

The Kentucky Press

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

Page

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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The Kentucky Press

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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 Postage Claimed Little Prestige

Among the many changes that have affected newspapers is the weakening of the law governing issuance of second-class postal permits. The following interesting article on this situation was published in a recent issue of The Washington Newspaper, monthly magazine of the Washington Newspaper Publishers Association.

"We received the other day a small booklet from a state women's organization. Purpose of the booklet was to instruct publicity chairmen how to go about getting their material into print.

"One recommendation was to . . . 'apply for a second class permit, as this will greatly cut down your mailing costs.'

"This is pretty good advice. After all, why mail your bulletins for 4 cents a copy third-class, if you can send them for 1/8 cent a copy second-class?"

"It makes little difference if you are sending out copy to Campfire Girls of the next marshmallow social, or publishing minutes of the last Concatenated Order of Yahoos meeting. It cuts no ice if you print letterpress, offset, typewriter, or with linoleum blocks. If you can claim, with a straight face that you have a paid-up subscription list and if you can fill out an application blank, you will probably get a permit. Anyone who complains is a dog in the manger who wants to keep the government subsidy to himself.

"Over the years some fairly solid thought went into setting up criteria which would admit general-news publications to the second-class category. These criteria didn't happen by accident. They could only have been developed by interaction between Congressmen, POD officials and representatives of news organizations—all who presumably understood the original purpose of the postal law to separate general news from special news publications. Over a period of time these criteria in the POD regulations gained acceptance in many quarters as the basis definition of a newspaper. We have it here in a Washington state statute, defining the legal newspaper." (Kentucky has a similar-law). "Some newspapermen still carry around the idea that it's tough to get that second-class permit."

"Well, it isn't any more. Ever since POD regulations were changed to admit 'religious, educational, scientific, philanthropic, agricultural, labor, veterans and fraternal' publications, the second-class permit has been handed out like free chances for TV bingo. About 20,000 assorted publications have crawled through this wide-open trapdoor. Racing forms, REA bulletins, high school newspapers, mimeographed church bulletins, to name a few. The bars are down and apparently anyone can qualify.

"Walter Potter, chairman of the NEA Legislative Committee, testified before a House subcommittee, in support of HR 5481 and 5487. These bills would close a legal loophole created by the last Congress which exempted 'publications serving the performing arts' from publishing circulation figures. Potter referred to 'upholding the integrity of second-class mail, which is limited to publications with a bona fide paid circulation list.'

"Integrity? It's a nice-sounding word. Potter and NEA should certainly be commended for protesting this latest violation. But the truth is that the original spirit of the second-class permit was compromised the moment that Congress allowed 'religious, etc., etc.' publications to qualify for the permit. Those words did the trick. Bookies, high school journalism advisors, several thousand ministers—anyone who can say he represents a 'group not organized for profit' and can put ink on paper-qualifies under the extremely loose construction which the Post Office Department has put on that unfortunate phrase.

"It is highly improbable that newspaper interests will ever bring sustained and concentrated pressure on Congress sufficient to protect the second-class permit. The real pressure has come from other groups, who have invested more time and energy to lobby the POD. The result—10,000 newspapers and 20,000 publications NOT newspapers with the second-class permit. Integrity? It's a joke."—Indiana Publisher.

Shoppers Not Trash

A recent ruling by the California Attorney General says that "the mere placing of 'weekly shoppers and other types of advertising fliers' on porches or in yards of private residences without the permission of the owner or occupant" is not a violation of state law. But this cannot be considered any "milestone" in jurisprudence. The AG said "No"—that "it is apparent that nothing in this statute should be interpreted as to include the mere placing of weekly shoppers and other advertising fliers on porches or in the yards of private residences."

CONGRATULATIONS

To George Joplin and the Somerset Commonwealth who won first place plaque for Best Pictorial Series in the 1964 NEA contests, and Russell Metz and the Bath County News-Outlook, Owingsville, for first place plaque in the Best Column-Variety of Topics. They were the only two Kentucky winners in the annual contests.

Sen. Cooper Featured Speaker On Summer Program

Many of the 220 persons attending the 95th mid-summer meeting, June 4-6 at Cumberland Falls State Park, turned out en masse Saturday morning to hear U.S. Senator John Sherman Cooper speak on the current problems facing the national legislative bodies. Senator Cooper, the featured speaker for the semi-annual convention, covered a wide range of subjects facing the nation today. Heading his discussions were the civil rights legislation facing the Senate, foreign relations, domestic problems of poverty and rehabilitation, the investigation of President Kennedy's death, and the possibility of evoking the cloture as a means of stopping the filibuster which had raged in the Senate for several weeks.

In talking about the problems facing Kentucky, Senator Cooper said the bills, which would bring aid to Eastern Kentucky, had received widespread support in Washington and will surely relieve some of the unemployment and hardships. He said flood control and building of roads were high on the priority in the future.

The summer program got off to a fast start with a reception on Thursday night sponsored by the U.S. Brewers Association, John O'Connor, host. Following a dutch dinner the early arrivals were entertained by the thrilling voice of Marian Cawood, a vocalist from Harlan, with her command of music. Her presentations included everything from opera to the Broadway musical.

