

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.

Publication Office:
School of Journalism
University of Kentucky
Lexington, Kentucky

**February
1963**

Volume 29, Number 4



Kentucky's Showcase: The Governor's Mansion

The Kentucky Press + As We See It +

Volume 29, Number 5

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Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

Member
Newspaper Managers Association
Kentucky Chamber of Commerce
Better Business Bureau, Lexington
Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association

Publication Office
School of Journalism
University of Kentucky

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New Era Editorial Worthy of Reprinting

(Editor's Note: We are reprinting an editorial from the February 16 issue of the Madisonville Messenger, because, we believe, it expresses the thinking of every newspaper on a pertinent topic. We recommend that you reprint it in your editorial column.)

Our Christian County neighbor, Circuit Judge Ira D. Smith, told his court Monday while impaneling the February grand jury that the names of juvenile offenders should be published like the names of other offenders.

In making the recommendation, Judge Smith touched upon a question to which newspapers all over the country, including THE MESSENGER and the KENTUCKY NEW ERA at Hopkinsville, have long sought an answer.

It is a fixed technique of the social worker here and there and everywhere to contend that the names of juvenile offenders should be kept out of the papers. To which the long-suffering public which furnishes the victims for switch-blade knives, muggers and ice-pick wielders replies that to conceal the name of a perpetrator of crimes of violence is to expose the public to further attacks from sources they do not know, since they are denied the identities of individuals in the hands of the law.

Now in crimes of violence the victims as well as the perpetrators are entitled to consideration, though it is notorious that in all too many cases this is not so. Even the courts err in this direction, it should be said, and only last week the chief of police in Washington complained that his department was crippled in its law enforcement efforts by the fact that U.S. courts in his crime-ridden town often freed perpetrators of crimes of violence on legal technicalities, not on evidence.

Our contemporary in Hopkinsville, the New Era, remarks in connection with Judge Smith's recommendation for publicity that the practice of the press in coddling juveniles through failure to publicize crime drew a blast recently from J. Edgar Hoover. The head of the Federal Bureau of Investigation is vastly disturbed about the upward trend of crimes of violence in this tall and broad land of ours.

Mr. Hoover, as we duly recorded at the time, expressed belief that publicity could aid in curbing many young offenders at an age when their future was hanging in the balance.

In Kentucky, as we are reminded by the New Era, publicity for youths in trouble

with the law has been limited partly by choice on the part of the press itself, and partly by necessity.

Unlike other courts, juvenile court is a closed affair, a situation brought about by the insistence of the social workers. How much the press or the public is able to learn about what goes on behind the closed doors depends largely upon the attitude of the juvenile court official toward the public's right to know.

It has been the policy of a number of papers in Kentucky to be charitable toward first offenders—providing that the first offenders have committed crimes which are not violent—but to insist upon their right to print names and other facts when crimes of violence have been committed by anyone. This, it seems to us, has been a sensible attitude though it has been one which has not been satisfactory to the dedicated do-gooder who insists to a long-suffering public that it is society itself which is to blame for crime—not the criminal.

Under the Youth Authority system there is new insistence that the papers not carry the names of youthful offenders under any circumstance whatever, including cases involving the worst types of violence. Since the public which furnishes the victims for crime also furnishes the taxes with which the Youth Authority and all other forms of bureaucracy are maintained, it seems to The Messenger that the public should make its views known, in no uncertain terms, and insist, through grand jury action and otherwise, on being given the names of its enemies, of whatever age.

The New Era complains rightly that the policy of sometimes-yes-and-sometimes-no is completely undesirable for any newspaper, since it would take the wisdom of Solomon to know when to print and when not to.

Meanwhile, The Messenger finds itself in full agreement with our neighbor, Judge Smith. Our nation is really up against a crime crisis, nothing less, and the crisis can't be solved, we honestly feel, by turning it over to the social worker and his notions of chain-wielders and knife-wielders wronged by an old meany public unsympathetic to perpetrators of crime and insisting upon doing something about them.

* * * *

For your information, the Press is printing the annual statements of KPA, KPA and the Foundation in this issue. The were crowded out from the January issue.

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The sympathy of the Association is extended to Mr. and Mrs. George Joplin III, Somerset Commonwealth, on the sudden death of their daughter, Sarah Hamilton, nine years old.

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McLean County News Subject Of Network Show

Another Kentucky publisher is about to make the "big time".

The McLean County News, weekly newspaper published at Calhoun, and its editor, Landon Wills, will be spotlighted on a half-hour nationally-televised show over ABC-TV on Tuesday, March 26. The show is designed to look behind the scenes at a small town weekly newspaper, to discuss its reasons for existing, what impact it has on the community, and the future prospects of the small town newspaper, writes Ed Shannon in the Owensboro Messenger-Inquirer.

A camera crew began looking over Calhoun on January 23, with actual filming beginning on January 29. The finished filming was completed the first week in February.

Landon tried hard to cover his pleasure at being singled out from all weekly newspapers in the United States for "The Close Up," a series of TV shows produced for Bell and Howell, but it was difficult for him to do. He said he was not sure why he was selected, except that the show's producers sought a small newspaper whose editor was outspoken in his editorial policy and on community projects. And Landon certainly has proven that he fills the bill on these requirements for he long has been known as a militant editor who expresses what he believes.

Sam Rosenberg, staff producer for "Close Up," who is in charge of the project, explained how the Calhoun paper was selected. He said his staff researched a number of papers around the country, then went to Editor and Publisher, an organization which keeps a pretty close tab on all newspapers. The Editor and Publisher staff suggested the McLean County News on the basis of the requirements of the show's staff.

Filming of Wills and his newspaper production of an issue and his activities outside the plant are more or less minor segments of the over-all show.

Rosenberg's staff will have filmed at least 16 interviews with businessmen, farmers, city and county officials when the filming is completed. The subjects in these interviews are being asked to give their views on the newspaper, the impact of Wills' editorials and comments on the community, and about the future of the community and the newspaper.

After filming, the crew returned to New York to edit the film down to the required 30 minutes. While the scheduled showing is for March 26, it is possible that current



Landon Wills, subject of a nationally-televised program on March 26, confers with a local attorney during the filming. Landon is publisher of the McLean County News, Calhoun.

news events would be inserted ahead of the showing.

