

The Kentucky Press

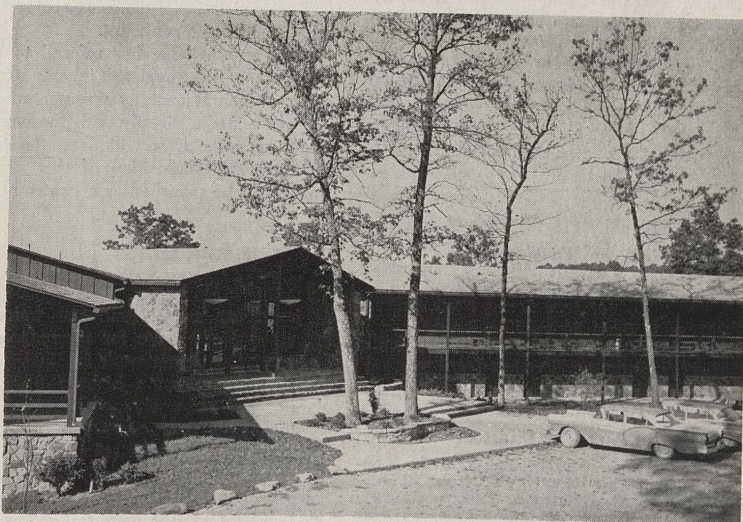
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

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.

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School of Journalism
University of Kentucky
Lexington, Kentucky

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1963**

Volume 30, Number 2



Kentucky's Showcase: New Lodge At Carter Cave

The Kentucky Press

+ As We See It +

Volume 30, Number 2

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

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Perry J. Ashley, Associate Editor

Member
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Kentucky Chamber of Commerce
Better Business Bureau, Lexington
Sustaining Member
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Publication Office
School of Journalism
University of Kentucky

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Texas Judges Adopt Canon

Judicial Section of Texas Bar Assn. recently adopted a Canon 28 permitting photographs and audio and television reporting in courtrooms with permission of the trial judge. Judicial Section of Texas Bar Assn. is comprised of all state judges, avers ANPA.

In adding Canon 28 to the Judicial Code of Ethics, the State Bar Assn. rejected Canon 35 of the American Bar Assn. which prohibits photographs in courtrooms and re-affirmed by ballot this year.

Text of Canon 28 follows:

Improper Publicizing of Court Proceedings

Proceedings in court should be conducted with fitting dignity and decorum. The control of trial coverage by various news media should be left in the trial courts. They have inherent power to exclude or to control coverage in the proper case in the interest of justice.

In connection with the control of such coverage we make this declaration of principles:

1. There should be no use of flash bulbs or other artificial lighting, unless express permission is granted from the presiding judge.
2. No witness, over his expressed objection, should be photographed, his voice broadcast or be televised.
3. The representatives of the news media must obtain permission of the court to cover by photograph, broadcasting or televising, and shall comply with the rules prescribed by the court for the exercise of this privilege.
4. Any violation of the court's rules should be punished as a contempt.
5. Where a judge has refused to allow coverage or has regulated it, any attempt, other than argument by representatives of the news media directly with the court, to bring pressure of any kind on the judge, pending final disposition of the cause in trial, shall be punished as a contempt.

Salaries To J. Grada Are Steadily Increasing

Journalism school graduates trained to report and edit news for newspapers and wire services began work in 1963 for salaries ranging from a high of \$163 to a low of \$45 per week.

According to a survey made by The Newspaper Fund, 77 schools gave bachelor's degrees to 1,101 graduates from news class (new-editorial sequence). Of these, 633, or 57.4 percent, were males. The newspaper Fund, established and supported by

The Wall Street Journal to encourage careers in journalism among young people makes this survey annually. This is the third year a report has been published.

Seventeen schools graduated more women news majors than men. Average starting salaries of \$100 or more were reported for news and editing students by 20 schools, including two graduate schools; five schools had averages of \$80 or less. Fifty-two schools, nearly 68 percent of those reporting, said their news majors began work for salaries averaging from \$99.99 to \$80 per week. These schools awarded 740 degrees; almost 63 percent of all bachelor's degrees given to news and editing majors covered in the survey.

The highest starting salaries were reported by Michigan State University, Columbia University, the University of Minnesota, the University of New Mexico and New York University. A Michigan State news graduate started in newspaper work at a weekly salary of \$163. A Columbia graduate, with a master's degree, took newspaper job at \$150 a week. News graduates from Minnesota, New Mexico and N. Y. U. also started for \$150 weekly.

Other schools reported high starting salaries for new majors: State University of Iowa, \$145; Northwestern University, University of Southern California, University of Texas, \$140; Syracuse University, \$135; Bradley University, \$133; University of California at Berkeley, Ohio University, University of Rhode Island, Trinity University and the University of Wisconsin, \$130. Starting salaries ranging from \$125 to \$100 were reported by 44 schools, or 57 percent of those in the survey. In a 41-school survey last year, The Newspaper Fund reported an over-all average salary of \$89.66 a week paid to journalism graduates from all sequences including news, advertising, public relations and radio-TV. Kentucky average was slightly over \$95 a week.

* * * *

Newsprint Waste Studied

At a recent management clinic in New Orleans sponsored by the Louisiana Press Association, a number of publishers were interested in getting a computation of waste for the first inch of newsprint. One publisher came up with the following system for a 31-inch roll to compute waste through the first two inches of a roll.

Diameter	First Inch	31 in. Roll
36 inches	23.20	719.20
35¾	22.88	709.28
35½	22.58	699.98
35¼	22.23	689.13
35 inches	21.90	678.90
34¾	21.60	669.50
34½	21.30	660.30
34¼	20.01	651.00
34 inches	19.70	641.90

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Community Weekly Should Devote More Attention To National Affairs

By WILSON SULLIVAN

The suburban weekly is generally known to the trade as a "dog"—a porridge of gossip, latter-day news, surplus store ads, recipes for dandelion wine, and tips—in November—for summer salads. Its editorials, if not lifted unsullied from the Farm Bureau, the AMA, or the NAM, seldom venture beyond a lusty concern with litter, seasonal deference to the flag, or laments over poor attendance at Town Hall hearings. Even the Bucks County Gazette in sophisticated, exurbanite New Hope can herald a Delaware River shad run on page one. And if its neighbor, the New Hope News, can deery regimentation in a sudsy editorial, the Poperingays are still visiting the Applethwarts in the headline spot.

