

# The Kentucky Press

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

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

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School of Journalism  
University of Kentucky  
Lexington, Kentucky

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Study Group During 'Newspaper in the Classroom' Workshop



# The Kentucky Press + As We See It +

Volume 29, Number 10

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Kentucky Press Association, Inc.  
Kentucky Press Service, Inc.

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Perry J. Ashley, Associate Editor  
Member

Newspaper Managers Association  
Kentucky Chamber of Commerce  
Better Business Bureau, Lexington  
Sustaining Member

National Editorial Association  
Associate Member

National Newspaper Promotion Association

Publication Office  
School of Journalism  
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## Mark Ethridge Blasts TV News Coverage

A Kentucky newspaper executive delivered a verbal salvo against television news coverage June 10, at Asheville, N. C., and blamed it in part for causing a decline in the number of daily newspapers in recent years.

Mark Ethridge, board chairman of The Courier-Journal and The Louisville Times, criticized the limited amount of time television offers its news program and said it was "superficial even with such masters as Huntley-Brinkley and Cronkite."

"You get tired through the ear more quickly than you do through the eye," Ethridge told a meeting of the National Advertising Executives Association.

In addition to television, Ethridge blamed the decline in the number of daily newspapers on "mergers, suburbanization, and decline in national advertising."

He said weekly newspapers are being established in suburban areas across the country, cutting into areas previously dominated by the big dailies.

Ethridge offered newspapers four solutions which he said would perk up their circulation and put them on a stronger financial footing.

He urged them to take advantage of automation, to use more color on their news pages, to increase the price of the paper, and to raise reporters' salaries.

"If you raise the price of the paper you might lose some readers," Ethridge said, "but you'd be better off as far as finance was concerned."

Regarding better salaries for reporters, he said: "The time has come for journalism to be fully professional, which embraces the idea of paying people as professionals."

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Senator Kenneth B. Keating proposed a new federal law to spare newsmen from the threat of jail for refusing to disclose confidential sources of information.

The New York Republican said he would introduce such a bill, not as a final answer to "tough and controversial" questions involved, but to encourage exploration of possible methods of a fair solution.

He said its intent is to strengthen the public's right to have a free press, without removing the right of redress through libel or slander suits as a precaution against irresponsible journalism.

"This isn't for the benefit of the news reporters or the television and radio commentators who play a similar role," the senator said in a statement, "but for the benefit of the public and the nation."

He said he has in mind instances in which newsmen obtain from confidential sources facts they otherwise could not get to unmask corruption and other wrongdoing.

"We are all familiar with cases in which journalists have gone to jail rather than reveal their sources of information," Keating said. "I have been asked many times whether this situation is just."

The suppression of sources of information, he said, would be "one of the greatest threats to a free press."

"If reporters couldn't assure their sources that their identity would not be revealed, many who would otherwise cooperate would refuse to talk. As a result even the most shocking instances of corruption and worse would never be detected . . . and the system of checks and balances would be seriously threatened."

He conceded that difficult problems are involved, with a division among newsmen themselves on whether they should be exempted from possible penalty, usually in contempt-of-court cases, for refusing to disclose sources.

"Finally," the senator added, "there is feeling among many newsmen that they just don't want any special privileges and that they would rather go to jail than as for legal protection."

\* \* \* \*

## Two State Newspapers Honored In NEA Contests

Two Kentucky newspapers were honored in the 1963 NEA newspaper contests. The Anderson News, Lawrenceburg, R. E. Carrison, editor, received two third place plaques in the News Photo and Typographic classifications. The Cynthia Democrat, Thomas Preston, editor, received a certificate for Honorable Mention in the Typographic contest. We extend congratulations. Over 2,300 entries were judged in the various contests.

\* \* \* \*

"A real treasure map is a chart of the United States showing which roads don't have toll booths." The Purnam Co. Graphical, Greencastle, Ind.

ON THE COVER: A group of teachers pause during a study session of the Newspaper in the Classroom short course which was held at the UK School of Journalism, June 17-28. Thirty teachers were enrolled in the first such program conducted at the University. Pictured are: Mrs. Jane Butler, Lexington; Mrs. Reva Chrisman, Danville; Mrs. Sandra Purdy, Wickliffe; Clay Sawyer, Dayton, Ohio; and Coy Parsley, Bowling Green.



# Right To Advertise Is Basic To American Freedoms

By CARL WEBB

Manager, Oregon Newspaper  
Publisher's Association

Chipping away at every individual's freedom is happening every day. Newspapermen encounter these activities all the time. Of course, all of these actions are supposedly for the general welfare of everyone, but are they, really?

Look in your own city or county.

Zoning restrictions are adopted "for the protection of all." Maybe it is for the best when a property owner is told he cannot build an apartment or put in a store—best for everyone except the individual who is denied some of his freedom which he once enjoyed.

Let's see some of the other ways in which the individual—Mr. Buyer and Mrs. Customer—are losing some of their rights we all thought were sacred. There are those who would deny a person's right to information—not what you newsmen would call "regular news" so much as a more "specialized news" or just plain ADVERTISING.

Through statutory laws and regulations by administrative bodies some Americans are being deprived of their RIGHT to tell other Americans about their goods and services. These same prohibitions prevent customers (or clients or patients) from reading about the offerings of some stores, professions and even occupations (which have not yet reached the lofty status of being recognized as a "profession").

Who is it that is clamoring for more laws and regulations against advertising?

Certainly not the PUBLIC because as long as the advertising is truthful and decent it is welcomed. Most all of these laws and regulations are the result of action by one group within an occupation or profession which wishes to restrain competition.

