

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
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Kentucky Showcase: Old State Capitol, Frankfort.

The Kentucky Press

Volume 31, Number 2

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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
University of Kentucky

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Second Class Rates Go Up On January 1

The third of three annual increases in second-class postal rates will become effective Jan. 1, 1965. Increases are authorized by Public Law 87-793, signed in October 1962. (Table of new second-class rates appears below.)

Zone rates for second-class mail will increase as follows: Editorial portion will increase from 2.7c per pound to 2.8c per pound on Jan. 1, 1965. Advertising portion will be increased by about 10% in all zones except 7 and 8, which will remain at 12c and 14c respectively. Present minimum per copy rate of eight-tenths of a cent outside county will increase to 1c on Jan. 1, 1965. However, when the number of copies mailed for delivery outside the county is less than 5,000, the minimum per copy charge of 1/2c applies. Minimum per copy within county remains at one-eighth cent.

NEW SECOND-CLASS POSTAL RATES Rates in Cents Per Pound or Fraction Thereof And Effective Dates

Publication	Present Rate	Jan. 1, 1965
Outside County of		
Non-advertising portion:	2.7	2.8
Advertising portion:		
Zones 1 and 2	3.8	4.2
Zone 3	4.8	5.2
Zone 4	6.8	7.2
Zone 5	8.8	9.2
Zone 6	10.8	11.2
Zone 7	12.0	12.0
Zone 8	14.0	14.0
Minimum per copy	0.8*	1.0*

* When number of copies mailed for delivery outside the county is less than 5,000, the minimum per copy is 1/2 cent.

* * * *

NEA Has Largest Membership In History

Reporting on NEA membership to the Fall Council meeting at Chicago, November 19, the committee chairman stated that NEA now claims the highest membership in its history. This total will be increased materially when the states of Indiana and South Carolina, now in the progress of "firming up" the decision of becoming affiliate states, like Kentucky, take final convention action.

At the close of the past ten months of the calendar year, 5,141 daily and weekly newspapers are paid-up active members of NEA with a few outstanding dues to be paid. This report shows an increase of 146 new members since 1963.

Sustaining and associate members now number 1,032, an increase of 66 new members of this category since the 1963 report, or a grand total of 6,173 loyal members.

NEA is gaining strength in membership, and officials look forward to the day that all 50 states will subscribe to the affiliation

plan which will give Ted Serrill the desired authority to state, when appearing before congressional committees, that NEA truly represents the community press of America.

Newspaper Collects 10c

District Judge R. L. Hert has dismissed a \$1 million libel suit against the Stillwater (Okla.) Publishing Company and ordered plaintiff Arlie Tomlinson to pay 10c damages, plus cost, to the defendant company, publishers of the Stillwater News-Press.

Suit was filed after the newspaper published an advertisement signed by Tomlinson, stating that over 50 business men in Stillwater and "many fine people at the college" were supporting a pending industrial bond issue. The News-Press was not in favor of the bond issue and a subsequent editorial questioned whether or not there was as much organized support for the bond issue as Tomlinson's advertisement had implied. Tomlinson claimed his reputation for "honesty, integrity and truthfulness" was damaged by the editorial. After the suit was instigated the publishing company filed a cross petition asking 10c in damages from Tomlinson, a Stillwater real estate agent.

The verdict came during a desposition when Judge Hert ruled Tomlinson's suit was malicious and without provocation. The judgement completely exonerates the News-Press in the matter. Attorneys fees in a case of this sort are fixed by law at \$100. Tomlinson's attorney said he would seek a new hearing and appeal the case to the state supreme court if necessary.

* * * *

Whose Business?

Periodically we ask that member newspapers send us articles and news items, such as staff changes, equipment, etc., for publication in this magazine. Usually two or three publishers do help us and that's it. Surely things do happen in the 170-odd state newspapers that would be interesting to all. We believe the Press is among the better trade papers in the nation; we could make it better with 100 percent cooperation.

Why not request a staff member to be your Press reporter? We are especially interested to new short-cuts, new methods that make your work lighter. Why not share this with other publishers? And, on the magazine subject, why not ask your suppliers to advertise in YOUR magazine? Or drop a note of appreciation to those who do? We believe that most publishers are not bashful—or are you? Remember—

Our Business Is Helping
YOUR BUSINESS!
Make It Your Business To Help Us
Help Your Business!

New Jersey Supreme Court Bans Pretrial Statements By Officials

The New Jersey Supreme Court ordered today a ban on potentially prejudicial statements by prosecutors, policemen and defense lawyers to news media before and during criminal trials, according to the New York Times.

The court singled out for censure prosecution or police statements about "alleged confessions or inculpatory admissions" by an accused person, assertion that a case was "open and shut," and references to a defendant's prior police record.

The court, in a decision delivered by Justice John J. Francis, said that it could enforce the ban on prosecutors and defense lawyers through its power of discipline under the canons of professional ethics. Improper statements by policemen, it said, should be dealt with by superior officers as conduct unbecoming a policeman.

The decision, however, left unclear whether any action could be taken against news media, either in New Jersey or outside the state, for making public any information that the court might consider prejudicial.

Under an old New Jersey law, reporters are not required to disclose the sources of their information. In the absence of such a law in New York, reporters have been cited for contempt of court for refusal to disclose a news source.

Newspapers themselves were not singled out by the court for criticism or censure. The court appeared to say that prejudicial or improper stories in criminal cases were more the responsibility of the source than of the news media.

In view of this, it seemed likely that if the police, prosecutors and defense lawyers observed the ban strictly, the sources for many crime stories now being published would be dried up.

