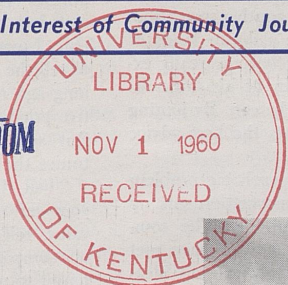


# The Kentucky Press

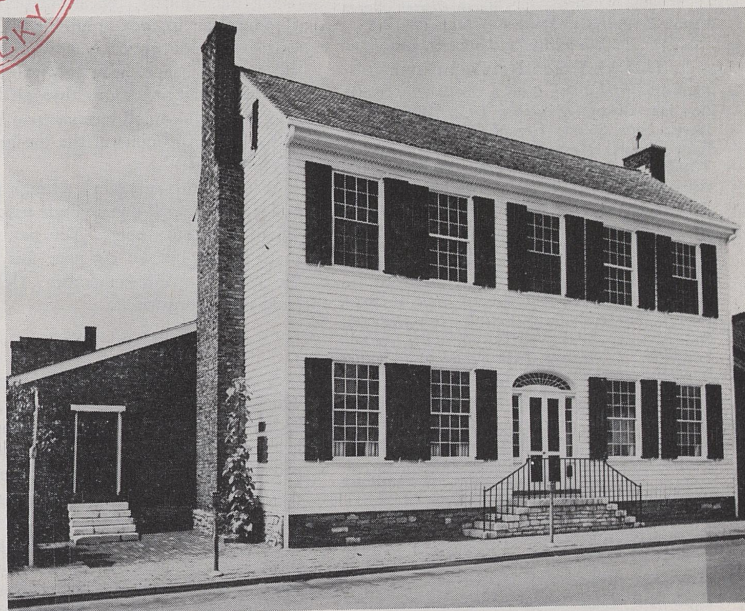
*September, 1960*

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



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School of Journalism  
University of Kentucky  
Lexington

•  
VOLUME TWENTY-SIX  
NUMBER TWELVE



Kentucky's Showcase: McDowell House, Danville

Official Publication Kentucky Press Association

# The Kentucky Press

Volume 26, Number 12

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

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

Kentucky Chamber of Commerce  
Newspaper Managers Association  
Sustaining Member  
National Editorial Association  
Associate Member

National Newspaper Promotion Association  
Printed by The Kernel Press

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

## Kentucky Press Association, Inc.

Paul Westpheling, *President*  
Fulton County News, Fulton  
W. Foster Adams, *Vice-President*  
Berea Citizen, Berea  
Victor R. Portmann, *Secretary-Manager*  
University of Kentucky, Lexington

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## + As We See It +

That little card tucked away in your wallet, your trade membership card, puts you on the inside of an outfit dedicated to helping you make more money out of your business.

It can pay dividends hundreds of times greater than the price of your membership.

Your trade association is a machine for assembling the most intimate vital facts of business life and passing them around to the trade.

Nowadays, few businesses operate on the total-darkness principle. Macy's does tell Gimbel's even though they fight. Businessmen recognize that there's more to be gained from exchanging know-how than from hiding it.

It's not hard to see why small businesses get more out of this interchange than big ones do. A big business, on its own, can hire market analysis or run research laboratories. Many small businesses can't afford such useful services. Enter the trade association. It provides those and many other services for everybody in the business regardless of size, and it spreads the cost around.

Small businesses win another way, too. A small-timer tries to be a dozen kinds of experts at once. He may become really expert in one or two phases of his business. But for the rest, he plays by ear. By joining a trade association, he gets the best advice in the field.

It works this way. For each big problem facing the industry, the association sets up a committee to seek solutions. The committee is made up of men who have met the problem successfully or who have ideas on how to lick it. Thus, through his trade association, the small businessman has some of the sharpest brains in the business working for him.

When you're up against a tough problem, holler for help. It's your trade association's job to give you a boost. You pay your fair share of the bill; so get your fair share of the benefits. And remember: Help is no good unless you use it.

A misplaced headline on the wrong story which also involved a misdemeanor, reading "Man Arrested For Carrying Marijuana", led to a libel suit against a New York paper by one Robert Trudeau. The Appellate Division of the State Supreme Court upheld a lower court decision in dismissing the suit. The Court said that there was nothing in the headline naming or identifying any person and that no one was defamed when the headline was read alone. Reading the headline and the article together "any fair-minded person would recognize the situation as a misplaced headline."

To help meet the recent wave of adverse reactions and opinions against advertising (admittedly generated by only a small minority of advertisers), the Advertising Federation of America is issuing a 56-page "Advertising Truth Book" for self-regulation. An up-dated version of the AFA's original standards for advertisers, the "truth book" includes (1) a restatement of the AFA standards for truth and integrity in advertising, (2) suggested plan for formation of an Ethics Committee in all Ad Clubs around the nation to patrol the standards, (3) cooperation with Better Business Bureaus to assist in policing the standards, and (4) formation of Advertising Panels from all advertising interests to administer the code of standards, including Federal Trade Commission regulations, in cooperation with BBB's and Ad Clubs.

"The law is well settled that advertisements which are capable of two meanings, one of which is false, are misleading," reminds Earl W. Kintner, chairman of the Federal Trade Commission.