It is likely—and proper—that the hospital building fund drive and Little League tag day will continue to claim the attention of suburban weekly editors. Their responsibility, after all, is primarily to report specifically "local" news, to clarify local issues, to uplift and deepen local concerns. Indeed, only the community newspaper has the interest, the resources, and the financial mandate to report with depth on a community which, by necessity, is covered superficially and impersonally by the hit-and-run metropolitan daily. And who will deny the droll charm of the personal column, its folksy nostalgia, its cozy assurance that even in the shadow of the multimegaton bomb the weekend reunion and the harvest supper still matter?

But when all this is said, it remains true that our suburban press, on balance, remains trivial, parochial, shallow, and dull. Shuttling mindlessly between the bowling league and the Fireman's Ball, between Dads' Clubs and repairs at Town Hall, it is predominantly oblivious to the state, nation, and world about it, except for occasional pokes at federal bureaucracy and the foreign aid "give-away."

There is no persuasive reason, however, why this need be so, no reason why the weekly editor's six or twenty-four pages need be thrown away entirely to the philistines. With talent, time, training, and will, any editor who knows a clause from a phrase can widen his vision and include a greater portion of the world within his precinct.

The argument that the function of a local weekly is to report and comment solely on "local" news is no argument. For

(EDITOR'S NOTE: The following story on suburban newspaper operation was first published in the November 9 issue of Saturday Review. We think it might be of interest to all community publishers.)

there is no longer any such thing as a distinctly local issue, a distinctly national or international issue, as any mother who has seen her son taken from home by a war in Korea can attest. Similarly, nuclear fallout is not just a high level conference topic for statesmen and scientists; it hovers intimately over every American community. Bias in housing and discrimination in trade belong not only to Birmingham, but to every community in the United States. The John Birch pathology and other extremist thinking challenge reason everywhere, as any conscientious suburban librarian can attest. These are entirely "local" issues, and an informed and spunky editor, with any measure of alertness, can easily show their relevance to his community. The big issues, in short, have come home to roost, and the responsibility of editors everywhere to report and comment on them is clear.

This is to argue not from theory but from experience. For three years the writer edited a weekly suburban newspaper in the blue-chip, conservative Yankee town of Winchester, Massachusetts—the Winchester Star. In the Star, which reached a town of 21,000, we tried to present controversial issues four-square, hoping to stimulate the debate and dialogue without which a free press and a free community are delusions. We tried to aim our guns at the specific, immediate, and concrete rather than the general and abstract.

Here are just three examples of what we were able to do with this editorial approach:

First, we attacked the fallout shelter program, charging editorially that the construction of shelters would encourage the notion that nuclear war could be fought successfully or that it would mean anything but mutual annihilation for East and West. We published statistics showing that Winchester would be destroyed if only one twenty-megaton bomb were to be dropped on Boston eight miles away, and suggested that there was no certain shelter against the H-bomb but peace. We were deluged with letters, some critical, most of them

favorable, thanking us for publishing facts that other papers ignored or minimized. Scientists at MIT and Harvard turned to us to publish nuclear statistics that metropolitan dailies considered faintly subversive or, at best, "too hot to handle."

A few weeks later, our relatively small suburban newspaper was locked in conflict with the John Birch Society and other right-wing extremist groups. We had published two articles dealing with subversion from the right in which we expressed dissatisfaction with the ideas that Dwight D. Eisenhower is a Red agent, that Social Security is a Marxist plot, and that dissent is disloyalty. And quite naturally, as we expected, we were the willing victims of a scurrilous campaign of anonymous hate mail and telephone calls from right-wing radicals: vicious, paranoid, threatening, and obscene. When we exposed this campaign our letter-to-the-editor column again sparked with debate. We carried the fight to TV and radio, again as a "local" fight. This "controversial" issue, ignored by most of the Massachusetts press until that time, was up on the table at least in Winchester, and at least there, the extremists never bothered us again. The clergy, the librarian, and the press were less subject to their poison.

A third case in point: Aware of discriminatory housing practices in Winchester, many citizens were determined to organize a fair housing practices committee. When the members of a fair housing study group approached the Star they were hesitant to go ahead publicly because they feared that the town might not be ready for fair housing or that premature action might do the cause of equal opportunity more harm than good. We encouraged them to organize immediately, headlined their objectives, and supported them in an editorial in which we recalled the right of all Americans to the pursuit of happiness. The committee set up a permanent organization that is still going strong.

This is not to laud the Winchester Star, although its publisher, Richard Hakanson, has earned an "A" for courage. The points to be made here are two: First, presented in terms of local realities and local personalities, every issue is a "local" issue. Second, given the prevailing editorial—and reportorial exaction of most metropolitan dailies concerning controversial issues, and given the relative freedom of the suburban weekly press, the power of the community editor for good—sometimes far beyond his immediate sphere of responsibility—has never been greater. And the forthright editor will find that when he uses this power, when he cuts through the jolly know-nothingism of Booster Suburbia, he will gain

(Please Turn To Page Five)

Useful Pertinent Suggestions For Figuring Your Income Tax

Wolf & Co., KPA tax consultants, makes the following suggestions, via its "Client Information Bulletin," of what to do this year about next year's federal tax law. Their bulletin follows:

"Although the new tax law will probably not be enacted before the end of 1963, there seems little doubt that it will be effective beginning in 1964. The delay will cause confusion because it will be difficult to guess which provisions may be changed during Senate consideration.

"Nevertheless, it would be prudent to take some action now as a calculated risk. For instance, if rates are lower for 1964, income generally should be deferred where possible, while expenses should generally be accelerated. This is easier for cash basis taxpayers since income generally depends on the time of cash receipts, and expenses are generally measured by cash disbursements. Here are some suggestions:

"1. Service organizations and professional firms might defer final completion of services until next year to defer the income. But watch out for 'constructive receipt.' You cannot defer income simply by refusing to accept payment where the customer is ready to pay.