Wills has been editor and publisher of the McLean County News since 1946, when he purchased the newspaper from Carlos Embry for \$680. He explained that the newspaper had been hit by three fires and a flood in a space of two years and was "pretty well run down", when he bought it. With the exception of a two-year stint in a state office at Frankfort, Wills has been hard at work on the newspaper, which he said had "200 satisfied readers" when he bought it. The circulation last month was 2,005 subscribers.

The McLean County News was founded in 1884.

A suggestion that daily papers should sell for 25 cents a copy was made by publisher-columnist David Lawrence at a luncheon in Washington, D. C. The occasion was a gathering of the local Sigma Delta Chi chapter honoring Lawrence on his selection as an SDX Fellow.

Monopoly Not A Threat

The tendency towards monopoly ownership of newspapers is "inevitable and here to stay," said Barry Bingham, editor and publisher of the Courier-Journal and Louisville Times, speaking on a panel on "The Responsibilities of the Mass Media", convened recently by the 10th anniversary convocation of the Fund for The Republic.

"We are up against a law of economics here," said Mr. Bingham. "The critics of the press mislead the public when they portray monopoly as the chief press villain. Monopoly is less a threat to press excellence than monotony. There are newspapers dropping from presses all over the United States that are as alike as sausages."

Mr. Bingham added wryly that he realized that "defending monopoly is liking standing up for the boll weevil or advocating an early frost."

Your local merchants keep the economic wheels of your community turning throughout the year. See their advertising in this newspaper.

High School Journalism Helps Advance Processes Of American Democracy

By Charles Barker, Journalism Instructor
Northridge High School, Dayton, O.

(NOTE: Mr. Barker is a native of Kentucky and a graduate of the University of Kentucky. He has returned during the summers to continue his work in Journalism at UK.)

Journalism in the high school plays a very important part in the school curriculum. It develops communication skills, habits of clear, concise written expression, critical attitudes toward news and an ability to evaluate the worth of publications through wide and intelligent reading of newspapers and periodicals.

Somebody has yet to write the history of high school journalism, but it is known that most school newspapers did not originate until after 1920. The first known national school press association was not founded until 1921. But once the educational value of the project was recognized, the movement swept the country. This growth has come because high school journalism is alive and stimulating both for the student and the community. One authority writes that over half of the 26,000 high schools in the country have a school publication of some kind.

This growth and history of student journalism is significant.

Today the American people have at their disposal more current information about the world than perhaps any other people anywhere at anytime. All the media of mass communication newspapers, magazines, radio, television and motion pictures daily provide quantities of easily accessible information. This situation requires the best trained students of communication skills in writing and speaking, as well as in news interpretation.

Journalism today in the high school is not usually taught with the idea of making newspapermen and women out of all who study it. The vast majority of students who take journalism courses or who work on school papers do so because of the high learning value it offers them.

In the Dayton area, our high schools have started their third "Newspaper-in-the-Classroom" project in which nearly 10,000 seniors from 70 high schools participate in a program of using the daily editions of the paper as their only textbook. It is hoped by this that the student will learn to distinguish

between fact and opinion, between serious discussion and an entertainment. The newspaper, is the ideal "textbook" to train a student to recognize the purposes of the writer, so necessary to critical, intelligent understanding.

Journalism in the high school functions in two broad aspects. It aids the school and aids the pupil taking it. It serves many functions in each of these two fields.

Journalism does play a very important part in the training of our youth for the complex world of communication tomorrow.

In a democracy, it is another vital line in the maintenance of national vitality.

Protection Of News Sources Ruled Valid In Penna.

Recent ruling by Pennsylvania Supreme Court held that a 1937 state law protecting the newspaper's sources is "a perfectly valid enactment and is constitutional." Judge Joseph G. Gold made the decision after Robert L. Taylor, president of the Philadelphia Bulletin, declined to divulge to an investigating grand jury the sources of stories the paper printed. Judge Gold had questioned the constitutionality of the 1937 law when Bulletin City Editor Earl Selby took a similar stand before the panel investigating alleged city hall corruption. The jurist said he had since studied the statute and found it constitutional.

Assistant Dist. Atty. Charles Rogovin asked for a contempt citation against Taylor but the jurist withheld an immediate ruling. Judge Gold had postponed a hearing for Selby on a similar contempt request. In a statement he read to the grand jury, Mr. Taylor said he had "no alternative" but to decline respectfully to answer questions concerning articles in the Bulletin about John J. Fitzpatrick, former city council sergeant-at-arms and Democratic ward leader. Mr. Taylor said there was "an overriding and overpowering principle here with respect to the vital importance of the free press to our democracy and the right of a newspaper to protect its sources and to print the news and fight for good government without harassment. . . ." Judge Gold said though the law is constitutional the question now is "whether the act has been properly invoked without the documents having been produced."

A Good Newspaper

The Associated Press Managing Editors Association has come up with a criteria that might be used in judging a newspaper. The APME believes a newspaper may judge its own performance—and be judged—by the following criteria:

Accuracy

The newspaper shall: Exert maximum effort to print the truth in all news situations. Strive for completeness and objectivity. Guard against carelessness, bias or distortion by either emphasis or omission; and Correct promptly errors of fact for which the newspaper is responsible.

Responsibility

The newspaper shall: Use mature and considered judgment in the public interest at all times; Select, edit and display news on the basis of significance and its genuine usefulness to the public; Edit news effectively public morals with candor and good taste and avoid an imbalance of sensational, preponderantly negative or merely trivial news.

Accent when possible a reasonable amount of news which illustrates the values of compassion, self-sacrifice, heroism, good citizenship and patriotism; Clearly define sources of news, and tell the reader when competent sources cannot be identified; Respect rights of privacy; and Instruct staff members to conduct themselves with dignity and decorum.

Integrity

The newspaper shall: Maintain vigorous standards of honesty and fair play in the selection and editing of its contents as well as in all relations with news sources and the public; Deal dispassionately with controversial subjects and treat dispute issues with impartiality; Practice humility and tolerance in the face of honest conflicting opinions or disagreement; Provide a forum for the exchange of pertinent comment and criticism, especially if it is conflict with the newspaper's editorial point of view; and Label its own editorial views or expression of opinions.