"Retailers should endeavor to avoid phrases with double meanings in their advertising. . . . At the risk of sounding trite, I would again urge all those concerned to tell the truth even if it hurts." The court long ago recognized the power of comparative pricing in persuading customers to buy. But such pricing must be truthful, continues the FTC chairman.

"Tell the consumer the whole story. If your leftover merchandise is such a good value, tell your customers that fact by use of 'comparable value' claims and don't attempt to use comparisons with prices which never existed. If you honestly feel your customers have been missing a good buy in passing over these products, tell them just that while making it clear that the goods never sold at higher prices . . ."

Has it happened before, or is this a first, and it brings to mind such slogans as "The Friendly West," "Where the West Begins," etc.

A wedding invitation, together with a picture of the bride-to-be, was published in a six-inch display ad in the Pioneer-Review weekly newspaper at Philip, South Dakota.

It would seem that only in an area where practically everyone knows everyone else could this happen. Philip is a community in the heart of the ranch country, about halfway between Pierre and Rapid City.

Men who are industrious, sincere, and honest will have easy sledding on their way to success.

SEPTEMBER,

## Cumbe Record

(Note: the following is a story carried in the County News, Berea, Ohio, and the City of Berea community with the first newspaper in the county, the Cumbe Record, Berea, Ohio, since its publication in 1870. . . . Matthew, one of the first editors of the

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# Cumberland Co. News Has Long Record Of Community Service

(Note: the following is a condensed version of a story carried by the Cumberland County News, Burkesville, during the celebration of that town's sesqui-centennial.)

The City of Burkesville was a promising community with 60 years behind it before the first newspaper was established, according to present records. That first newspaper, the Cumberland Courier, began publication in 1870. Two attorneys, Walker and Matthew, were credited as being the first editors of the Courier.

However, it wasn't to be long until the paper would have its first change of name, this coming in 1878 when it was called the Burkesville Courier. Again in 1880 the paper was to be dubbed the Burkesville Bulletin, a name which was to last four more years. Local copies are still available of the next newspaper to make its appearance in the county under the name of the Burkesville Herald. This publication was edited by A. E. Nell during the late 80's, who in turn sold it in August of 1890, to O. L. Winks and J. J. Alexander. Alexander later sold his interest to Winks who continued the publishing duties until 1892.

Until this time the paper had been mostly under the control of local attorneys and politicians, but now a dentist and a school superintendent were to come into the picture in the persons of J. P. Shaw and J. O. Ewing. Then the 1896 purchase was made by a Tom Scott who remained in the editing duties until 1903 when E. E. and S. C. Strange assumed the editorship.

Soon after, however, the paper again was purchased by an attorney, Sam A. Cary, who continued the publication of the weekly until 1920. In this period of time the name was changed from the Herald to the Cumberland News in 1908, the Burkesville Banner in 1912 and some time later, Carey's Weekly.

With the purchase of the publication by W. Tanner Ottley in 1920, the name was changed back to the Cumberland County News, the nameplate under which it is now published.

However, the parade of publisher's wasn't to cease with the changes of the nameplate. Ottley sold the News to Ira T. Shannon in 1925 and he and his family were to control the publication for the longest period of time of any publisher since its founding. The paper was to remain in the family until 1955, a period of 30 years.

During this colorful history of the News,

the type was set by hand until about 12 years ago when the first Linotype was purchased for the plant. It was about 75 years from the time the machine was invented until it was first installed in Burkesville.

Ira Shannon continued the publication of the News until his death in 1931, at which time his widow, Mrs. Annie Shannon and other heirs took charge. James Shannon became editor and continued the operation until March, 1955, when the ownership was changed to Clarence Martin of Tompkinsville. He moved the equipment to his Tompkinsville plant and continue the publication from there until the weekly was sold to its present owners, Ernest Lawson and Harold Abernathy, in 1958.

At this time the publication was moved back to Burkesville where it was established in a modern plant. The News now has an all time high of 2,000 circulation, does a large volume of job and commercial printing, and publishes the Kentucky Oil and Gas Reporter, the only publication of its kind in the state.

From all indications, the News is a far cry from the publication which Matthew and Walker established in Burkesville almost a century ago.

## Duncan Heads C-J Bowling Green Bureau

Thomas D. Duncan, a former reporter for the Associated Press and veteran of 13 years in the newspaper business, has been named to head up a new bureau for the Courier-Journal in Bowling Green. He has worked for the Lexington Herald and the Lexington Leader, taught school at Clay and was a part-time instructor in Journalism at the University of Kentucky. He is a graduate of Male High School in Louisville and holds an A.B. and M.A. from the University of Kentucky.

Duncan is a native of Dixon where his father published a newspaper. His mother now edits Kentucky Business, a publication of the Kentucky Chamber of Commerce.

Establishment of the Southern Kentucky Bureau brings to five the number of news-gathering offices operated by the Courier-Journal within the State, the others being located at Frankfort, Lexington, Hazard, and Paducah.

Best way to get in the swim is to stay out of the dives.

## Misleading Advertising Prime Target Of F.T.C.

Chairman Earl W. Kintner, Federal Trade Commission, in a recent address in California, said that misleading advertising of guarantees and warranties is the target of the commission.