"2. Employers who customarily declare bonuses payable in December might help their employees by authorizing them in December but making them payable in 1964.

"3. Employees who receive commissions or bonuses payable on sales or profits which cannot be computed until after the close of 1963 should avoid drawings against such compensation in 1963.

"4. Defer shipments of merchandise from December 1963 to next year to avoid sales income.

"5. Take advantage of the new Class A capital gains tax rate (40 percent includible in income with a maximum alternative tax of 21 percent). Defer sales of securities held more than 2 years to 1964. If you want to protect your gain by selling now, sell 'short' and deliver the securities against your short sale next year. This taxes the gain next year.

"6. Hold off real estate sales to 1964 for Class A capital gains treatment. If you must convey title now, take 30 percent or less of the sales price this year, and elect the installment method. Gain on installments received after 1963 will be taxed under the new law.

"7. If you own stock in a corporation which is considering liquidation with resulting gain to you, hold off distributions in liquidation until next year.

"8. If you are 65 years or over and are contemplating the sale of your residence at a gain, hold off until next year. The gain attributable to the first \$20,000 of sales price will be tax free and the remainder will be subject to Class A capital gains treatment, if held more than 2 years.

"9. If you are on the cash basis, pay several years interest on loans in advance in 1963, such as mortgages or life insurance loans.

"10. If you have borrowed on life insurance policies, try to pay off the loans before 1964. A new provision prohibits deduction for interest to carry such loans (with 4 exceptions). Perhaps you can increase your home mortgage and pay off the life insurance loans. Or take a personal loan from a bank.

"11. If you make a regular practice of annual charitable contributions, accelerate next year's contribution and add it to 1963.

"12. If you have long-term paper losses you can't use this year, take them this year anyway. They will be carried over as short-term losses to future years. If you take them next year, they will carry forward as Class A, or Class B losses.

"13. But if you have paper capital losses that are so large you cannot use them, wait until next year. Individuals will then be able to carry capital losses forward indefinitely.

"14. There will be a 6 percent additional tax on the first \$25,000 of income of corporations under common control. If you have such multiple set-ups, consider combining them. But don't be hasty because there's still a saving in most cases."

Higher Political Rates?

A candidate for Governor of Louisiana, speaking before a press club, said that when he is elected he will put newspapers under state control. He said that as a merchant, he got one rate for his advertising, but as a candidate for election, he paid a much higher one. He proposes control to standardize all advertising rates for individual papers.

Don't try to "take" the candidates! They can get even. Besides, competing media are fighting for every dollar.

Handling Print Paper In Winter Weather

As a result of heating outside cold air to pressroom temperature, most printers must cope with the condition of using paper in heated buildings, states an exchange.

Lower relative humidity in the winter lowers the moisture content of paper. If a pile of paper has its wrapper removed, the edges will immediately start to dry out. And if the pile is left standing and not used, then the paper will become distorted. Because the inner portion doesn't dry out, the sheets will have a baggy or bulging center. To help correct this, never unwrap paper and leave it standing. Don't expose the paper until the time of actual usage.

Bringing cold paper up to the temperature of a pressroom is another problem. When ordering paper in cold weather, include sufficient time to allow for temperature seasoning of paper; keep in mind that this takes at least several days. Never under any circumstances, should cold paper have its wrapping and outer covering removed. If cold paper is suddenly exposed to warm air, condensation of water can occur at the edges, and this produces swelling and distortion as wavy edges.

Other undesirable consequences of using paper that has been dried out are loss of pliability of the fibers and of coating, resulting in cracking at the fold, flaking of the coating, not to mention misregister between successive colors. Dry paper also loses some of its resiliency or cushion. We must respect the physical laws as they apply to humidity and paper, and take advantage of practices proven effective by experience.

Misleading TV Advertising Of Toys Under Control

Christmas Season is almost upon us. And it brings to mind a big black mark placed on advertising during the holiday season last year. Cries were loud and long in protest against misleading advertising on television, re: childrens' toys. This year things promise to be much quieter due to the development of an advertising code between the toy industry and the broadcasters. 'Tis none too early either, for such practices could not continue longer without action being taken to control such advertising. The code recognizes the susceptibility of children to misleading advertising and promises that toys demonstrated on TV will perform the same for the kids. Overglamorization by dazzling visual and sound effects will not be made. Sales messages will be toned down and toys will be presented in natural settings as the playthings they actually are.

Freshmen Increased

College journalism for last two years by W. Fund.

A comparison of 67 schools shows in journalism 2,408 in 1962, increases in enrollments and 12 schools in 1962 figures.

Survey of quality of journalism distributed this year while some of the result of enable journalism schools and committed s.

Director of journalism, has Freshman enrollment in 1963 fall semester (limited by spring semester, as least a national will be career.

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Worth Your

We noted a which told of giving public importance by took your su notices in the that direction page of the er we have had plimenting us enclosed listed in bold face, posed S.I.D. N Eugene Smith The column is This Week."

Freshmen Enrollments Increased This Year

College freshmen enrollments in journalism for 1963 have increased over the last two years, according to a recent survey by Wall Street Journal's Newspaper Fund.

A comparison of journalism classes at 67 schools showed 2,232 freshmen enrolled in journalism in 1961, 2,269 in 1962, and 2,408 in 1963. Forty-two schools reported increases in 1963 fall enrollments, 14 said enrollments were about the same as 1962, and 12 schools reported a decline from 1962 figures.

Survey found an improvement in the quality of journalism students. Deans attributed this to higher entrance standards, while some other school officials said it was the result of attractive scholarships which enable journalism to compete with other schools and departments for bright, uncommitted students.

Director Plummer, U.K. School of Journalism, has given the Press these figures: Freshman enrollment 1961, 51; 1962, 83; 1963 fall semester, 55—29 men and women (limited by maximum class size of 30); spring semester, accordingly to pre-enrollment, at least the maximum of 60 additional will be starting on their journalism career.

