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ABA's adoption of Reardon Report brings critical comment

Adoption of the report of the Advisory Committee on Fair Trial and Free Press by the American Bar Association's House of Delegates Feb. 19, has produced many critical comments by prominent persons taking issue with or denouncing the action.

Sen. Long (Mo.) a lawyer and member of the Senate Judiciary Committee, in a Senate speech Feb. 21 urged state bar associations to heed the pleas of the newspaper profession "not to jump on the bandwagon of arbitrarily curtailing crime news." Sen. Long also said that he plans to hold hearings on the whole subject of the citizen's right to information and will "consider the American Bar Association guidelines at that time."

Sen. McClellan (Ark.) took issue with the guidelines stating, "I believe such a restriction amounts to a serious and unwarranted erosion of a vital freedom and would only invite future restrictions that could shackle the press severely and deny to the public the free flow of information to which it is entitled." He also said, "The bar's restrictions would be imposed by adoption in the various courts and police jurisdictions, thus circumventing the need for legislation. This would be a completely unsatisfactory way of disposing of a matter that vitally affects the right of the people to know. And, notwithstanding the sponsor of this proposal, I think there are grave doubts about its constitutionality."

From the judicial arena, many prominent judges see no need for the adoption of the report. Chief Justice Robert C. Findley of the Washington State Supreme Court termed the ABA action unwarranted. He predicted that the bar association in Washington will ignore the Reardon Report and that the bar-media plan in the state is the better "common sense" method of achieving exactly the same results.

Cook County Circuit Court Judge Daniel A. Covelli, Chicago, called the report unnecessary and potentially dangerous. Judge Covelli said, "We don't need it. We have books and books on what infringes on the right of an accused to a fair trial and how to deal with anyone who violates that right, be they lawyers, newspapermen, and police." He also said he favors the survey, about to be conducted by ANPA Foundation, of 3,000 trial judges on what serious effect, if any, may arise from pre-trial reporting. He asserted that the House of Delegates should have deferred their vote until the survey was made public.

Stanton L. Ehrlich, president of the Illinois Bar Association, also believed in postponement. He said the ABA acted too hastily. Ehrlich also said he would propose to the next Illinois Bar Association's Board of Governors meeting that a special committee

be formed to work with news media representatives to draft a set of working rules for crime reporting.

Michigan Attorney General Frank J. Kelley said enactment of the restrictions would be a "tragic admission of immaturity."

Chief Justice W.H. Duckworth of the Georgia Supreme Court was most vociferous. His statement, given to an Atlanta radio station, said:

"Holding as I do an often expressed profound conviction that next to our courts, our free press does more to guard the liberties of all people than anything else, I am deeply resentful but hardly shocked at the American Bar Association's advocacy of suppressing the news.

"This callous disregard for freedom

is in the same category of that organization's rubber stamping every presidential appointment of political hacks to the Supreme Court, their downgrading and crusading against our jury system and their approval of civil disobedience which is nothing short of criminality.

"I will not be proud of my membership until some constitutional lawyers take charge and repudiate this shameful position."

Two De Paul University law professors charged that the recommendations would serve to "place a wall between the public and judges, lawyers and police." Robert E. Burns, a former practicing attorney, and M. Cherif Bassiouni, chairman of the American Institute of Criminology, said a

free press unobstructed by curbs on what it may or may not report is society's only effective check on the administration of criminal justice.

"The crux of the issue is not the complete insulation of potential jurors from a predatory press, but on the contrary to encourage, the press to act as an overseeing reporter of the entire criminal process, from start to finish."

Robert List, president of the Nevada District Attorneys Association described the actions as "fantastic" and "unbelievable." Justice David Zenoff of the Nevada Supreme Court said, "If the resolution directly or indirectly imposes restraints on the freedom of expression, then I am opposed to it."



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GUEST EDITORIAL

Bobby go home

Reprinted from Owenton News Herald

Kentucky isn't a perfect place. We are among the first to admit that fact. We must state however, that we are proud of our Commonwealth and honestly feel it is as good as any place on earth.

Senator Robert Kennedy came to study poverty in Kentucky. What may we ask, makes the economics of this commonwealth any of his business? His home state might bear some study Mr. Kennedy have time to attend to it. In New York City alone, the welfare rolls are growing at the rate of 4,000 per month.

Should the senator have any real need for facts and figures, why not discuss the situation with Kentucky's elected representatives or with our able OEO Director, Lynn Frazer? We would like to believe Mr. Kennedy was a guest of our state in the interests of social and economic progress. We are forced to conclude that his trip represents simply a cheap political show.

Jack-Notes

By A. J. Viehman, Jr.

How long has it been since you bought a new car? If you're like most people you hardly get one paid for before it's time to buy another. Some people can drive a car for years and years, have it overhauled and put another fifty thousand miles on top of that. I never could keep a car that long. I find myself getting tired of it after about three years. Did you ever notice how you start looking for things when you get it in your mind to trade cars? The conversion is a little like this. . . "Well, honey, I guess we should start thinking about a new car. . . this one is beginning to fall apart." "Well, I don't know," she replies, "this one has been awfully good and I like to drive it." "Yeah, but listen to that transmission" "Trans. . . what?" "Transmission. . . don't you hear that growl? I think the whole thing is going to fall out soon." "Jack, I think you should clean this car up a little. Maybe you could use some wax or something to make it shinier." "What's that? You'll have to speak up a little. . . this transmission is making so much noise that I can't hear you too well." "Oh come on! Don't be ridiculous. . . this car isn't making that much noise and it's running fine. Why I remember the time that we drove down to Miami and across the Tamiami Trail and on up the West Coast and. . . (pause) . . . you're not listening to me." "Oh. . . sorry dear . . . just trying to tell where that lousy rattle is coming from. It sounds like the whole fender is falling off. What were you saying?" "Not a darn thing. Let's go look at cars. I know what you're like when you get something like this on your mind."