Leadership

The newspaper shall: Act with courage in serving the public; Stimulate and vigorously support public officials, private groups and individuals in crusades and campaigns to increase the good work and eliminate the bad in the community; Help protect all rights and privileges guaranteed by law.

Serve as a constructive critic of government at all levels, providing leadership for necessary reforms or innovations, and exposing any misfeasance in office or abuse of public power; and Oppose demagogues and other selfish and unwholesome interests regardless of their size or influence.

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On The National Front

Of the more than 2,000 bills introduced in the 88th Congress, two dealing with advertising need watching: Rep. Siler (Ky.) introduced his perennial bill to ban liquor advertising in interstate commerce (H.R. 817), and a bill by Rep. Walter Rogers (Tex.) (H. Res. 72) calling for an investigation of objectionable movies and their advertising. . . . House of Delegates of American Bar Assn., meeting in New Orleans on Feb. 5, voted to continue banning photographers and radio and television broadcasters from courtrooms on grounds that they detract from the dignity of a trial, and officially voted to retain Canon 35 so involved. . . . Chairman Cellar of House Judiciary Committee scheduled his long-pending investigation of news media ownership to start March 13 with testimony from FCC Chairman Minow; no other witnesses have yet been scheduled. . . . At the request of the Texas Daily and Texas Press Associations, the State Bar President Jaworski appointed a special statewide committee to study laws affecting publication of news and newspapers as well as those relating to public notices. . . . Your great opportunity? The American Optometric Assn. is offering, actually free, to provide editors with news

releases, feature stories, ad nauseum. All this "generous" offer in spite of the fact that the Association led in state legislation to prohibit advertising by optometrists through legislation, even as in Kentucky.

The Senate finally made its committee assignments, including a decision to retain the Post Office Committee as a nine-man group, with six Democrats and three Republicans. There are two changes on the Democratic side. The newcomers are Senators Gale W. McGee (D., Wyo.) and Daniel B. Brewster (D., Md.). Moving off the group are Senators Joseph S. Clark (D., Pa.) and B. Everett Jordan (D., N.C.). The House P. O. Committee will hold its first meeting of the session on March 7, with seven new members in the group of 24. Subcommittee appointments will be made then by Chairman Tom Murray (D., Tenn.), and legislative plans discussed.

Newspapers produce more sales per dollar of advertising cost.

In 1962, advertisers have again spent more money in newspapers than in any other medium, and the newspaper remains overwhelmingly dominant as a local advertising medium.

ANPA Sees Threat In President's Proposal

An obscure paragraph in President Kennedy's recent tax message to Congress may affect certain newspaper groups, or even single papers which have broadcast affiliates set up as separate corporate units. One chain of small city dailies has informed ANPA that its tax bill would be seriously affected if the proposed change became law.

In his January 24 message, the President said, in Section V, Paragraph 4: "Since the \$25,000 surtax exemption and the new 22% normal rate are designed to stimulate small business, this reduction should be accompanied by action designed to eliminate the advantage of the multiple surtax exemptions now available to large enterprises operating through a chain of separately incorporated units. I, therefore, recommend that legislation be enacted which, over a transitional period of 5 years, will limit to one the number of surtax exemptions allowed an affiliated corporate group subject to 80 percent common control. This proposal would apply both to affiliated groups having a common corporate parent and to enterprises sharing common individual ownership. It will add \$120 million annually to tax receipts."

The legislative situation on this matter is that House Ways and Means Committee hearings are in progress. Only testimony heard to date has been from Administration proponents. A list of 250 prospective witnesses from outside Government has been compiled, and many weeks of such testimony is planned. No bill embodying the President's plan has been introduced. At the end of House hearings, a "clean bill" will be introduced on behalf of the Ways and Means Committee.

Any NEA member potentially affected by the elimination of multiple surtax exemptions is asked to report that fact to NEA headquarters.

Shop your newspaper ads and keep the savings in your own pocketbook.

A proposal to impose a 2% sales tax on newspaper advertising was made recently by City Councilman James Ould, Jr., of Lynchburg, Va. Ould said the tax would force many businesses, such as chain stores which own no real estate and little property in the city, to pay their "fair share" of city taxes. The newspapers, he said, could pass on the tax to the businesses which purchase advertising space. Lynchburg City Manager Robert Morrison has sent the proposal to the city attorney for study.

SCHOOL OF JOURNALISM FOUNDATION OF KENTUCKY, INC.

Report of the Secretary-Process Agent as of January 20, 1963

Plan I

Table with 2 columns: Description and Amount. Includes Ledger balance on deposit in the established trust fund, January 1, 1962 (\$ 1,203.86), Receipts (Marguerite McLaughlin Memorial Fund \$ 80.00, Lexington Herald-Leader proceeds U.S. Navy Band concert .. 568.09, KPS deductions from advertising as newspaper donations 288.00, KPS deductions from advertising as newspaper donations 72.00, Lexington Herald-Leader proceeds from Royal Scots Greys concert 869.74, Louisville Courier-Journal and Times proceeds from Royal Scots Greys concert 728.00), Total deposits to date (\$ 3,809.69).

Plan II

Table with 2 columns: Description and Amount. Includes Balance on hand January 1, 1962 (\$ 1,100.00), Receipts from newspapers (1,300.00), UK tuitions @ \$100—1st semester (9 students) \$ 900.00, 2nd semester (13 students) 1,300.00, Balance on hand, January 1, 1963 (\$ 200.00), Received from newspapers for 1963 (\$ 500.00), Balance on hand to date (\$ 700.00). Includes a note: Newspapers contributing to Plan II, in some instances for a definite student from each newspaper's locality, include Park City News, Bowling Green; Daily Independent, Ashland; Russell Times; Paducah Sun-Democrat; Lexington Herald-Leader; Somerset Commonwealth & Journal; and Louisville Courier-Journal & Times.

Freedom Of Information Committee Continued

The House Government Operations Committee has been reorganized with the result that the special Subcommittee on Government Information has become a part of the new regular Subcommittee on Foreign Operations and Government Information. Rep. John E. Moss (D., Calif.), who has headed FOI activities since 1955, will retain FOI jurisdiction as subcommittee chairman.

