Established 1914 Co-Publishe KING WILLIAMS - GLENN W. PFEIL REID L. BUNDY - Managing Editor

SUNDAY, OCTOBER 13, 1963

Newspaper-People Affinity

EDITOR'S NOTE: National Newspaper Week starts today with the slogan "Newspapers Make A Big Difference in People's Lives." The following editorial was written by Roscoe Drummond, one of America's most respected journalists.

More Americans are reading more thoroughly than ever before.

There must be a reason.

Despite the decline in the total number of newspapers, total newspaper circulation in the United States today is at an all-time high.

There must be a reason.

The reason must have something to do with newspapers-and people.

There is a special affinity between them, between newspapers and people. People must feel a great identity of interest with their newspapers. One of the reasons may well be that the printed word requires more of its readers than any other media. Readers get more out of newspapers because they put more of themselves-more of their own thinking-into their newspapers.

I do not speak disparagingly of other news media; quite the opposite. I think that radio and television reporting is a tremendous boon to our democracy.

Radio and television reporting greatly expands the surface of public knowledge.

In my judgment most newspapers greatly expand the depth of public knowledge.

The fullest, the most dramatic, the most conclusive evidence that newspapers are really crucial to the lives of most Americans-and, indeed, to their very way of life-is what happened in New York, Minneapolis and Cleveland when newspapers strikes left these cities newspaper-less for months.

Something very meaningful, something taken for granted when it was present but greatly prized when, abruptly, it was absent, went out of the lives of millions of people in these communities when there were no newspapers.

I believe the reason is that while the printed word can be supplemented by other media, it cannot be replaced as the most satisfying source of information and insight in this very anxious world the most reliable, the most accessible, the most meaty and

During the long strikes the newspaper was grievously nissed—and nothing was able to take its place.

That is what I mean when I say there is a special affinity between newspapers-between the printed word and people.

Nothing could take their place and it is our duty to make newspapers continuously better so that nothing can take their place.

Help the Police

Too many are prone to blame the police department particularly during a wave of crime. Yet one of the great poblems of law enforcement is found in the common failure of citizens and organizations to fully support and cooperate with the authorities.

The policemen cannot possibly be everywhere a crime is committed and often a little assist from a conscientious citizen will go far toward making the career of the lawbreaker-whether he be a sneak thief or hit and run driver -a little less easy.

In exchange for such cooperation, the citizen deserves every protection from the police department.

Remember, an indifferent public is the criminal's best friend. An alert and angry public, eager to assist the hard-pressed police and other law enforcement agencies, can be the criminal's most effective enemy.

Another Hunting Season

Another hunting season is upon the land. Millions of Americans will take to the woods this fall in quest of every form of game from cottontail rabbits to Canadian moose. All will go with high hopes of success and of returning proudly home with filled bags.

But, the American Medical Association tells us at least 200 of these hunters will not return under their own power. They'll be brought back dead-the victims of hunting accidents involving guns.

The rules of gun safety are fairly voluminous-but they're also simple, founded on the hard rock of down-toearth common sense. Here are some of the basics:

Know what you're firing at before you pull the trigger -which means be certain that rustle in the brush was made by a deer, and not another hunter.

Never climb through or over a fence without first unloading the gun.

Never shoot at a flat, hard surface-ricochets can wound and kill.

Never look down the barrel of a gun to see if it's loaded. And keep the safety on until you're ready to shoot.

Keep guns and ammunition away from children. Be absolutely sure guns carried into camp or home are unloaded. Keep them cased until your hunting area

is reached. Remember that alcohol and guns can be a lethal mixture.

In sum, treat a gun with the respect it deserves. Work on the principle that it's always loaded and ready to fire, even though you know it isn't. Then all the armies of hunters-yourself included-will come home under their own power.

Guess Who We Saw--





ROYCE BRIER

Conant Proposal Bound To Stir Controversy

Dr. James B. Conant, former president of Harvard University and a foremost critic of American education,

has come up with a stunner.

In a book published last month, "The Education of American Teachers," he proposes sweeping changes in

We don't know whether to

drive to Mexico (via El Paso) as we have been told it is dangerous . . ."

