Schoolmen Back Open Meetings

Fishler Acquires Peters' Interest In Commercial

Bennett H. Fishler, publisher of the Ridgewood (N. J.) Herald-News and other papers, is now president of the Penobscot Publishing Co. and associate publisher of the Bangor Evening and Sunday Commercial.

Mr. Fishler’s acquisition of Russell H. Peters’ interest in the Commercial was announced in Sunday editions of the Ellsworth American.

James D. Ewing, former co-publisher, became publisher of the Commercial, continuing as vice-president and treasurer of the publishing firm.

Appointment of Kenneth F. Zwicker as managing editor was also announced. City editor of the Commercial for nearly two years, he had formerly been with the Ellsworth American.

Mr. Fishler, who is chairman of the American Weekly Newspaper Publishers Council, is a director of the Elizabeth (N. J.) Daily Journal. His daughter is Mrs. Ashley S. Campbell, wife of the dean of the College of Technology at the University of Maine.

Mr. Peters, a Cornell graduate and a Rhodes scholar, became co-publisher of the Commercial in 1946, after World War II service in the Navy. He had been managing editor of the Seattle Post Intelligencer from 1937 to 1943. Before going to Seattle, he was managing editor of the Omaha (Neb.) Bee-News.

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ERNEST W. CHARD, news editor of the Portland Press Herald and Evening Express, is attending the current American Press Institute seminar at Columbia University.

National Group For Cooperation With Newsmen

The school boards of Augusta and Bangor, by opening their meetings to the press, have fallen in line with a national educational trend.

Last month the American Association of School Administrators (a division of the National Education Association) put itself on record in favor of open board meetings.

A booklet entitled “The Superintendent, the Board, and the Press” was issued by AASA in the interest of cooperation between schoolmen and newspapermen.

Kenneth E. Oberholtzer, AASA president, observes in a foreword that “good school-press relationships seldom exist in a situation in which schools try to use the press or seek to have news reported only from schoolmen’s viewpoints.”

The booklet advises: “The most sensible thing to do about unfavorable news is to make certain that the reporter or the newspaper office gets the facts fast and gets them straight.”

And, showing that schoolmen can be news-minded, the 24-page tract emphasizes:

“Personality clashes in a board meeting make bigger news for the local community newspaper than a fight on the floor of the United States Senate.”

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MOOSEHEAD GAZETTE’S February distribution (only winter edition of the paper) exceeded 12,000.

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IDA JEAN KAIN, “Your Figure” columnist, will be a Maine Farm and Home Week speaker on April 1.
Promotional Tip?

Good newspaper promotional ideas have been at a premium for a generation or two. Debates, spelling bees, boxing matches, field meets, and other competitions have been spectacularly successful in many places.

Some of those activities, however, are beyond the reach of many community papers. They cost too much, require too much expert supervision, or, perhaps, the particular stunt has already been preempted by somebody else.

Very well, how about this one?

Why can’t many a local paper encourage, to its own advantage, the pursuit of photography as a hobby for high school pupils?

The thought came to us while we were looking at the pictures from the 1951 National High School Photographic Awards contest. Any high school pupil is eligible to enter this national contest, sponsored by the National Scholastic Press Association.

The local angle:

There’s nothing to prevent an editor’s setting up his own photo contest for high school pupils of his community. That would lead to an exhibit under the paper’s sponsorship, of course.

Pictures of special merit naturally would be entered later in the national contest. Having a national winner would be a very nice promotional dividend.

But the certain, immediate return would be in good will and local copy—pictures and stories for the paper.

Long-range, but real, would be the community’s increased interest in pictures and the greater availability of good picture-takers.

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Page One Weather: 1952

BY BILL MATSON

The big snowstorm of Monday, Feb. 18, raised havoc with the state’s daily papers.

Portland, hardest hit of Maine cities, was paralyzed. For the first time in its history, the Evening Express was forced to suspend publication.

Elsewhere in the state, editors and circulation managers were faced with new problems in getting the news and distributing it to readers.

Crews Are Short-Handed

Most papers reported short-handed crews in all departments, with “double-up” much in evidence.

In Portland, the storm caught the Press Herald with 22,000 copies of the state edition lying on the mailing room floor, never to be delivered.

In Waterville, the Morning Sentinel managed to come out after an all-night session that began before the storm hit. Only two towns were missed in the circulation area.

In Bangor, the Commercial went to press just a few minutes late, but blocked roads made circulation virtually impossible outside the immediate Bangor area.

The Bangor Daily News came out on schedule, although many copies of the paper didn’t reach some of the readers until a day later.

Crucial Delivery Problem

Other papers reported similar difficulties. The crucial problem of the hour was circulation. Even though papers managed to come out with reduced staffs, roads were impassable.