Kentucky newsmen also had the opportunity to get an advance look at the "Stephen Foster Story" cast as personnel from the Bardstown drama displayed both the talent and costumes for the coming season.

Friday morning brought a swing into business. KPA President George Joplin opened the meeting with greetings and an introduction of John L. Crawford, who gave the address of welcome. Crawford said it was an exciting time in the lives of newspapermen as everything was better than it had ever been—circulation is constantly increasing, sales have doubled since 1920, newspapers are employing more people than ever before, advertising revenue is up 30 per cent, and that newspapers are out-selling all other items of commerce. Larry Stone gave the response.

Tom Siler, sports editor of the Knoxville News-Sentinel then gave an interesting address on "Looking at Sports." He said television is trying to tell the sports authorities how to run their business, a situation which might cause harm to athletics in the future. When asked to predict the out-

come of the Kentucky-Tennessee game this fall, he refused to comment on the grounds that "is one situation which is completely unpredictable."

Don Whitehead, Pulitzer prize winning writer and columnist for the Knoxville papers, related his career from publisher to reporter, a trend which is the reverse of the usual procedure. Whitehead said the news columns of the newspaper belong to the people and writers should be aware of the opinion which is constantly creeping into them. Opinion, he said, should be confined to the editorial page.

A panel discussion of news problems rounded out the morning program. "Let's Go To Press," moderated by James Lee Crowford, Corbin Tribune, was the theme for sports, discussed by Tommy Preston, Cynthiana Democrat; society by Linda Hockensmith, Frankfort State Journal; news by John Harris, Barbourville Advocate, and features by S. C. VanCuron, Frankfort State Journal.

An afternoon of recreation was featured on Friday. Golf, swimming, sunbathing, bridge, horseback riding, and hiking were among the many things which "were enjoyed by all." For many others it was a chance to chat with old friends or to get acquainted with new ones.

Friday evening brought out more formal activities. After the little ones were secured by babysitters and taken to the playground for a box lunch, a reception was held by the Licensed Beverage Institute with John Marcum as host. Included in the reception was country ham, chips, cheeses and a variety of foods to please the taste. It was surprising to see so many full plates at the buffet dinner which followed.

After dinner Lt. Gov. Harry Lee Waterfield presented awards to the KPA production contest winners for 1964. A complete list in the individual categories will be found in another column. Dancing to the music of the Tyler Green Orchestra finished the evening.

After Senator Cooper's address, the Saturday morning program turned itself again to association affairs. The contest committee, under the direction of Larry Stone, Central City Times-Argus, showed a slide-film presentation of the winning ideas for the national NEA contests. After the film, the group heard proposals for adding a feature picture page to KPA contests. The motion was referred to the contest committee for action.

Vice President Maurice Henry asked for a report from the mid-winter committee. It

was reported that the executive committee had approved a move from the Brown Hotel, Louisville, to the new Stouffer Inn, Louisville, because Stouffer's had offered to provide due-bill accommodations to all newspapers requesting them. The convention approved the move to Stouffer's with the program committee to work out the dates with the hotel.

Next the convention approved the application of the Mt. Washington Star, for associate membership in the association. The last order of business, reports from standing committees, brought Douglas Cornette and S. C. VanCuron, co-chairmen of the legislative committee, forward with the report the Kentucky's new libel law was ready to go into effect. The committee report also pointed out that Kentucky's libel law, which is probably better than most states have, is more lenient on the newspaper than any which has been devised before.

In looking to the future, the legislative committee said four things should be considered in connection with the association's legislative actions:

1. The association should hire a full-time lobbyist to represent newspapers interests during the meetings of the state legislature.
2. The association should begin on its legislative program at least one full year in advance.
3. The local newspaper should find what stand candidate representatives will take on legislative before the election.
4. Young newsmen should be encouraged to run for public office, and particularly for the state legislature.

Perry Ashley reported that approximately one half of the association's members had attended at least one of the four statewide seminars which were held in the spring at Kentucky Village, Cumberland Lake State Park, the University of Kentucky, and Jenny Wiley State Park.

Ashley also reported the short course on "Newspapers in the Classroom" was in the program of the University of Kentucky for the summer term and that 12 teachers were enrolled who were underwritten by their local newspaper. He reported the attendance should reach at least 30 before registration was closed.

In other reports, Ashley said the old Kentucky Intercollegiate Press Association, an organization of college publications, had been reactivated and would hold a planning meeting in Lexington later in June. The group is planning a regular meeting

at Morehead State College in the fall. The college group is being sponsored by KPA.

The following were adopted:

"The Kentucky Press Association expresses its appreciation to chairman Maurice K. Henry and the entire program committee for providing an unusually good program for the 95th Annual Mid-Summer Meeting.

"We thank Acting Governor Harry Lee Waterfield for honoring the Association by presenting the contest awards.

"The Association is grateful to Senator John Sherman Cooper for his frank and very helpful report of matters of grave importance to us as citizens and journalists.

"The Association acknowledges its indebtedness to President George Joplin and his legislative committee for a dedicated, tireless and effective effort during the 1964 legislative session."