He disclosed a new seven-point guide designed to protect the public from unscrupulous advertisers and urged businessmen to abide by the published FTC rules voluntarily. Those who don't, he said, will be subject to prompt corrective action.

Released nationally from Washington, the new guide includes these points:

1. An advertised guarantee shall clearly disclose three things: the nature and extent of the promise; the manner in which the guarantor will make good; and the guarantor's identity.

2. When guarantees are adjusted on a prorata basis, the advertising shall clearly disclose this, plus the basis on which they will be prorated.

3. Claims such as "satisfaction or your money back" and "10-day free trial" will be construed as a guarantee that full refund will be made at the purchaser's option.

4. If "lifetime" or similar guarantees relate to any life other than that of the purchaser, the life referred to must be clearly disclosed.

5. Advertising containing savings guarantees, such as "guaranteed to save you 50%" must clearly state what the guarantor will do if the savings are not realized.

6. A seller or manufacturer must not advertise that a product is guaranteed when he cannot properly fulfill his obligation under the guarantee.

7. The manner in which a guarantee is used often constitutes a representation of material facts; thus "guaranteed for 36 months" should not be applied to a car battery which can normally be expected to last only 18 months.

DuPont Co. has announced price reductions of 5 percent to 16 percent for its "Dyeril" photosensitive plastic printing plates retroactive to Aug. 1. Price cuts vary with thickness of plates. New prices range from \$8.75 to \$10.75 per square foot. DuPont said most commonly used type of plate was reduced from \$10.75 to \$9.75 per square foot.

"Dyeril" plates are being produced at DuPont pilot plant in Parlin, N. J. New plant under construction there is expected to be operating within a few weeks.

It's better to give than to receive—because it's deductible.

## Advertising, Promotion Discussed In Seminar Series

Advertising, news sources and promotion were the main topics of discussion among newspapermen in widely scattered seminars ranging from the Breaks of the Sandy in the Eastern part of the State to the Purchase area of Western Kentucky. Three two-day sessions have been held in the second annual Kentucky Press Association-School of Journalism seminar series.

Hosts for the meetings were Morehead State College, Union College, Barbourville, and West Kentucky Press Association at Kentucky Dam Village. Each of the meetings was well attended by the progressive newsmen of the area.

Highlights of the meetings were the guest speakers who addressed the groups. At Morehead, Dr. Adron Doran, president of Morehead College, told the editors that he was extremely pleased and proud that Morehead State College had such splendid relationship with the newspapers of the region. He commended the area newspapers on the fine job they are doing and went on to say that he feels that the newspaper editors should do more to tell the public about their papers and the fine job they are doing.

The following Friday night, Dr. Mahlon Miller, president of Union College, told the Barbourville group that our national defense should be our most important concern in the future. He said his travels had pointed out the need for a broad educational program in this area and that the newspapers of the nation would have to take the lead in this program.

At Kentucky Lake, William Scent, State commissioner of revenue, said it is too early

yet to tell what the new sales tax will yield but "it looks like we are in good shape." He said that to exempt food, clothing and medicines as now being widely advocated would take 35 million dollars away from the state general revenue, a sum which would have to be made up in other areas possibly by an increase in income tax or higher property taxes.

Scent pointed out that more than 80 percent of the general fund revenues is spent on education, health and public welfare. He added that education gets over 60 percent and health and public welfare over 21 percent.

Newsmen attending the Morehead meeting were Jerry Ringo, Frenchburg Journal; Mrs. Lowell Denton, Flemingsburg Gazette; Warren Fisher, Carlisle Mercury; Earl Kinser, West Liberty Courier; James T. Norris Jr., Ashland Daily Independent; Paul I. Lewis, Owingsville News-Outlook; Howard Green and Jake Heddon, Mt. Sterling Advocate; John Ward, Pikeville News; Martha Comer, Maysville Independent; Albert Moore, Salyersville Independent; E. D. Mitendorf, Russell Times; Jack Thomas, Flemingsburg Times-Democrat; W. Foster Adams, Berea Citizen; Victor R. Portmann, KPA Central Office; Ray Hornback, Morehead State College; and Niel Plummer and J. A. McCauley, UK School of Journalism.

Attendance at the Barbourville meeting consisted of W. Foster Adams, Berea Citizen; George Joplin III, Somerset Commonwealth; Cecil Wilson, Barbourville Advocate; Manuel Strong, Jackson Times; Richard Littrell, London Sentinel-Echo; C. W.

Hume, Stearns Record; Monte Tussey, Somerset Journal; James F. Nolan Jr., Manchester Enterprise; Jim Lee Crawford, Corbin Tribune; Robert Hall, Lexington Herald-Leader; Fred Burkhard, Liberty News; Milton Townsend, Union College; Frank Merchant, Union College; and Victor R. Portmann and Perry Ashley, KPA Central Office.