One hears much about "codes of ethics" of professions. Some of these codes do restrict advertising. If the individual practitioner voluntarily accepts a "code of ethics" as his guide, even though that code may restrict advertising, that is his business—it's simply exercising his freedom. It is when such codes are given the weight of law and made mandatory for every licensee of a board that we see some "chipping away" at freedom.

"The plea of the professions and some trades is that advertising is unethical," said an editorial in the *Indiana Publisher* a few years ago. "Ethics in the singular is the

science that treats of morals and right conduct. The theory of the professions is that any person who practices in the professions or in licensed trades is immoral and depraved if he advertises. That is a fantastic conclusion when we realize that exercise of the right to advertise has not a whit of connection with the morals or conduct of an individual. It assumes that a scoundrel is morally pure if he does not advertise and that a person maintaining the highest ideals becomes a renegade when he exercises his right as a citizen to advertise."

Make no mistake about it—advertising is the essence of competition. Strip all of the high-sounding phrases from pleas to restrict or prohibit the use of HONEST advertising by licensees of some occupational group through the passage of a law or regulation, and you will find ECONOMIC considerations are involved. One group wants to restrict competition from another group which chosses to advertise—that's it, pure and simple.

In Oregon, many of us who are interested in maintaining, in so far as possible, the freedom of the individual to get information, via advertising, to help him exercise his freedom of choice in what he buys or from whom he buys, and the freedom of any one to advertise, so long as the advertising is truthful and decent, became concerned in August, 1961.

Prior to that time several national mail-order prescription drug firms were advertising the prices of drugs in magazines, by direct mail, and in newspapers printed in other states. I have been told that one can save about half of the cost, by sending his prescription to Chicago, Kansas City or New York to be filled, over taking it to his local drug store if that local druggist charges the recommended retail price. (It is not called "price fixing" because the recommended list is to the druggist what the Franklin Printing Catalog is to a commercial printer—only a guide; some charge more and some charge less).

You are perfectly correct when you say "If I am ill and my doctor gives me a prescription to be filled I want the stuff as soon as possible. I don't have time to send a mail order to some distant city." Many one-time prescriptions are like that—you need it and want it in a hurry.

We're not talking about that kind of prescription. At issue here are the drugs—available only by prescription—which actually help keep some persons alive. People with heart trouble, diabetes, high blood

pressure, ulcers, etc., have to take certain drugs day in and day out, week in and week out. A doctor gives the patient a prescription—often a repeat of what the person has been taking for weeks—and that individual may pay \$7.50 for 100 pills at the corner drug store or much less if he does a little "shopping" around.

Two Oregon chains of so-called "cut-rate" drug stores decided they could compete with the prices of the New York, Chicago or Kansas City mail-order prescription-filling firms. These stores began listing in their advertising some prices of drugs, making it clear that these were available only by prescription. Their prices were much lower than the recommended lists other drug stores were charging for the same items.

On August 10, 1961, the Oregon Board of Pharmacy issued a promulgation which makes it unlawful for any druggist to advertise any drug which is available to the public only with a prescription. The board said "the public health, welfare and safety of the citizens is in jeopardy."

The Oregon Newspaper Publishers Association protested the ruling, asked the board to revoke it, and after waiting several months for them to do so took the matter into court where the case now awaits trial. Our position is that the public is protected because it is the doctor who decides whether his patient needs a drug and writes the prescription. The druggist who fills such prescription, more times than not, simply takes a big bottle off the shelf, counts out so many pills, puts them in a smaller bottle, and types up a label with the doctor's instructions on it. We maintain that advertising of prices of specific drugs has no bearing on a druggist's ability to read a doctor's handwriting or to fill a prescription.

All segments of the advertising industry in Oregon—newspapers, broadcasters, commercial printers, advertising agencies, advertising clubs, etc.—decided it was time to do something about the encroachment of licensing boards into the field of advertising regulation or prohibition. A "Freedom to Advertise" bill, somewhat patterned after the famed Ohio law, has been drafted and will be presented when the Legislature convenes in January, 1963.

The gist of the bill is that it prohibits occupational licensing agencies—and we have some 28 of them—from usurping the powers and duties of the Legislature by adopting regulations which prohibit, limit or re-

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## 'Guides' Concept Recommended By Better Business Bureaus

Better Business Bureaus, through their 125-agency association, have made available to the Federal Trade Commission their five years of combined experience in handling nationwide deceptive-price problems under the FTC "guide concept." Their recommendations at a recent Washington public hearing:

Continue the "guide" system; make some revisions in the "Guides" (official statements on approved methods of price advertising) but don't supplant them—just now—with any "trade regulation rules" plan.

The general import of the lengthy statement and documentation presented by Victor H. Nyborg, president of the Association of Better Business Bureaus and supported by other BBB leaders was this:

1. Responsible business will continue to give voluntary compliance with "honest and acceptable pricing principles";

2. The "Guides" should be both liberalized toward business in certain respects and tightened in others based on BBB experience since they were issued in 1958, and,

3. The ABBB version takes into consideration among other things the realities of enforcement obligations by the FTC with the local-area BBB help; makes certain rules more practicable from a business-operations standpoint and broadens the prospects for more widespread compliance with the principles in general.

Specifically, Mr. Nyborg's statement was a detailed comment on the FTC's draft of a revision of the "Guides." It embodied the thinking of three major ABBB committees—Bait and Comparative Price Advertising, Advertising Standards, and National and Local Advertising—and that of the recent 49th annual ABBB conference at Colorado Springs, Colo. Among its recommendations for "Guides" revisions were:

A. Redefining the terms "usual and customary price," "generally prevailing price" and "generally prevailing range of prices" so a merchant may compare his "reduced" price to a former bona fide effort to sell a given article at a higher price even though he didn't make "substantial" sales at the former price or trade area price.