Respectfully submitted: Fred Burkhard, David Schansberg and Landon Wills, chairman.

1964 Contest Awards

Accumulating an unprecedented 44 points, the Frankfort State Journal, Albert E. Dix, publisher, was awarded the Sweepstakes plaque for dailies in the 1964 Newspaper Production Contests. The Cynthiana Democrat, Tommy L. Preston, editor-publisher, was awarded the Sweepstakes plaque for weeklies with 20 accumulated points. The awards were presented by Lt. Gov. Harry E. Waterfield.

Points were awarded on the basis of 4 points for first place, 3 for second, 2 for third, and 1 for honorable mention. The State Journal, entering all 17 daily contests, won plaques for seven first places and certificates for three second, four third, and three honorable mentions. The Democrat won three first place plaques, four third places, and four honorable mentions. Runners-up for the sweepstakes were the Middlesboro Daily News, Maurice K. Henry, publisher, for the dailies, and a tie for the weeklies between the McLean Co. News, Calhoun, Landon Wills, publisher, and the Hazard Herald, W. P. Nolan, publisher.

Entries for the individual contests, 20 divisions for the weeklies and 17 for the dailies, totaled 385, an increase of 25 per cent over 1963. Seven dailies and 27 weeklies were included in the winners.

Mechanical Production

Plaques for the Best All-Around weeklies were awarded to the McLean Co. News, (Class I, under 2,000 circulation); the Union County Advocate, Morganfield, Earle Bell, (Class 2, 2,000-3,000 circulation); the Cynthiana Democrat (Class 3, over 3,000 circulation); the Shelby News, Shelbyville, Robert Fay, (Class 4, offset weeklies); and the Corbin Daily Tribune, John L. Crawford, (Community Dailies).

Place certificates awarded included Class 1, Sturgis News, E. C. Calman, second; Hancock Clarion, Hawesville, Bernice & Don Wimmer, third; and the Sebree Banner, Reginald O. Catlett, honorable mention. Class 2: Somerset Journal, Mrs. Murray K. Rogers, second, Providence Journal-Enterprise, William E. Hust, third, and honorable mentions to the Franklin

Favorite, L. L. Valentine, and the Breckinridge Herald-News, George M. Wilson. Class 3: Somerset Commonwealth, George Joplin III, second, Kentucky Standard, Alfred S. Wathen, third, HM to the Russell Springs Times-Journal, Andrew J. Norfleet, and the Shelby Sentinel, Shelbyville, William E. Matthews.

Class 4: Frankfort State Journal, second, Middlesboro Daily News, third, HM to the Harlan Enterprise, R. Springer Hoskins, and Park City News, Bowling Green, John B. Gaines. Class 5: Bath Co. News-Outlook, Owingsville, Russell L. Metz, second, Voice of St. Matthews, Al J. Schansberg, third, HM to the Jefferson Reporter, Buechel, Lewis W. Conn, and Jeffersontown Jeffersonian, David Schansberg.

Best Front Page: (Weeklies) Plaque, Somerset Journal, second, Hazard Herald, third, Providence Journal-Enterprise, HM to the Anderson News, Lawrenceburg, R. E. Garrison, and the Somerset Commonwealth. (Dailies) Plaque, Middlesboro Daily News, second, Harlan Enterprise, third, Corbin Tribune, HM to the Park City News and the Mayfield Messenger, Ray Edwards.

Best Editorial Page: (Weeklies) Plaque, McLean County News, second, Hazard Herald, third, Russellville News-Democrat, Mrs. Byrne A. Evans, HM to the Cynthiana Democrat, the Russell Springs Times-Journal and the Hardinsburg Herald-News. (Dailies) Plaque, Frankfort State Journal, second, Park City Daily News, third, Harlan Enterprise, and HM Middlesboro Daily News.

Best Sports Page: (Weeklies) Plaque, Central City Times-Argus, Larry Stone, second, Greenville Leader-News, Andy Anderson, third, Cynthiana Democrat, HM to the Kentucky Standard, Somerset Journal and Somerset Commonwealth. (Dailies) Plaque, Park City Daily News, second, Frankfort State Journal, third, Harlan Enterprise, HM to the Mayfield Messenger and Middlesboro Daily News.

Best Society Page: (Weeklies) Plaque, Russellville News-Democrat, second, Somerset Commonwealth, third, Hazard Herald, HM Shelby News and Shelby Sentinel. (Dailies) Plaque, Frankfort State Journal, second, Middlesboro Daily News, third, Corbin Tribune, and HM to the Mayfield Messenger.

Editorial Production

Editorial Excellence: (Weekly) Plaque, Shelby Sentinel, second, McLean Co. News, third, Russellville News-Democrat, HM Hazard Herald and Cynthiana Democrat. (Dailies) Plaque, Frankfort State Journal, second, Mayfield Messenger, third, Park City Daily News, and HM Middlesboro Daily News.

Best News Story: (Weekly) Plaque, McLean Co. News, second, Russellville News-Democrat, third, Hazard Herald and HM to the Cynthiana Democrat and the Central City Messenger. (Dailies) Plaque, Harlan Enterprise, second, Middlesboro Daily News, third, Maysville Independent, Mrs. Martha Comer and HM Frankfort State Journal and Corbin Tribune.