Some 13,000 new students are being sought for journalism education in '64. The theme is "one more for '60." It is hoped that newspapers will "talk up" the profession and encourage young people to study journalism on the college level. Sad but true, too often professional newspapermen "talk down" the field to youngsters. To enliven the field with new blood and allow for healthy growth, the 13,000 students needed to study journalism in colleges is considered fundamental and basic.

Worth Your Consideration

We noted an item in the Montana bulletin which told of a publisher in that state giving public (legal) notices some added importance by carrying a Page 1 box. "We took your suggestion to publicize public notices in the paper and our first step in that direction may be seen on the front page of the enclosed edition. And by golly, we have had several telephone calls complimenting us on the deal." The issue he enclosed listed half a column of notice titles in bold face, such as 'Office Notice—proposed S.I.D. No. 842' and 'Summons—David Eugene Smith vs. Barbara Evelyn Smith.' The column is headed 'New Public Notices This Week.'

Work With Your Schools

Gary Bartness of the University of Wisconsin blames the declining interest in journalism by high school students on the trend away from weekly and bi-weekly school newspapers to monthlies and six editions a year newspapers. It is a trend, Bartness claims, created by the great rise in production costs and a reluctance of teachers to devote sufficient time to extracurricular activities. The monthly and bi-monthly publications can't have the vitality and the communications importance of the weekly and bi-weekly, Bartness believes. He says, "On the weekly there is the same fascinated interest in newsbreaks, the same excitement of deadlines that you have in the city room of a metropolitan daily. This is real, live newspapering. There's a thrill to working for such a sheet, and any student who becomes involved is a good bet to be hooked to the extent that he makes newspaper work his vocational goal."

A partial solution to the problem raised by infrequency of publication has been found by high school publications advisors at the University of Minnesota. They have developed a scheme of having their students write stories covering sports and other school news as the events happen. Then the stories are dittoed and tacked on school bulletin boards. This way a boy covering a basketball game could experience the same thrill of competing with a sports writer on a local daily. Another solution has been for the local newspaper to provide a page or two of space each week to be used by the high school newspaper staff. Why don't you try this for augmented reader interest-guaranteed?

Wife Joins In Suit

An unusual charge to come up in a libel suit against a newspaper recently. In a suit filed in Superior Court of Delaware against the Wilmington (Del.) Journal and News, a wife has joined her husband in the suit on the grounds that she "suffered the loss of the services, society and consortium of her husband."

The husband, a licensed realtor, and his wife have charged the newspapers with acting "falsely, irresponsibly and maliciously" by printing articles which caused severe damage to the man's personal and professional life. The articles, appearing in 1961, dealt with a State Highway Department's investigation of alleged shortages in fees from Wilmington Freeway house rentals.

Newspapers are the only medium offering the magnetic appeal of classified ads.

Keep Auto Records For Tax Returns

Wolf and Company, KPA newspaper consultants, point out that under the old tax regulation, revenue agents would frequently accept the idea that company-owned cars driven by employes had no personal value. Under the new regulations they are being more demanding. They tend to hold that only that portion of its cost which is applicable to business is deductible and want to see a written record of the use of the car. This includes a mileage log and purpose of each trip.

Agents state that if it is found that there has been personal use of the automobile or if records are inadequate, that a proportion of the cost of the "facility" (car) as well as operating costs will not be deductible and the employer will be charged tax.

Wolf and Company suggests that the employer enter into an agreement with the employe that any amounts not allowable as deductions for business use shall be additional compensation to him. This gives the employer the deduction as compensation. That amount however, should be listed as income by the employe on his tax return.

Another alternative: the employee agrees to pay the company a fixed amount (perhaps \$1 per day) for personal use of the company car. Salary adjustment can be made to mutual satisfaction. Advantages of this method is that it eliminates the need for bothersome mileage log. This situation appears to be one which demands immediate attention by employers if they are to avoid difficulty with IRS later.

Watch Threatened Taxes

The British recently applied an 11 percent tax on television advertising. This tax is expected to bring in additional revenue in the amount of \$24,000,000 a year. Additional revenue sources being a problem elsewhere than the United Kingdom, and the U.S. is no exception, any advertising tax should be viewed with alarm. There is of course a wide difference between the English system of government and advertising and the U.S. system of government and advertising. Continuous education of the populace on our system of advertising is our best security from such danger signs as this English precedent. Emergency attempts at such education under the pressure of proposed legislation might well be too late. If the immunity of advertising from taxation ever fails, with it will fall the business incentive that has made this country the world leader and the land of opportunity that it is today.

Lottery Laws Modified

An exception to one of the Post Office Department's rules about what constitutes a lottery is contained in the Department's recently reissued booklet "The Law vs. Lotteries."

In previous editions of this booklet, the Post Office has included in its explanation of the elements of a lottery a general rule that a "scheme is a lottery as long as some pay, even though others play free." New edition provides an exception to this rule when certain conditions involving an advertisement are fulfilled.

In making the exception, the wording of the general rule has been slightly altered. The rule and the exception, appearing on pages 6-7 of the booklet, follow:

The scheme may be a lottery as long as some pay, even though others play free. One general exception to this rule would be a type of plan which is fully described in an advertisement, providing for entry with evidence of purchase, but also permitting entry by submission of nothing more than a plain piece of paper or a coupon in the advertisement on which the contestant writes in his own handwriting, or plain block letters, the name of the product or some other specified term.

Free copies of the 12-page booklet are available from local post offices.

The newspaper is the primary medium people can consult for a buying decision.

Composing Room Costs

When composing room costs get too high, it becomes the duty of management to search for reasons and try to correct them. Some of the practices which must be corrected by management policy, as suggested by the superintendent of an eastern newspaper, include:

1. Excessive amount of news copy close to edition time.
2. News copy flow not regulated properly.
3. Incorrect guide lines on stories.
4. Illegible copy, especially headlines and copy corrections.
5. News room disregard for established style.
6. Heads returned to news room because they are written too long.
7. Overset, because no count is kept of copy sent to the composing room.
8. Establishing and enforcing of advertising copy deadlines.
9. Illegible ad copy and lack of concise instructions.
10. Missing parts of ad copy or mats.
11. Illustrations not properly designated.
12. Too many page make-overs.