Those participating in the Kentucky Lake seminar were Earle Bell, Morganfield Advocate; Paul Westpheling, Fulton News; W. T. Davis, Eddyville Herald; Al Meyers, Francee Armstrong and Walter Dear, Henderson; Joe LaGore, Paul Bouland, James Duncan, Robert Grimm, Joe Mitchell and Kay Barnett, Paducah; Ben Boone, Elkton Standard; John Gaines and Ray Gaines, Bowling Green Daily News; Prof. Lou Edmondson, Murray State College; George Wilson, Hardinsburg Herald; Baster Melton, Sebree Banner; Niles Dillingham and Norris Dillingham, Dawson Springs Progress; Dan Coleman, Nashville Tennessean; Marshall Wyatt, Benton Courier; Larry Stone and Amos Stone, Central City Times-Argus; James Willis, Brandenburg Messenger; Charles Welsh, Associated Press; Landon Wills, Calhoun News; Homer Nichols, Princeton Times; Judy Magee, Wicliffe Advance-Yeoman; Robert Carter, Hopkinsville New Era; Dan Matthews, Mayfield Messenger; W. Foster Adams, Berea Citizen; Bill Nelson, Benton Tribune-Democrat; John Hutcheson, Princeton Leader; Capt. Worrell and Capt. Koch, Fort Campbell; and Victor Portmann and Perry Ashley, KAP Central Office.

### Inexpensive Method For Reverse Plates

We're indebted to John Stegman, news editor of the Reporter-Democrat at Emmetsburg, Iowa, for the following explanation of an inexpensive method of making paper reverses suitable for engraving and offset work. Says John "We stumbled across it in our darkroom experiments."

He adds, "Many of our advertisers like to use reverses when they can get them, and I imagine there are many others who do too."

You first take a photograph of the black on white with any standard camera (Speed Graphic, Rolleiflex, Leica).

Developing the negatives for contrast, you make an enlargement to the desired size on a high contrast paper (such as F-4) resulting in a black on white paper negative of the correct size.

The paper negative is fixed and washed

like any photographic print.

To obtain the paper reverse, however, you do the following:

Dampen paper negative so that it clings to surface of a dry sheet of enlarging paper (also high contrast). Place paper negative face down on the sensitive sheet and place both on enlarging platform of enlarger. Cover with plate glass so that both sheets are perfectly flat. (Emulsion facing Emulsion.)

Move enlarger lamp housing up on carrier so that area of illumination covers sheet to be printed. Turn enlarger bulb on for seven or eight seconds, or time required depending on enlarger lens aperture and developer temperature and strength.

Separate paper negative and enlarging paper and develop enlarging paper as you would a normal print. Result will be a white on black reverse.

If numbers or letters are incorporated in copy, simply enlarge original negative emulsion side up (shiny side down) when making paper negative.

To enlarging paper to remove excess moisture, or just use a dry paper negative. With dry paper negative, the risk is always present of uneven contact with enlarging paper, in which case very firm pressure should be applied to glass cover which bulb is on. (Iowa Press Assn.)

Newspaper advertising reaches more people than any other medium. 88% of the nation's families get a newspaper every day.

In 1957, 1,555 national advertisers each invested over \$25,000 in daily newspapers to advertise 3,818 products—a greater number than ever before. The top advertiser invested over \$52,000,000.

## Washing

By E

ADVERTISING have adopted the of Democratic le Three speeches subject, the stron Arthur E. Summ Club of Bal eral Trade Comm

Kintner struck t York and Minne The Post Office then killed an ad speech by Summ revised and rele Some changes w was never issu speaker was criti ing a political civic celebration.

The original to "a super-stat Arthur Schlesin "a federal tax of Summerfield del to Prof. Schlesin Kennedy, but re tax.

The PMG als of advertising i those who offer ment control ove can life. The An can electorate— again that adver nomic bloodstr weaken, not st moral fibre of o

In a referenc at the Democrat termed it "an al tack on Americ "Never has con grant condemna of our free ente

Kintner was partisan. He sp ophies of gover rejected the theo are buying yo- positions of pol the production control, and ma it not a good yo-yo productio ing which ten yo-yos?"

"Taxation, c gest themselves techniques for vertising," he p

## Washington Notes--

By EDGAR S. BAYOL

ADVERTISING: Republican orators have adopted the anti-advertising attitudes of Democratic leaders as a campaign issue. Three speeches this week dealt with this subject, the strongest by Postmaster General Arthur E. Summerfield before the Advertising Club of Baltimore. More subtly, Federal Trade Commission Chairman Earl W. Kintner struck the same note before New York and Minneapolis audiences.

The Post Office Department released and then killed an advance text of the Baltimore speech by Summerfield, saying it would be revised and released later in Baltimore. Some changes were made but a revised text was never issued, perhaps because the speaker was criticized in the press for making a political speech at a non-political civic celebration.

The original Summerfield text referred to "a super-state economic theorist, one Arthur Schlesinger, Jr." as a proponent of "a federal tax on advertising." In delivery, Summerfield deleted the specific reference to Prof. Schlesinger, an advisor of Senator Kennedy, but retained the attack on an ad tax.

The PMG also said "the whole concept of advertising is under vicious attack by those who offer the alternative of government control over the basic facets of American life. The American people—the American electorate—are being told again and again that advertising is a leech in our economic bloodstream which serves only to weaken, not strengthen, the welfare and moral fibre of our people."

In a reference to the slurs on advertising at the Democratic convention, Summerfield termed it "an almost incredible, vitriolic attack on American marketing." He added: "Never has there been a colder, more flagrant condemnation of the very foundation of our free enterprise system."