The court's sweeping policy statement came in a case in which a murder defendant had charged that newspaper publicity had prejudiced the jury against him.

The state's highest tribunal upheld the first-degree murder conviction of Louis Van Dwyne, obtained in Passaic County Court last year. It said it could not find sufficient evidence that the newspaper articles had interfered with the trial, and it upheld a life term for Van Dwyne.

However, in adding a general stricture on the practice of "trial by newspaper," the court said: "Unfair and prejudicial newspaper stories and comment both before

and during trial of criminal cases are becoming more and more prevalent throughout the country."

The court's decision cited the case of Irvin V. Dowd, in which a conviction of murder and a death sentence were vacated "because of a pretrial flood of information and comment by newspapers, radio and television which the court concluded deprived the defendant of a fair trial before an impartial jury, even though each juror said he would be fair in reaching a decision on the evidence presented."

The court declared that the concurring opinion in that case by former Supreme Court Justice Felix Frankfurter "deserves repetition." Justice Frankfurter had suggested that frequently "inflammatory" pretrial newspaper stories were published "too often . . . with the prosecutor's collaboration."

"If true," the court said today, "such conduct is censurable and worthy of discipline."

Referring to a New York district attorney who had adopted an office rule prohibiting release of confessions to newspapers prior to trial (the reference was to District Attorney Frank S. Hogan) the court held that in its view the canons of professional ethics required "a broader and more stringent rule."

"We interpret these canons," the court said, "to ban statements to news media by prosecutors, assistant prosecutors and their lawyer staff members, as to alleged confessions or inculpatory admissions by the accused, or to the effect that the case is 'open and shut' against a defendant, and the like, or with reference to the defendant's prior criminal record, either of convictions or arrests."

Statements of that kind by detectives or policemen who are not members of the bar "are an improper interference with the due administration of criminal justice," the court held.

"The ban on statements by the prosecutor and his aides apply as well to defense counsel," the court continued. "The right of the state to a fair trial to settle the issue and comments before or during the trial which have the capacity to influence potential or actual jurors to the possible prejudice of the state are impermissible."

The tribunal emphasized however, that nothing in today's ruling "interferes with the operation of a free press."

"Trials of criminal indictments are public proceedings," it said. "Nothing is suggested herein which proscribes the reporting of the evidence as it is introduced before the jury by the state and the defendant during the course of the trial.

"An answer to problems such as are presented here must be achieved. Fair criminal prosecution and exercise of the guarantee of a free press are not incompatible with the constitutional right of a defendant to a fair trial by an impartial jury. Only the will to recognize and to subscribe responsibly to that fact has been lacking."

The case that prompted today's ruling involved the murder by Van Dwyne of his wife, a murder the decision today described as patently vicious and "horrendous." The defense lawyer pressed a motion for a mistrial because of "improper and prejudicial stories which appeared in local newspapers while the trial was being drawn."

He pointed out to the court on the morning of Oct. 8, 1963, that copies of the Oct. 7, Paterson Evening News had been found in the jurors' assembly room at the end of the previous day's session. In describing Van Dwyne's capture, the newspaper story stated: "Police quoted him as saying, 'You've got me for murder. I don't desire to tell you anything.'"

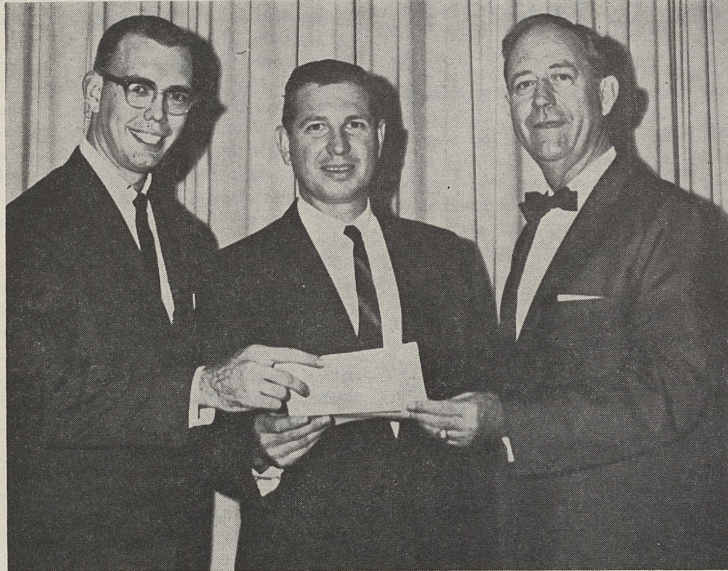
Employers Paid Average Fringe Benefits Of \$1,431

Employers paid an average of \$1431 in fringe benefits for each employee in 1963, according to a survey by the U.S. Chamber of Commerce. This was an increase of \$177 per worker since the previous survey in 1961. In 1947, the average was only \$424 per employee.

Two types of benefits are covered in the report: (1) payments for vacations, holidays, sick leave and rest periods which are part of payroll; and (2) employer payments for Social Security and unemployment compensation taxes, workmen's compensation, employee pension and insurance premiums and the like, which are outside of payroll. On an average, about two-fifths of fringe benefits are in the payroll.

While separate figures are not included for newspapers, the printing and publishing industry average is among the lowest in the manufacturing group at 20.8 percent of payroll, compared with an all-industry average of 25.6 percent and all-manufacturing figure of 24.2 percent. "Fringe Benefits-1963" is available at \$1 a copy from the U.S. Chamber, 1615 H St., N.W., Washington, D.C. 20006.