B. Permitting advertisers, in claiming reductions, to refer to an "original" or "earlier this season" price charged during the recent course of business although intermediate markdowns may have been taken

(as on ladies' bathing suits). Defining the "regular course of business" as the current selling season for seasonal merchandise and up to 12 months for non-seasonal items. Retaining the requirement that terms like "regular," "usual," or "was" be confined to the advertiser's immediately preceding price.

C. Broadening the "Guides" definition to prohibit all general underselling or price-equaling claims—"We sell for less"; "Never knowingly undersold," "Best buys in town," etc.—because advertisers as a practical matter in today's economy cannot properly substantiate such claims.

D. Permitting manufacturer's ad claims like "Less than \$—" only when the prevailing range of selling prices in the area for the article is not less than 5 percent below that price. (Some articles are advertised nationally at "less than" so much, but actually sell for far less. ABBB fears this practice may replace the old deceptive "list" or "suggested retail" price device which once was a "national scandal.")

E. Retaining the revised (1953) FTC position on use of the term "free" in ads. (This was a major subject of the hearing.) The FTC now holds the use unobjectionable, regardless of "strings attached" conditions, if the offer has no tendency or capacity to deceive the public.

F. Requiring that "two for one" sales, "half-price" sales and "free-gift-with-purchase" offers be permitted for limited time periods only lest they represent the "combined usual and customary price" for two articles.

The ABBB statement said its recommendations, concurred in by merchants of the "highest probity and integrity" desiring to meet their responsibilities, would provide fair and equitable protection both for the public and for responsible business.

\* \* \* \*

FTC Chairman Paul Rand Dixon has called upon newspapers "to put a quick choke on advertising you suspect is false or misleading." He made the plea in a speech before the Association of Newspaper Classified Advertising Managers at a convention in Atlanta.

While conceding that many classified ads are local and not within FTC's jurisdiction, the FTC boss said: "Business in America needs more stillbirths of false and deceptive advertising or at least some midwifery of the quick choke variety. Cer-

tainly such would be a happy alternative to the long and costly demises decreed by the Government. By the time a false ad is laid to rest with due legal solemnity, the graveyard is filled with its victims. Using the quick choke technique, there would be but one grave—the false advertisement."

He traced the 12 steps necessary for FTC to stop a false ad, by which time competitors have adopted similar theme. He called upon ad directors, who are required to follow due process of law if FTC must, to "exercise judgement on what you decide is unfit for printing."

Dixon concluded: "The slick advertiser has no legal rights to advertise in your medium. You can keep him out of your columns before the slow processes of law give him time to bilk the public, clobber his competitors, and make a fortune. You have a very simple remedy.—tell him No."

\* \* \* \*

U.S. Circuit Court of Appeals, Washington, D.C. has upheld a Federal Trade Commission ruling that use of ads comparing sales prices with higher "manufacturer's suggested list prices" which are unusual or regular prevailing prices in the advertiser's area constitutes a deceptive practice under Section 5 of the FTC Act.

Court's decision upheld a June 13, 1963, FTC ruling against Giant Food, Inc., an East Coast supermarket chain. In newspaper ads for household appliances Giant Food had compared its sales price with the "manufacturer's list price." Court also ruled that a fine-print disclaimer by Giant Food stating that list prices did not reflect prevailing prices in the area served only increase the deceptiveness of the "manufacturer's list price."

Oregon has enacted a law prohibiting false advertising of subdivided lands. It prohibits publication of any statement, pictorial representation or sketch which is false or misleading. Advertising copy which omits "material facts" is also barred by the law. Under the law, publishers are held responsible for fraudulent advertising unless they have knowledge of the falsity or have interest in the lands advertised.

\* \* \* \*

"Referral selling" schemes—the photo "something for nothing" of merchandising products, just won't seem to do it. The newest such plan started involves sales of a floor polisher. This one is sure to lead its trail of anger and disillusion too.

Even occasional readers know the story well: You buy one, get other people to buy one; you get so many bonuses for furnishing "live" sales prospects that you

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### Local News Property O

A decision by a newspaper publisher handed down by the Supreme Court, seven members of the items gathered are the property of an unauthorized competitor is a violation of a property right. Just in case in July 4 and complete AP.

The Pennsylvania rules that local newspaper's right that newspaper a radio station fair competition right.

The court's decision that establish by a company has local news itemized methods of the news use constitutes a right.

Justice Benjamin protection which petition does not the usurpation investment and the

The Pottsville Lishing Co., a Mercury, sued King Co., operating half what is called news without i

The radio station January on grounds have filed the action under the copy of the newspaper property rights in the

The Supreme court position subject of an held that violation right laws must courts, whereas tion in actions property right a petition."

Attorneys for argued in its appeal if it is stated that must be remembered is totally lost by fore if it is lost



### Local News Items Ruled Property Of Newspapers

A decision extremely important to the newspaper publishing business was recently handed down by the Pennsylvania Supreme Court. The high court held, all seven members agreeing, that local news items gathered by a newspaper's reporters are the property of that newspaper and unauthorized use by a radio station or other competitor is unfair competition and a violation of a property right.

Just in case you overlooked the story in July 4 and 5 newspapers here's the complete AP filing:

The Pennsylvania Supreme Court has ruled that local news items gathered by a newspaper's reporters are the property of that newspaper and unauthorized use by a radio station or other competitor is unfair competition and a violation of a property right.

The court's seven justices agreed unanimously that "if the news company can establish by proof that the broadcasting company has without authority, used the local news items gathered through specialized methods and by the trained personnel of the news company such unauthorized use constitutes a violation of a property right."