Rep. Moss called the new arrangement "a more orderly jurisdiction for me" and promised "no de-emphasis" on information activities. He pointed out that "many of the problems of public access to information are inherent in the foreign operations of the Government."

The FOI activity has been threatened with extinction on several past occasions, and it is good news to the press that it has been given a new lease on life. Rep. Moss has indicated he plans a 1963 probe of the "managed news" policy of the Kennedy Administration.

Chairman Moss conferred privately on FOI matters with representatives of five press and broadcasting associations. Ted Serrill attended for NEA, and others present represented ANPA, ASNE, APME, and National Association of Broadcasters.

The subcommittee has been reconstituted as an eight-man group. In addition to Chairman Moss, members are Reps. Porter E. Hardy, Jr. (D. Va.), Dante B. Fascell (D., Fla.), Robert P. Griffin (R., Mich.), and Ogden R. Reid (R., N.Y.), who is a former publisher of the New York Herald Tribune.

The FOI staff remains under the direction of Sam Archibald, former AP staffer in Colorado and ex-statehouse reporter for the Sacramento Bee. His former aide, Jack Howard, has switched to the Labor Department and been replaced as Chief Investigator by Jack Matteson, a 20-year veteran on Capitol Hill as assistant to three Congressmen. In earlier days he served Seattle papers and was Managing Editor of the Red Bluff (Calif.) Daily News.

Senate Temperance Committee of Georgia, which was to leave office Jan. 18th, recommended Jan. 11 that all advertising of alcoholic beverages be banned in the state's newspapers and broadcasts. The committee, in the report mailed to Senate members, said it believed the advertising leads to excessive drinking, especially among young people.

Newspaper advertising is printed salesmanship that brings consumers news of products.

KENTUCKY PRESS SERVICE, INC.

Financial statement of the Secretary-Manager-Treasurer at close of business, December 31, 1962

Receipts				
Balance in bank, December 31, 1961				\$ 1,025.75
Advertising accounts:			Net to	
	Gross	Discounts	KPS Service	Newspapers
ANR	173,764.66	41,182.18	9,212.02	123,370.46
Regional	99,264.46	15,872.81	5,933.13	77,458.52
	273,029.12	57,054.99	15,145.15	215,974.13
Cash for newspaper payments				\$200,828.98
KPS service charge				15,145.15
Refund from Int. Rev. 1955 Income Tax				42.35
Mailing services				19.90
Refund from newspaper paid direct				22.66
Refund from newspaper overpaid71
Prepaid telephone services				22.20
KPA pro rated telephone and telegraph account				179.21
				\$216,261.21
Recapitulation				
Balance in bank, December 31, 1961				\$ 10,275.70
Receipts				216,261.21
				\$226,536.91
Total				\$226,536.91
Expenditures			\$202,730.55	
Balance due newspapers			10,801.31	
			\$213,531.86	\$213,531.86
Bank balance				13,005.05
Bank balance December 31, 1962			\$ 15,258.23	
Less outstanding checks			2,253.05	
			\$ 13,005.05	
Due from advertisers:				
ANR, gross		\$14,412.50		
Regional, gross		1,940.40		
Disbursements				
Paid to newspapers			\$189,091.73	
Deductions for dues, foundation			935.94	
			\$190,027.67	\$190,027.67
KPS, employers social security				211.71
Telephone and telegraph services				385.94
Printing, paper, supplies				830.42
Officers—Committee expenses				147.80
Travel service				26.00
Refunds to agencies—overpayment				482.55
Auto—Purchase (new) \$946.93; services \$202.17				1,149.10
Repairs—Folding machine—typewriter				12.00
Coop advertising bulletins—quarterly				154.53
E & P yearbook				5.00
Postage, meter account				1,000.00
Kentucky Corp. tax \$10.00; filing fee \$2.00				12.00
Maintenance contracts, mimeo \$42.00, IBM \$35.00				77.00
Dues, Better Business Bureau—1963				81.25
Midwinter, midsummer convention expenses				424.16
Security bonds—Garrison, Portmann				50.00
Kentucky Press advertising (in KPA check)				20.99
Overcharge on employees WH contribution				10.43
Eskew & Gresham, audit and tax service				675.00
Central Office: Salaries—				
Ashley			550.00	
Garrison			3,050.00	
Portmann			1,850.00	
Part-time labor			1,347.00	
Labor			200.00	
			6,997.00	6,997.00
TOTAL DISBURSEMENTS				\$202,730.55

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HALFTONE
or **LINE...**

you can make engravings either way with PHOTOLATHE

Here are some of the reasons why Photo-Lathe has become the fastest selling electronic engraving machine in the U.S. in so short a time.

You can **save up to 50%** in costs
 You can make engravings in **half-the-time**

You make **line** as well as **halftones**.

There are other reasons, too: Like **quality**. Photo-Lathe produces halftone engravings at 70 screen or 200 line screen for fine quality printing on enamel papers. Many newspaper publishers find increased use for the Photo-Lathe in job work because they can quote on a competitive basis with offset printers.

Like performance. The Photo-Lathe is an automatic machine. You make your settings. You mount the copy and the plate and turn it on. The Photo-Lathe does the job and turns itself off. Anyone with average mechanical ability can learn to operate it quickly. In many shops, day-by-day work is done by a girl.

Like versatility: Newspaper publishers all over the country are using the Photo-Lathe to produce material for local ads. Photo-Lathe will copy crayon, ink, pencil, photo-type-setting, typewriter, sketches, maps, diagrams, clips from dealer catalogues or magazine illustrations.

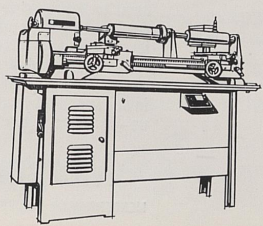
Like service: There's really little to go wrong with the Photo-Lathe due to its uncomplicated makeup. Its electronic system can be repaired by your local radio-TV repairman using standard replacements.

Like ownership: The Photo-Lathe is sold outright and becomes a one-time investment. Some publishers say Photo-Lathe pays for itself in 12 months . . . others say 18 months. But it does become *yours*. The 8x10 Photo-Lathe sells for \$3500. The 12x18 model is \$3750 *complete*.