College Editors Meet At Morehead



Participants in the Friday night KIPA banquet were Roger Oixon, Morehead State College, KIPA President; Ben Reeves, Courier-Journal, speaker, and President Adron Doran, Morehead State College, toastmaster.

More than fifty collegiate editors, business managers and advisers gathered at Morehead State College late in October for the first meeting of the reactivated Kentucky Intercollegiate Press Association. Sprinkle this number liberally with professional newsmen and the total attendance becomes over sixty.

The entire two-day program was spent discussing the problems of the collegiate press. Beginning Friday afternoon with the 'Role and Responsibility of the College Press' a panel of college editors, professional newsmen and college administrators decided that the collegiate news problems were not much different from any other newspaper.

Such ideas as freedom of expression, editorial voice, factual reporting, complete coverage, keeping informed, and fair reporting were discussed. Serving the newspaper's community, in this case the college's campus, was the underlying theme. George Joplin, serving as moderator on the panel, said it was the duty of the college paper to present the general news of the students, faculty and college in a factual manner. However, he said, it is not always necessary for the paper to present the exact viewpoint of the college or to always agree with the administration.

Dean of Student Affairs, Chester Russell, Kentucky Southern, told the group that from an administrators standpoint, the collegiate newspaper should serve the institution by contributing to the morale of the student body, preserve the history of the school, and interpret to the students and the general public the objectives of the school.

Bill Grant, editor of UK's Kernel, said a student publication should not be a student newspaper but a 'campus newspaper.'

In presenting the public relation aspect of the college newspaper, Ray Hornback, public relations director at Morehead, said the student newspaper should be an arm of the institution to inform and interpret information to the public which it serves. He said the collegiate press should serve the same function to its community as the weekly or small daily does.

In addition to Joplin, Russell, Grant and Hornback, other members of the panel were Joy Graham, Eastern Kentucky State College and Ken Alexander, Georgetown College.

Other sessions during the remaining time were devoted to the routine preparations of news and newspapers. Topics discussed were format, news and features, sports,

business procedures, and coverage by the campus press.

Ben Reeves, managing editor, Courier-Journal, was the principal speaker at the Friday Night banquet. He told the group there were needs for young people to enter the journalistic profession. In giving the background, he said the number of newspapers was declining gradually, but there were more newspapers being printed each year and more people were being employed in the industry.

At the closing business session, Roger Dixon, Morehead State College, was re-elected president of KIPA. Other officers are Bob Adams, Western, vice president; Neil Lathem, Union College, second vice president; Joy Graham, Eastern, secretary; Ken Alexander, Georgetown, treasurer, and Perry J. Ashley, executive secretary. These officers are to hold office until the April meeting at the University of Kentucky.

Kentucky newspaper men taking part in the program were George Joplin, Somerset Commonwealth and KIPA president; Tommy Preston, Cynthiana Democrat; Archie Frye, Georgetown Graphic; Ben Reeves and Jim Hampton, Courier-Journal; Ed Moores, Lexington Herald-Leader; and W. Foster Adams, Morehead State College.

Colleges represented were Georgetown, Western Kentucky State, Berea, Union, Murray State, University of Kentucky, Morehead State, Eastern Kentucky State, Sue Bennett, Kentucky Southern, and Midway Junior.

Shows Community Profits

One weekly newspaper publisher in another state grew tired of continued assertions from merchants that his newspaper was the only firm that made money on ad promotions. So he decided to use his records to prove them wrong. First, he revealed his total annual payroll and the amount his company spent annually on goods and services in the town. These two combined to show total dollars the newspaper put into circulation each year. Then he showed his total retail advertising income, which was substantially less. He next explained that the newspaper brought additional dollars into the community from job printing, national and classified advertising, legal printing and a few other ways. This publisher said merchants were impressed that the newspaper had a value to them they had never thought of before. In addition to its value as a community builder and as an advertising media it operated for them at a profit, bringing more money to their town than they spent to help keep it going.

Television Blamed For Delinquency

A Senate Subcommittee to Investigate Juvenile Delinquency, Sen. Dod (Conn.) chairman, released Oct. 27 an interim report in which it said that "a relationship has been conclusively established between televised crime and violence and anti-social attitudes and behavior among juvenile viewers."

The report, entitled "Television and Juvenile Delinquency," was based on hearings and research conducted by the Subcommittee does not believe that television is either the sole or most significant cause of juvenile delinquency."

Basic findings of the report relating to television's influence on the young follow:

(a) Television programs which feature excessive violence tend to rein force overly-aggressive attitudes and drives in juvenile viewers where such attitudes and drives already exist.

(b) Filmed violence has been shown to stimulate aggressive actions among normal viewers as well as to children, but the effect is most pronounced on the latter. Experiments have shown that normal persons who see a violent film subsequently exhibit nearly twice as much violence as persons who have not seen such a film. When the experiments involved the infliction of pain on other human beings, men who had seen a violent film did not hesitate to inflict excessive pain on other men or even upon women and vice versa.

(d) The observation of violence and aggressive behavior on television is more likely to bring about hostile behavior in the young viewer than it is to "drain off" aggressive inclinations.

(e) Children are adversely affected by isolated scenes or sequences of violence and brutality and this adverse effect is not necessarily washed away or purged by a "moral" ending in which "good" triumphs over "evil".

(f) Continuous exposure of the young to programs containing violence, crime, and brutality tends to produce a cumulative effect which can build up aggressive tendencies and the viewers' acceptance of excessive violence as the "normal" way of life.

(g) Filmed violence can serve as the motivation for the release of hostility and aggressive behavior in some individuals already under stress for other reasons.