Hometown Column: (Weekly) Plaque, Cynthiana Democrat, "In Retrospect," Tom Preston; second, "Behind the News," L. L. Valentine, Franklin Favorite; third, "What Have You," Elizabeth Spalding, Bardstown Standard; HM to Landon Wills, "Observations of a Country Boy," McLean Co. News, and "Editorially Speaking," Edd Hust, Providence Journal-Enterprise. (Dailies) Plaque, "Ravelings," John L. Crawford, Corbin Tribune; second, "The Editor's Column," R. Springer Hoskins, Harlan

Enterprise; third, "Walt's Wondering," Walt Apperson, Mayfield Messenger; HM "Park Row," Jane Morningstar, Park City Daily News.

Best Feature: (Weekly) Plaque, Greenville Leader-News, second, Georgetown Graphic, Archie S. Frye, third, Somerset Journal, HM Cynthiana Democrat and Bardstown Standard. (Dailies) Plaque, Middlesboro Daily News, second, Frankfort State Journal, third, Harlan Enterprise, HM Park City Daily News and Mayfield Messenger.

Best Sports Column: (Weekly) Plaque, Tom Preston, Cynthiana Democrat, second, Bobby Anderson, Central City Times-Argus, third, Jim Wooten, Greenville Leader-News. (Dailies) Plaque, Jim Lee Crawford, Corbin Tribune, second, Bert Borrone, Park City Daily News, third, Jack Anderson, Mayfield Messenger, and HM Julian Pittzer, Middlesboro Daily News, and Paul Weddle, Frankfort State Journal.

Photography Division

Best News Photo: (Weekly) Plaque, Central City Times-Argus, second, Shelby News, third, Greenville Leader-News, and HM Somerset Commonwealth and Georgetown Graphic. (Dailies) Plaque, Frankfort State Journal, second, Middlesboro Daily News, third, Harlan Enterprise, and HM Corbin Tribune.

Best Use of News Pictures: (Weekly) Plaque, Greenville Leader-News, second, Fulton County News, Paul Westpheling, third, Central City Times-Argus and HM to the Somerset Commonwealth and Anderson News, Lawrenceburg. (Dailies) Plaque, Frankfort State Journal, second, Middlesboro Daily News, and third, Mayfield Messenger.

Standards and Ethics

Freedom of Information: (Weekly) Plaque, Hazard Herald, and second place, Shelby News, Shelbyville. (Dailies) Plaque, Maysville Independent, and HM to Frankfort State Journal and Middlesboro Daily News.

Community Service: (Weekly) Plaque, Russellville News-Democrat, second, Fulton News, third, Cynthiana Democrat and HM to Shelby Sentinel, Shelbyville. (Dailies) Plaque, Harlan Enterprise, second, Middlesboro Daily News, and third, Frankfort State Journal.

Newspaper Promotion: (Weekly) Plaque, Jeffersontown Jeffersonian, second, Hazard Herald, third, Russell Springs Times-Journal, and HM to the Jefferson Reporter. (Dailies) Plaque, Frankfort State Journal, second, Corbin Tribune, and third, Middlesboro Daily News.

Advertising Division

General Advertising: (Weekly) Plaque, The Franklin Favorite; second, Fulton News, third, McLean Co. News, and HM Central City, City Times-Argus. (Dailies) Plaque, Middlesboro Daily News, second, Mayfield Messenger, third, Frankfort State Journal and HM Corbin Tribune.

Classified Advertising: (Weekly) Plaque, Voice of St. Matthews, second, Jeffersontown Jeffersonian, third, Shelby News, and HM Greenville Leader-News. (Dailies) Plaque, Frankfort State Journal, second, Corbin, third, Harlan Enterprise, and HM Middlesboro Daily News.

Other Prizes Awarded

Lt. Colonel Lillian Hansen, Editor-in-Chief, Salvation Army War Cry, judges and offers awards for the Best Religious Editorial. First place and \$50 was awarded to Ellis Easterly, Middlesboro Daily News, for his editorial, "Thanksgiving." Second place and \$25 to

(Please Turn To Page Eight)

Candid Shots At Cumberland Falls Meeting

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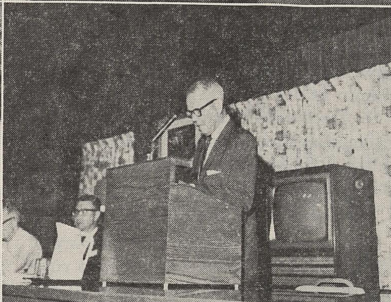
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Page Eight



National Advertising Code Outlines Full Responsibilities

A national code for advertising moved a step closer to reality with the announcement today that committees of three major organizations have approved a final draft for adoption at their respective annual meetings in the next few weeks.

Called "The Advertising Code of American Business," the document outlines nine points or principles which the committees hope will be adopted by their own organizations and, eventually, by all advertising, media, and trade and industry groups.

Announcement of the new code was made jointly by the Advertising Federation of America, Advertising Association of the West, and the Association of Better Business Bureaus.