Send the coupon today for complete information and a sample newspaper now printing with Photo-Lathe electronic engravings.



graphic electronics inc.
 la salle, illinois, u.s.a.
 cable address: grafronic
 • Telephone Area Code 815 • 223-1489



GRAPHIC ELECTRONICS, INC.
 LA SALLE, ILL.

Please send me complete information about the Photo-Lathe without obligation.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Composing Room Decides Gain Or Loss Statements

"Money is made or lost in the composing room of almost every newspaper plant in America," Ted Serrill, executive vice president of National Editorial Association, told the Alabama Press Association at its Fall Workshop.

"The composing room is the heart of our operation, around which hinges all the other operations of a publication enterprise. It can be a funnel, a bottleneck, a headache, a heartache—but if properly operated, a sheer pleasure to behold.

"The magnificent accomplishment of taking typewritten or hand-penned copy and turning it into metal type in a page form that is printed on pages of newsprint to be read by our subscribers is a wonder that this world has known for only too few decades. It is a pleasure we should enjoy to the utmost."

In his speech "Your Newspaper—A Business," Serrill said, "The need to tell people about our product, about ourselves is ever with us. It is necessary—it is vital to talk to our public—in our news columns, in display advertising, in meetings, at clubs, and on campuses. We must keep our coming crop of readers and our present subscribers sold on us. We must build a backfire against the reams of criticism that I personally see, read and hear about in political circles about our 'meat and potatoes'—and I mean advertising—and about our own product, news.

"We must toot our horn. We must tell the story about the vital newspaper part in maintaining our democratic way."

He stressed the importance of making first appearances of newspaper plants pleasant and of staffing newspaper offices with pleasant persons.

Reminding his listeners that a publisher must be a personnel manager, Serrill said newspaper publishers are "managers of people in an industry where two-thirds or more of every dollar spent is for salary, wages and payroll expenses. He gave the following recommendation:

- (1) Don't hire the needy if they are not also capable.
- (2) Don't hire relatives unless they are exceptionally able.
- (3) Don't hire friends or friends of friends because of presumed obligations.

"Get a good foreman, treat him well, and keep him up to date on the fast-moving developments in this business of ours—the newspaper, printing and publishing business," Serrill advised.

He gave 16 recommendations about composing rooms which he credited to Oscar Abel, superintendent of the South Dakota

State College Printing Department:

- (1) Eliminate "busy work" in your composing room.
- (2) Do not deviate from normal procedures for "rush" jobs.
- (3) Don't delay vital and necessary repairs.
- (4) Keep labor records of the jobs and the men.
- (5) Do not interfere with the work force; keep interruptions to a minimum.
- (6) Properly apply things to a job; establish priorities.
- (7) Keep linotype mats off the floors.
- (8) Use advertising and news makeup dummies.
- (9) Keep your deadlines.
- (10) Find a little more room to work in; put your tables on casters.
- (11) Have plenty of adequate lighting.
- (12) Keep an eye out for labor-saving devices, as double-face Scotch tape.
- (13) Whistling, singing or horseplay do not belong in a print shop.
- (14) Post and insist on safety rules to

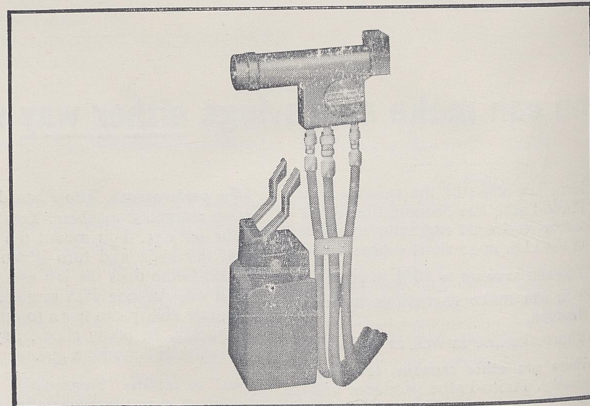
eliminate carelessness and accidents.

(15) Add staff if overtime is excessive—cut staff if no overtime is required.

(16) Read, and have your foreman read, trade journals carefully.

One cent sale on subscriptions brings 3 new and 479 renewals. Howard M. Pool, publisher of the Davison Index, advised the Central Office that his idea to permit subscribers to buy two year subscriptions at the usual cost for one year plus one cent brought in about \$1,500. The campaign "carried itself," requiring only newspaper promotion and little extra office work. A good promotion to use to introduce two year subs when you raise your rates. For example, if your present rate is \$2.00 and you raise to \$4.00, you have a good bargain point in "two years for \$4.01—and a short time limit.

A short answer seldom brings a lot of order.



HYDRAQUADDER

It's surprising how the Hydraquadder steps up Linotype production. It accurately quads lines flush left or right or centers them automatically—at straight matter speed. No need to keyboard or count-quads. And Hydraquadder cuts out harsh wear on machine and matrices because hydraulic jaws close gently and smoothly against the line of matrices. Hydraquadder operates manually or by tape. Maintenance is no problem. Mergenthaler offers a special trade-in allowance on your old quadder. More information? Write us—or discuss it with your Linotype Production Engineer.

Mergenthaler 

MERGENTHALER LINOTYPE CO., 29 RYERSON ST., BROOKLYN 5, N. Y.

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A bill was fil Jan. 24 requir torials carry nar Frank Bussiere's the same one re ture. It would weeklies publish

Newspapers ar people shop the

Drug Advertising

Newspaper advertising of prescription drugs will be affected by proposed rules issued by the Food and Drug Administration to implement the drug reform law passed last year. An obscure provision of the law, which the National Association of Retail Druggists takes credit for slipping in without debate on the point, is being interpreted as requiring amplification of present prescription drug copy, states NEA.

The proposed rules would require that every prescription ad go beyond the usual trade name and price and include the generic name of the product and the formula. Furthermore, if the copy makes any claims at all, a statement of possible harmful side effects must be included in the copy. NARD expects the extra space required for each ad will make it uneconomic for discount houses to continue to buy newspaper space to promote prescription drugs.