I don't think so. The danger in Mexico is they always seem to raise the hotel bathroom up one step. Hit this uncountered step.

accustomed step up (or down)

in the dark and your shins

Mexican doors are engi-neered so that the handle pinches your thumb if you

don't watch it. Driving at

night is not so good. They don't mark obstacles. Such as gravel in the middle of the

I think this is great country to drive in. The long desert road down from El Paso is clear, full of wild sage smell and easy to drive. Accomodations enroute are ade-

* * *

ico is expensive. How is the exchange on the peso?"

The peso is 12.50 to the U.S. \$1. But it's what it buys

that counts — not the number of pesos you get for the dol-lar. The de luxe hotels in

Mexico City can run \$20 a day. But there are plenty of good hotels at \$6 to \$8.

Hotels in the country usual-

ly run about \$5 Restaurant dinners in Mexico City go about \$5 de luxe or \$2.50 at

moderate spots. About \$1 to \$2 in the country.

that are colorful outside Mexico City." North of Mexico

ico City." North of Mexico City on your way down: Morelia is a very fine colonial town on Highway 15. (There are two highways to the city from the branch point at Guadalajara.) If you take the other highway, San Miguel Allende is a pleasant place.

"What about parcel post

from Mexico? I might want to send back heavier presents and some of my clothing." This is the world's worst. Don't send anything you can't

afford to lose. My experience

is that only one of two packages get home — I send home used research books some-

Anything of bulk has to clear the border through a

Customs broker. This costs

about \$15 per package for his fee. Why this system is im-

. . some smaller towns

We have heard that Mex-

road by a repair crew.

take a beating.

Around the World With

DELAPLANE

education and certification of earlier high school critique.

He calls existing certifica-ion procedures "bankrupt," He calls existing certifica-tion procedures "bankrupt," and says it has produced hordes of teachers poorly equipped technically and

posed on tourist packages

from Mexico, I don't know. But it is, It's frustrating and expensive and I just quit try-

☆ ☆ ☆

"Is it true you have to bargain for things you buy?"
Yes. Unless you're buying in something like the Sears department store. If it's a tourist shop, everything is marked up at least 15 per

cent more just to pay off the guide. So if you don't come in with a guide, they can afford

to knock that much off any-

"Will our cars run on Mex-ican gasoline?" They run OK on Gasolmex

and Super, both high octane. But if you get on some of the others, you can wreck the en-

* * *

scholastically to handle much

The prevailing practice in most of the States, Dr. Conant says, permits teachers certified in one subject to teach practically everything else. As a result, he avers, a third of all seventh and eighth grade the subject,

* * *

Dr. Conant calls this a "na-tional scandal," and brands the current training and li-censing process a "frighten-ing establishment."

While the book deals with While the book deals with many details of training and college staffing, Dr. Conant's main advocacy is what may be called delayed-action certification. Under this, any candidate holding a bachelor's degree may teach, provided he gives evidence of successful performance as a student. is capable in one grade field.

But this teacher would be

"We hope to arrive about the Christmas season, Will there be special festivities?"

Mexican Christmas goes on for about two weeks. Lots of special fiestas in country towns. Question is how to find out about it. PEMEX, the Mexican gasoline company, puts out a list of fiestas each month in a monthly magazine. But they don't seem to print (or deliver it) until the maga is a month old and the fiestas are over.

Mexican Tourist Offices aven't been much help. I guess I'd try them though — they may have some listings. And, in Mexico City, go to PEMEX offices on Avenida Juarez and get an up-to-date copy of their magazine.

"Any other information you can give us we'd appreciate Write Dan Sanborn Travel Service, McAllen, Texas. They send you an excellent kit of information on Mexican travel. It's free — they hope you'll buy car insurance from the m. The AAA booklet "Motoring in Mexico" is free to members. From my office, you can get a sheet of short you can get a sheet of short excerpts of things I've written excerpts of things I've written on travel in Mexico. Send 10 cents and a self-addressed, stamped envelope. And — if you can find it in bookstores — Robert de Roos and I wrote a book called "Dela-plane in Mexico." Personal ex-periences on those sunny roads.

of the subject matter in grade school curricula.

mathematics teachers in the United States have had less than two college courses in

ful performance as a student teacher, and has a special college document saying he

on probation for four years, and in this time submit to further education in teaching practice by competent bodies of supervisors, presumably veteran teachers. "Junior teachers: who pass the test then get permanent certifi-cates, and a new status in tenure and sharply increased salaries. Such teachers would be eligible to teach public grade school in the United States.

