

Timber production cuts result in newsprint supply shortage

By A. E. Da...
"News that advertising everywhere, but not enough paper to print it on."
Paraphrasing Coleridge, that's the condition of the newspaper industry today.
The economy has started, newspaper advertising has gone up considerably, and the result is that paper mills that manufacture the giant rolls of newsprint can't quite keep up with the demand.
About 40 percent of the newsprint used in the U. S. comes from Canada. Heavy snows plus a labor shortage there last winter cut timber production.
About all the remainder of the nation's newsprint comes from the South and timber production there has been cut due to storms and floods.
From timber comes pulp to make paper: no pulp, no paper.
As paper has gotten scarce, it's also

gone up in price, now \$175 per ton.
Last week the Dix family had a rare opportunity to do some extra printing for a large food chain but had to delay accepting the printing contract.
They couldn't be sure of an adequate paper supply. When it gets to the point printers must reject profitable work because of a paper shortage then the situation is bad.
Two weeks ago a paper wholesaler on the West Coast sent a quiet word throughout the industry it had newsprint for sale, for \$190 per ton. That's so-called "gray market" paper (we don't use that description black market, yet) and the price of paper in that area will go higher, much higher. In the early 1950s a similar shortage developed and gray market newsprint was selling for \$200 per ton.
This will give you an idea of the consumption. Last year the State Journal used about 400 tons of paper. The New York Daily News used 360,000 tons.
If it is a shortage, why doesn't the newsprint industry make more? You may ask. Most mills are working at capacity now. The Donnar Pulp and Paper Co., from whom the State Journal buys the bulk of its paper, has four size newsprint machines that could produce 100,000 tons more per year and 500,000 people to work.
But a spokesman for the company says: "The company is concerned about the social effects of hiring this year and may be hiring again a year from now."
There has never been a real balance between newsprint demand and supply. No one in the paper or newspaper industries can quite figure out why, but that's the way it is and has been.
This explanation of the newsprint shortage and the increases in cost of paper, my friends in the retail business here will say, a prelude to an increase in

advertising rates. Well, not now. It's not the price that has publishers so worried. Supply is the all important factor.
The State Journal has a contract for a certain amount of yearly tonnage with two paper mills, Donnar and Great Northern Paper Co.
Last week, a Great Northern representative was in the office asking (speaking in a better description) us to at least attempt to find another supplier. His company was overextended; it suddenly found it had more newsprint than it could produce.
Last Fall, the State Journal ran out of newsprint. That seems to be an "unreal" situation but it happened. A delivery of paper was late, an outside printing order drastically reduced our supply, and with only two days supply left in the building we were notified our order would be weeks late in arriving. Had it not been for

the Lexington Herald-Leader, which sold us some paper, and the other newspapers in the Dix family, we would not have been able to print a newspaper. The newsprint from Lexington enabled us to print a paper the following day.
Today, other newspapers across the country are living from day-to-day, borrowing here and there to get enough newsprint to put a newspaper on the street.
For the larger news papers the ratio of news to advertising in a day's edition is usually 40-60. Smaller papers, including the State Journal, won't meet that. Most will be lucky to achieve a 50-50 balance.
The answer to the newsprint shortage is a general "tightening up" of the paper, allowing a smaller amount of space for news. I've seen it get to the point that advertising was placed on front pages

and editorial pages and comic pages eliminated. Another answer is a smaller "narrower page margins and smaller papers."
There are, of course, other answers such as raising the price of a daily paper to the point that fewer people will buy it. This reduces the press run and conserves paper. Another is to charge a vastly higher rate for advertising in hopes retailers will cut down. These are the last resorts, the very last.
Many publishers aren't trying, well, they're just trying. They want to produce more pages, especially more news pages which contain the type of story that explains this difficult and complex world. The paper shortage has caused memos to go to editors: lighten up news stories, cut out the lengthy explanations, stick to the barest facts. The best story of the year isn't worth much if it isn't printed.