Reasonable people might inquire as to what sense it makes to require the additional information since nobody can purchase a prescription drug without a prescription from a physician. What good is the formula and the generic name to the consumer? The answer from FDA is that the law requires these disclosures and the enforcement agency has no choice but to follow the statute.

Actually discount drug firms use newspaper space to promote prescription sales only on so-called "maintenance drugs," the sort a person with a chronic heart condition, for example, must take daily for survival. These are the "best-sellers" of the prescription field, and ads are aimed only at those already using the particular drug. Since the formula is the same for competing brands, the chief competition between both manufacturers and retailers is on a price basis.

FDA has invited interested persons to submit their views, in writing and in triplicate, to Hearing Clerk, Department of Health, Education, and Welfare, Room 5440, 330 Independence Ave., N.W., Washington 25, D. C. The deadline for receipt of such comments is 45 days after publication of the proposals, February 14, in the Federal Register.

A bill was filed in the Maine House on Jan. 24 requiring that all newspaper editorials carry names of their authors. Rep. Frank Bussiere's (D., Lewiston) measure is the same one rejected by the 1961 legislature. It would apply to all dailies and weeklies published in the state.

Newspapers are the only medium where people shop the ads.

Computer System Sets 3,000 Words A Minute

The Los Angeles Times and RCA last month announced a high speed system of setting newspaper type automatically, starting at the reporter's typewriter. It is built around a computer which produces punched tape at 3,000 words per minute and feeds it into conventional typesetting machines. Spokesmen for The Times, which began using the method Dec. 1, predicted great savings in money, manpower and time. They said any newspaper using 20 or more linecasting machines could profit by it.

This is the sequence: reporters write their stories on electric typewriters equipped with tape punch units. After the story is edited, expert typists punch tape on the corrections and changes. The computer then produces a finished tape which incorporates the editing, justifies the lines, and employs a logic system to hyphenate words

as needed at the ends of lines. The tape is then fed into linecasting machines that set it in type.

The "computer composition" concept was developed by Otis Booth, operations director of The Times. He called it the first successful high-speed use of the computer in setting newspaper type.

The RCA 301, heart of the system, will accept either typewritten news or advertising copy and corrections, and produces tape rapidly enough to fill a 21-inch newspaper column in 17 seconds. As the new system comes into general use, Mr. Booth said, a time saving of at least 40% in setting news copy into type should result. He called this estimate highly conservative. Unique feature of the Los Angeles system, said Mr. Booth, is that it makes the writer the source of tape and has an exceptional ability to hyphenate words properly. "It took a great deal of research and we feel this is a rather remarkable achievement," he said.



IN KENTUCKY

BEER IS A NATURAL

Brewed slowly, by a centuries-old natural process, beer is Kentucky's traditional beverage of moderation — light, sparkling, delicious.

And naturally, the Brewing Industry is proud of the millions of dollars it contributes to this state's economy through wages, advertising, rentals, insurance, transportation and utilities. Money made in Kentucky, spent in Kentucky. In Kentucky, beer belongs — enjoy it.



UNITED STATES BREWERS ASSOCIATION, INC.
KENTUCKY DIVISION

That's What The Judge Said - - -

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

In the wake of a receivership action against a local business, the newspaper came forth with a blistering denial by a number of local citizens that they had authorized attorneys to bring their names into the controversy through an intervening suit. They had, they declared in print, signed a paper asking that they be shown the books of the firm. As a matter of fact, these citizens had given the attorneys permission to intervene in the receivership action but the newspaper story was headed unequivocally: "Authority to Use Name Denied." The copy was no less positive and even hinted that some misrepresentation may have been involved in the paper signing, and added that one of the offended citizens "did not say he would take any action against the attorneys for the unauthorized use of his name."

An attorney was not long deciding that he had been libeled.

Eventually the matter got to the Court of Appeals where the Judges, too, felt that there was libel in this situation.

"Published words, whether written or oral, are actionable if they directly tend to the prejudice or injury of any one in his profession, trade or business," they recalled from the principles of libel, "and this rule as applied to the profession of attorneys at law makes a published article per se libelous which charges them with any unprofessional conduct, such as unfaithfulness to clients, or the violation of any of the standard rules of professional ethics, or which 'imports a lack of qualities essential to a lawyer in this professional character.'"

On at least three aspects of the case, the Judges saw libel lurking: (1) the attorney was charged with using unauthorized names in the filing of the intervening suit, (2) it was suggested that fraudulent misrepresentation had been used in obtaining the signatures to the paper that had been executed, and (3) the implication that the complaining citizen might have a cause of action against the attorney. It was rather rough on the defendant, also, that the newspaper report notwithstanding, the offended attorney could not be shown to have obtained any of the signatures nor had he been present when they were obtained.

The case had other angles, but the prin-

ciples of libel as applied to attorneys are sufficient for the present.

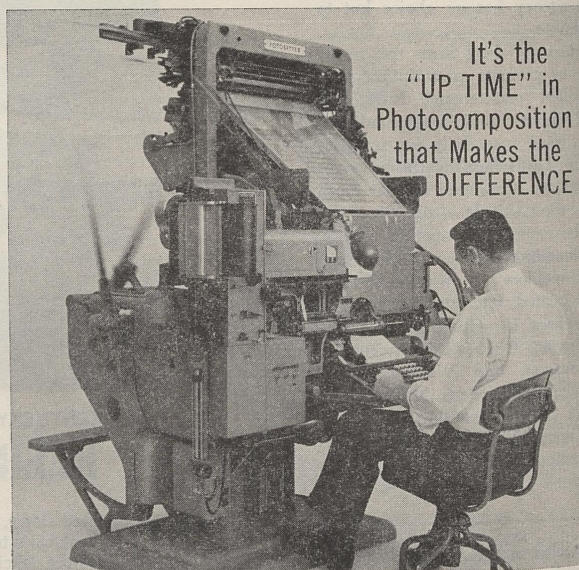
Citation: 186 Ky. 816; 218 S.W. 280.

The Missouri House adopted new rules recently banishing reporters to a dimly lit fourth floor gallery where it is almost impossible to observe House proceedings without standing up and leaning over a marble banister. Only one effort was made to relax restrictions so newsmen could enter the chamber and talk to a member on the sidelines, and it was defeated.