Justice Benjamin R. Jones said, "The protection which the law affords to competition does not and should not countenance the usurpation of a competitor's investment and toll."

The Pottstown (Pa.) Daily News Publishing Co., which prints The Pottstown Mercury, sued the Pottstown Broadcasting Co., operators of Station WPAZ, to halt what is called "appropriation of local news without its permission or authorization."

The radio station sought dismissal in January on grounds the newspaper should have filed the action in the Federal courts, under the copyright laws. It also claimed the newspaper had no common law property rights in the news.

The Supreme Court, affirming a lower court position that a property right is a subject of an unfair competition action, held that violation of United States copyright laws must be pursued in the Federal courts, whereas state courts have jurisdiction in actions involving "a violation of a property right and a claim of unfair competition."

Attorneys for the radio station have argued in its appeal for reversal that "even if it is stated there is a property right it must be remembered that the property right is totally lost by the copyright and therefore if it is lost by the copyright there can

### Mass. Bar-Press Committee Adopts Pre-Trial Guide

A "Guide" for newspapers and lawyers in the handling of court and crime news was suggested this week by the Massachusetts Bar-Press Committee after a long study of problems created by pre-trial publicity.

The Guide, already approved by the Massachusetts and Boston Bar Associations and accepted by a majority of daily and weekly newspapers in the state recommends:

1. To preserve the individual's right to a fair trial, news stories of crime should contain only a factual statement of the arrest and attending circumstances.

2. Newspapers should avoid publication of a defendant's prior criminal record, after an indictment is returned, and also avoid publication of "confessions" unless made part of the evidence of the court.

3. Avoidance of publication of any "leaks", statements or conclusions as to the innocence or guilt, implied or expressed, by police, prosecuting authorities or defense counsel.

Suggestions recommended to the bar include:

1. Avoidance of statements or conclusions as to the innocence or guilt of defendants.

2. Avoidance of statements by prosecutors or defense attorneys in advance of or during trial, stating what they expect to prove, whom they propose to call as witnesses, or containing public criticism of either judge or jury.

3. Avoidance of the issuance of statements relative to the conduct of the accused, statements, "confessions," or admissions made by the accused or other matters bearing on the issue to be tried.

Attorney Walter I. Badger, Jr., former president of the Boston Bar Association, is chairman of the Bar section of the committee, and Charles E. Gallagher, managing editor of the Lynn Item, is chairman of the press section.

Among the papers declining to accept a written Guide were some of the larger dailies in the state. Only three weeklies directly declined to approve the document.

"Managing the news is much like trying to manage a woman. It can't be done for any great length of time." The Craig, Colo. Empire-Courier.

There is no unfair competition of a property right constituting injury to that particular property right."

The Supreme Court rejected this view.

### FTC Ruling On Deceptive Price Advertising Upheld

Internal Revenue Service issued June 24 its final version of regulations on the deductibility of business expenses for travel, entertainment and gifts. Businesses and individual taxpayers will have until Aug. 1 to comply with the new rules.

Rules generally require that entertainment expenses must be "directly related" to furthering the taxpayer's business, or be "associated with" the active conduct of his business.

Under the "directly related" distinction a taxpayer in entertaining a customer must have "more than a general expectation" that his outlay will produce "some benefit" besides good will. Further, business must be discussed and the meeting must be in "a clear business setting."

Entertainment, "associated with the active conduct of trade or business" is deductible provided it is "directly preceding or following a substantial and bona fide business discussion." What constitutes such a discussion will depend on the facts of each case.

Entertainment "associated with" business is also deductible if it occurs between business sessions of a bona fide convention. A business meeting officially part of a convention program is generally considered to be a "substantial and bona fide business discussion."

If a husband's entertainment expense meets the requirements of the new rules, the portion attributable to his wife or the wife of a customer will generally be deductible.

Taxpayers may claim exemption for the "quiet business meal." This exemption applies to meals and beverages served during the course of a breakfast, lunch or dinner meeting at a restaurant, hotel, eating place or similar place "not involving distracting influences such as a floor show." Taxpayers claiming this exemption don't have to discuss business. Rules specify that the "quiet business meal" can apply to home entertaining, but the taxpayer would have to prove that the reason for the dinner was commercial and not social.

Under the rules for travel, the cost of getting to and from a business meeting place is only partly deductible if as much as 25% of the whole trip is devoted to a personal vacation. Rules do not apply if the man had no control over arranging his trip, or if a personal vacation was "not a major consideration" in taking the trip.

New rules generally limit deductions for business gifts to \$25 annually per recipient.

Are you working on the solution or are you part of the problem?



**FDA Revises Rules On Drug Labeling**

Food and Drug Administration has adopted regulations for labeling drugs and for advertising of prescription drugs under the 1962 Kefauver-Harris Amendments of the Food and Drug Act (Public Law 87-781). Regulations became effective upon publication in the June 20 Federal Register.

Under the new rules, advertising claims for drugs may not go beyond what FDA approves for labels. Among the rules governing labels and advertising are (1) if a label of a prescription drug bears a proprietary name for the drug or its ingredients, the established name must accompany each appearance of the proprietary name, (2) the established name must be printed in letters at least one-half as large as the proprietary designation, (3) ads may not use a proprietary name or ingredient which through similarity may be confused with the name of a different drug or ingredient, (4) no "fanciful" proprietary name may be used to imply that a drug or ingredient has some unique effectiveness when the drug or ingredient is a common substance. Drug ads containing information about indications and dosages must also have a summary of side effects, contra-indications and effectiveness.

FDA approval of ads for prescription drugs is required before publication in cases where hazards are involved. Ads may be submitted to FDA prior to publication for comment. Non-compliance with regulations may cause stocks of the drug to be misbranded by FDA.