The announcement indicated there was little question that the code will be adopted. As a result, representatives of the three committees will meet together in the near future to lay plans for its dissemination and implementation throughout the country. In effect, they will form a joint committee, considered a major development which promises continued close cooperation on advertising improvement questions.

The code points out that "advertising has a responsibility to inform and serve the American public and to further the economic life of this nation." The objective is to improve the truthfulness, accuracy and believability of advertising.

We hold that advertising has a responsibility to inform and serve the American public and to further the economic life of this nation. Believing this, the following principles are hereby affirmed.

1. *Truth:* Advertising shall tell the truth, be free of the capacity to mislead or deceive, and shall reveal material facts, the concealment of which might mislead the public.

2. *Responsibility:* Advertising agencies and advertisers shall be able and willing to provide satisfactory proof of claims made. Advertising media shall require such proof where claims are considered questionable.

3. *Taste and Decency:* Advertising shall be free of statements, illustrations or implications which are offensive to good taste or public decency.

4. *Disparagement:* Advertising shall offer merchandise or service on its merits and refrain from attacking competitors or disparaging their products, services or methods of doing business.

5. *Bait Advertising:* Advertising shall be bona fide and the merchandise or service

offered shall be readily available for purchase at the advertising price.

6. *Guarantees and Warranties:* Advertising of guarantees and warranties shall be explicit. Advertising of any guarantee or warranty shall clearly and conspicuously disclose its nature and extent, the manner in which the guarantor or warrantor will perform and the identity of the guarantor or warrantor.

7. *Price Claims:* Advertising shall avoid price of savings claims which are unsupported by facts or which do not offer bona fide bargains or savings.

8. *Unprovable Claims:* Advertising shall avoid the use of exaggerated or unprovable claims.

9. *Testimonials:* Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest choice.

Life magazine reported that a survey of 25 merchandise-minded builders from coast to coast showed that builders credit 60 percent of their sales to newspaper ads.

Worth Reprinting

The unordered merchandise nuisance, whether because of or despite the key-punch trend in handling accounts, now seems coming from the "big time"—large book, record and magazine firms—about as frequently as it long has come from necktie shippers and Christmas card sellers.

A Louisville attorney has received three different billings from such agencies (all with his first name misspelled) though he'd given no purchase orders. Complications over "free examinations," "trial memberships" and "none this month"-type return cards are numerous. The task of sending back such articles or fighting with some "billing machine" is irritating.

Under postal rules you're not obliged to return or pay for unordered merchandise. The sender must call for it in a reasonable time. But large operators seem unmoved by the "bad image" they are creating. To protect yourself, pay close attention to your mail from them—especially that fine print.

Reprint for the benefit of your readers who are the ordinary recipients of unordered merchandise.

You cannot make a traffic safety campaign out of slogans, but we do think a good slogan can help a good safety campaign.



A Genuine Linotype Matrix

IS MANUFACTURED TO TOLERANCES OF .0002"

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 

Equal Pay To Women

The Equal Pay Act which became effective June 11, 1964, except where collective bargaining contracts are in force. In such cases, up to an extra year is allowed for adjustment.

a. Coverage—Employees must be covered by and not exempt from the minimum-wage provisions of the Fair Labor Standards Act in order to benefit from the law. They can be covered either individually or because of employment in a covered enterprise. Newspapers exempt under Sec. 13 (a) (8)—with a circulation of 4,000 or less—are exempt.

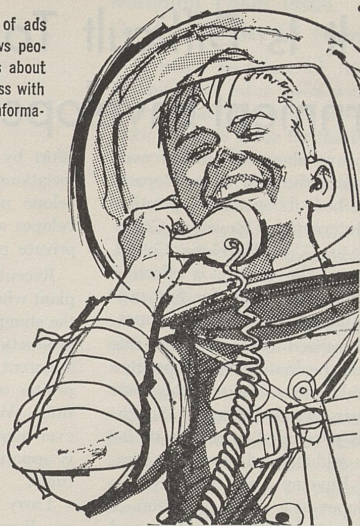
b. Provisions—The law provides that no employer of persons working or producing in interstate commerce (covered by the Fair Labor Standards Act) may pay more to one sex than to another for "equal work on jobs the performance of which requires equal skill, effort and responsibility and which are performed under similar working conditions."

c. Exceptions—Exceptions to the equal pay provisions are permitted where payment is made pursuant to: (1) a seniority system; (2) a merit system; (3) a system which measures earnings by quantity or quality of sex. The burden of proof to show that women doing equal work are not being discriminated against rests on the employer.

d. Enforcement—Reduction of rates to accomplish any required equalization is prohibited. Labor unions and their agents are forbidden from causing or attempting to cause employers to discriminate against employees insofar as wage rates are concerned. Wages withheld in violation of the law have the status of unpaid minimum or overtime wages under the FLSA. The usual methods of enforcing apply, namely employee wage suits and government wage injunction or criminal proceedings.

e. Records—Employers must record the sex as well as the occupation of employees subject to the law. Employers will also be required to preserve for at least two years those records made in the regular course of business operations which relate to the "payment of wages, wage rates, job evaluations, job descriptions, merit systems, seniority systems, collective bargaining agreements, description of pay practices or other matters which describe or explain the basis for payment of any wage differential to employees of the opposite sex in the same establishment, and which may be pertinent to a determination whether such differential is based on a factor other than sex." The new recordbreaking rules appeared in the May 2 Federal Register.