Business uses advertising to maintain and increase its outlets for goods. Unless such outlets are maintained and increased, the income on which taxes are based will not be forthcoming.

The Pentagon announced Jan. 23 that it is taking new steps to increase the flow of information to people outside the military. It said a "director of classification management" has been set up with responsibility for all classification and declassification policies and procedures. Defense Secretary Robert S. McNamara says objectives of the new directives are to: "Increase the flow of information to the public so that the American people will be better informed concerning defense policy and significant activities of the Department of Defense. Increase and accelerate the flow of technical information to American industry and the scientific community in order to advance the state of the art of weapons technology . . ." The announcement came as newsmen still were attempting to get answers on old and new questions.

From a state bulletin hint: New web presses pose the perennial problem of what to do with the stub rolls. In one newspaper the handy man around the press room saw them to a 8½ inch width mounts the now narrow roll on a little stand of his own invention, and the typewriters in the office are now web-fed.



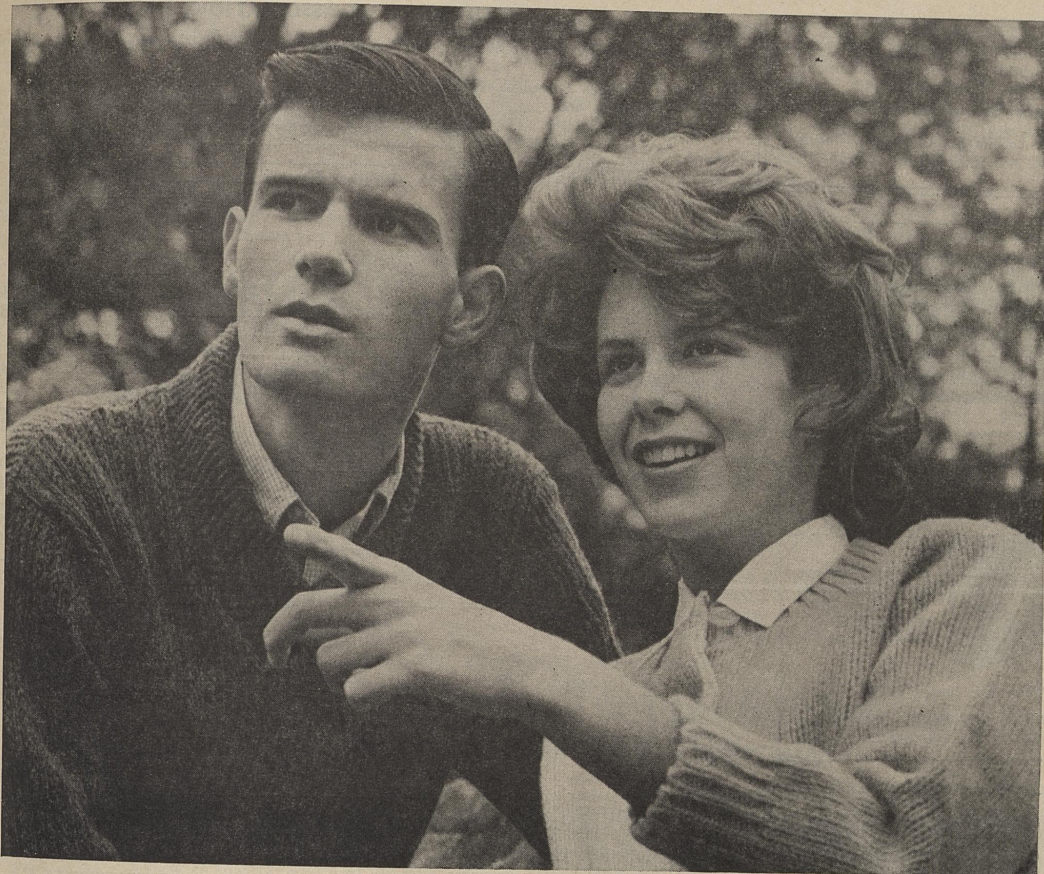
It's the
"UP TIME" in
Photocomposition
that Makes the
DIFFERENCE

Publishers prosper and grow with Fotosetters because they get high "Up Time," the real measure of performance in any equipment, from them. Fotosetters are simple, easy to understand, easy to operate, easy to maintain, produce composition of unequalled quality, yet they cost less than other full range phototypesetting machines . . . Put your production on an "Up Time" basis now . . . with Fotosetter.

HARRIS
INTERTYPE
CORPORATION

INTERTYPE COMPANY

360 Furman Street, Brooklyn 1, N. Y.
A Division of Harris-Intertype Corporation



The future of America is in their heads, hearts, hands and health

- Over the years, countless boys and girls have grown up to be better Americans because of their participation in 4-H programs. These programs build character, knowledge and skills—values essential to the nation's future.
- Today more than 2,300,000 youngsters, 10 to 21 years of age, are members of 4-H. They are enrolled in some 94,000 4-H clubs, taking part in group and community activities, carrying on work projects in agriculture and home economics.
- Recognizing the great good that 4-H is doing, The Sperry and Hutchinson Company has extended its sponsorship of state and national 4-H scholarships to include the national 4-H Home Improvement Awards program. This program provides medals at the county level, trips to the national 4-H Congress for state winners, and scholarships for national winners. The 4-H tradition of encouraging and recognizing achievement by America's youngsters is a tradition in which S&H is proud to participate.



AN AMERICAN WAY OF THRIFT SINCE 1896

The National Road Test confirms the lasting riding quality of concrete



Results of the test confirm concrete's ability to deliver long-term driving comfort.

Surviving test sections of concrete performed significantly better than asphalt on the four major traffic loops in retaining riding quality as rated by the serviceability index specially developed for the National Road Test.

After two years of traffic and the impact of 1,114,000 loads, most of the surviving concrete still rated "very good" or "good." None of the surviving asphalt rated "very good" and relatively few sections rated "good."

Over a year was given to analyzing the millions of instrument measurements made of the performance of both pavements.

Analysis of final figures leaves no doubt. Concrete gives superior riding performance for pavements of all classes—city streets, roads and Interstate highways.