Kintner was more restrained and less partisan. He spoke of "alternative philosophies of government regulation." He rejected the theory that "if too many people are buying yo-yos, why should those in positions of political power not discourage the production of yo-yos through taxation, control, and management of prices? And is it not a good place to start discouraging yo-yo production by discouraging advertising which tends to extoll the values of yo-yos?"

"Taxation, control, and censorship suggest themselves immediately as appropriate techniques for stamping out 'wasteful' advertising," he pointed out. "Of course, one

with sufficient arrogance to go this far might also seek government control and allocation of all resources and government determination of wages, prices and what shall be produced." This, to Kintner, "would present a calamity of great proportion."

The FTC got a bit closer to Prof. Schlesinger in his Minneapolis speech when he mentioned "criticism of advertising emanating from scholarly quarters." Readers of the Schlesinger pamphlet on "private indulgence" could not miss the intended target because Kintner used the same simile—tailfins. Kintner said the "critics maintain that there is no value in an activity that urges the consumption of rapidly obsolescent goods with little inherent utility—the tailfin theory of advertising."

President Eisenhower has signed into law the cooperative advertising allowance bill which will permit manufacturers of products subject to excise taxes to deduct costs of local ads from the price of the product subject to tax. One result of the enactment is expected to be a stimulation of local advertising in newspapers and broadcast media.

The law reverses an Internal Revenue Service ruling made in 1958. NEA adopted a resolution in January 1959 urging Congress to take such action.

A group of 76 electric utilities participating in the Electric Companies Advertising Program have filed an application for a rehearing on the Federal Power Commission's August decision that certain advertising costs cannot be classified as operating expenses. The move is a prelude to a court appeal.

The application charged that FPC's "basic fallacy" is its failure to consider the problem confronting private utilities in competition with public power. "Had they published advertisements for the purpose of strengthening their competitive position vis-a-vis their competitors producing other forms of energy—e.g., gas or coal—there would be no question as to the classification of such advertising expenses, provided they were just and reasonable. . . . In this case it happens the most formidable competitor these companies face is their own government."

The brief argues that whether or not the questioned ads were "political", they are institutional or good will messages, and points out new rules of FPC which take effect next January specifically provide that institutional ads may be charged as an operating expense.

\* \* \* \*

FREEDOM OF INFORMATION: Proposed legislation to curb unlawful government secrecy practices was outlined to the

Federal Bar Association meeting in Chicago Sept. 15 by the head of the staff of the Moss subcommittee, formally designated as the Special Subcommittee on Government Information, House Government Operations Committee. The subcommittee chairman is Rep. John E. Moss (D., Calif.).

Prof. Jacob Scher, an early editor of NEA's FOI Digest, now on leave from Northwestern University to serve as chief counsel of the subcommittee, told the bar group that a federal public records law, enforceable in court, is needed. The present statute, he said, contains so many restrictions that "rather than protecting the right of the people, the press and the Congress to non-military government information . . . it has become a secrecy law."

The statute that would be amended is the 1946 Administrative Procedure Act, which has been used to deny news reporters access to government information. The clause invoked limits access to "persons properly and directly concerned." Other phrases permit bureaucrats to decide what records shall be public "in the public interest" and "as a matter of internal management" and "for good cause found."

The Scher proposal would allow any person denied information by a government agency to appeal to a federal district court. This right would extend to reporters as well as litigants. Prof. Scher urged editors interested in the freedom of information battle to study his proposal and suggest improvements. Copies are available by writing the subcommittee at 218 George Washington Inn, Washington 25, D. C.

### Postmaster Can Err

A Texas postmaster told the local publisher that it is no longer permissible for newspapers to mail notices of expiration of subscriptions in the newspapers. The postmaster was mistaken.

Should your local postmaster be under the impression that regulations no longer permit inclusion of bills for subscriptions with the newspaper, cite to him Section 132.481 from the Postal Manual which says:

"Bills, receipts and orders for subscriptions may be enclosed (in the newspaper) either loose or bound in. No other enclosures are permitted. They may be prepared in the following ways: (a) Printed or written. (b) Printed on cards and envelopes including business replies. (c) Arranged to include coin receptacles. (d) Arranged as combination forms for two or more second-class publications issued by the same publisher."



The 1960 National Newspaper Week slogan is "Your Newspaper—Freedom's Guardian." You are the guardian of the newspaper so that makes you, Mr. Publisher, the real guardian of freedom of the press.

How many good citizens will be at the courthouse or the city hall the next time these local governmental agencies are at work, ready to protest or to applaud actions taken by their public officials?

You know the answer to that—just a handful. The same is true when courts are in session or the tax equalization body meets or the school board is in session.

Only a handful of citizens is ever on hand for these important sessions of local, state and national government. It isn't that they don't care. Through the generations they have come to depend upon their local newspaper to protect their rights, to tell them when to go to the polls, what are the qualifications of the various candidates, who are the good public servants and who are the bad.

These citizens know that their newspaper is their watchdog over public affairs. They believe in freedom of the press, the right to worship at the altar of one's own faith, the right to criticize, the right to be different.

There is one danger, however.