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business with the hope that the information will be helpful.)



20th CENTURY CALLING!

"Happy Birthday, Granddaddy. I've grown another inch!"

"Two council members arrived in Quebec today. The meeting has been set for the 11th."

"The supplier in Amarillo said the shipment would be two days late."

"Don and Betty said they'll get us some honey at Maple Corners on their way down Saturday."

This is the sound of today's news as it travels over a vast telephone network.

You've probably heard of Direct Distance Dialing (DDD). It's a still-growing dialing service that handles long distance, station-to-station calls which you dial yourself. To use it, you dial the access digit, the area code number (if it's not in your area) and the telephone number you want.

This network can connect you to over 84 million telephones in thousands of towns and cities across Canada and America.

If you'd like more information, call your local telephone manager.



Southern Bell

...Serving You

Why It Is Difficult To Stop Government Envelope Printing

In order to save about \$3 million over the next four years, the Post Office Department has switched its envelope printing contract from International Envelope Co. in Dayton, Ohio, to U. S. Envelope Co. of Springfield, Mass. The change is effective next January. The contract is for \$24 million and covers about 8.9 billion envelopes.

The P. O. liberalized its specifications this year and opened the contract to competitive bidding. Several firms submitted bids, and the contract was awarded after U. S. Envelope Co. was persuaded to reduce its initial bid. One seldom-used size was eliminated. U. S. Envelope will produce the stamped envelopes in a single operation. A roll of paper is put through a machine and emerges as a finished product—cut, folded, printed and embossed at the rate of 800 per minutes per machine.

Publishers have an interest in the P. O. envelope contract because of the perennial

effort by NEA and several state press associations to get the P. O. out of the envelope printing business. The printed envelopes are sold by the P. O., at prices no private printer can match.

Recently Ted Serrill visited the Dayton plant where the present contractor produces the stamped envelopes. In view of the mass production techniques employed, it was apparent to him why no small private printer could meet the government competition. With the new contractor promising even more efficient production methods, it is apparent that the price spread will continue.

Larry Miller, General Manager of Kansas Press Association, has obtained some new facts on P. O. envelopes, with the aid of Rep. Garner E. Shriver (R., Kans.), who is sponsoring legislation to put the P. O. out of the envelope printing business. Rep. Shriver obtained a heretofore confidential

report from the Comptroller General on the P. O.'s envelope business. Since the same facts have been supplied to other members of Congress and Rep. Shriver did not place restrictions on use of the report, it would seem to be in the public domain now. The Comptroller General pointed out the law requires the P. O. to sell stamped envelopes at not less than cost, including the value of the embossed stamps, salaries and clerk hire, and other expenses. The policy of the P. O. has been to sell plain stamped envelopes at below cost and printed envelopes at above cost.

Figures cited by the Comptroller General, including errors uncovered in official P. O. data show that in fiscal 1960, 1961, and 1962 envelope sales were operated at a loss, contrary to law. (Prices were raised in January, 1963.) General Accounting Office will cite this violation in a report to Congress. The Comptroller General took no position on the question whether the P. O. should compete with private printers in the sale of printed envelopes, saying it is "a policy matter for determination by Congress."

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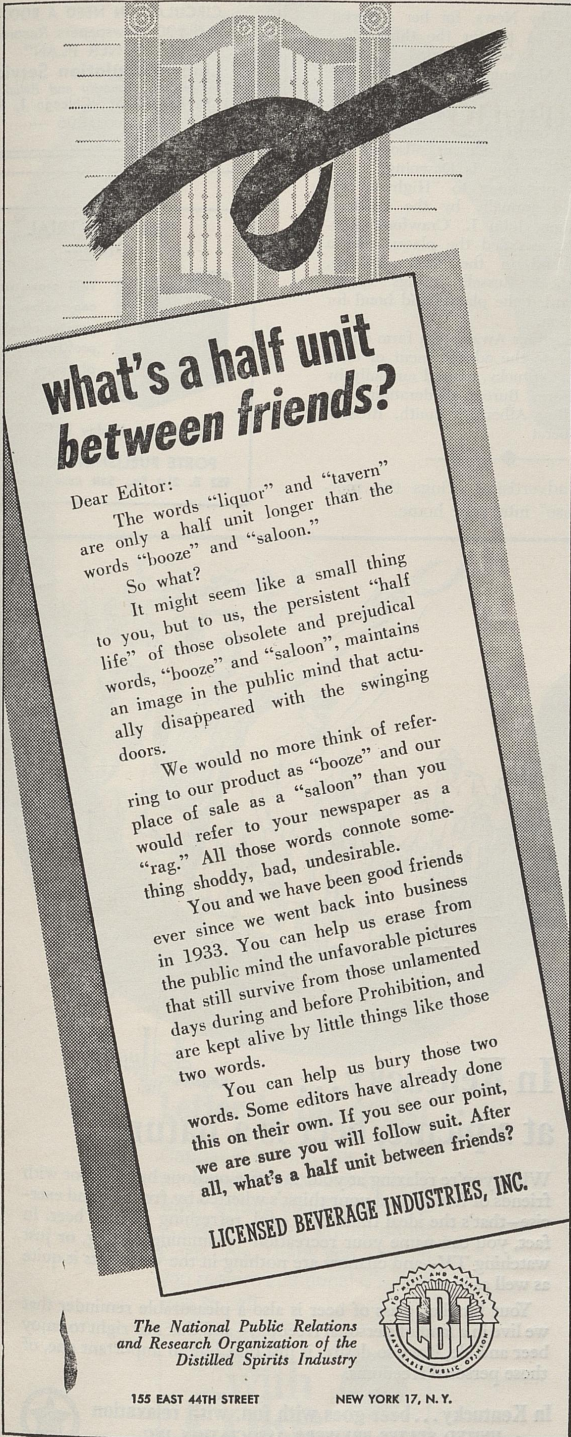
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You can help us bury those two words. Some editors have already done this on their own. If you see our point, we are sure you will follow suit. After all, what's a half unit between friends?