Manifestly the proposal is highly controversial, It would require in effect a new rank of master teachers whom Dr. of master teachers whom Dr. Conant calls "clinical professors of education." It also presumes dividing probationary teachers into "outstanding" and "average" (not to mention fail es), a concept hitherto unofficial, but natural to a teacher's rating of pupils.

of pupils. Some of Dr. Conant's rec-ommendations would require legislation in the several States, and radical shifts in school board and college faculty practice. But he is prepared to defend his thesis be fore education authorities and early next year will speak on it before professional aud-

You may be certain there will be a teacher turnout. While some of the book may be challenged in detail, its over-all theme deserves hearing and extensive

More than 141 million Americans — 76 per cent of the civilian population — had some form of health insur-ance at the end of last year, according to the Health In-surance Council. This was a new high. So was the total of benefits paid, which came to nearly \$6.2 billion.

9,000 'Hometown' Papers' **Are Community Leaders**

rimental to their town's well-

being.
And they reflect public

opinion. They expose the "other side" of issues at hand. A newspaper's printed word gives permanency to current

events, preserving them for future reference.

Because of their dedication,

newspapers earn a respected influence in grassroots gov-ernment and leadership in

eral levels.

By J. KAY ALDOUS American Newspaper Representatives, Inc.

Newspapers have long been regarded as sovereign influences in their communities, even to the extent that a town without a newspaper

withers on the vine.

This is true in thousands of small, "hometown" cities throughout the country supported in numerous ways by weekly and small daily

More than 9,000 such newspapers throughout the nation cater to their own "Home-town America," comprising some 99 million citizens, over half the country's population.

By definition, "Hometown America" is the vast network of rural, urban and suburban U.S. communities of 25,000 population or less. These citizens have an annual income well over \$157 billion, or 47 per cent of the total national income, and they account for more than 40 per cent of the country's retail sales.

Hometown newspapers

country's retail sales.

Hometown newspapers carrying editorial and product messages in their columns, influence much of this retail spending. They are important catalysts in moving a substantial share of the gross national product to keep America prosperous.

So vital to everyday living are Hometown newspapers that they have become a part of the family. Virtually every household in "Hometown America" subscribes to and thoroughly digests their con

To preserve this loyal readership the weekly and small daily newspaper must offer more than capsule-form treatment of current news. They concentrate deeply on the strictly local events with a probing, personal coverage impossible for other media to

A small newspaper must be completely involved in every phase of community affairs, its staff active in all civic en-

Hometown newspapers are staunch protectors of com-

Quote

"A tactful way to accept an insult is to ignore it. If you can't ignore it, top it. If you can't top it, laugh it off. If you can't laugh it off, it's probably deserved." — Fred W. Grown, Edgewater (N.J.) Bergen Citizen.

"Prosperity is something you feel, fold, and send to Washington." — E. M. Remsburg, Vista (Calif.) Press.

"A man is judged by the company he keeps—a woman by the company she has just left." — Ernst L. Henes, Wellington (O.) Enterprise.

"Setting too fast a pace can be harmful — after all, a tornado is just a gust of wind in a hurry. —Lee Call, Afton (Wyo.) Star Valley Independent.

"Some women prefer to marry a man with a strong will — made out to them." — S. E. Mekeel, Ovid (N. Y.) Gazette and Independent.

"I rather think most Americans are conservatives, and that they oppose the she-nanigans of the intellectual dreamers." — John Maverick, Cherryvale (Kans.) Republi-* * *

Teenage boys are amaz ing. The same ones who are too tired to walk two blocks to school fight for the chance to run 100 yards on a football Grove City (O.) Record.