At this point, ladies and gentlemen, she has called your bluff. It is now that the first doubts concerning finances creep into your mind. It's after you substantiate those fears by finding out how expensive the new chariots are, that you really get worried.

"Boy, isn't that one a beauty!", you exclaim to get the salesman's attention, "I wonder how much that one costs?" "Is there something I can do for you?" the friendly salesman asks as he sizes you up like a frontier undertaker getting measurements of the opponents before a gun fight. "Why yes. . . how much is this little number?" you ask, confidence brimming. (Long pause while the salesman tippy-toes through the explanation of the extras, safety requirements, test reports from Road and Track, and three dozen testimonials by all of the worlds leading athletes, all designed, I might add, to keep you from remembering your original question. "Let me put it this way," I said, "How much is this car right now, right here, just the

way it sits?" (Maybe the word "lounge" would be better than "sit" in the case of some of these foreign jobs. I had a friend once who owned a car that looked like it was doing 140 miles an hour while it was parked.)

"THREE THOUSAND FOUR HUNDRED DOLLARS" (sputter gasp wheeze) "FOR THIS LITTLE THING?" There follows, a few moments of head shaking, tsk tsking, himing and hawing, and looking for the nearest exit in the event that a hasty getaway is necessary. "DON'T YOU HAVE ANYTHING A LITTLE LESS EXPENSIVE?"

At this point maybe I had better explain that we particularly wanted a sports car. Not an expensive one, but at least something that had a top that would fold down on warm summer days. I might add that if you don't know a heck of a lot about sports cars, you can really be fooled about the prices. I remember looking at a very small car at a dealership in Cincinnati. It looked to me like this tiny car was in the Sprite price range (about \$1900) and not too full of pep. In other words, something that the wife could drive to work or around town. When I asked about the particulars concerning this car, I was told that in reality it was a Formula I racing car with a street body, and would run somewhere in the neighborhood of 180 mile per hour. That didn't bother me, but the vision of having to buy Kay a crash helmet and some goggles to wear to work in the morning was a little too much.

Well, to make a long story short, the worst part about buying a car is the constant tussel which one has with himself when trying to make up his mind over which car to buy. After reconciling yourself to the fact that you will definitely purchase, finding a few pennies to pinch here and there, and dickering with the dealers in at least three cities, you are ready to make your move.

"I'll take the yellow one," you exclaim like a kid in a candy store. The only trying moment from here on out is the parting of the ways between you and your faithful old friend, the klunker. Ah well, cheer up. . . if the snow ever melts you'll actually get to see what your new purchase looks like with the top down.

On a more serious note, let me advise you to watch for the special bulletin which reports the legislative activities during the past session. We are indebted to the Legislative Committee (Tom Buckner, Don Towles, and S.C. Van Curan) for the tireless efforts which they put forth in our behalf. There were seven bills introduced which would have had an adverse effect on our newspapers if they had passed. Your committee stayed on top of the situation and kept us posted on all developments. Thanks, also, to the many of you who responded so quickly to the one call for support which we had to make. Your quickness in contacting your legislators was a big aid in defeating a bill which would have virtually seen the end of legal advertising.

The very introduction of the types of legislation against newspapers which we saw in this session indicates the need for unity within the Kentucky Press Association. Only by presenting a strong front and counting on the support of our members, both daily and weekly, can we hope to continue to grow as an association. The trend all over the country is for newspapers to bind together in associations containing dailies and weeklies in the hope that we can present a formidable front against those forces which could seek to bring harm to our medium.

Circulating with Jerry

Spring Circulation Meeting plans

By Jerry H. Adkins

Arrangements have been made through the Cincinnati Regional Office for two representatives, Chas. Scott, Director, Transportation Division, and Mr. Edward Sanders, Customer Relations Assistant, and possibly the Asst. Regional Director, Wm. J. Rahter, to attend our Spring Circulation Meeting. They will arrive on Friday and will be available for personal meetings on Fri. and Sat. They will address our group on Saturday morning at 9:00 am.

Arrangements have been made for Dave Schansberg to talk about newspaper promotion on Saturday at 1:30 pm.

Here is a line up of our program to date:

- Friday - 4:00 pm - Board Meeting
- 4:00 to 6:00 - Registration in the Main Lobby
- 6:00 Dinner on your own
- 7:30 -?????
- Saturday Breakfast on your own
- 9:00 - Post Office Department, Chas. Scott and Ed Sanders
- 12:00 - Dinner on your own
- 1:30 pm - Newspaper Promotion by Dave Schansberg, Voice-Jeffersonian, St. Matthews.
- 3:30 pm - Round Table Discussion of Newspaper Operation in General by Corban Goble and Howard Matthews.
- 7:30 Banquet, furnished by The Circulation Division of The Kentucky Press Association.

A Board meeting, which is to be held sometime in the next three weeks, we will make final arrangements for the Spring Meeting, of which I hope that you will be able to attend, we also want to make plans for our fall meeting at this time.