**Loose Definition**

NEA and ANPA received identical letters from Ass't. Sec. of Treasury Stanley Surrey, overruling their protests against the loose definition of newspaper for purposes of the cooperative advertising law. Both groups had asked the postal laws be followed and that paid circulation be a requirement to qualify for the benefits of the law.

Surrey argued: "There is nothing in the ordinary and commonly understood meaning of term 'newspaper' which would require a 'paid circulation' test. We believe a newspaper does not cease to be such if the publisher decides to distribute the publication without charge or a nominal charge if the publication qualifies as a newspaper."

Classified ads, individually small but economically potent, will occupy a million tons of newsprint in 1963 according to Newsprint Facts.

**Cutting On Brand Names**

House Commerce Committee June 26 approved Bill H.R. 3669, the so-called "Quality Stabilization" Bill, which would enable manufacturers to peg the retail price of advertised products. The Committee approved the Bill on a voice vote after accepting a "States' Rights" amendment designed to lessen objections to the legislation. The amendment sponsored by Rep. Hemphill (S.C.) would allow each of the 50 states to enact a state law repealing the nation-wide program within its borders.

Affirmative action by a state legislature would be required to gain acceptance, even though a state may have previously adopted a policy of opposition to retail price maintenance. Rep. Harris (Ark.), chairman of the Committee, and sponsor of the Bill, said he did not know whether the House Rules Committee would clear the measure for House action.

**3,775,824 Autos Sold**

Total sales by U.S. car dealers rose to 3,775,824 in the first six months of 1963 as compared with the same period a year earlier, reports The Wall Street Journal. This is a gain of 10 percent over the 3,446,590 sold in the 1962 first half. This year's total trails the record sales for U.S. made cars in the first half, 3,853,000, set in 1955, the industry's record sales year. The New York Times reports that the auto industry has already produced more cars in the 1963 model year than it did in all of the 1962 model run and is taking aim at the all-time record set in 1955.—Retail Memo.

Some 5½ million American homes now have some form of air-conditioning—an increase of ¼ of a million during the past year. To sell this growing market, manufacturers invested nearly \$2 million in newspaper advertising in 1962.



IN KENTUCKY

**BEER IS A NATURAL**

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

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



UNITED STATES BREWERS ASSOCIATION, INC.  
KENTUCKY DIVISION

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# Law Enforcement And The Press Have An Essential Relationship

(Editor's note: This article by J. Edgar Hoover, Federal Bureau of Investigation, was written as an editorial in the FBI Bulletin and intended as a tribute during National Newspaper Week—but it is a tribute that is good 52 weeks of the year.)

Law enforcement and the press, in their separate pursuits, have an essential relationship in helping to preserve our nation's priceless heritage. Both professions perform a sustaining and vital service. Their contacts with the public, although implied, are based on trust and dependence.

Freedom of the press is one of the indispensable adjuncts of a democracy. Our forefathers felt so strongly on this point as to enact constitutional safeguards stating, "Congress shall make no law . . . abridging the freedom of speech, or of the press . . ." The American people, not the newspaper editors and publishers, are the real beneficiaries of this honored principle.

The free flow of legitimate information, unshackled by censorship, is a basic right not always fully appreciated by the public. Without it our society, as we know it, could not long survive.

Misinformation and suppression of news are deadly enemies of a free people. In our world today these dangers are exploited by those who would destroy our way of life. Accordingly, the newspaper's role in keeping the public informed becomes increasingly significant.

Integrity in journalism, as in law enforcement, cannot be a matter of percentages. It must be complete and impregnable. As guardians of American liberty, the press and the police are charged with a sacred trust. Operations which closely affect the lives of millions of people must be exemplary and above reproach.

In addition to its innate responsibilities, the press is morally obligated to promote the furtherance of justice and the perpetuation of law and order. Indeed, much of the progress our profession has made in raising its standards to professional status is directly attributable to the support of editors and publishers who recognize the need for effective law enforcement. In occasion, to be sure, the penetrating eyes of the press have spotted evidence of abuse of authority and corruption within enforcement ranks. However, fair and objective reporting of such matters has proved to be beneficial to both law enforcement and society.

Actually, most public service campaigns conducted by newspapers aid the enforcement of law. Such worthy causes as traffic safety, slum clearance, drives against obscenity, and promotion of youth programs are a few examples. This is in addition to the gratifying results achieved by the press, and other news media, in locating fugitives from justice. For instance, since the inception of the FBI's "ten most wanted fugitives" program, more than one-third of the 157 criminals apprehended were located as result of publicity.

It is only fitting, therefore, that we of law enforcement joint in special tribute to the Fourth Estate. As America's first line of defense, law enforcement is fully aware of the contributions to the welfare of our country made by conscientious editors and newsmen. We have come to depend on their competent cooperation.

In discharging its responsibilities, law enforcement could not wish for a greater ally.

## Retailers Are Optimistic On Future 1963 Sales

Retailers are optimistic about the second half of 1963 and expect sales to run an average 5 percent ahead of the corresponding period last year, indicates the National Retail Merchants Association's survey of 195 retailers, representing over 2,000 store units. J. Gordon Dakins, executive vice-president and treasurer of the Association said four out of five retailers surveyed predicted higher volume in the next six months, and 68 percent expect an average increase in profits of 10 percent. More than half of the respondents expect consumer spending to be higher during the second half of the year as compared with the same 1962 period, while only 5 percent expect it to be lower, the survey showed. Indicative of the retailing's renewed confidence in the economic outlook was the fact that "uncertainty about economic conditions" which ranked as the third most serious problem only last spring, has dropped to ninth place. Although sales were expected to rise, inventories should remain relatively unchanged, retailers reported. Only 27 percent predicted higher inventories in the second half, about half the retailers said inventories will be unchanged and 24 percent down. The survey pointed out that most retailers were emphasizing fashion to stimulate sales.