They may forget. It's easy to forget about ideals and symbols and rights when problems arise at home. It's most easy to forget when there seems to be no direct threat to those rights.

So, you've got to keep reminding them that freedom of the press is not your freedom or the newspaper's freedom, but a basic American right, won with the spilling of blood deep within the valley of the shadow of death.

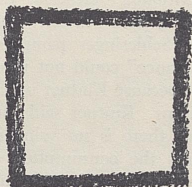
That's why you need National Newspaper Week. Your special kit is on your desk; use it.

A Virginia paper carries a classified business directory in which almost all of the ads are photographic. Some of the ads use no copy other than that which appears on the firms' signs.

For example, a body shop uses a photo of a sign on the side of its building; a taxi service runs a picture of one of its cabs with

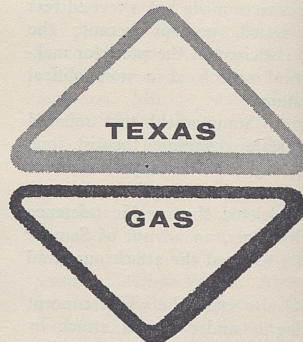
the company's phone number painted on the door.

For an ad not carrying the necessary information in the photograph, copy is typed and attached to the print before the engraving is made. This keeps all the ads the same size, and prevents lengthy copy. How's this for a novel idea?



To a newspaperman, this always means "indent"

To homes and industries in the Big River Region, this always means an abundance of efficient natural gas



Texas Gas takes pride in having contributed substantially to the remarkable growth of the Big River Region during the past decade. Not only have we constantly increased our delivery capacity to meet the expanding natural gas needs of this area, but we continue to promote it actively as the ideal location for industrial plants as well. For several years, Texas Gas has been focusing attention on the important segment of Mid-America it serves, and through the detailed studies of its Planning and Research Department and the recommendations of its Industrial Development Department has been instrumental in attracting a number of diversified industries to the Big River Region — industries representing millions of dollars of plant investment and hundreds of new jobs.



Do People

By A. Louisiana

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# Do People Know?

By A. O. GOLDSMITH  
Louisiana State University

How many people know they have a right to know? Apparently not all of them, judging from results of surveys of various kinds made in recent months. It seems that Americans—or at least many of them—do not learn in school some of the fundamental rights they were guaranteed by our founding fathers and fought for in many subsequent wars—both military and political.

School children, college students, and adults who have been asked specific questions about freedom of speech and of the press appear to be woefully uninformed on American principles of individual rights. A rather high percentage of those questioned say they do not think a newspaper should be permitted to print the truth. Many do not believe a newspaper has a right to publish crime news or news of other unpleasant events. Some of them see no reason for insisting on open meetings of public bodies and courts.

An Air Force training manual (now repudiated and withdrawn by the Pentagon) contained this strange statement: "Another foolish remark often heard is that Americans have a right to know what's going on. Most people realize the foolhardiness of such a suggestion." Obviously some of the uninformed school children are now writing the U.S. military manuals. The writer of the Air Force manual compared telling the people what was going on to a football team giving away its signals. It seems rather clear that he considers the American people the opponents of the Air Force—the enemy.

All of this strange ignorance reflects strongly on the teaching in our schools, but it also should cause newspaper editors and publishers to do a little intensive self-examining. Have we failed to keep our readers informed of the fact that they have a right to be informed?

This may be just another example of knowing something so well that we assume everyone knows it. This oversight is dangerous for journalists, even in reporting the day's news. We know we cannot take for granted that the reader knows all we know about an event; we patiently background the news, filling in facts that we have already used in earlier issues.

Whether we relish the role or not, newspapermen are the guardians of the people's right to know. We protect rights which the individual does not know he has. Freedom of the press is not basically a right of a publisher, but is a right of the public with the

publisher given the responsibility of preserving it.

Besides this right to inform the public, newspapermen should accept the duty of telling their readers what their rights are, that they have a right to know. This can be done in editorials and columns. It can also be done in speeches at school assemblies, civic clubs, and in church groups.

Let's let the people know of the people's right to know.

## Jerry Ringo Organizes Kentucky Youth Council

The Menifee County Journal, Frenchburg, has just sponsored the organizing of the Menifee County Youth Council, a group designed to supervise and direct activities of Menifee County's young people. Plans are for the Council to serve as a service group for community events and as a recreation group for youth and young adults.

The organization has just been through some phases of planning with a small group participating, but Editor Jerry Ringo sees activities for all of the youth of the community in the future. The first project outlined will be carried out by the Council for the Menifee County Fair and Sorghum Festival. Other plans include raising money for the development of a miniature golf course, tennis courts, and eventually a community swimming pool.

Ringo says he hopes the group will serve as a model for other communities across the state.

Over 100,000,000 people, 82% of all people 12 years of age and over, read a newspaper on an average day. Only a small number of these people could be reached with any TV, radio or magazine ad.

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# That's What The Judge Said - - -

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

"Kentucky manhood demands that they (defenseless, helpless women) should be protected, and the guilty party mulcted in damages commensurate with the humiliation and degradation thus inflicted."

So stated the Kentucky Court of Appeals more than seventy years ago in harkening to the wail of a Kentucky female about whom an off-color story had been repeated to the boys down at the general store, as a result of which she had lost her boyfriend to whom she was engaged.