Short course in profit making

(Based on 25% gross profit margin - to earn the same profit dollarwise)

- If you cut prices 2%, you must increase sales 8.7%.
- If you cut prices 5%, you must increase sales 25%.
- If you cut prices 10%, you must increase sales 66.7%.
- If you cut prices 20%, you must increase sales 400%.

- What happens when you reverse the process?
- A 2% price increase means same profit on 92.6% of same volume.
- A 5% price increase means same profit on 83.3% of same volume.
- A 10% price increase means same profit on 71.4% of same volume.
- A 20% price increase means same profit on 55.5% of same volume.

GUEST EDITORIAL

The magic touch of spring

Reprinted from The Carlisle Mercury

The planets move in their courses with wonderful precision. This, while it is impossible to render more than an educated guess on what may occur in the affairs of man on the morrow, it may be said with absolute certainty that a happy natural occurrence will take place on March 20--Spring will arrive. On that day, the rhythm of nature will enter another cycle. Subtle changes will take place. The sun will rise earlier and will feel warmer on your back. Sunset will be appreciably later each day. New freshness will come on the land.

As Spring mellows into early summer, the thoughts of most of us will turn toward the mountains, the lakes and the seashores, where the mantle of winter is rapidly receding. The boats, the campers, water skis and motor scooters will soon flood the highways, and the human assault on nature's sensibilities will once again be underway.

The healing powers of Spring are now covering many of the scars of last season's carnage--the beer cans, the broken bottles, the garbage of last year is to some extent mercifully hidden in new growth. The parks, the seashores, the lakes are now being reborn under the magic touch of Spring. Man, if he would only do so in a humble gesture of appreciation, could help nature keep the land beautiful. He could be a little more tidy in his travels this summer. Spring might well be a time of good resolutions, as well as young men's fancies.

GUEST EDITORIAL

Reprinted from The Clay City Times

Burning the barn

The Kentucky House of Representatives has voted to establish a House of Un-American Activities in the state. We consider the vote to be about as un-American as anything we have heard of recently.

In the first place, we seriously doubt that Kentucky has become a center of subversion as several representatives declared. In the second place, law enforcement agencies and courts already exist to take care of the problem.

The whole thing smacks to us of Gestapo tactics. It was exactly with this kind of agency that fascists in Germany were able to terrorize many honest citizens before and during World War II.

The danger in this kind of thing is

that an individual who states an opinion contrary to what most of us believe can be called up for investigation and have his reputation smeared for life. Thus freedom is speech goes out the window.

Certainly we have to be watchful of subversive elements in our society. But let's don't burn down the barn to catch the rat. Let's don't become so afraid of communists and other totalitarian forces that we sacrifice all our liberties. In so doing, we would be destroying the American way of life just as surely as the subversives intend to do.

When the time comes that you can't take a stand on an issue without fear of being investigated, then democracy is finished.

Quickies

By Florida Garrison

The Adair County News, Columbia, has awarded a plaque to Jasper Doss, a former county resident, who served for 52 years as correspondent for the News. Doss now lives in Florida, but continues to send items of interest to the News. The plaque was presented by News staffer Bill Downs when Doss made a recent return visit to Columbia.

Hazard Herald sports editor Oscar Combs was in Washington recently on special assignment to write a series of articles on the OEO war on poverty.

Bill Strode, assistant director of photography for the Louisville Courier-Journal & Times, has won second place in the Newspaper Photographer of the Year category in the 25th annual Pictures of the Year contest sponsored by Missouri School of Journalism and World Book Encyclopedia.

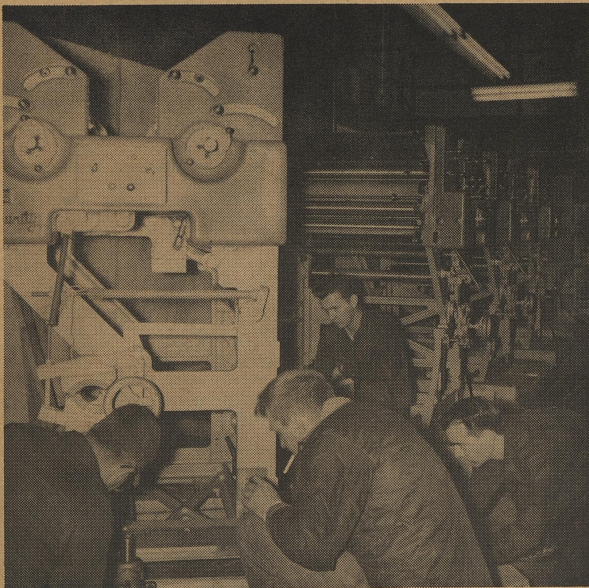
New offset equipment has been installed in two Kentucky papers in recent weeks. The Frankfort State Journal has a new four-unit 16-page press manufactured by the Goss Co. and the Russell Springs Times - Journal installed a three-unit Fairchild News King Offset Press. The State Journal began offset reproduction on March 3, while the Times-Journal has been offset for several months. The weekly Bracken County News, Brooksville, has announced it will convert to offset reproduction on April 17.

Martin Dyche, editor-publisher of the London Sentinel-Echo, has received a citation from the Civil Air Patrol for services to the London-Corbin airport and to "aviation in general."

A \$2,000 memorial gift has been presented to the Harrison Memorial Hospital, Cynthiana, in memory of Lindsey Taylor, Cynthiana Democrat sports writer who was killed in an automobile accident. The funds were raised by students at Harrison High School of which Taylor was a graduate.