The study revealed that each day more than 25 million children 12 years and under look at television. On the average the report states, these children spend more time watching television than they do in either

school or church. The Subcommittee found that the percentage of prime time (7-11 p.m.) in the 1961-62 season devoted to programs featuring crime and violence ranged from 50 to 60%, in comparison to a percentage of 16 to 20% in 1954.

Sen. Dodd, commenting on the report, said "we are not introducing legislation at this time." However, he said, "if and when we recommend specific legislation, we will do so in full awareness of the fact that no government agency has the right to control the content of specific programs and that freedom of speech and press are basic constitutional guarantees which must not be violated."

Paste Up For Reference

This item may not be of tremendous value but in a recent issue of Linotype News this information appeared under the headline "Micrometer in the Composing Room":

It is rare for a person other than a Linotype machinist to handle a micrometer in the composing room, so it is quite easy for a compositor to forget to "mike" measurements. The following are the exact measurements of the standard material used from day to day, expressed in thousandths of an inch:

1-point01383
6-point083
12-point166
72-point996
Linotype—Intertype point014
Type high918
Standard leads, slugs, base759
11-point plates152
Leads, slugs, base for	
16-gauge plates853
16-gauge plates065
High leads, slugs, quads for	
foundry lock-up875
Iron and steel furniture680

Expenditure of \$1.25 and a very small amount of work was all that was involved in adding a foot switch to one newspaper's power saw to gain benefits worth many times more than the minor expense and labor involved. Now both hands of the operator are free for his work and there's also less chance of accident when he wants to turn the saw on or off. Of course, it's important to build a guard over the foot switch so that the saw will not be turned on accidentally during cleanup-up.

Oregon Pharmacy Ruling Declared Null And Void

An Oregon State Board of Pharmacy ruling which prohibits druggists from advertising prescription drugs to consumers was declared null and void by Circuit Court Judge Val Sloper, Salem, in a verbal ruling November 2.

Suit against the board was brought by the Oregon Newspaper Publishers Association and four newspapers—The Oregonian, Eugene Register-Guard, Salem Oregon Statesman, and Roseburg News-Review—challenging its promulgation issued August 11, 1961. Suit was started early in 1962 and the trial was held in June, 1964.

Plaintiffs attacked the ruling on the grounds that the Pharmacy Board exceeded its powers granted by the legislature and that the rule violated constitutional guarantees of due process, reasonableness and freedom of speech. At the trial, defendants argued that this kind of advertising creates a desire for drugs and causes confusion between doctor and patient.

"We have always taken the position that the public has the right to know prices of drugs and other items before they enter a store and that the stores should have the right to advertise those prices if they wish," said Carl C. Webb, manager of the Oregon Newspaper Publishers Association, in commenting on the judge's decision.

Judge Sloper upheld the "standing before the court" of the newspapers and that the board used correct procedure in adopting the promulgation.

While voiding the regulation under challenge, Judge Sloper ruled that the board, under its general grant of powers to regulate the practice of pharmacy, did have the power to regulate advertising but that the promulgation under attack bears no reasonable relation to public health and welfare.

Peterson Under Fire

Advertising Federation of America has declared war on Mrs. Esther Peterson, the President's Special Assistant for Consumer Affairs, charging she is "doing irreparable damage" to advertising. AFA's Chairman has disavowed the attack made by the AFA President and uttered kind words about Mrs. Peterson. Before the outbreak, Mrs. Peterson had accepted an invitation to speak at an AFA conference scheduled for November 7. She has now cancelled her appearance and accepted a later date to address the American Association of Advertising Agencies.

Use Of Word "FREE" Subject Of FTC Suit

Federal Trade Commission and U.S. Solicitor General have petitioned the U.S. Supreme Court to reinstate a Commission order banning a paint manufacturer's use of the word "free" in advertisements. Case is *FTC v. Mary Carter Paint Co.*

The FTC asks the Supreme Court to decide whether the Commission has authority to hold it a violation of section 5 of the FTC Act for a seller to regularly advertise that the purchaser of a single can of paint at a stated price will get another can free, when the stated price is the seller's regular price for two cans.

U.S. Fifth Circuit Court of Appeals, New Orleans, recently reversed an FTC decision that such ads violated the FTC Act. The Appeals Court stated that Mary Carter has for ten years followed a consistent policy of marketing its paint at a net cost to the consumer of half the amount he would pay for other paints of comparable quality. The Court also said that the FTC decision was inconsistent with a 1953 Commission decision which held the word "free" could be used only when there is a clear explanation of all conditions and no increase in price or reduction in quality or quantity of the product. The Court found that Mary Carter's ads explained its advertising practices.

In its petition to the Supreme Court, the FTC states that since the 1953 decision, the Commission has followed a "consistent course" on the use of the word "free." The petition asserts that "if the seller does not have an ordinary and usual price for a single unit, it is just as deceptive for him to raise an established regular price from \$1 to \$2 and then make the same claim. In each case he would be impliedly representing that the advertised price of the single unit was its regular price, whereas in fact it was not; that the buyer was getting something he would ordinarily have to pay for; and that the extra was in that sense free."

Postmasters have been asked to review their procedures for handling undeliverable copies of second class publications. There have been many complaints of duplicate notices on Form 3579, which is expensive both to publishers and the P.O. A single notice is all that is supposed to be sent, states NEA.

Weekly publications have been particularly affected, especially when there is a time lag of several weeks in making an address change. Publishers troubled with duplicate notices are urged to refer their local Postmaster to a notice published in the Postal Bulletin on October 29, 1964.