## CALENDAR OF EVENTS

### SEPTEMBER

28—Fall Executive Committee meeting, Phoenix Hotel, Lexington.

### OCTOBER

24-26—National Editorial Association Fall Meeting and Trade Show, Claridge Hotel, Memphis, Tennessee.

### JANUARY

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

## A Tribute To You

The American weekly newspaper is an institution which is as old as the nation. And it has shown the toughest kind of staying power. For instance, a recent census made by the Ohio News Bureau shows that the state's weeklies exceed the dailies in circulation by a margin of 2,158,237, to 2,102,204. And weeklies, it also found, are read in the majority of Ohio homes.

The weekly—in an era in which all the media are competing almost desperately for circulation and advertising—has proven its durability beyond any question. There's very good reason why this should be the case. The weekly paper, is the community historian—an immortal record of births and deaths, marriages and divorces, business successes and failures, the growth and progress of the town and the county, the changing attitudes of mind that come with passing generations.

Beyond that, the good weekly is a mold-er of opinion. Through its editorial columns it provides not only facts but controversial opinion. It stirs debate and curiosity. In a phrase, it makes people think. And this, perhaps, is its greatest contribution to the nation it has served so well, long and faithfully.—Industrial News Review.

## Home Building Shows Gain

Home building continued to rise in May with a 3 percent gain over the same period last year, reports Building Supply News. The May total was also up 13 percent from the revised April estimate of this year. The usual April to May increase has been 11 percent or under in the past. Total private construction spending in May was \$3.9 billion. Private non-farm spending hit \$2.4 billion.



**Public Notice Criteria**

By FRED S. SIEBERT  
Dean, College of Communications  
Arts, Michigan State University

Most of the states of the United States have established criteria for the publication of legal notices and legal advertising.

One of the most common of these criteria is that the legal notice must appear in a newspaper "published" in the community or political subdivision which supplies the original notice. Some states go further and require that the notice be both "printed" and "published" in the community, and more rare is the sole requirement that the notice be "printed" in the locality.

The use of these terms, "printed" and "published" in various combinations raises the legal question as to where is a newspaper "printed" and where is it "published"?

The courts of the various states are fairly well agreed as to the meaning of these two terms. "Printed" means where the press work is done. Even though some of the newspaper may be set in type in a different community, the town where the major part of the presswork is done is the town where the newspaper is printed.

"Published" is a more complicated term, but in general a newspaper is "published" where it is first put into circulation. The place where a newspaper is entered as second-class mail is frequently considered the place of publication. A newspaper plant which produces five different weeklies for five different communities may print in one place, but the weeklies may be published in five different places if each of the newspapers is first put into circulation in each of these five communities.

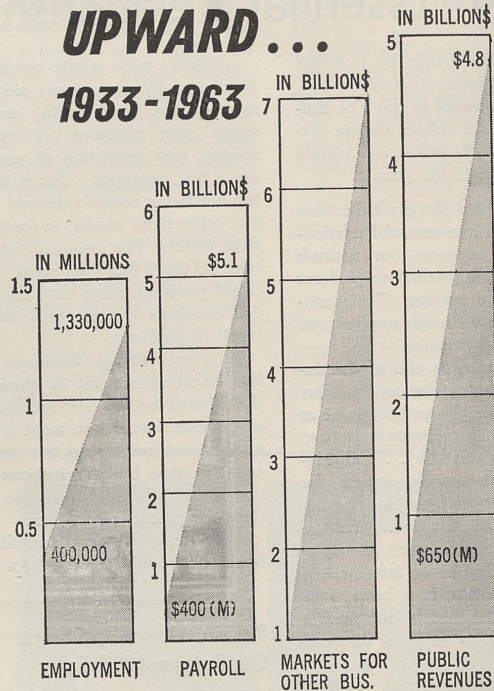
A number of states have been revising their legal requirements by eliminating the phrase "printed and published" and substituting the single word "published."

The designation is a masthead that the newspaper is printed and published in a given community is not considered by the courts as proof that the news paper is actually printed and published in that community.—*The Michigan Publisher*

Corporate and some excise taxes are continued for another year from July 1 under Bill H.R. 6755, signed by Pres. Kennedy June 29. Extended under the new law are present 52% corporate income tax rates and present excise taxes on alcoholic beverages, cigarettes, passenger automobiles, automobile parts and accessories, general (local) telephone service, and the 5% tax on transportation of persons by air.

**CONSISTENTLY  
UPWARD . . .**

**1933-1963**



In its relatively short 30-year history, the alcoholic beverage industry has moved consistently upward.

Today, the alcoholic beverage industry represents an investment of almost 10 billion dollars — making it one of America's major industries. It is essentially an industry of small businessmen and women, and all-told — from coast to coast — it provides the livelihood for one out of every 60 employed Americans.

This is an industry of growth and stability — one of the dependable supports for the American Economy.

Licensed Beverage Industries, Inc.  
155 East 44th Street, New York 17, N. Y.



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







**Georgia City Outlaws Trading Stamps By Ordinance**

Donaldsonville (Ga.) has outlawed the use of trading stamps, ordering merchants to discontinue giving them by July 1 or lose their license. Mayor Arden Parker said the stamp-banning ordinance was pass-

*(Continued From Page Two)*

floor polisher won't cost you much, if anything . . . BUNK!