14

JUNE

14



The Carlisle Mercury

106th year Number 24 Carlisle, Kentucky 40311 Single Copy 15¢ PICTURE IS DARK (10 Pages) Thursday, June 14, 1973

Policeman replacement difficulty cause of action

City Council votes to withdraw application for Police Training Incentive Program

City Council voted unanimously, 6-4, to withdraw its application to join the Ky. Crime Council's Police Training Incentive Program.
Gerard Gerhard, Blue Grass Area Crime Council head, who was present at the meeting, requested that the City send a letter of withdrawal right away since checks are already being distributed to cities who are participating.
The consensus of Council was that although Carlisle would like to take advantage of the program, it is impossible at the present time because of a lack of manpower. One of the conditions of participation is that policemen must attend 10 weeks of school. The City does not have replacement help so that its policemen can fulfill this schooling requirement. An ordinance previously adopted "concerning the program was repealed.
Hinkle Contracting Co. Paris, was awarded a contract to blacktop streets in Carlisle for a total amount of \$16,895, with certain conditions. One condition is that the Company fix Douglas Court as it had promised to do under a prior contract. The other is that 10% of the money be withheld for one year as a guarantee that the work is satisfactory.
The City will sign a contract to purchase synthetic gas should the natural gas supply be cut short in the next few years. Synthetic gas will cost an estimated \$1.35 per 1,000 ft. and can go higher depending on costs when needed.

A building permit was granted to the First Baptist Church to put a new electric roof on its Education Building on Levant and Chestnut.
Council voted to purchase badges for the Volunteer Fire Department members. The badges will cost \$6 each.
City employees to receive salary increases July 1
City Council announced Monday night a 10% increase in pay for employees of the City of Carlisle to be effective July 1. All employees who have been with the City for at least one year received the salary increase, except Oliver Vice who is already receiving the top salary paid on the City salary scale. No increases have been given to City employees for two years.
Employees, their present pay and their new salaries per month are: Clarence H. Baucus \$450 to \$500; Robert Berry Sr. \$300 to \$325; John H. Chandler \$300 to

\$396; Allen Earlywine \$475 to \$535; Clio Fryman \$330 to \$313; Mike Jones \$410 to \$461; Stanley Morris \$320 to \$350 increase; Frankie Price \$200 to \$220; John Tapp \$300 to \$390; Oliver Vice \$325 to \$350 increase; Margaret Wade \$300 to \$330; Vernon Willoughby \$500 to \$550 increase; Nancy Jane Wiley \$350 to \$385 per week; Hourly Employees \$1.65. Volunteer Employees \$11.50 month.
Number of Arrests 61; Fines Collected \$1,130; Parking Meters \$1438; Total \$13,134.
The 1973 annual Blackberry Festival will start on Saturday, June 30 and will resume on Monday, July 2 and run thru July 4.
The 1973 Blackberry Festival committees are as follows: building chairman, Maxwell Burden, parade chairman, Alec Crawford; abilities chairman, Morris Whitley; club room, Calvin Morris; ticket ideas, Mike Berry; band chairman, Calvin Wills; police chairman, Allen Earlywine; fireworks, Morris Whitley; Mike Berry; Honor Keatins and John Tapp; street chairman, Andrew Blevins; Stands, Howard Samuel Burden, convertible, Alec Crawford; Charles Ring, John Eaton; advertising, Charles Cox; Morris Whitley; Charles Bing and Mike Berry; children's programs, Charles Lee Lee; Sheep-Cole guard, Bobby Anderson; quest chairman, Ralph Shearer; Maxwell Burden; Charles Ring; Microphone, Hill Power; ticket prize money, Edgar Williams; all managers, Virginia Kingsolver; Nurse, Carol Sparks; Site Committee, Mr. and Mrs. Robert Curtanier, chairman, Bill Guthrie, Dr. W. R. Kingsolver, John Simool, Rusty Law-