New Competition Announced

Four annual awards of \$1,000 each in a new competition for business, economic, and financial reporting were announced today by the Schools of Journalism, and Business and Public Administration at the University of Missouri.

The awards are one part of a new program in business journalism at the University that has been made possible under a grant from the Independent Natural Gas Association of America (I.N.G.A.A.).

Eligible material for the competition includes straight or spot financial news reporting, feature articles, editorials or columns that interpret facets of the American economic system, according to Michael Corcoran, director of the program. He said, "The objectives of this competition are to honor excellence in reporting and interpreting business, economic, and financial news; to encourage broader coverage of the American business scene among newspapers and periodicals; and to promote greater public understanding of the American economic system."

The awards will be given in four categories: 1) \$1,000 to a staff member of a weekly newspaper; 2) \$1,000 to a staff member of a daily newspaper with circulation under 150,000; 3) \$1,000 to a staff member of a daily newspaper with circulation over 150,000, or to a syndicated columnist or wire service staff member; or outside contributor, to a general circulation magazine.

The competition has been designated "The I.N.G.A.A. University of Missouri Business Journalism Awards Program." Winners will also receive a special trophy conceived by Gould and Associates, famous industrial designers.

The competition year for the first annual awards has been established as July 1, 1964, to June 30, 1965. All materials, in the several categories, published during this period are eligible. Entries must be postmarked no later than midnight, July 15, 1965. Entry blanks and rules of the competition may be obtained by writing Michael Corcoran at the School of Journalism, University of Missouri, Columbia.

NEW AD IDEAS: A Texas clothier rents new suits at \$10 a month—after six months wearer can buy for \$10 or turn back. A Pennsylvania launderer rents five freshly laundered white shirts a week for \$2.15. New—car keys cut on both edges so there's no "upside down" fumbling. And NOW the latest fad—COLORED EARS! Isn't advertising wonderful! We'll except the oft repeated gags on Tv. By no stretch of the imagination. . . .

Institute Will Study Governmental Processes

Board of Trustees of Brookings Institution voted Oct. 23 to approve a "broad study" on the subject of mass media coverage of governmental processes. Such a study would examine the problems of newspaper and television reporting of judicial proceedings.

The proposal that Brookings Institution make such a study was made last March by Dr. Frank Stanton, president of CBS. Brookings Institution, Washington, D.C., is a non-profit, non-partisan organization engaged in research and education in the social sciences.

Brookings officials say the study will be under the supervision of George A. Graham, director of the organization's governmental studies division. They also stated that the study will not start until the Institution receives financing and hires staff. The officials said they would not accept financial help from the broadcasting industry.

The trustees voted approval of the study after reviewing a report by J. Edward Gerald, journalism professor, University of Minnesota. He recommended that a study of mass media be undertaken.

Earlier this year, Robert D. Calkins, president of Brookings Institution, emphasized that the Institution would not propose or draw up a specific "code of fair practices," but that any study it conducted would be limited to an analytical background report on the mass media.

New Secrecy Restrictions

An obscure bill allowing Congressional committees to impose new secrecy restrictions was slipped through Congress just before adjournment, without hearing or a record vote. The bill is S.3162, introduced by Sen. James O. Eastland (D., Miss.), Chairman of the Senate Judiciary Committee and its Internal Security subcommittee.

At a noisy evening session the night before adjournment, the House passed the Eastland bill by unanimous consent. Official Republican objectors claimed they could not hear what was going on and protested vainly after passage. Rep. H. R. Gross (R., Iowa) said: "I think it destroys the right to know." The bill would allow committees to keep secret for six months the names of witnesses appearing in executive session.

Everybody is ignorant, only on different subjects.

Ohio Newspaper Faces Civil Anti-Trust Suit

The Justice Department has filed a civil antitrust suit against the Lima (Ohio) News and its owners, charging "a deliberate illegal effort" to drive the competing daily, the Lima Citizen, out of business. The Citizen was sold to the News and folded last January after a six and one-half year life. The suit asked the defendants be ordered to divest themselves of the Lima newspaper, that existing agreements against competition be voided, and that the defendants be forbidden to engage in similar conduct in the future.

The Lima News is 78 percent owned by Freedom Newspapers, Inc., the corporate name of the chain founded by Raymond C. Hoiles. The suit named eight other newspapers in the Freedom chain—in Bucyrus, Ohio; Colorado Springs, Colo.; Marysville and Santa Ana, Calif.; and MacAllen, Harlingen, Brownsville and Odessa, Texas.

Freedom is alleged to have lost \$6 million over a six-year period in fighting the Citizen. The complaint charges advertising and subscriptions were sold below cost to force the competition to sell out. The News paid the Citizen \$862,000 for an agreement not to compete against Hoiles newspapers in Lima or elsewhere for a five-year period.

The Federal Communications Commission has designated for hearing applications of Southern Newspapers, Inc., and Radio Hot Springs Co. for a new FM station in Hot Springs, Ark. Each applicant seeks the same channel so only one can be granted. Southern publishes both dailies in Hot Springs, the morning and Sunday Sentinel-Record and the evening New Era.

FCC's announcement of a consolidated hearing said "issues include determination as to whether a grant of Southern's application would create concentration of control of media of mass communication in Arkansas and in the northeastern portion of Texas, contrary to the public interest."

This will not be a square test of FCC's revived interest in preventing a monopoly newspaper from obtaining a radio outlet, because there is a competing applicant for a single station. Thus FCC can deny the newspaper's application but claim its decision is not based on monopoly factors.