So many of these schemes, here and elsewhere, have folded that we hope a widening area of public suspicion of them is developing. If you're approached about this one, and somehow it sound different from the rest, call us before you sign a thing.

Nearly every product sold the "referral" way can be bought at an established store in your community. Referral sellers can't compete with these stores without making you believe you're going to get your product for nothing, or virtually nothing. Think about this: Why would anybody be selling anything if all buyers were going to get it for nothing? Get the point?

*(Continued From Page One)*

strict legitimate and acceptable advertising by licensees.

The "Freedom to Advertise" bill does convey to each occupational licensing agency the power to suspend a license when a licensee is convicted of untrue, deceptive or misleading advertising.

Since the "Freedom to Advertise" bill was drawn the Oregon State Board of Dental Examiners has adopted extensive regulations further regulating the advertising of licensees. Dental advertising is already quite limited by statute but the board wants to increase the limitations. On December 10, two dentists who advertise, filed a petition for a declaratory judgment against the Dental Board in Multnomah County Circuit Court.

What will be the outcome of these cases? Will the "Freedom to Advertise" bill be enacted? These are questions we cannot answer now. We do believe, however, that newspapers and broadcasters will be performing a tremendous public service if nothing more is accomplished than making consumers and advertisers aware that there is a constant "chipping away" going on at another of their freedoms.

After all, isn't it the obligation of every editor to inform his readers about the facts of life? Cannot you and the voice of your newspaper help slow down the "chain saw" speed with which some are "chipping away" at basic freedoms?

ed after several merchants, including some giving stamps, asked the city to do something about the stamp business. Merchants said competition forced them to issue stamps. The mayor said the response from housewives indicated about half favored the ordinance while the other half opposed it. Many merchants favor the ordinance but a few of them have indicated they would keep on giving stamps to their customers until a court order stopped the practice.

Buy with confidence from your hometown merchant who services what he sells. Read his ads in your hometown newspaper.

**This FREE TRIAL Offer—**



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

Write for 60-day FREE TRIAL

PORTE PUBLISHING COMPANY  
952 E. 21st So., Salt Lake City 6, Utah



**STAMPS CONHAIM**  
A COMPLETE NEWSPAPER ADVERTISING SERVICE  
For Daily and Weekly Newspapers  
101 FIFTH AVENUE, NEW YORK 3

Representative  
**Chas. H. Lovette**  
1919 Sundown Lane, Ft. Wayne, Ind.

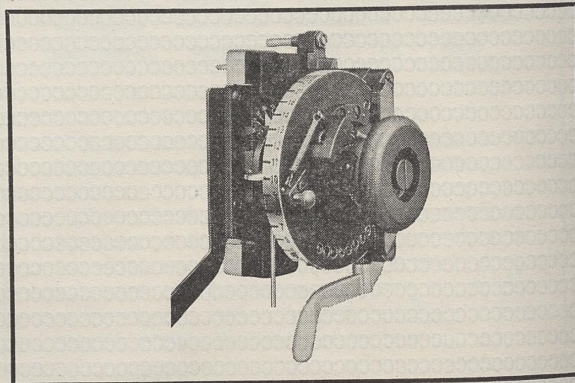
**COMMUNITY PRESS SERVICE**

- SERVING AMERICA'S WEEKLY NEWSPAPERS
- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

**CIRCULATION NEED A BOOST?**  
Over 3,500 Newspapers Recommend the "LINER PLAN"

**Liner Circulation Service**  
Time-proven Integrity and Reliability  
221 N. LaSalle St., Chicago 1, Illinois  
— Since 1906 —



**Quick-Opening Knife Block**

One motion! That's all there is to handling overhanging slug work with the Quick-Opening Knife Block. A flip of the special lever opens the right-hand knife almost instantly to clear the first or overhanging slug in advertising composition. Rugged, simple construction enables this Knife Block to speed up advertising and food store composition without limiting the point size of the slug or interfering with normal Linotype operation. More information? Write us—or discuss it with your Linotype Production Engineer.

**Mergenthaler** LINOTYPE

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



\*\*\*\*\*  
 For America's newest  
 turnpike, Oklahoma chooses concrete—  
 86.3 miles of it  
 \*\*\*\*\*

The Southwestern Oklahoma Turnpike will be a four-lane artery from Oklahoma City to the state line near Wichita Falls, Texas. Specifications call for a 41,000-lb. axle load design with slip-form paving of 9-in. concrete on a 4-in. soil-cement subbase. (Shoulders will also be soil-cement.) Use of slip-form concrete paving will permit the opening of the turnpike to traffic March 1, 1964, ninety days ahead of schedule.