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**Manning Takes Issue
On Availability Of News**

Assistant Secretary of State Robert J. Manning has taken issue with editors who believe that almost all non-military information "is fair game for the Press" and that government officials who withhold other types of news "deserve at best a fair trial before being hanged."

Manning is the top information official at the State Department, after a 26-year career as a reporter. His contention is that "information about our intentions, about the extent of our own knowledge, and about our policies can be at least as valuable to a potential enemy as the performance characteristics of a new piece of hardwood."

Speaking before the Massachusetts Joint Bar-Press Symposium in Boston, Manning argued that "the occasionally mindless devotion of the Press to exposure for exposure's sake can put us at a disadvantage." In some situations, he said, publicity can greatly assist our adversaries.

The State Department spokesman conceded that "government needs to understand more about the processes of information, the needs of the public, and the particular workings and requirements of modern day journalism. Many in government have a fine intuitive sense of good public relations, and most . . . have a healthy respect for . . . the people's right and need to know.

"But there remains in the diplomatic profession a fair sized remnant of the elderly notion that the requirements of negotiation and the requirements of public knowledge are always locked in total conflict. Too many instances still occur where, because of timidity, undue attachment to privacy, or both, our government fails to make its case publicly and so exposes our position to aimless speculation or to the public relations artifices of other governments."

On the other hand, Manning contended "journalism needs to know more about the workings of government." He advocated giving more newsmen experience in government, suggesting a program for experienced reporters to serve for a year or two in government.

Another government official also gave his views of Press responsibility this week. Another ex-newspaperman, Carl T. Rowan, U.S.I.A. Director, told a Civil Liberties Union audience here that a timid Press leads to the erosion of human freedom. His address dealt primarily with civil rights and only incidentally with journalistic matters.

In Memoriam...

MRS. MARIE A. JOSLYN

Mrs. Marie A. Joslyn, mother of Mrs. Victor R. Portmann, died at Lexington on June 23 following a short illness.

Mrs. Joslyn, who had made her home with the Portmann's for the past several years, was 92 years old. She was a native of Sterling, Ill.

Other survivors include a son, L. L. Joslyn, St. Paul, Minn., and three grandchildren, Mrs. Sanford Neely, Kingsport, Tenn., Stanley R. Portmann, Franklin, Ky., and First Lt. Joslyn V. Portmann, West Berlin, Germany.

Committal services were held at Minneapolis, Minn.

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(Continued From Page Two)

Sally R. Fay, Shelby News, for her editorial, "Are We Ready?" A tie for the third place award and \$15 each was awarded Jess Anderson, Mayfield Messenger, for his editorial, "What Youth Week Is," and Bernice Wimmer, Hancock Clarion, Hawesville, for her editorial, "Listen to Me." Fourth place award and \$10 was awarded Roscoe I. Downs, also of the Clarion, for "A New Day Is Dawning."

For editorials pertaining to "Highway Interest" as offered annually by the Portland Cement Association, John L. Crawford, Corbin Tribune, was awarded the plaque and a \$100 savings bond in the daily division. Andrew J. Norfleet, Russell Springs Times-Journal, was awarded the plaque and bond for the weekly division.

The Communications Award to a farm writer contributing most to the advancement of agricultural cause in Kentucky, offered annually by the Kentucky Farm Bureau Federation, was presented to Editor Albert P. Smith, Russellville News-Democrat.