Printers' Ink annual prediction prepared by Robert J. Coen, director of media for McCann-Erickson, estimates that advertising volume for 1965 may reach the \$14 billion mark. Actual prediction is \$13,920,000,000. Newspapers should have a 6% increase at both national and local levels.

1963 Printing Strikes Are Highest In History

Printing Industries of America, Inc. has called attention to the fact that in 1963 strikes in printing and publishing were the highest in history, and that the strike rate was higher than in all other manufacturing industries. A PIA chart shows that among 21 industry groups, printing and publishing led with 1.7 million man days lost due to strikes.

According to U.S. Department of Labor figures, printing and publishing ranked 17th

in time lost in 1961. In the following year, man days lost multiplied more than sevenfold and the industry ranked 5th. In 1963, the time lost multiplied two and one-half times and printing became the most strike-ridden industry of all.

PIA reported that last year a strike began somewhere in the printing field every fourth day, two-thirds of them in shops where there is a recognized union. Only one strike in three is for recognition in an open or non-union shop. Figures do not include slowdowns, refusal to work overtime, nor strikes lasting less than one full day.

Our shopping list for 30 million homes now takes us to 41 states

When The Sperry and Hutchinson Company goes shopping for merchandise to offer shoppers who save S&H Green Stamps, it looks for top quality and for good value. It simply makes good business sense to offer products that people will want for themselves and for their homes.

At the same time, it is no accident that S&H buys rocking chairs from Tennessee, or luggage from Colorado, or lamps from five different states. The company follows a long-established policy of buying its merchandise, as much as possible, in every state where it does business. In fact, S&H "went shopping" in 41 different states, buying large quantities of some 1,700 products from more than 600 manufacturers to fill its

1964 Ideabook. S&H expects to expand its shopping list to even more states and products because:

✓ Sales volume for the first six months of 1964 was higher than any other six months in the company's history—a solid indicator that 1964 is S&H's best year ever, with a bigger '65 to come.

✓ At the same time, the company's redemptions have risen, too. People are getting more merchandise this year with S&H Green Stamps than in any year in the past.

✓ More families are saving S&H Green Stamps. Right now over 30 million homes save S&H. An increasing population and a wider family of S&H merchants will make this figure grow even larger.

An American Way of Thrift Since 1896



Canadian Producer Cuts Newsprint Prices

A surprise price cut by major Canadian producer has raised the possibility of the first general reduction in newsprint prices in 30 years. A \$10-per-ton cut took effect November 18 for customers of MacMillan, Bloedel & Powell River, Ltd., most of them on the West Coast, states NEA.

The Vancouver firm, the third largest in Canada and the fourth largest in North America, said the reduction was made "to forestall a long-term erosion of this traditionally important market." The "erosion," it was explained, results from competition with newspapers from electronic media, plus rising newspaper production costs. The company said the cut should help publishers maintain their competitive position, and this in turn would help guarantee the welfare of the British Columbia newsprint industry.

The base price of newsprint is \$135 per ton, reduced by \$1 to coast ports. Thus the new Powell River price is \$124. There has been no change in basic prices of the industry since 1957, when a \$3.50 per ton increase became general.

The rest of the industry was caught by surprise. An executive of another Canadian mill reacted to the news by gasping: "Are you kidding?" Initial comment by other industry leaders was to the effect that they saw no justification for the move but would study the situation.

The history of newsprint price movements, either up or down, has been that one or more bellwether companies announces a change, with others following suit. Hence the speculation that the Powell River action may become general. There is excess capacity now in the industry. North American mills operated at an 84 percent rate last year. In 1957, the last time prices were lifted, the operating rate was 94 percent. Producers prefer to operate at about 90 percent of theoretical capacity.

There have been some hints of weakness in newsprint prices in the recent past. In 1962, the mills began making deliveries to publishers' plants without imposing a delivery charge. This had the effect of reducing the cost to many papers by about \$2.50 per ton, even though the base price remained unchanged.

Earlier this year, St. Croix Paper Co. instituted a price incentive plan, tailoring prices according to amounts contracted for, competition within the market, and distance from the mill. This plan resulted in savings of up to \$5 a ton for some publishers. But St. Croix is a small producer—with annual capacity of only 150,000 tons—and its

Russell Springs Plant Gets Re-Modeling Job

As part of Russell Springs Times Journal's recent re-modeling job was the installation of a revolutionary, new oil heating system. Described as Jet Heet, the system employs forces hot air which comes out hotter than with conventional systems. The heater also burns all residue, thus eliminating skims that sometimes settle after oil has been burned.

"The beauty of this system for news-

move was not imitated by the giants. Powell River, on the other hand, is a major producer, with annual capacity of 917,000 tons—almost 10 percent of North American capacity.

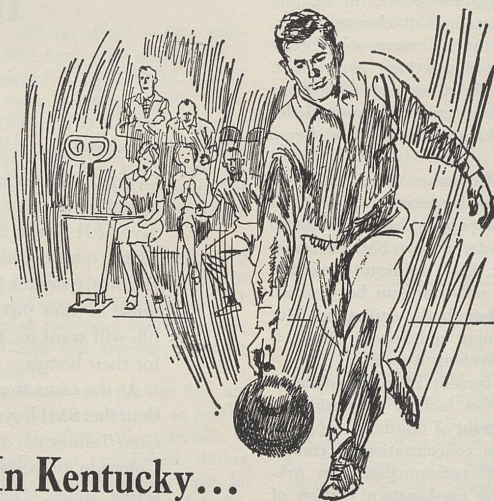
Prices of paper company stocks declined sharply on Canadian and New York exchanges at news of the price break but later recovered some of the losses.

papers," said Publisher Andy Orfleet, "is that the heat can be piped anywhere in a room." Light flexible, insulated ducts are used for piping purposes, and the heat therefore can be directed toward any machine.