Numerous “incidents” were reported by the papers.

In Portland, Dwight Sargent, chief editorial writer for the Press Herald, went to the office on skis from his suburban home, five miles outside the city. He wrote a lead editorial entitled, “Thoughts While Skiing to Work.”

An “iron man” stint was turned in by I. E. (Ace) Trueworthy, city editor of the Bath Daily Times. He was the only member of the five-man editorial staff to appear for work. With four printers, he put out a standard six-page paper—on time.

Bangor Commercial staffer Charles Perry didn’t let the snow interfere with his picture-taking. Cruising around Bangor, he shot 11 pictures, nine of which made the paper.

One Bangor Daily News truck driver found himself in serious trouble when his truck bogged down in snow while he was making deliveries near Dow Field. In no time at all, his truck was almost completely buried. With no wreckers available, he had to sit it out.

The Waterville Morning Sentinel’s city editor, Clay LaVerdiere, and photographer Bill Tobey stayed on top of the storm story all day and into the evening, covering the town on foot through the drifts.

Managing editor Bob Drake of the Sentinel skied from his snowbound home in East Vassalboro to the main highway, then caught a ride into town on one of the few cars that managed to get through.

Staffers Billeted In Hotels

Both the Bangor Daily News and the Portland Press Herald billeted some staff members in near-by hotels to make sure of their availability.

Quentin A. Whittier, assistant general manager of the Lewiston Daily Sun and Evening Journal, was on duty almost constantly from 2 a.m. Monday, when summoned because of circulation problems, until 4 p.m. Tuesday.

The Guy Gannett newspapers published a special 12-page pictorial review of the big storm. It contained 102 photographs.

A prompt sell-out of the first printing of the special section (white glossy paper in newspaper format) was reported, with dealers turning in additional orders.

Many weekdays featured weather art, and all had abundant local angles for their news columns.

In all communities, newspaperboys won high praise for courage and initiative in covering their routes.

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Editor of this issue of the Maine Journalist is William L. Matson of Portland, a senior journalism major.
University Exhibit To Feature Prize High School Photos

Pictures that won the 1951 National High School Photographic Awards will be on display at the University of Maine March 24 to 28.

The exhibit, in the Louis Oakes Room of the Library, is being arranged by Prof. Vincent A. Hartgen of the Art Department. Seventy-five prints will be shown.

The contest, conducted annually by the National Scholastic Press Association, is sponsored in this state by the University of Maine Department of Journalism.

The 1952 contest is now open. It will close May 1. Competition is in four classes: (1) babies and children, (2) young people and adults, (3) scenes, and (4) animal life.

Prizes totaling $4,000 are given by the Eastman Kodak Company.

Detailed information concerning the contest may be obtained from the Department of Journalism, 2 Fernald Hall, University of Maine.

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MAINE CAMPUS has promoted Dave Getchell to city editor.

In Memoriam


A native of Warren, Ohio, Towne became a clergyman but later was associated with a number of newspapers. He once was editor of Judge, a humorous magazine.

One of his claims to fame was his origination of the complicated mathematical problem, “How old is Ann?”

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Frank W. Wardwell, 79, dean of Portland printers and former editor and publisher of several sportsmen’s publications, died in Portland on Feb. 21. He retired five years ago as a printer.

Among the magazines he edited were Northern Plaindealer, Maine Outing, Maine Scenic, and Field, Forest, and Shore.

Jim Wheeler Writes From His Bunker On Hill In Korea

Sgt. James R. Wheeler, 1950 Maine graduate who was called into the service from the Worcester (Mass.) Evening Gazette, writes from “my bunker on Hill 381” in Korea.

“I am now sitting looking north, watching our 4.2 mortars and 105 mm. artillery blast the Chinese positions,” Wheeler reports. “And occasionally a Chink 76 mm. self-propelled gun tosses a few our way….

“We had an 8-inch howitzer pull in behind us to attempt to destroy some of the enemy bunkers which gave us the most trouble. It’s a big boom, and much noise and dirt flies, but tell Woody (Wheeler’s classmate, Woody Bigelow, who is in an 8-inch howitzer battery) that our small 57 mm. rifle gets on target better….

“If any of the old gang ever drops around—Booby Slesser, Snowman, Larry, Marilyn—give them my best and my address.”

The address is:
Sgt. James R. Wheeler, US

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RECENT VISITORS at the Journalist’s office: Bob Lord, formerly of the Skowhegan Independent-Reporter, on leave from the Air Force; Bill Robertson, Worcester (Mass.) Evening Gazette; Fred McDonald, chief of Somerset County Bureau, Bangor Daily News.

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READERS ARE INVITED to send news items for the next issue of the Journalist to Miss Frances Dion, Room 2, Fernald Hall, University of Maine, Orono, Me.