Write for your free copy of "Pavement Performance in the National Road Test." (U.S. and Canada only.)

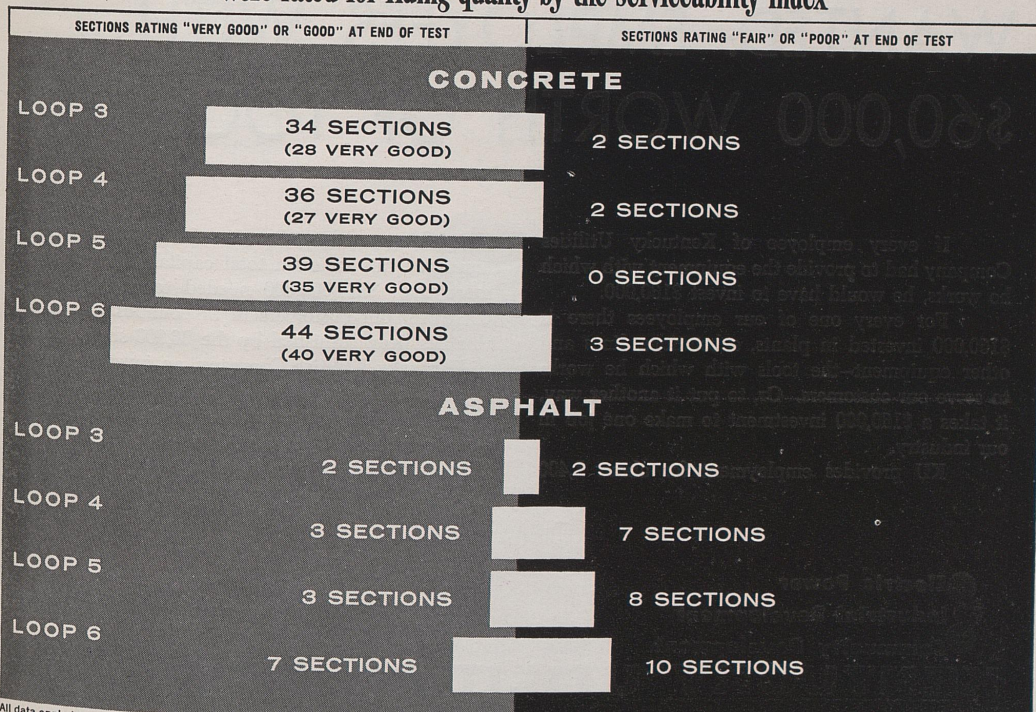
Portland Cement Association

805 Commonwealth Building, Louisville 2, Kentucky
A national organization to improve and extend the uses of concrete

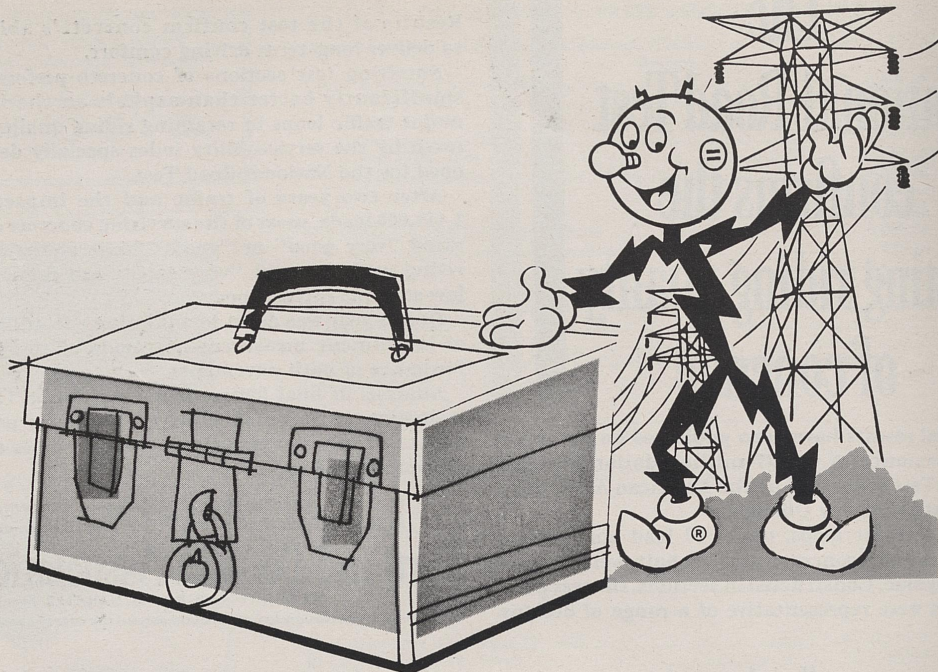
Official results have been published on pavement performance in the 27-million dollar National Road Test sponsored by the American Association of State Highway Officials.

On 5 traffic loops, under 10 load and axle arrangements, concrete and asphalt were studied side by side. Constructed in sections, the test pavements were representative of a range of designs.

How the surviving test pavements of the 4 major traffic loops were rated for riding quality by the serviceability index



All data apply to main experiments. There were 56 concrete sections and 60 asphalt sections in the main experiments on Loops 3, 4, 5 and 6. Serviceability index rated pavements on scale from 0 to 5: 0 to 1—very poor, 1 to 2—poor, 2 to 3—fair, 3 to 4—good, 4 to 5—very good. When sections reached 1.5 they were considered failed and removed from test.



WANTED: EMPLOYEES WITH \$60,000 WORTH OF TOOLS


If every employee of Kentucky Utilities Company had to provide the equipment with which he works, he would have to invest \$160,000.

For every one of our employees there is \$160,000 invested in plants, substations, lines and other equipment—the tools with which he works to serve our customers. Or, to put it another way, it takes a \$160,000 investment to make one job in our industry.

KU provides employment for about 1,400

Kentuckians, and at the rate of \$160,000 for each employee this means a total capital investment of more than \$224,000,000 needed to provide electricity for our customers in 77 counties. Much of this has been furnished by the 26,000 shareowners in Kentucky Utilities Company, an investor-owned electric company.

It is an investment in the continuing industrial growth of Kentucky, growth that means a brighter future for you.

 **Electric Power**
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY

An Investor Owned Electric Company

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