Other modernization that has been in progress here during the past few weeks includes: complete re-wiring of the building; a new suspended ceiling that makes the height of rooms two feet less than formerly. They are now ten feet; Paneling in all offices, and throughout the back shop; and insulation of walls and ceiling.

The publisher, who is also owner of the adjoining post office building, said that it would be completely re-modeled. The post office is scheduled to move to the new Federal building when it is completed.

Our smaller circulation newspapers can be thankful that their problem is indeed simple.



In Kentucky... after bowling, beer is a natural

After you've bowled a game or two, or when you're winding up the evening at the neighborhood bowling center, it's good to relax with friends and compare scores. What better way to add to the sport and the sociableness than with a refreshing glass of beer? However you take your fun—skiing, skating, or at your ease in the game room—beer always makes a welcome addition to the party.

Your familiar glass of beer is also a pleasurable reminder that we live in a land of personal freedom—and that our right to enjoy beer and ale, if we so desire, is just one, but an important one, of those personal freedoms.

In Kentucky... beer goes with fun, with relaxation

UNITED STATES BREWERS ASSOCIATION, INC.

P. O. Box 22187, Louisville, Kentucky 40222



KPA Offset Clinic Attracts 21 Registrants

Shop talk occupied twenty-one publishers and platemakers gathered in Lexington for a one-day clinic on the problems of negatives and platemaking for offset newspapers. The morning was devoted to the problems of good negatives while the afternoon was consumed with the platemaking process.

The clinic staff, representing Graphic Arts division of Eastman Kodak Company and the Graphic Arts division of Harris Intertype were Paul Warner, Michael Heims, and William Kelley.

Persons attending the clinic were James Nolan, Ford Hoskins, and John Nolan, Manchester Enterprise; Bob May, Kentucky Kernel; Charles Whitaker and Bruce Polly, Crotona Press; Bill Waught, Danville Advocate-Messenger; Ro Gardner and Thomas Standridge, Hickman Courier; George Shullenberger, Moss Vance, and James Curtis, Versailles Sun; Ronnie Stewart, Greenville Leader-News; Gilbert Emberton, Glasgow Times; Warren Fisher, Carlisle Mercury; Russ Metz and Ronald Young, Owingsville News-Outlook; John Sutterfield, Jimmy Jones, and Larry Brockman, Georgetown Times-News; and Archie Frye, Georgetown Graphic.

NEA Joins In Brief

NEA has joined three magazines associations in filing a brief with the Post Office Department in protest against a hearing examiner's decision that a second class mail permit be issued to the publisher of "Headline-Focus Wall Maps." The wall map is printed on a single sheet and published 16 times a year.

NEA's interest in the matter is to preserve the sanctity of second class. It contends that a wall map "is neither a newspaper nor a periodical publication within the purview of the second-class statute." The P.O. agreed originally but the hearing examiner reversed the ruling on appeal.

The brief points out that the statute allows second class entry only to publications formed of "printed sheets." The contention is that "this language obviously intended an assemblage of printed sheets, not handbills or maps for posting on walls." Joining NEA on the brief were Magazine Publishers Assn., Associated Business Publications, and National Business Publications. The latter two trade paper groups will merge next January.

◆

The greatest of faults is to be conscious of none.



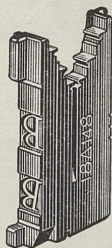
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The Photo-Lathe electronic engraver makes halftones in 12 screens—from 70 to 160 lines. Makes *line* engravings, too.

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Graphic Electronics, Inc.,
LaSalle, Illinois



A Genuine Linotype Matrix

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IS THE PRODUCT OF 58 MANUFACTURING OPERATIONS

MUST PASS 33 RIGID INSPECTIONS

IS PRODUCED BY THE MILLIONS,
IN THOUSANDS OF TYPE FACES

HAS BEEN MADE FOR OVER 77 YEARS
BY MERGENTHALER LINOTYPE COMPANY

Mergenthaler 

A revision of the form on Statement of Ownership Management and Circulation is under consideration by the P.O. Dept., at the request of ANPA and ICMA. The revised form is intended to make the language more consistent with rules of the Audit Bureau of Circulations, and make separate computations unnecessary.

CALENDAR OF EVENTS

(Mark your calendar)

JANUARY

21-23—94th KPA-KPS Mid-winter Meeting, Stouffer Inn, Louisville

13-Feb. 9—NEA study mission to nine South American countries

MARCH


25-27—NEA Government Workshop, Washington, D. C.

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Ralph G. Maurer Named Georgetown General Manager

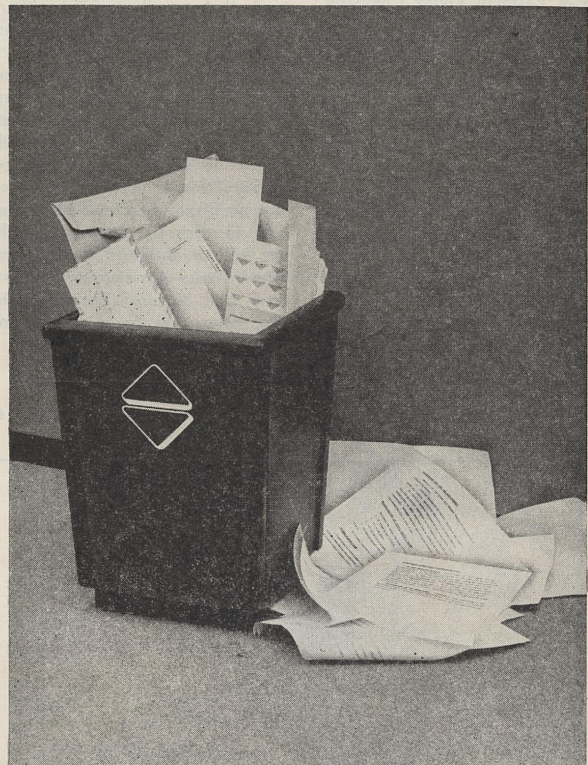
Ralph G. Maurer, staff member of a Frankfort public relations firm, has been named editor and general manager of the Georgetown News and Georgetown Times as announced by Publisher John Sutterfield.