Liability For Legals

We ran onto this interesting item in a recent Indiana bulletin. A publisher there asked: "Is the newspaper liable if it doesn't run a legal at the right time or as often as required?" The press manager answered: "There are no cases on this in Indiana. From time to time an error occurs, but litigation has been averted when the newspaper runs the correcting legals free of charge. Although the general rule in mistake in advertising is that liability is limited to the cost of the ad (the theory being that a newspaper, for the small price of the ad, cannot be an insurer of its correctness) there are cases on record where newspapers have been held liable for mistakes caused by their negligence. In 1955 the San Jose (Calif.) Mercury made an out-of-court settlement of \$10,000 in a suit against it by the county involving the newspaper's error in setting type on a proposed charter. The California Supreme Court ruled that the type transposition destroyed the legal adequacy of notice and invalidated the election results. The County sought to collect \$11,293.24 in damages, which it alleged it had to pay to advertise and hold a second election."

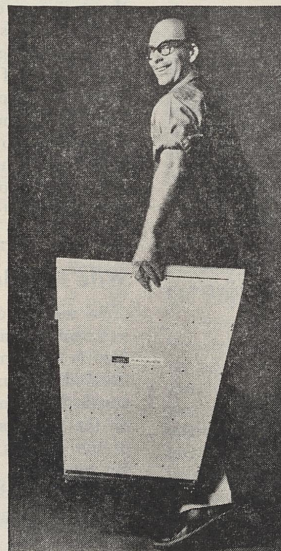
Correspondent's Handbook

A new home-study course for community correspondents, presenting problems and possible solutions confronting the untrained correspondent, has been released by the University of Wisconsin. The 48-page publication is edited by Mark Hopkins.

Subject matter of the booklet is divided into nine lessons dealing with such topics as defining the weekly correspondent; writing the news; the local news item; the obituary; reporting the school news; local government; disasters and crime; church, club and society news; and photography.

Each lesson presents the problem of reporting in each of the specific areas, gives exercises in news writing, news gathering, and suggestions for improving the service. It is a publication which might be helpful in the handling of the correspondent.

As a rule, the small-town correspondent has had no formal training in news values and news writing. Few editors have the time to provide this training, valuable though it might be. This one-volume course is an attempt to help the editor provide this training and thereby improve the coverage and the writing of local news.—P.J.A.



New Alumilite Magazine

(weight only 19 pounds)

Mergenthaler's Alumilite Magazine makes life easier for Linotype operators. Made of a new aluminum alloy, it weighs 14 to 24 lbs. less than previous magazines, yet it's strong and dependable. The new lock-

ing mechanism is much simpler to operate. The Alumilite Magazine is a genuine Mergenthaler part and will be standard on new Linotypes. Available now for outstanding machines.

Mergenthaler 

(Continued From Page One)

more friends than enemies, even among people who cannot entirely agree with him. For Americans still love an editorial fight, and will stand behind an editor and publisher who match facts with courage and courage with facts.

It would, of course, be misleading to minimize the sometimes stifling pressures and limitations that beset a community editor: patrician town fathers for whom candid news reporting is espionage or cult disloyalty; imperious women in lavender tweed for whom garden club notices rank page-one prominence; limitations of news space, or inadequate composing and printing facilities; limitations in the level of intelligence and education prevailing in his community. More often than not underpaid, the community editor must frequently contend with ultra-conservative publishers imprisoned by the rubrics of "Look the other way," "Why kick up a storm?" and "We've never done it that way." These pressures are not easily faced and seldom resolved.

But if the community editor faces limits, he also has a distinct edge on his metropolitan and national colleagues. His audience is greatly limited, but within his sphere of influence he has greater autonomy, greater control of editorial content and style, and a greater sense of the total newspaper process. Given the confidence of his publisher in his skill and ideology, he has virtually free rein. In addition, the local editor, with a saturation circulation guaranteed by a stable population, is comparatively free of pressure from advertisers, who frequently have no other effective advertising outlet. Permitted this latitude, the local editor can candidly discuss issues considered "too controversial" by the big dailies; he can rock the boat without fear of sinking. Above all, the local editor has time—time to write and rewrite copy more effectively, time to place events in perspective, to review books, to prepare editorials that will live more than a day, or a week. He has time to make his paper a community watchdog nourished on facts, and not what Eric Lindstrom has called most of the American press: "a great, friendly, shaggy pet that wants to play."

It will be argued that this appeal for a broadening of the community newspaper's vision is unrealistic, that time, money, and tradition consign the community weekly newspaper to its prevailing inanity. And indeed, there is little doubt that most local editors will continue to "measure the ads" and fill the remaining white space with pleas for the Campfire Girls. Most editors will accept the orthodox limits rather than the exciting possibilities of their trade. Most editors will choose the security of accommodation to the laborious joy of chal-

lenge, rebellion, controversy, and debate. But the loss will be theirs by choice.

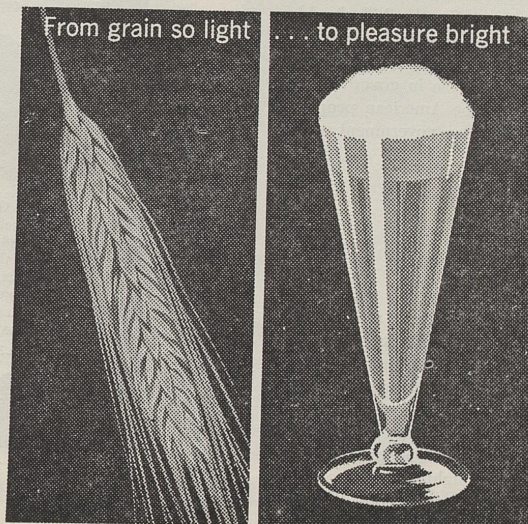
It used to be said that every big-city editor worth his galleys has two dreams: the first, to write a 300-page book archly surveying his colleagues and craft; the second, to run a money-making weekly newspaper in a college town on the side of a mountain overlooking the sea. The second dream was reserved for the autumn garden, for the days of productive reflection after the big battle was waged and won.