The Carrollton News - Democrat has announced plans for publication of a monthly special advertising edition to be circulated in Carroll and adjoining counties. The edition, to be distributed free, is expected to have a circulation of 5,000.

Advertising Club of Louisville members and their guests had an opportunity recently to hear Joe Creason of the Louisville Courier-Journal, Joe a man who knows a great deal about Kentucky and her people, cited some rather amusing examples concerning the rugged individualistic character of our fellow Kentuckians. Mr. Creason mentioned some advice his father had given him years ago. It seems that the senior Mr. Creason disliked silly people or propositions and his comment on this is something we should all remember. "Remember son," he said, "just don't whittle toward yourself or spit into the wind."



The Big Day - - - the arrival of the Frankfort State Journal's new Goss Community offset press.

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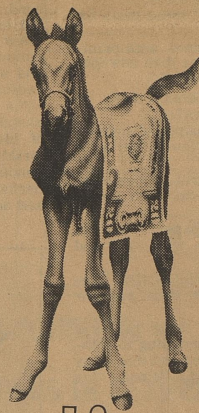
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A resolution

A resolution proclaiming Kentucky Scholastic Publications Week was unanimously adopted by the Kentucky Senate on February 14. April 21 through 27 was designated as scholastic publications week.

Senator Edward A. Murphy introduced the measure at the request of Glen Kleine, assistant professor of English and adviser to the student newspaper at Eastern Kentucky University.

The resolution states that scholastic publications were honored because they "play an increasingly important role in the preparation of young men and women to be professional journalists of the future." "Scholastic publications also continue to serve as an immediate training ground for youth in the exercise of the highest type of responsible citizenship through the opportunities afforded by the inculcation of American ideals of democracy and international good will," was included as another reason.

That students who enter the profession of journalism are "so imbued with the journalist's credo of the public journal as a public trust, accepting a full measure of responsibility as trustees for the public," was cited as another justification.

The last week in April has traditionally been designated as scholastic publications week in Minnesota and Missouri during the past several years.

More educated cows

Agricultural department professors of Pennsylvania State College are making experiments in nutrition by feeding cattle newsprint and molasses. It is said they gain weight just as fast as on standard diets.

What may happen if these tests are successful. . . .

Will there be more cows with printers' ink in their veins than newspapermen?

Will Kansas City Star steaks be prized above all others?

Will a certain newspaper change its slogan to, "All the News That's Fit to Eat?"

Will the Agricultural Department pay publishers NOT to print newspapers?

Will "failing" newspapers work out operating agreements with Swift and Armour?

What effect will a diet of the "funnies" have on bovine milk production?

Anyway, the whole thing raises a herd of questions, according to Publishers Auxiliary which ran this story under the heading, "Food for Thought?"

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You gotta pay 'em to keep 'em

By Robert A. Juran, Director
Newspaper Editorial Workshop Services

One thing is fairly certain in this or any other business: You're not going to be able to put out an outstanding product - or even a good product - with second-rate personnel.

Yet year after year our community newspapers allow themselves to serve as temporary training grounds for young newsmen and women who then proceed to migrate to larger papers - for larger salaries.

Then not only do you have to recruit new personnel, but you have taken your valuable time - which is worth money - to train the man who stayed with you only a short time and left. Now you've got to train the new one all over again. Before long he'll leave too - and the endless cycle will start again.

Too many publishers today, especially on the weeklies and smaller dailies, still allow themselves the luxury of belonging to the "warm body" school of thought on personnel - that is, as long as there is a warm body sitting in a chair, as long as the paper somehow gets out, who's got problems?

I call it a luxury because it costs them money they don't need to be spending. For the overall cost of constant recruiting and retraining runs higher than the few extra dollars a week it would cost them to keep the trained, knowledgeable employee on the job. It costs them for recruiting ads in the trade press, for phone calls, for travel expenses for interviews, and last but not far from least, the value of their own time for recruiting, interviewing and training.

The smart publisher, on the other hand, starts with the premise that his best asset may be an editor and other editorial personnel who know the community, who know the operation, and who are happy in their jobs and dedicated in their performance.

The best way to guarantee this - assuming, of course, the proper "fit" of ideas with the publisher on editorial policies and news coverage concepts - is to pay adequate, or perhaps better than adequate salaries and don't forget life insurance, major

medical plan, vacation and annual bonus.

Because, Mr. Publisher, if you can't furnish those things, your valuable employee sooner or later will depart the premises and go to work for someone who can furnish them.

For many employees today, even an adequate salary and fringes won't be enough. Some will insist on "challenge" in their jobs - perhaps the chance to write hard-hitting editorials, perhaps the opportunity to do depth or investigative reporting. And this can cost you money too, because every time you send a reporter out on a depth story you've got to have another reporter covering the police beat and the town hall.

Still, salary has to be the major consideration. And to produce a merely adequate weekly or small daily paper today you've got to pay an editor about \$135 a week, and reporters more than \$100 even when they're fresh out of college. To produce, a superior weekly or small daily, you have to pay an editor \$165 and reporters at least \$120. These are salaries generally being paid today. But there are editors of weeklies getting \$225 a week, and reporters getting \$155. These positions are on papers that want the best - and their products reflect it. So, incidentally, do their revenue figures.

Many a publisher may feel his editorial budget just couldn't stand that sort of blow. He lets a local housewife edit the paper - he can get her for maybe \$75 a week. Most of the news comes in over the transom in the form of handouts - cheap at the price, which is zero. Maybe he'll break down and cover the town council meeting himself.