What was the untrue story circulated around the neighborhood? Now that is a bit difficult to retell, but in general it went like this:

The Kentucky Miss had been shopping for groceries in the general store when, to her dismay, she inadvertently authored a fanfare of flatulence (for which there are at least two four-letter nouns) and gathering her groceries she scooted to her horse to

ride home. Now, so the story continued, she discovered that she had left a glove in the store, so still shaken by her mishap, she gathered her courage and returned to the store to inquire about the glove, only her tongue betrayed her. "Did you see anything of that (oops, she didn't say glove) I left in here awhile ago?" The storekeeper's reply, duly quoted, must have lifted the roof among the bystanders.

When her boyfriend heard the anecdote, which she declared was without foundation of fact, he broke off the engagement. She sued.

Now hear the Court of Appeals:

"In an action to recover special damages for the utterance of words not actionable in themselves it is not necessary that the words of themselves should convey the meaning of an injurious imputation. It is sufficient if the words used were intended to convey such imputation; and did, in fact, convey it

to the minds of the persons who heard them, and had the effect intended. All that is required is, that the words used, coupled with the manner, tone, look or wink of the person using them, are capable of conveying the meaning intended . . .

"The language, taken altogether, attributed to the appellee was capable of making the impression on the hearers that the appellant was immodest, indiscreet, coarse, vulgar young woman, which, if so intended and believed, would lower and degrade her in the estimation of good and refined society. If any man had engaged to marry her because of her supposed modesty, discretion and employer conduct, such a report, if believed by him, would, doubtless, and should, cause him to break the engagement." 11 Ky. Law Rep. 638; 12 SW 779.

Have you read KPS 435.300 (slandering report) recently?

\* \* \*

Next month: The case of the editor's quarrel with a lawyer.

For the seventh straight year the Topick (Kansas) Daily Capital is sponsoring the All-Kansas Spelling Bee. The contest is open to youngsters under the age of 16. The winner is given a trip to Washington for the national contest.

## MAIL THIS COUPON AND GET THE FACTS

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"MORE TYPE IN LESS TIME." Sure, I'd like to find out in this 24-page descriptive booklet how to get double the type output from my linecasting machines . . . how I can run them continuously, at their top rated capacities, and automatically, with Fairchild Teletypesetter® . . . how simple it is to tape-set type on the TTS Perforator (shown) and feed it into the Operating Unit attached to the linecasting machine . . . and how TTS® eliminates stop-and-go operation.

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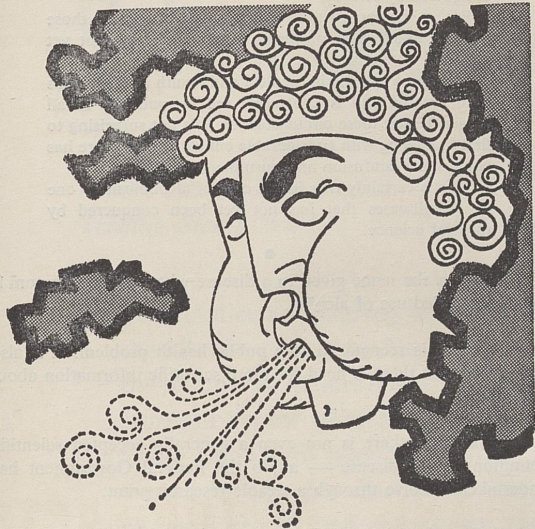
\$36,000 worth of extra advertising in one year is what Gordon Crossley, admanager of the Vancouver (B.C.) Sun, reported as the result of "hooker" ads (small identification ads giving the name and address of the dealer and run adjacent to the manufacturer's national ad), which are more commonly known as tie-ins.

Anything to help newspaper readers learn where nationally advertised products are on sale is a service to the reader and a "plus

value" of newspaper advertising to the manufacturer. Dealers usually authorize the newspaper to run their "hooker" everytime the manufacturer runs an ad so one sales call may result in any number of small "hooker" ads. It seems to be good business.

The modern theory seems to be that a dollar saved is just a good time lost.

Self-made men should be more careful in selecting the materials they use.




## Weather is always NEWS

People may not be able to do anything about the weather, but we are all mighty interested in it.

Southern Bell is too. Whenever the weather takes a turn for the worse in your community, telephone people are on the alert to possible telephone damage from the elements, and are on the job quickly if restoration is needed. It is part of the job of providing you round-the-clock service.

And we always try to call in the news right away about the damage to telephone facilities and the time it will take to make necessary repairs. In these and other matters, we hope we are giving you the telephone news you want. If not, won't you please let us know?

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### Newspaper May Be Respondent In FTC Advertising Complaint

Newspapers publishing an ad considered by the Federal Trade Commission to be misleading may be named as a respondent in an FTC complaint, along with the advertiser and agency. Government lawyers are now agreed that this is possible under present law and at least one public threat to name newspapers has been made by a high official.

Like most of advertising's current governmental problems, this prospect arises from the current broadcasting scandals. The Attorney General's recent report to the President on this subject recommended that FTC "proceed against a broadcaster engaged in the false advertising of foods, drugs, devices or cosmetics."