But the weeklies need no longer wait for old soldiers. Given increased professional competition, and better-educated recruits, they can become a quickening, progressive factor in American journalism. For if the world has indeed become one, if the old lines of authority and responsibility no longer hold, the primary duties of the community editor are clear, to do what he can where he is, to speak out on the great issues of the world wherever these issues touch the life of his community, and to

speak with accuracy, cogency, style, and courage.

The local newspaper is not, and will never be the New York Times, or the Post-Dispatch, or the San Francisco Chronicle. Its area of coverage is fixed; its resources and its influence are quantitatively limited. But within its sphere of responsibility, every newspaper bears the same continuing duty: in Walter Lippmann's words, "to bring to light the hidden facts, to set them into relation with each other, and make a picture of reality on which men can act."

Retailers across the country are planning to kick off their Christmas promotions earlier this year, due to the fact there are five less shopping days between Thanksgiving and Christmas than last year. In New York, windows of major department stores are expected to display Christmas motifs in mid-November, a week or two earlier than in the previous year, reports The New York Times.



IN KENTUCKY

BEER IS A NATURAL

From nature's light grain comes sparkling, light beer ... Kentucky's traditional beverage of moderation — it's light, sparkling, delicious.

And naturally, the Brewing Industry in Kentucky is proud of the more than seven million tax dollars it contributes to the state of Kentucky each year — money that helps support our schools, our hospitals and our parks. In Kentucky, beer belongs — enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC.
KENTUCKY DIVISION

**Write Cooper, Morton
To Support S. Bill 1666**

Every Kentucky publisher and editor truly interested in the freedom of public information by government should actively support S. 1666, now in U. S. Senate Judiciary sub-committee. Witnesses from ANPA, ASNE, NEA, Sigma Delta Chi, broadcasters and others appeared in favor of the bill, introduced by Sen. Long (Mo.), to clarify and protect the public's right to information about the operations of government agencies, some of which opposed the bill.

The bill would provide for publication in the Federal Register of information, purposes and policy of each agency; availability of opinions and rules; times, places and procedures for inspection of records, and public records of individual commission or agency member votes on decisions of each body.

Contact with Senators Cooper and Morton would be most helpful, since they should know of Kentucky newspaper interest in such measure and be encouraged to support it. Support for the bill should be based on its importance to greater information for the general public in the interest of more participation in government, more information for the American people, and greater freedom from government control and restrictions.

**Personal Journalism
Of Western Yesteryear**

Papers are always coming up with some interesting observations even if it is about themselves. The following editorial appeared recently in the Maryville, Mo., Daily Forum:

"Personal journalism being what it was during the frontier days of the nation, many unusual things happened on the front pages of western papers. One printed below, recently came to light:

"Woody Laughman, publisher of the Lewiston Daily News, in going through files of the frontier-days Lewiston Argus found this headline on a story about the opening of a trial:

"Dirty Horse Thief Caught Red Handed With the Goods; Will Probably Be Strung Up and Good Riddance; Stole Horse From Defenseless Widow."

A jury acquitted the man the next day and headline read:

"Highly Respected Citizen Wrongly Accused of Theft; 'Widow Was Out to Get Him on False Charges.'"

"The job of the newspaper is to comfort the afflicted and afflict the comfortable."—F. P. Dunne (Mr. Dooley).

**Press, Officials Acclaim
Uniform Advertising
Code...**

**SOME SELECTED
QUOTES FROM THE VARIOUS PUBLICATIONS**

"If widely adopted the (uniform) code could greatly ease the burden of liquor advertisers who now must go through an elaborate procedure to get clearance from the various state regulatory bodies."

—NEW YORK TIMES

"The code, which follows closely, but is not completely identical with the Federal code was evolved by a joint committee over a period of years in an effort to correct the hodge-podge of controls on advertising alcoholic beverages prevalent among the states."

—BALTIMORE SUN

"An extensive study by a joint committee representing the regulatory officials from all the states found that advertising regulations exercised by the alcohol and tobacco tax division of the Internal Revenue Service has been adequate to deal with practices which are most objectionable to the public."

—ADVERTISING AGE

"At the present time, the crazy-quilt patchwork of conflicting and differing advertising regulations which exist in the various states works a tremendous hardship on the alcoholic beverage industry in planning its advertising and promotional programs on a national basis."

—PHILADELPHIA OBSERVER

"Newspaper advertising men in other states should press for reforms similar to those in Montana and New Hampshire to eliminate the competitive edge now being given to magazines."

—EDITOR & PUBLISHER

LBI salutes the leadership of the Press in supporting the elimination of 'crazy-quilt' advertising regulations which have hampered advertisers, state officials and industry alike.

Equally, LBI commends the long and dedicated study by the committee of state officials which evolved this code.

**LICENSED BEVERAGE INDUSTRIES, INC.
155 East 44th Street, New York 17, N. Y.**

The industry-wide, nation-wide research and public relations organization of the distilled spirits industry



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Citation: 181 Ky

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That's What The Judge Said - - -

By L. Niel Plummer, Director
U. of K. School of Journalism

The Florida Times-Union, to promote all phases of advertising, uses fillers between two-, three-, and four-column advertisements that are doing a splendid educational job of informing the public of the importance of newspaper advertising—that needs to be done. They are attractive, command attention, and are read.

The merchant, having some trouble collecting a delinquent bill, resorted to some little printed cards to help his cause. He got into a libel action as the immediate result. The cards, posted conspicuously around the home of the bill-owing customer read:

"Please Take Notice
"Our Collector

"Was Here for Payment

"We would save you the annoyance of his further calls if you will pay at the store," ending with the merchant's name."