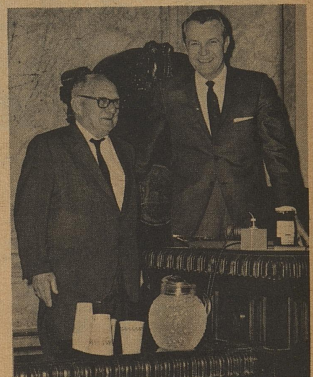
This cheap-jack sort of operation will work - and it does in thousands of small towns. It will work, that is, until a shopper moves in across the street and starts giving your town the kind of news coverage - and circulation coverage - it has never seen before. Don't laugh - it is happening today.

When that day comes for the weekly publisher, as someday it will for most of them, it will be too late to get off the dime. The advertisers will be lining up in front of the other guy's door. That's the day Mr. Cheap

will wish he had assured his pre-eminence by establishing a top-quality editorial product.

Spending money for the right employees, says the Chicago Tribune's personnel manager, Lindsey A. Van Vlissingen "deserves as much thought as spending money for any major improvement in the newspaper." He advises looking ahead 5 or 10 years in personnel planning, just as you would in considering the purchase of a new press.

Don't practice false economy - unless you like to stand at your front door and watch the talent go by. (Mr. Juran will answer - either personally or in the column - any questions from readers. Write him at 190 Bristol-Oxford Valley Rd., Langhorne, Pa. 19047.)



EDITOR HONORED - Roscoe Downs (left), editor of the Hancock Clarion, was honored along with his newspaper by the Kentucky State Senate, whose president, Lt. Gov. Wendell Ford, is shown here with Downs. The Senate adopted a resolution commending Downs, who is Senate Doorkeeper, "for his years of faithful service" and "record of fair and accurate reporting," and the Clarion "for its many successes of the past and its bright promise for the future."

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Minnesota study shows legal ads are well read

"Legals" are well read. They compete favorably with the best read advertisements in the newspaper, according to a study of 84 newspapers by the Minnesota Newspaper Association.

The study originated in 1965 when a Minnesota legislature bill requiring monthly publication of village financial statements, sponsored by the MNA, was defeated. Those opposed to the measure took the position that "people don't read the legal notices" State editors and publishers felt that "legals" have high readership but at the time couldn't prove it.

Results of the MNA study show the readership of various kinds of legal advertisements. Topping the list, published in Figure 1, is 52 per cent male readership of council proceedings. In comparison, state male readership of newspaper food ads varies from 45 to 50 per cent, says MNA. The "legal" readership survey was done in cooperation with Readex Cor-

poration of Mahtomedi. Readex sent a survey form and copy of the current paper to a selected sample of readers shortly after the publication of the issues. Those surveyed were asked to check all items which he or she remembered having read with interest. The marked copies and forms were returned by mail to Readex, which tabulated the results.

MNA staffers, over a period of several months, tabulated the results of 83 studies. They used the seven common types of legal ads found in the 84 newspapers in the final tabulation.

MNA points out that the two types of "legals" receiving greatest and least readership are intended for different publics. An account of school board proceedings, for example is published in order to place important public business before the largest number of citizens. Probate notices and summons are aimed at specific groups.

KIND OF AD	No. Papers Carrying Ad	% Men Read with Interest	% Women Read with Interest
City, village council proceedings	9	53.11%	38.89%
School board proceedings	7	43.29	33.43
Advertising for bids—state	8	34.75	27.25
Advertising for bids—county	13	27.66	15.2
Advertising for bids—city	14	23.33	15.18
Probate	69	20.9	15.55
Summons	15	19.4	17.22

Iowa ad tax kicked out

Judge Nathan Grant of Davenport, Iowa ruled February 2 that the new Iowa advertising tax is unconstitutional. He upheld the plaintiffs on 4 out of 6 points.

1. The law is vague and indefinite.
2. It delegates authority to the State Department of Revenue.
3. It violates the U.S. Constitution because it is a direct tax on interstate commerce; it is applied without apportionment to the gross receipts of interstate commerce; it permits multiple taxation by several states and it is burdensome upon and discriminates against interstate commerce.
4. There is no reasonable relationship between classifications adopted by the Legislature and the purpose of the Act.

He held against the plaintiffs on their contention that the ad tax is invalid because of a flaw in the title of the legislative act. He also said the law does not abridge freedom of the press.

The tax on advertising was passed by the 1967 Iowa legislature. Advertising was included in the "package" deal which taxed services that hadn't been taxed before in the Hawkeye State.

Iowa Press Association has been active in opposing the tax. The newspapers joined with other advertising media in the opposition.

The State of Iowa had 30 days in which to file an appeal. Iowa Governor Hughes indicated that he expects the State to appeal, depending on the advice given by special attorney Herschel Langdon who handled the case for the Department of Revenue.

Centennial committee

The 1969 Centennial Committee of the Kentucky Press Association will meet Saturday, April 20 at Kentucky Dam Village State Park at Gilbertsville, Ky. to make plans for a year-long celebration in 1969 of the 100th birthday of the Kentucky Press Association. Meeting at the same time are the KPA-KPS boards and the Western Kentucky Press Association. Enos Swain of the Danville Advocate - Messenger heads Committee No. 2 which is to write articles through out the year concerning the association and its member newspapers. On this committee are Swain, Earle Bell of Morganfield, Joe Cresson of Louisville, Fred Burkhard of Liberty.