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munity, who thrive on news of a "little" club meeting, a neighborhood wedding, the munity rights; aggressive sponsors of civic progress. Their editorials frankly reactivities of town merchants. flect the role of the newspaper as a community guardian. They aggressively en-dorse issues in the best in-terest of the citizens and com-bat those which would be det-

Here, and only here, are they certain to find all the news about their friends, neighbors, and themlesves.

In the past eight years alone, total circulation for

Hometown newspapers has in-

creased 40.5 per cent! Population shifts from metropolitan to suburban areas account for much of this in-crease. Industry is moving into rural areas today where farming formerly provided the only income of the com-

All the phenominal growth of Hometown newspapers during the past decade is evi-

during the past decade is evidence of the vitality of to-day's community press and its universal acceptance.

The very presence of week-ly and small daily Hometown newspapers makes a big dif-ference in people's lives. It would cause a much bigger. community affairs. They are responsible for much legisla-tion at local, state and fed-But always, they recognize the events of less far-reach-ing significance. Events that cannot be otherwise placed effectively before the public eye. This is important to dwellers of the small comwould cause a much bigger difference—a severely nega-tive one—if they ever cease to exist.

Our Man Hoppe-

Senators Solving All

That's a great television show our Senators have got going: Cosa Nostra! Starring square-jawed Joe (The Mobster) Valachi. Dramatic, suspenseful, revealing! Only I'm a little worried whether the Senators can keep up the pace. They're running out of crimes for Mr. Valachi to

You know the way television eats up good material. And I can't help thinking the way this series is going to sound along about the 18th week.

Q - WELL, FINE, Mr. Valachi, that takes care of every major unsolved crime in the Western Hemisphere in the last 42 years. Now, what've we got left? Oh, how about the pilfering of the poor box in Pomona Paradise Church of \$3.42 on May 13, 1922?

A - You got me cold, Senator. I done it. Me and Bugeyes Bianci. I drove the getaway car.

Q - Fine, fine, Mr. Valachi. You are to be commended for your owning up manfully to your horrible deeds and helping the forces of law and order. Now, what

A - Oh, I pulled that job, too, Senator. It was me

Q - Just a minute, Mr. Valachi. Please wait until I have named the crime before you confess to it. We must proceed in an orderly manner.

A — I was just trying to co-operate, Sir.

Q - Yes and I must say you are a most co-operative witness. I trust the two reporters who are still left at the press table will note my remarks. If all witnesses before Congressional committees were as co-operative as you, this Nation would have nothing to fear. As somebody once said, "The truth will set you free." Was it Abraham Lincoln?

A - I done it. You got me dead to rights.

Q — Done . . Did what? A — The Abe Lincoln job. It was me and John Wilkes (Will the Weasle) Booth. I cased it, but he was trigger man. He give me the kiss of death. Oh, I am doomed!

Q - Just a minute, Mr. Valachi. I don't see that one on the list here. Jumping Judas, you're confessing every-

- Yeah and I done that one, too. It was me and Judas (The Stoolie) Iscariot, one of the Galilee Mob. He was finger man and I . . . Q - I think that's enough of this line of questioning.

Perhaps we should turn to something else. Before the last reporter leaves. Oh, yes. Are you now or have you ever been a Communist?

A - I decline to answer that on the grounds it may tend to incriminate or degrade me.

WELL, it's a sepsational show. So far. And Mr. Valachi makes a fine hero, I'm sure. For it's always heart-warming to see a hoodlum or a Communist or whatever abandon his evil ways and come over to the side of us respectable,

Naturally, he wishes to inform on all his old pals. It's the respectable, law-abiding thing to do. After all, he turned informer for the benefit of us respectable, lawabiding citizens everywhere. And we should pay tribute to his new-found sense of decency and justice. The rat fink.

Morning Report:

A lot of Republicans are worried. But they're not so much worried about losing to Kennedy as they are trying to win with Goldwater.

The Republicans know that the Arizona Senator is popular. But if he gets the nomination they are not quite sure where that will leave the rest of the party.

For one thing, all the old GOP orators will have to

rewrite their speeches. They won't be able to quote Lincoln, Teddy Roosevelt and other Republican standbys for fc of being out of step. Because Senator Goldwater never says "me too" to any politician more recent than John C. Calhoun.

Abe Mellinkoff