Maurer, native of Boone County, is a former newsman and school teacher and

later was publicity specialist for the state Departments of Welfare and Mental Health. He is a graduate of Eastern State College, and a World War II veteran, holding the purple heart and bronze star.

Married, with two children, Toni 16, and Terry, 11, the family will move to Georgetown later this month.

There is a gold mine between your ears.



This is your wastebasket at Texas Gas

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

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THE HARD WAY

CONTRACTS FOR EACH NEWSPAPER	SPACE ORDERS FOR EACH NEWSPAPER	TEARSHEETS AND BILL FROM EACH NEWSPAPER	CHECKS TO EACH NEWSPAPER
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THE K.P.S. WAY

ONE CONTRACT	ONE ORDER	ONE BILL	ONE CHECK
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this is how K.P.S. helps the publisher

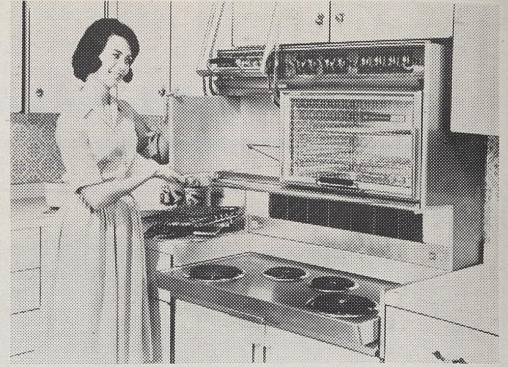
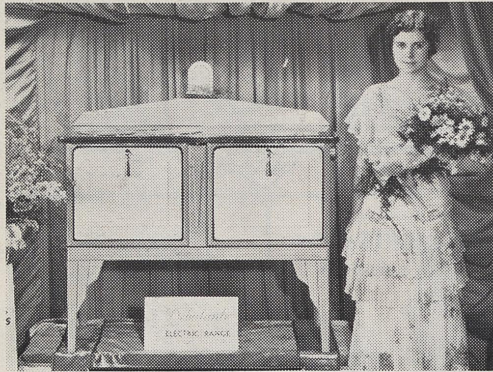


THE HARD WAY

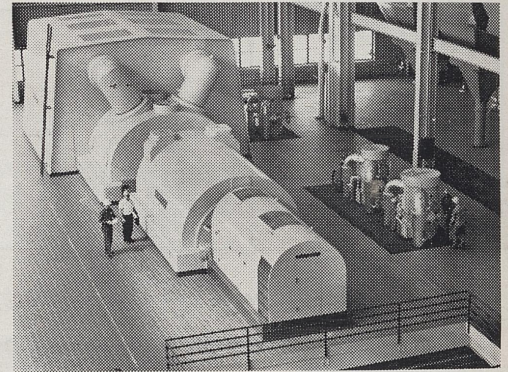
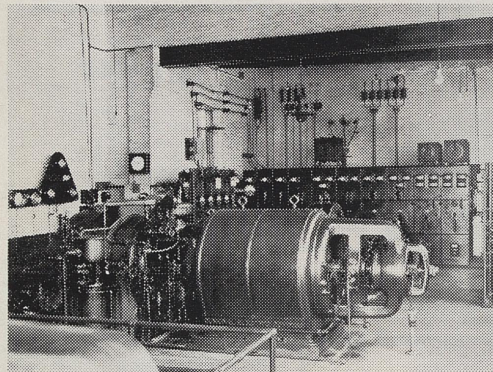
CONTRACTS OF VARIOUS SIZES AND DESCRIPTIONS	NON-UNIFORM INSERTION ORDERS	EVERY ONE CHECKS TEARSHEETS FOR BILLING	MANY CHECKS TO ENTER AND CREDIT
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THE K.P.S. WAY

ONE CONTRACT	UNIFORM INSERTION ORDERS	FOUR COPIES OF NEWSPAPER TO K.P.S.	ONE CHECK FROM K.P.S. TO NEWSPAPER K.P.S.
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Appliances Have Changed



. . . . And So Have Power Needs

Kentucky's economic and industrial growth has created ever increasing demands for abundant, dependable electric power.


Back when electricity was used primarily for home lighting and appliances, the tiny generators in KU's Maysville power plant (lower left) produced only 3,000 kilowatts—but still enough to supply all the city's power needs. Maysville's demand for power is now nearly 10,000 kilowatts.

Today, one unit in our E. W. Brown plant (lower

right) generates 165,000 kilowatts (55 times that of the old Maysville plant) and it is only one of 16 units in the KU system.

In 1956, kilowatt hour sales in KU's service area topped the 600 million mark; by 1964 kilowatt hour sales neared two *billion*, and this year KU customers will use more than *three billion* kilowatt hours.

KU keeps pace with the changing times by planning ahead and building ahead for the power needs of a growing, prosperous Kentucky.


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