Joe LaGore of Paducah and Larry Stone of Central City are co-chairmen of Committee No. 1, which also includes Joe Dorris of Hopkinsville, George Wilson of Hardinsburg and Frank Bell of Bedford.

To Committee No. 1 have been added Tom Adams of Lexington, Douglas Cornette of Louisville, W.E. Crutcher of Morehead, Martin Dyché of London, Mrs. Dorothy Gentry of Hartford, Mrs. Eleanor Gorin of Greensburg, Maurice Henry of Middlesboro, Miss Jane Bird Hutton of Harrodsburg, George Joplin of Somerset, Russell Metz of Owingsville, W.P. Nolan of Hazard, James Norris, Sr. of Ashland, Bennett Roach of Shelbyville, Miss Elizabeth Spalding of Bardstown, S.C. Van Curon of Frankfort, Henry Ward of Paducah, Miss Jane Willis of Brandenburg.

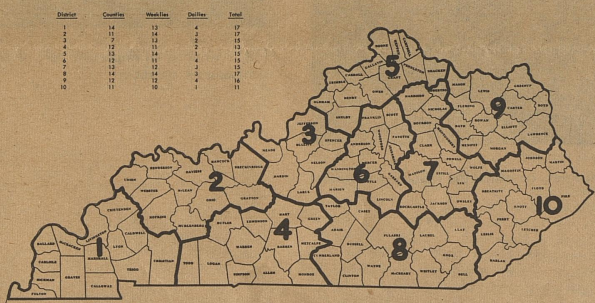
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Kentucky Press Association Districts



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We need the space!
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The Voice-Jeffersonian
895-5436
St. Matthews, Ky.

**OUR PLATE COSTS A LITTLE MORE IN THE BEGINNING.
A LOT LESS IN THE END.
AND, WOW, YOU OUGHT TO SEE WHAT HAPPENS IN BETWEEN.**

The cheapest plate you can buy costs less than 80¢. That's cheap. It gives you approximately 10,000 impressions.

An Imperial Eagle plate costs a few cents more. But it gives you more than 50,000 impressions. So you see, the cheap plate isn't really cheaper.

And the Imperial plate makes quite an impression on you. The dot and image retention are far superior to the cheap plate.

So you may not only lose money with the cheap plate, you may also lose fidelity. Which means the cheaper a plate is, the more expensive it can be.

We'd like to tell you more about the plate. Just return the attached coupon today.

We hope to make a good impression.



Imperial
IMPERIAL METAL & CHEMICAL CO.

Chicago 60650
1800 South 54th Avenue

Philadelphia 19134
3400 Aramingo Avenue

New York 10007
30 Vesey Street

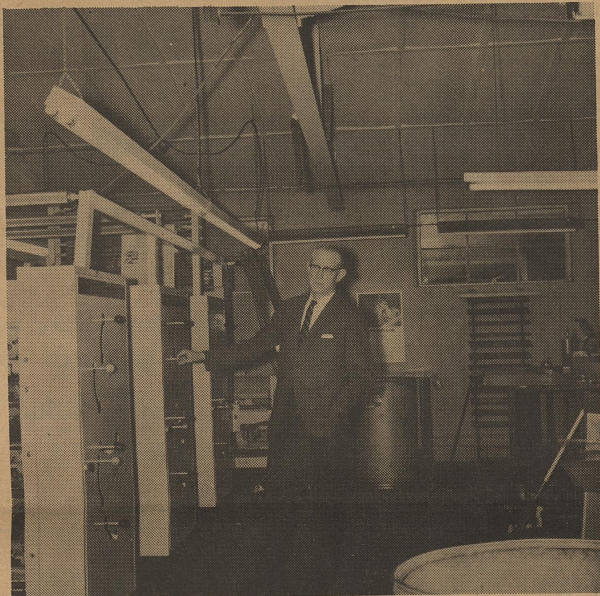
STAMPS • CONHAIM

NEWSPAPER ADVERTISING SERVICE
555 No. La Brea • Los Angeles, California 90036
Charles H. Lovette
1919 Sundown Lane
Fort Wayne, Indiana

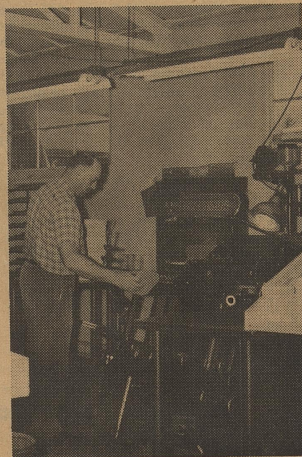
Newspaper Of The Month

By A.J. Viehman, Jr.

FRANKLIN FAVORITE



Publisher Howard Ogles and the new Cottrell Press, on which the Favorite and several other papers are printed each week.



Job work is an important part of any newspaper operation.

This month finds us in the FRANKLIN FAVORITE plant, Howard Ogles, publisher of THE FAVORITE and also President of the Kentucky Press Association, was gracious enough to give us a tour of the sparkling operation recently.