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BOB WINSHIP, 1950 Maine graduate, is a Clinton (Mass.) correspondent for the Worcester (Mass.) Telegram and Evening Gazette.

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BUCKSPORT FREE PRESS and two clubs were joint sponsors of Bucksport’s widely publicized Bachelors’ Ball.
Navy Gears Policy To Truth-Telling In Press Relations

The Navy has sent a public relations news letter to all commanding, executive, and staff officers stating that "the Navy belongs to the public."

The letter urges officers to give whenever possible "frank, honest answers to questions from newspapers and wire services."

In the communication, the Navy lays down the rule that telling the truth is the best policy "even when the truth hurts."

JOHN M. O'CONNELL, JR., managing editor of the Bangor Daily News, is a member of the Maine state committee to select Root-Tilden scholars for the New York University School of Law. Each scholarship is valued at $6,300 for a three-year period.

QUENTIN WHITTIER, assistant general manager of the Lewiston Sun-Journal, has been named state education chairman by the International Circulation Managers Association in a new campaign in behalf of the newspaperboy's place in American free enterprise.

BROOKS HAMILTON, city editor of the Daily Kennebec Journal, is chairman of the Augusta Blood Bank Committee of the American Red Cross.

FORT FAIRFIELD REVIEW has completed a 15-chapter series on "The First Sixty Years of Aroostook County" by Clarence A. Day, extension editor, University of Maine.

THEODORE GRIDLEY, a 1949 Maine graduate, is teaching the journalism courses at Westbrook Junior College.

JOHN H. GANNETT is assistant business manager of the Daily Kennebec Journal.

HARRY C. ALDRICH, JR., son of the editor of the Lubec Herald, is on the staff of the Bangor Commercial.

Our Department Of Biography

A former night city editor of the Camden (N. J.) Courier-Post is "as happy as a pig in clover" in his present job of editor and publisher of the Bucksport Free Press.

Philip W. Buxton, for 30 years a metropolitan newspaperman, gave in to his urge to live in Maine all year around.

Buxton is the son of Henry Buxton, former Maine newspaper feature writer and author of "Assignment Down East." He was born in Springfield, Mass., and attended public schools there. In 1922, he was graduated from Pennsylvania Military College, Chester, Pa.

As a youth, Buxton summered in Stonington, Me. He organized Phil Buxton's Collegians, a six-piece dance band which he conducted from his perch at the piano.

His first newspaper job was with the Chester (Pa.) Times, a daily. He went next to the Worcester (Mass.) Evening Gazette, and from there to the Philadelphia Public Ledger.

After the passing of the Ledger, Buxton went to the Camden papers, for which he covered the famous Lindbergh case. He later became assistant city editor, then night city editor.

Of his new job (he bought the Free Press last August), Buxton said, "It makes me feel old to start over again. It doesn't seem possible, but I guess I've had 30 years experience, all on dailies."

He has already learned about some of the problems of a weekly editor. When one of the delivery boys failed to show up, Buxton calmly picked up the bundle of papers and went out peddling them.

WAYNE JORDAN, University of Maine professor of journalism, will report in Washington March 31 for two weeks of duty at Headquarters, U. S. Marine Corps. He is a major in the USMCR.

A NEW EDITION of Thomas F. Barnhart's "Weekly Newspaper Management" is scheduled for April by Appleton-Century-Crofts.

Press And Radio Women To Meet In Augusta April 12

Maine women writers for press and radio will meet at 1 p.m. on Saturday, April 12, at the Augusta House for luncheon and an organizational session.

General chairman of the meeting will be Miss Charlotte Michaud, Lewiston, who is also chairman of the Lewiston-Auburn press and radio women.

Miss Ruth Henderson of the Daily Kennebec Journal, Augusta, is chairman of the local committee in charge of arrangements.

The Lewiston-Auburn women have been organized for three years and are sponsoring the session.

Plans for a state organization were made at Poland Spring last June when the Lewiston-Auburn group entertained several New England Women's Press Association representatives.

ROLAND MANN, former editor of thepp Maine Campus, will return from India in April. He has been studying at Mysore University under a Fulbright grant.

DOUG KNEELAND, journalism student, is working part-time in the Bangor Daily News sports department.

A SOUND FILM in color to interpret the community role of newspapers is being prepared by the Pennsylvania Newspaper Publishers Association.

GERALD WHITE, publisher, reports that the Eastport Sentinel is preparing to move into new quarters.

PAUL K. NIVEN of the Brunswick Record has been elected a director of Central Maine Power Company.

A FASHION SHOW was presented by Guy Gannett Publishing Co. in Portland's State Theater on March 19.

HELEN JOHNSON, University of Maine junior, is a part-time employee of the Bangor Commercial.