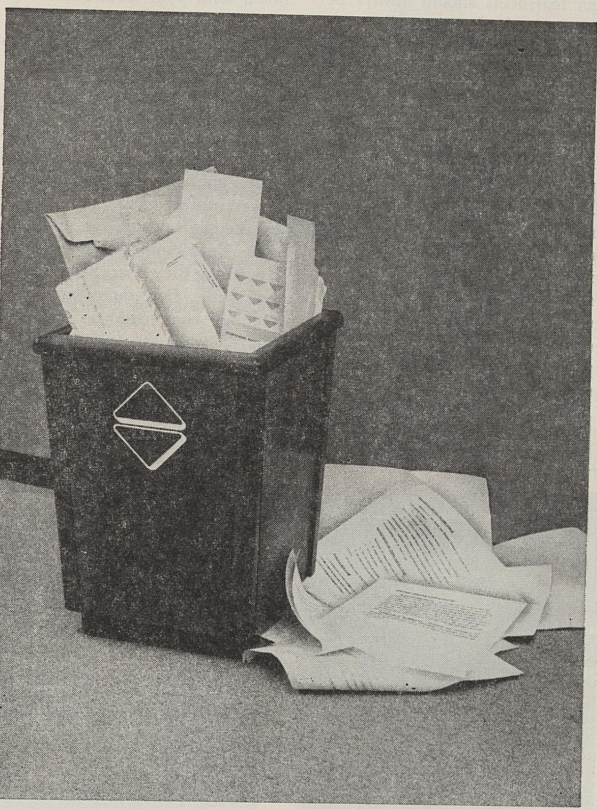
When the plaintiff, suing for \$3,000 damages, lost in the lower court, she appealed—and won a reversal.

Said the Judges: "In determining whether written or printed words are libelous, per se, it is not necessary that they impute to the person concerning whom they are published the commission of a crime involving moral turpitude, or an infectious disease, or unfitness to perform the duties of an office or employment, or prejudice him in his profession or trade, or tend to disinherit him. It is sufficient if they have a natural and reasonable tendency to degrade or disgrace him, or render him odious, ridiculous or contemptible in the estimation of the public."

Pondering these principles, the Judges examined the claim of the merchant that he was only trying to collect an account, and they were of the opinion that if this were so, he could have merely left a card in the door. "Viewing the transaction in the light of this fact," they continued, "it cannot be doubted that the defendant's real purpose was to coerce the payment of its debts by publishing the plaintiff's delinquency, and thus disgracing her in the public estimation. We, therefore, conclude that the words in question were libelous per se," they ruled.

Judgment of the lower court was reversed and the cause was remanded for proceedings consistent with this opinion.— Citation: 181 Ky. 487; 205 S.W. 558.

People spent \$834,000,000 during 1962 for classified advertising in newspapers according to an analysis by the MacDonald Classified Service. This expenditure is only slightly less than the estimated expenditure for network television and greater than the expenditure for all radio.



This is your wastebasket at Texas Gas

Because we don't want to bother you with stories you might not want, we may be throwing away good stories that you can use... *Stories about Texas Gas' vigorous program to encourage industry to migrate to the Big River Region... Or about the special research group we've set up to answer questions on transportation, energy, labor, resources, and possible plant locations in this area... Or about the more than 100 new industries a year that have been moving into the eight states we serve.*

Some of these stories may belong on your desk, rather than in the wastebasket. Let us know about the kinds of area growth information you would like most to have. Just write to us, or better still, telephone us at the number listed on the right.

TEXAS GAS
TRANSMISSION CORPORATION
P. O. Box 1160 • Owensboro, Kentucky
Tel. MU 3-2431

SERVING THE BIG RIVER REGION

Give Advertisers A Break

Refusal to pay for poor reproduction of several ads recently brings back to light and review the fact that all the work and care that employees put into getting out a newspaper can be nullified largely by a poor job of press work. Likewise good press work can make mediocre work look better than it really is.

Good clean tearsheets should always be provided agencies and advertisers. Be careful not to get ahold of spoils . . . ink not adjusted, poorly folded, damaged papers or sheets . . . to provide as proof of publication. Keep in mind that when you buy you expect first class merchandise . . . the advertiser expects the same.

What is good production and factors involved? 1. The most important—a clean, hard, fresh tympan backing—most good papers change the tympan every week; 2. checking, checking the ink—and don't be afraid to adjust the fountain screws; 3. pride in a-one production; 4. treat your advertisers as you do your readers—nobody likes sloppy workmanship, especially the man who pays for advertising space.

Just tell them, "I saw it in the Kentucky Press."

Sell Your Morticians On Definite PR Program

Texas Press Association Bulletin makes a suggestion we believe worthy of passing along to you: "Television and some mags have dealt a low blow to the morticians . . . with strong criticisms of funeral expenses. You can help your local funeral home offset these so-called exposures. Sit down with your local funeral home director, or directors, and map out a public relations advertising program that presents the true picture locally. There are some people in every business or profession who gig the customer when they have an opportunity. But the recent publicity given the undertakers was a vicious indictment of the entire funeral home business. It was a most unfair charge against some mighty fine people engaged in a dignified profession. Unfortunately many people believe everything they hear. Some don't even want the truth. But there are enough open-minded, conscientious, interested persons who do want the true story. Here's where you can help your friendly undertaker."

Newspapers deliver more ready-to-buy prospects.

What side of paper to print on: Mark off both sides with the edge of a dime. The side leaving the lead mark is the printing side.

CALENDAR OF EVENTS

JANUARY

16-18—Mid-Winter Convention, Phoenix Hotel, Lexington.

APRIL

16-17—West Kentucky Press Association, Kentucky Dam State Park, Gilbertsville.

JUNE


4-6—Mid-Summer Meeting, Kentucky Press Association, Cumberland Falls State Park.

COMMUNITY PRESS SERVICE
"SERVING AMERICA'S WEEKLY NEWSPAPERS"
 • EDITORIAL FEATURES
 • HOLIDAY GREETING ADS
 • GRADUATION GREETING ADS
 • HOLIDAY FEATURES
 100 East Main St. Frankfort, Ky.