Literary Club meets at Forest Retreat

By J. T. Elder
"The Literary Club" of Cincinnati held its 18th annual outing Monday at Forest Retreat Farm. This outing marks the last meeting of the year and the fourth time the club has visited Forest Retreat, home of Dr. Eddie Ashby who has been a member of the club since 1926.
In the 18 year existence of the club the final outings have been held away from the greater Cincinnati area only five times. Four times at Forest Retreat and twice at the Whitehouse when Rutherford B. Hayes and William Howard Taft were members in residence and Presidents.
"The Literary Club" was organized in October 1855, by 12 young men in their early twenties. The membership was set originally at 25 and through the years has grown to the present 100 set in 1973. During its long existence the club has only had to elect about 1,000 men to maintain its limit of 100 members. A book of the Ashby's Literary Club papers from 1925-1970 is in the Nicholas County Library.
"Forest Retreat Farm" including the House, Tavern, Post Barn, Daniel Boone's Cabin, and the Secretary have been put in the "National Registry of Historic Places" (Department of the Interior).
The program will start on Friday, June 26, and continue each Friday from that date until Friday, Aug. 2. The time will be from 10 a.m. to 11 a.m.
Children from the ages 4 to 11 may enroll. Children may register now at the library.
There will be stories, filmstrips, and time to check out books for personal use.

Summer reading program scheduled at Nicholas Library

The Carlisle Junior Woman's Club, (JWC), in conjunction with the Nicholas County Library, will have a summer reading program at the Nicholas County Library.
The program will start on Friday, June 26, and continue each Friday from that date until Friday, Aug. 2. The time will be from 10 a.m. to 11 a.m.
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Rev. Herman Kamlage attends workshop

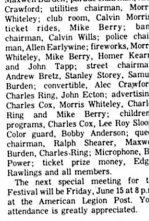
Rev. Herman Kamlage, Administrator of The Shrine of Our Lady of Guadalupe, attended a Phase III Contemporary Ministry Workshop last week at Camp Marydale at Erlanger.
The Workshop, held daily from June 3 to 9, placed special attention on the minister as an agent of change, a sacrament of reconciliation; and a witness to the truth and justice of Jesus Christ. It was the third in the five year program of continuing education for clergy.

Jaycee Horse Show to be rescheduled

The Carlisle Jaycee Horse Show was postponed indefinitely last week because of the wet ground at Nicholas County High School football field. Jaycees hope to reschedule the show later in the summer.
The first night of the two-night show was held June 6 as planned. However, heavy rains postponed the June 7 show. The show will be rescheduled so as not to conflict with the June 8 show in Central Kentucky whenever an open date is available.



Mrs. Ronald Lee Watkins of Myers Station holds an albino groundhog caught near her home Monday. Mrs. Watkins stated she had never seen one before, and plans to make the animal a family pet. It even has a name—"Whittier"—Mercury photo



Perfect attendance certificates were presented June 5 by the following Nicholas County Elementary Students Standing: William McNabb, Danny Frederick, Wanda Johnson, Angela Brownager, Randy Howard, Martin Trussell, Vincent Vaughn, Richard Mitchell, Frankie

Girl Scout Day Camp scheduled next week

Girl Scout Day Camp will be held June 18 through 22 on the farm of Dr. and Mrs. Jack Morford. The camp staff will include: Director, Phyllis Guthrie; Training director, Virginia Kingsolver; Nurse, Carol Sparks; Site Committee, Mr. and Mrs. Robert Curtanier, chairman, Bill Guthrie, Dr. W. R. Kingsolver, John Simool, Rusty Law-

Farmers urged to report corn acreage by July 15

Farmers who are enrolled in the 1973 Feed Grant Program are urged to visit their ASCS Office as soon as they have completed corn planting. This visit is necessary to point out where their set-aside acres are located. This year the next special meeting for the Festival will be Friday, June 15 at 8 p.m. at the American Legion Post. Your attendance is greatly appreciated.
For the farmers who are in doubt of their acreages, the ASCS Office offers, at a small cost, a set-aside inspection and measurement service. This service provides farmers, ahead of time, a guarantee of their set-aside acreage.
If you need more information, contact your local ASCS Office.
"Clean Up" next week
"Clean-Up Week" in Carlisle will be held next week, June 18-22. Mayor William Power urges all citizens to take part in making our City a cleaner place in which to live.
Farmers are reminded that they must report the acreages as exact as possible.

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