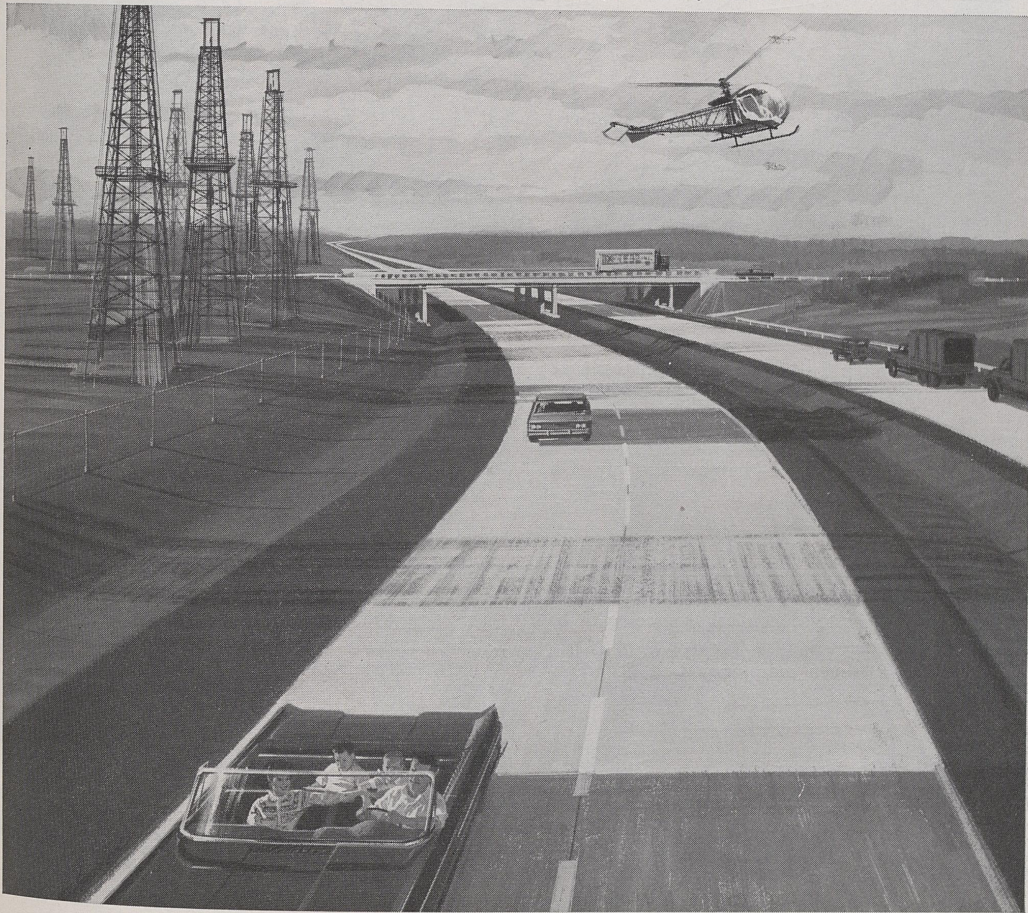
Designs for both asphalt and concrete pavements were evaluated by the consulting engineers and the Oklahoma Turnpike Authority

engineers based on the National Road Test results. Concrete was specified because of first-cost savings, and also for the low maintenance cost it could provide.

In road tests and on highway systems throughout the country, the dollar-saving performance of concrete has been confirmed repeatedly. Because concrete is a true structural material, it can be designed to fit any traffic load—with a life expectancy of fifty years with low upkeep cost. These are reasons why concrete is chosen with increasing frequency for interstate and other important highways.

\*\*\*\*\*  
 Portland Cement Association  
 805 Commonwealth Bldg., Louisville 2, Ky.  
 A national organization to improve and  
 extend the uses of concrete

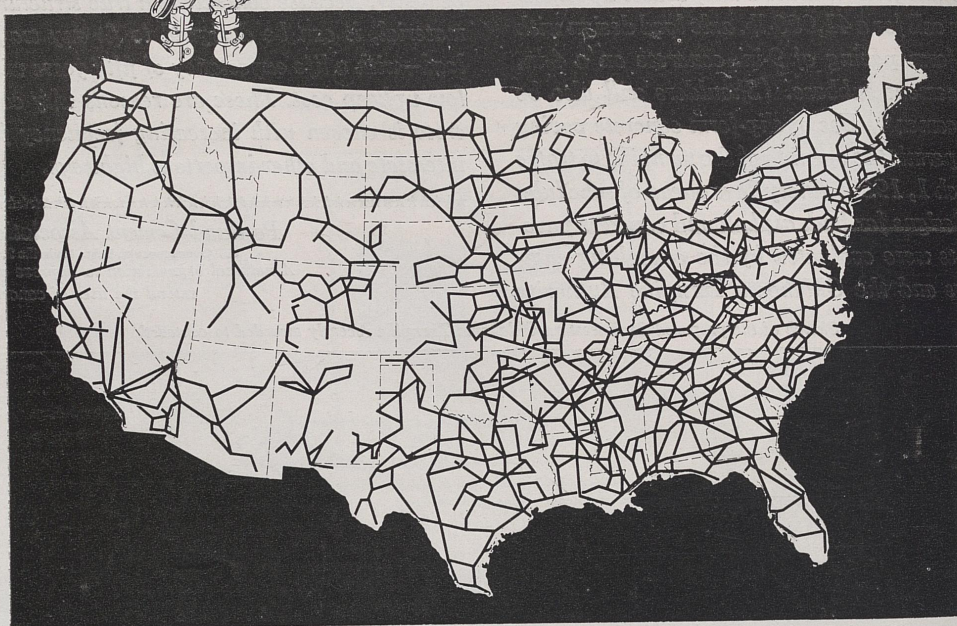
Sketch of the proposed Southwestern Oklahoma Turnpike recently awarded to contract







## NETWORKS OF ELECTRIC POWER




This is the kind of neighborliness that pays off for customers of investor-owned electric companies. It means that in times of emergencies—and they do happen to everyone—the power supply of a huge transmission network can quickly be sent where it's needed.

Service is equally dependable because alternate sources and routes of power are available. Costs stay down because the most economical source can be chosen.

But even more important, it graph-

ically demonstrates that there is no need for federal spending for duplicating transmission lines. For not only does the U. S. already *have* a nationwide transmission net, but has plans to enlarge this network through a multi-billion dollar expansion during the next 10 years. Wherever and whenever it's needed the power will be *there*.

And in Kentucky our statewide transmission grid assures industry that there's always plenty of power for new plants and for expansion.


**Electric Power**  
**Industrial Development**  
**Community Development**

**KENTUCKY UTILITIES COMPANY**

An Investor Owned Electric Company

**K**

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