The Attorney General said nothing about newspapers but FTC General Counsel Daniel J. McCauley, Jr. pointed directly at the press in a speech before a bar association group. Referring to the Attorney General's report, McCauley said: "I do not see in Section 13 of the Federal Trade Commission Act any comfort for newspapers" and other media.

FTC is concerned about advertisers continuing the use of ad copy against which a complaint has been filed. Many advertisers drop such copy when a complaint has been issued, but some do not. The aim in naming media as respondents would be to end dissemination of ads considered misleading during the period of litigation.

Association of National Advertisers held a special meeting in New York to hear FTC Chairman Earl W. Kintner threaten further Government regulation unless the ad industry takes steps to refurbish its good name." ANA responded by adopting the following reform program:

1. Establishment of a "watchdog" group to consult and advise" on issues relating to taste and propriety in advertising;
2. A program of "Better understanding and working relationships between national advertisers and the FTC."
3. Continuing liaison between advertisers and men from agencies and media to "initiate self-regulatory procedures."

Sexy ads in newspapers and other publications to promote movies were attacked at a House hearing recently. Hollywood spokesmen testified for three days before a House Post Office subcommittee on obscenity in the mails. Witnesses from the book and magazine industries will begin testifying today. No newspaper spokesmen are scheduled to be heard.

## A NEW RESEARCH PROGRAM IN ALCOHOLISM

America today is probably the healthiest nation in the history of the world. One disease after another has been conquered by science.

But at the same time we are acutely aware of those medical and health problems that science has not yet solved.

This great interest in medical and health problems has been created and is constantly fed by publicity in all media. Under these circumstances, it is not surprising to find that along with considerable enlightenment there has come some confusion and misunderstanding.

This is certainly true in the case of alcoholism — one of the diseases that has not yet been conquered by medical science.

Alcoholism is the name given to a disease whose chief symptom is the uncontrolled use of alcohol.

As such, it is recognized as a public health problem. It is also recognized that there is need for more scientific information about the disease.

For example, there is not even a generally accepted scientific definition of the disease — a job the Federal Government has undertaken to solve through a sizable research grant.

And since there is no such definition, it is obvious that there can be no reliable estimate as to the extent of the illness — even though highly questionable figures based on a repudiated yardstick are frequently published.

But the real need — and the field in which there is too little activity — is for scientific research into the causes of and remedies for this illness.

Licensed Beverage Industries, Inc., continuing a long-standing policy, has recently announced a new \$500,000 five-year program to support such research.

This grant-in-aid program, designed to stimulate new research in the biological and behavioral sciences, was developed by the Scientific Advisory Committee to LBI, and is administered by the members of that Committee representing a wide range of scientific fields.

From such research will come — we hope and believe — a more adequate scientific understanding of the disease, and from such an understanding, a remedy.



LICENSED BEVERAGE INDUSTRIES, INC.  
155 EAST 44TH STREET  
NEW YORK 17, N. Y.

# *Why Trading Stamps Stimulate Advertising*

Albert Haring and Wallace O. Yoder, in their recently published book *Trading Stamp Practice and Pricing Policy* (chapter 15, page 304), say:

“The retailer considering the use of stamps must also realize that the introduction of trading stamps into a major market increases the number of dollars spent for paid advertising. The trend toward stores or groups of stores large enough to undertake major advertising campaigns may be speeded up by the promotional activity caused by the introduction of stamps. These larger retail units or retail groups find newspaper, radio, and television economical, but a single smaller store does not have the sales volume to make such paid advertising practical. The major stamp companies also regularly buy advertising coverage in the major markets, either through local or national media. Total paid advertising expenditures thus tend to rise slightly.

“With respect to other types of giveaways and premiums, stamp stores find that these are not so necessary as they previously were. To a considerable extent, therefore, stamps substitute for special promotions of all kinds, but not for advertising.”

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## FACT OR LEGEND?



### Some Folks Think

*that Daniel Boone wore a coonskin cap.*

### THE FACT IS

*he disliked coonskin caps and refused to wear anything on his head but a hat.*

### Some Folks Think

*that the cost of electricity is a big item in manufacturing costs.*

### THE FACT IS

*according to the Census of Manufactures, electricity averages about one cent out of every dollar of manufacturing cost.*

The cost of electricity is of limited importance to most industries for a very good reason: it has negligible effect on the sales price of what is manufactured. Even if electricity were free the savings could hardly be reflected in the manufacturer's sales price. Competitively he would be no better off.

In the sales price of *five* concrete block, electricity represents 3/10ths of one cent. In \$1.00 worth of flour or meal, electricity costs 1/2 cent. In \$1.00 worth of knit underwear, electricity costs 1/3 cent. In a typewriter that costs the manufacturer \$100 to build, the electricity costs only 45 cents. If your room thermostat cost \$10 to manufacture, the electricity used cost 4 cents. In \$1.00 worth of optical instruments or lenses, there is less than 1/10th of a cent.

So when you hear someone talking about electricity running up manufacturing costs, you know he doesn't know much about *industry*. Men *inside* industry know better. Even a minor saving in freight or labor would far outweigh the cost of electricity.

**KENTUCKY UTILITIES COMPANY**  
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