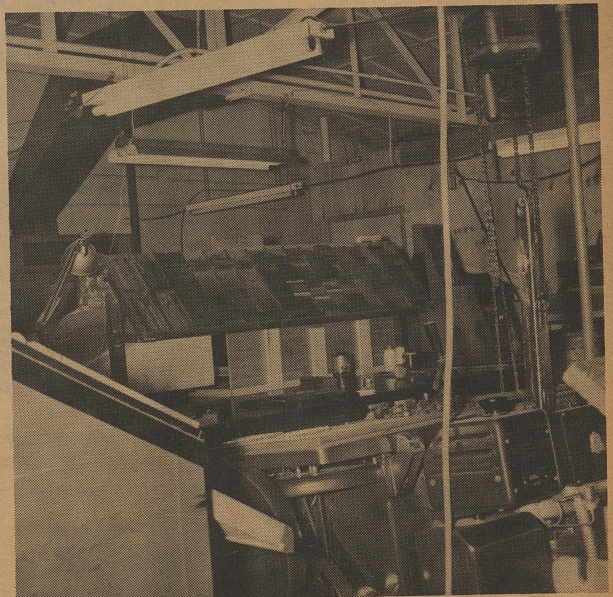
The modern lines of the attractive building, as viewed from the outside, give one a hint that "you ain't seen nothin' yet.....wait till you see the inside." These suspicions are confirmed the minute you walk in the door. One interesting feature of the building is that it is designed to contain both the radio station as well as the newspaper. This combination provides for a smooth, effective news dissemination center, one which is a credit to any community.

Modernization doesn't stop with the theory behind the setup. The equipment is modern, too. A new Cottrell offset press occupies a place of prominence in the rear of the plant. Everything else from the job shop to the dark room is arranged in order to realize peak efficiency and utilization of space.

All in all, the town of Franklin is fortunate to have a progressive newspaper to serve them.



This spacious area provides plenty of room for paste-up activities.



Hot type is still used in many related jobs.

Editor's
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National Advertising

"Numbers Game" without honor

Editor's Note: Back in January, ANR made a series of presentations to the various auto manufacturers in Detroit. This editor had the privilege of being on hand when Representative Clarence J. (Bud) Brown, Jr. (R-Ohio) wrapped up the week long presentations by addressing the Detroit Ad Club. It just happened that the president of the Ad Club is the advertising director of the General Motors Company and it was not at all surprising to see him taking notes fast and furiously during Congressman Brown's talk. By the way, Mr. Brown is also the publisher of the Urbana, Ohio Citizen.

"It would be in the best interest of our advertising business," wrote a foreign magazine editor not long ago, "to study the American experience."

"We must remember," the editor continued, "that the great Lenin told us to learn from the capitalists and adopt what is clever and profitable to build Communism." End of quote.

This quotation comes from the Soviet magazine, Literary Gazette. If nothing else, it reinforces a conclusion I've reached after some two years in our Nation's Capital as a Member of Congress—that like a prophet, a profitable system is without honor in its own country.

Increasing attack

For a while "the American experience" in advertising is being copied overseas by envious foreign systems, here at home it has come under increasing attack by government spokesmen in recent years. Let's face it, ladies and gentlemen of the advertising profession. They may love you in Moscow—or at least flatter you by imitation—but your economic and social sex appeal is sagging badly back in your own capital of Washington.

Nor are your critics talking about you behind your back. Boldly, insistently they're bringing their arguments into the open—and with growing vigor and confidence.

Why? Because—strange as it may seem to the Moscow Commissar assigned the job of finding out what's right about American advertising—No one here in the States is effectively refuting those critics who are busy telling us what's wrong with it.

Like nature itself, the ambitious critic of the system, is quick to fill a vacuum—with his own arguments. Thus, in the absence of resistance from defenders of American advertising, your detractors grow more voluble each passing day.

Thus, having heard from your Moscow admirers, listen now to what the Washington detractors have to say about "the American experience" in advertising.

Detractors' points

* First, it increases the cost of products; * Second, it helps create monopolies and thereby reduces the consumer's freedom of choice in the marketplace; * Third, it helps popularize and maintain faulty and harmful products in the marketplace; * Fourth, it poses a threat to free speech and the First Amendment to the U.S. Constitution by leading to the control of news and editorial policy in our news media; * Fifth, it lowers public tastes in television and radio entertainment; * Sixth, it costs taxpayers unnecessary money in postal subsidies; * Seventh, it mars the beauty of our national landscape; * Eighth, it stimulates and creates artificial demands for products consumers actually don't need; * Ninth, it makes for unreal distinctions among brand named products which are essentially the same;

And as if the aforementioned nine points aren't enough:

* Tenth, it also stimulates public and private vices, such as gambling, excessive use of alcohol, and an over-winning interest in sex.

Now let me make it clear that these ten charges about modern advertising aren't products of my imagination. Each and every one has been stated publicly. They have been made on the floor of Congress; by officials of federal executive branch

agencies and departments; and by self-proclaimed spokesmen for protection of the public interest, in testimony before Congressional Committees.

Since first coming to Congress two years ago, I have also heard proposals—many proposals—to correct these economic and social ills allegedly created and aggravated by modern advertising.

Critics propose

Listen now to what your critics have proposed. You'll recognize that some of these ideas have already been enacted into law or put into effect by regulation in the recent past:

* First, we should limit advertising budgets and/or advertising method by law; * Second, we ought to tax advertising expenditures or place an advertising use tax on media; * Third, we ought to extend and strengthen the anti-trust laws to cover advertising; * Fourth, we need regulations on package design, content and labeling; * Fifth, we ought to outlaw product brand names which might mislead or confuse consumers and require the manufacturer to market like products under generic names; * Sixth, require labels on certain products to warn the public of potential dangers in their use; * Seventh, the Federal Government ought to subsidize information agencies and publications for the benefit of consumers; * Eighth, the Federal Government should sponsor "Reprisal" advertising to protect consumers from being misled by industry-sponsored advertising; * Ninth, program content should be controlled or federally sponsored radio and television or subscription television should be fostered to give the consumer freedom from advertising; * Tenth, advertising rates should be regulated and advertising content should be screened for questionable material.