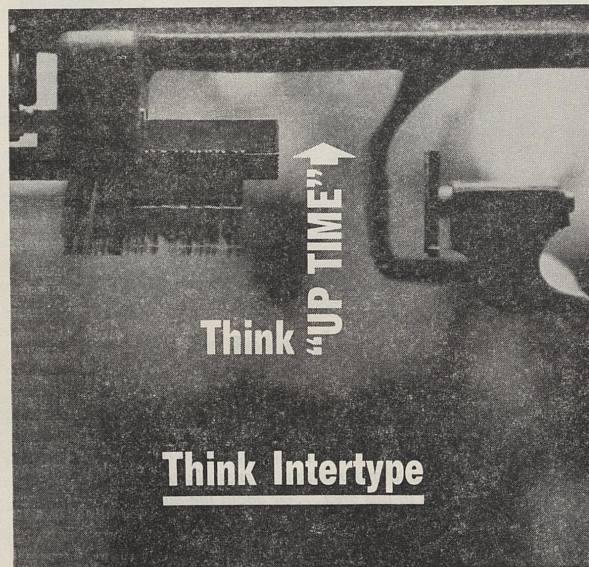
STAMPS CONHAIM
 A COMPLETE NEWSPAPER
ADVERTISING SERVICE
 For Daily and Weekly Newspapers
 101 FIFTH AVENUE, NEW YORK 3
 Representative
Chas. H. Lovette
 1919 Sundown Lane, Ft. Wayne, Ind.

CIRCULATION NEED A BOOST?
 Over 3,500 Newspapers Recommend the "LINER PLAN"
Liner Circulation Service
 Time-proven Integrity and Reliability
 221 N. LaSalle St., Chicago 1, Illinois
 — Since 1906 —

This FREE TRIAL Offer—

 Will prove you can realize greater offset profits. 650 pages of values. Revised as needed.

Write for 60-day FREE TRIAL
PORTE PUBLISHING COMPANY
 752 E. 21st So., Salt Lake City 6, Utah



How do you set type? From tape? Manually? Photographically? In metal? In all of them Intertype leads in practical productivity, with machines and methods designed to give you maximum up time.

HARRIS
INTERTYPE
CORPORATION **INTERTYPE COMPANY** 360 Furman Street, Brooklyn 1, New York
A Division of Harris-Intertype Corporation

Trading stamps do not increase prices

This was one of the conclusions reached after a survey recently completed by Verne A. Bunn, professor of marketing at the University of Wichita.

Prof. Bunn's study took 30 months and covered five states: Oklahoma, Missouri and Montana, where there are no restrictions against stamps; Wyoming, where stamps can be redeemed only for cash and are therefore little used, and Kansas, which prohibits stamps.

In scope, Prof. Bunn's investigation is ranked second only to a 1958 U.S. Department of Agriculture pricing study. Prof. Bunn's survey was conducted on a wholly independent basis under a grant provided by The Sperry and Hutchinson Company.

In representative stores throughout the five states, Prof. Bunn priced a "market basket" similar to that devised by the

Bureau of Labor Statistics for determining cost of living changes. The basket contained national brand food items and standard grades.

Here are Prof. Bunn's conclusions:

"There is no evidence that stamps used on a widespread basis lead to higher prices.

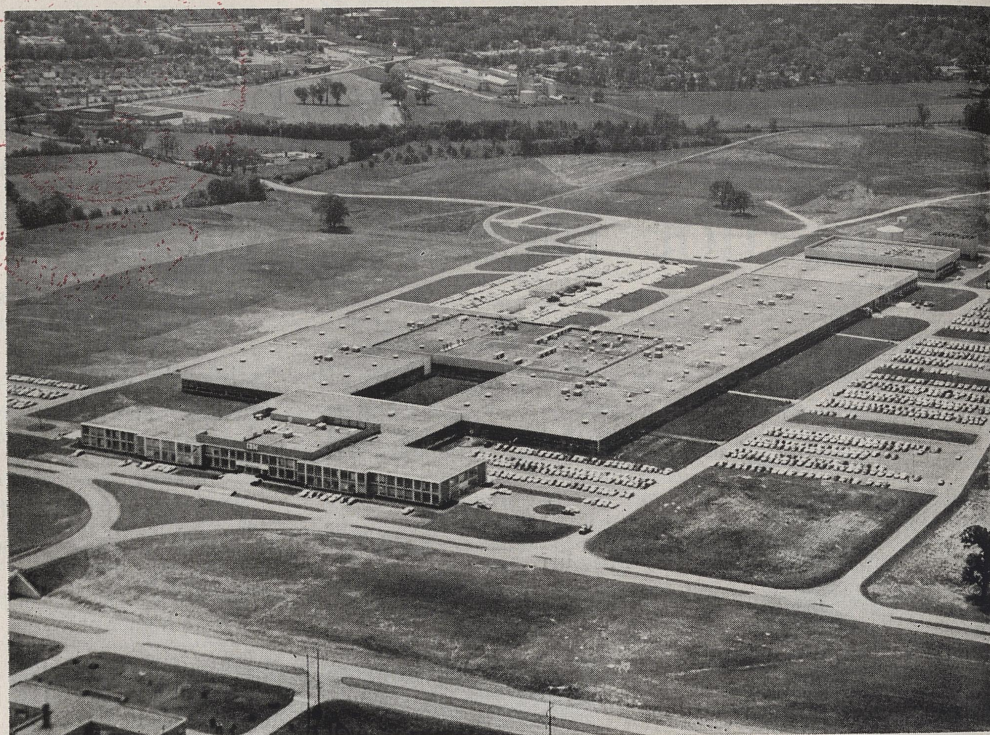
"Prices tend to be lower in states where stamps are used freely.

"Price levels in cities where stamps were in use were in every case actually a little lower than in similar cities of neighboring states where stamps were banned or restricted.

"When the retail value of merchandise obtained with stamps is taken into account, consumers in states allowing unhampered stamp utilization receive significantly more value for their food dollar than do households in the restricted states."

AN AMERICAN WAY OF THRIFT SINCE 1896






WHO PUT IT THERE?

Only an industry's management can decide where a new plant shall be built. But is your community willing to wait until that industry finds *you*?

Your support of your local chamber of commerce is vital in the never-ending, never-easy search for industries preparing to expand. Two of the most important factors essential to bring-

ing that industry to your community are finding out *what* the industry is looking for, and providing the data that proves your community has it.

It's not a go-it-alone job. Your state chamber of commerce, your state Industrial Team, and Kentucky Utilities' Industrial Development Department are always ready to help. Offer to help when you can; ask for the help you need.


Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY

An Investor Owned Electric Company

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