective of the Bell System is to make it possible some day for people to dial their own Long Distance calls. An important step toward this objective is the changing of all telephone numbers to a uniform numbering system of a central office name and five figures. The program is moving rapidly in Southern Bell's nine-state area.

It's a big job, and it's in the interest of faster and better service for you. Right now, your Long Distance calls go through twice as fast when you give the operator the out-of-town number.



Southern Bell Telephone
and Telegraph Company

COMMUNITY PRESS SERVICE

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

100 East Main St. Frankfort, Ky.

**THE HANDY TWINE KNIFE
FOR
NEWSPAPER
MAILING
ROOMS**



This Handy Knife
Is Worn Like a
Ring

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

Managing editor Brady Black of the Cincinnati Enquirer has been named editor of the paper's editorial page, according to an announcement by publisher Rober H. Fenger. Black has been with the Enquirer 17 years, serving as copy editor, reporter, political writer, and in other posts.

A citation for outstanding contribution to public safety has been awarded the Madisonville Messenger by the local Veterans of Foreign Wars post. Managing Editor Edgar Arnold, Jr., was presented a plaque for the paper's promotion of traffic safety, fire prevention and other safety projects.

Alva Chrisman, a 1957 graduate of the University of Kentucky School of Journalism, has joined the staff of the Ashland Daily Independent as a news writer. Formerly of Russell County, Ky., Chrisman is a veteran of World War II and the Korean War.

Publicity Aids In Detection

For sixteen years the New York police followed a "no publicity" policy about the activities of George Metesky who bombed public places because of a grudge against a former employer. About two months ago the policy was changed and the public was told all about the Mad Bomber. The result was that the public (newspapers, radio, and television, too) pitched into the search and today George Metesky is in confinement. We never did think very much of the idea that the less the public knows about public affairs the better off the public is. — Wall Street Journal.

Newspapers need to sell and keep on selling. A recent annual report of a large regional advertising agency reveals why: Last year, according to the report, the agency: Produced 33 TV films for their clients, placed 11,736 spots with 125 TV stations across the country; placed 12,455 radio announcements and prepared 76 radio commercials, using 406 radio stations across the nation; prepared and placed 58 page ads in 30 trade journals; used 1,019 outdoor billboards in 21 states; prepared 200,500 booklets and pamphlets, and 2,513,982 pieces of direct mail advertising; placed 59,000 inches of advertising in 283 daily newspapers. NO advertising in weekly newspapers.

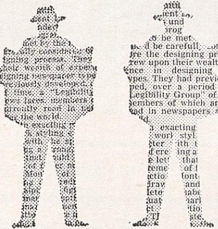
Barry Bingham, editor in chief of The Courier-Journal and The Louisville Times, is one of three newspapermen named to a committee to select Nieman fellows for 1957-58.

Ten to 12 fellowships are awarded annually to working newspapermen for a year of study at Harvard University. They were established in 1938 by a bequest from Agnes Wahl Nieman in memory of her husband, Lucas W. Nieman, founder of The Milwaukee Journal.

Study Teen-Age Market

The economic importance of teen-age buying power of nine billion dollars each year 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.

**How many read
your paper easily?**



Your paper may not be as legible as it should be for many of your readers since, out of every ten persons, seven lack perfect vision.

Many publishers are turning to a larger body type as the solution to the problems of legibility, and if this is a move you are considering, be sure to see Linotype Corona.



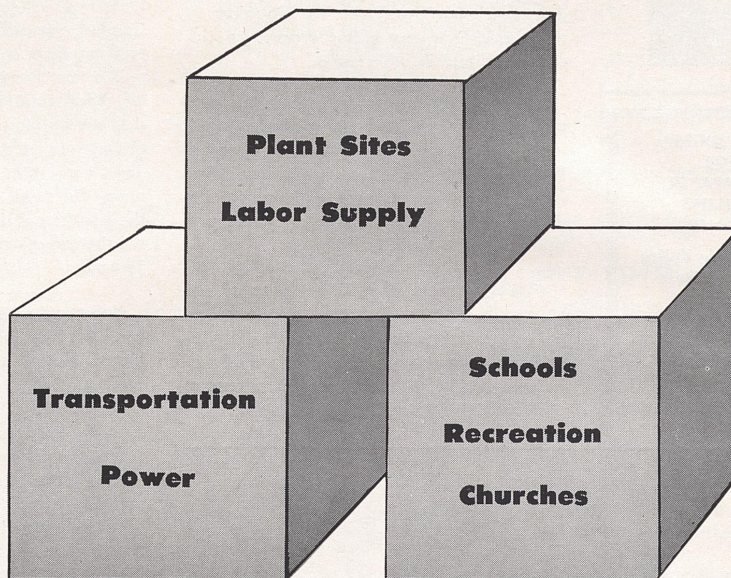
One of the main reasons for Corona's unsurpassed legibility is its proper "x" height in relation to type size. There's no skimping with Corona! With Corona you get a full "x" height, not an undersized height.

Corona looks as big as faces a full point size larger, yet it has the alphabet length of smaller faces. This means more words to the column inch, and allows measures to be narrowed for surprising newsprint savings. For maximum newsprint economy and good legibility, the perfect choice is CORONA.

LINOTYPE • MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn 5, N. Y.

Set in Linotype Corona and Spartan families



How Many Sides To Your Story?

Every community has a story to tell—but is it a selling story? Would it interest a prospective new industry enough to want to move in and settle down?

Can you offer an industry plant sites at a fixed, firm price? Is labor available? Do you have enough educational, recreational, and living facilities . . . churches . . . utilities . . . transportation? Are your present industries satisfied and happy? Are your community leaders in the forefront of your program?

Each of these factors is important to a prospective manufacturer.

But the job doesn't end there. The selling of your community is also up to you. When you show active interest and participation in your community's improvement and advancement, you're selling your community . . . you're helping it to progress steadily toward becoming a better place in which to live.

And as your community grows, your well-being and happiness grow with it.

KENTUCKY UTILITIES COMPANY

WORKING FOR A BETTER KENTUCKY