Only a few

These are only a few of the serious proposals aimed at providing a remedy for the economic and social ills that opponents ascribe to the "American experience" in product advertising. Needless to say, they are criticisms and proposals directly affecting every member of this audience—and, indeed, every American with a stake in our existing economic and social system.

My purpose today isn't to discuss in detail the substance, merit or lack of merit contained in these criticisms and proposals.

Instead, it's to warn that the critics who hold to these views, and who are successfully advancing these proposals in the halls of Congress and the executive agencies, aren't being effectively answered by those who could—but who, through the years, have been far less effective in creating and developing public policy positions to defend that system from its detractors.

Does advertising run up the cost of products?

Is the American consumer being given sufficient information through advertising to make intelligent cost and quality choices at the super-market?

Are large corporate advertising budgets a pernicious force endangering our competitive marketing system?

These fundamental questions raised by the criticisms and proposals previously mentioned must be answered—and effectively—or far-reaching legal and regulatory curbs are sure to be placed on our present marketing and advertising system . . .

The first step toward providing such answers is, of course, a long, hard look within the system itself to determine what merit, if any, there is to the criticisms I have outlined. Early industry action toward prevention and cure of any abuses and excesses in the system

is, after all, the best defense against its critics.

But beyond this, there is the matter of providing the public—and those who represent the public—with the affirmative side of the story. The vacuum must be filled with facts, figures, in-depth information and arguments establishing the merits of the system for every American to see and understand.

Private Industry lagged

Private industry and those who have the greatest stake in our existing marketing system have been laggard in providing such facts, figures and information and arguments in recent years. Perhaps it just never seemed to be necessary before. But perhaps if a better job had been done explaining the system in past years, the Washington followers of Lyndon might today be honoring it as are Moscow's followers of Lenin.

The fact is that American business has spent hundreds of millions of dollars to perfect its products and services and sell them to the American consumer, and that the advertising profession has developed its skills and techniques to multi-billion dollar levels. But we have taken for granted the system itself. We have done little to sell its merits, or to shore its defenses against the attacks of its opponents.

As a result, it isn't inaccurate to say that the public policy threat the advertising industry faces today—and will face for years to come—has its origins in the industry's failure years ago, to develop effective resources and allies to defend the system.

As a Member of Congress, I speak with first-hand knowledge about the end result of this failure. But as a businessman, I have also viewed the problem from another perspective.

And from this perspective, long before coming to Washington, I had reached certain conclusions about how the advertising industry might strengthen its position against the attacks of its opponents.

It may be that my view has been conditioned by my experience as the editor and publisher of what we in the mass market age call a small city daily. But then again, this isn't the worst perspective in the world from the standpoint of the American advertising industry.

After all, aside from Moscow's Literary Gazette—America's small city media is among the most enthusiastic supporters of free enterprise system has.

Unfortunately, this support is largely a one-sided affair. For, ironically, the American advertising industry which is under attack by advocates of centralized authority in government, in fact encourages the trend to centralization in our society through its own practices.

I refer to major advertisers' over-

looking the so-called small market media—that is, the dailies and weeklies that identify with individual, neighborhood and local markets—in favor of playing what one advertising man himself recently termed "the numbers game."

The January 15 issue of Ad Age quotes a client as telling his agency that "one cannot reconcile numbers with impact, nor a statistic with a customer's point of view."

The author of the article, Herbert Maneloveg, concludes—and I quote: "It's time that we," that, advertising men and women, "walked away from the warm refuge of statistics and honestly projected rationales based on what might create impact instead of just how many numbers we can develop."

My point simply is that a close if not a casual, relationship exists between the political philosophy that only in terms of reaching the individual American purchaser, not as a member of a community or neighborhood, but as a mere statistic.

Thus, while advertising practitioners certainly don't owe it to small town media to invest a share of their clients' revenue outside the mass market media, they may owe it to their clients—and to themselves.

Certainly the prospect of small town media slowly disappearing from the national scene as a result of the trend to "numbers games" and mass audience appeals isn't inviting.

The national life would suffer through a diminution of choice in our free press system—our free enterprise system would be deprived of an important, indeed a vital segment of support—and the ultimate and total success of the advocates of centralized political and economic control in our country would be assured.

Today, these dealers in mass, centralized government and economics have brought their cause to high tide, in Washington and throughout the country. And make no mistake, their ultimate and total success will mean nothing less than the end of the free market system and "the American experience" in advertising as we have known and projected from it.

My responsibility as a Member of Congress who believes in our system—and in the contribution made to that system by your industry—is clear. Your own responsibility is no less clear, and your failure to meet it can only result in my failure, and that of my colleagues in Congress, to stem the tide toward a controlled economy.

For our system—"the American experience"—can only survive if American industry itself recognizes its responsibilities and interests in the field of public policy—responsibilities and interests which, when all is said and done, should reflect and encompass the larger interests of our Nation's consuming public.

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order specifying what you want in which Newspapers when-

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One
complete and correct bill-

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Yes, we can help you in other states. No, our service doesn't call a cent extra.

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