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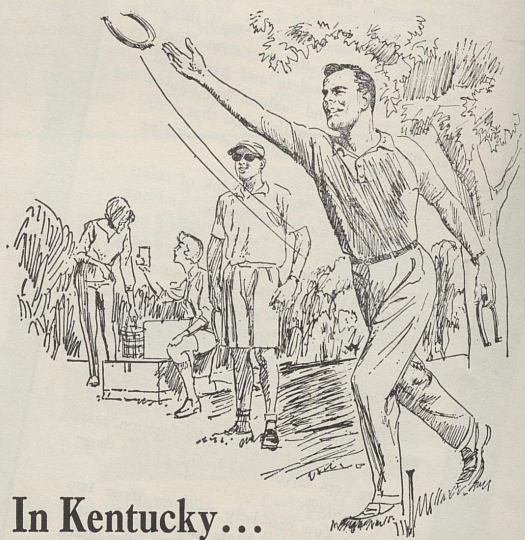
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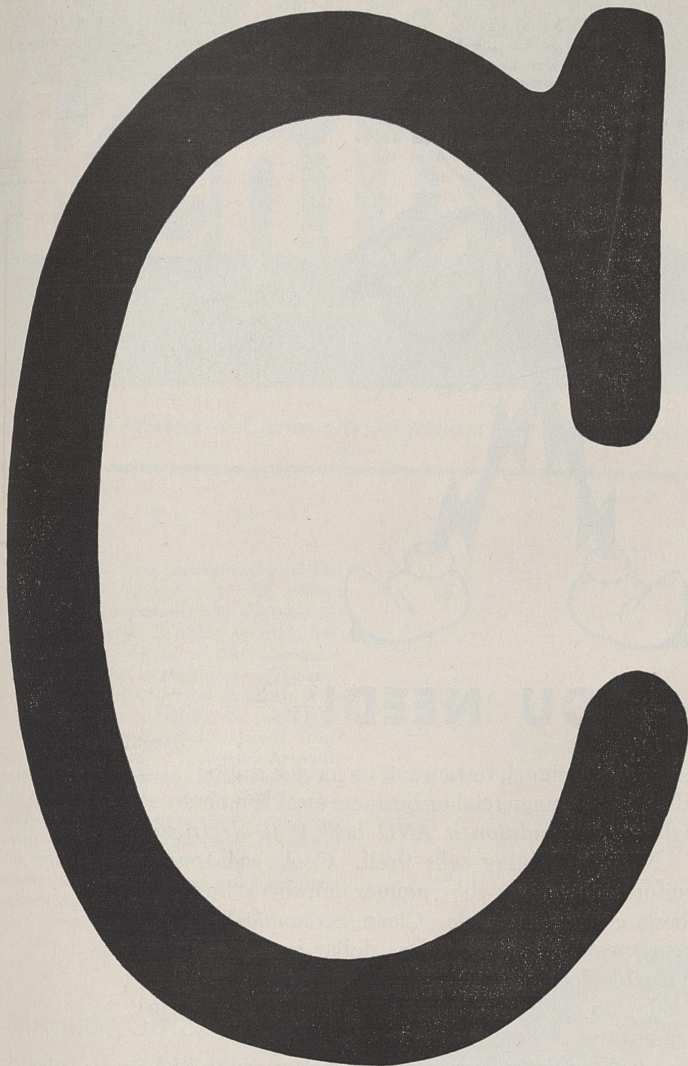
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Shop Tips To Help You

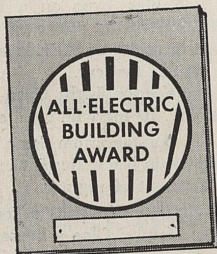
In a recent issue of the Missouri Press News, Tom Bell, instructor at the University of Missouri Linotype School, says shop how-to-do-its make interesting reading. Then he proves it with the following plant plague remedies:

1. What Side of Paper to Print On—Mark on both sides with the edge of a dime. The side leaving the lead mark is the printing side.
2. Printing Metallic Ink—First print metallic form in heavy blue or black. Let dry, then run back through press in gold or silver. Beats two impressions of the metallic ink. Watch register.
3. Lint Picking on a Two Run Job?—Run form of least coverage first. Press will get most lint on the first run.
4. Small Tool Loss in Machinery?—Band them with reflector tape and hunt for them with a flashlight.
5. Kerosene Spray for Press—Keep a fly-sprayer filled with kerosene for washup. Also a good cure for ink pick. Might also use the spray can as an offset gun—it works.
6. Offset Reorders from Letterpress—On that tough composition or difficult make-ready job, pull a few reprints. Next time customer wants it, run offset.
7. Easy Ink-fountain Cleaning—Spray Ink-O-Saver into the fountain before putting in the ink. The ink will not stick to the metal.
8. Dust a Type Case—Cover with screen wire and use a vacuum cleaner.
9. Center Type on a Lino Slug—Add measure type in center on to measure you wish to center on. Divide by two and that is the first saw cut.
10. Keep a Light Color on the Press—Let dry. Re-ink with color and run the job.
11. Duo-tone from Same Plate—Print the halftone in black. Reprint in color, a couple of dots out of register.
12. Got a Wrench or Tool You Wish to Keep Handy? Glue a household magnet to the frame of the machine where it is natural to reach for the tool.
13. To Get Perfect Register in Two Color Lino Comp—Recast the lines. Saw the black out of one, the color out of the other duplicate line. Substitute in the form.
14. Ink Knife Substitute That will not Injure Rollers—Kitchen cake spatula of Plastic or rubber.
15. Fast Feeding Causes Small Jobs to Bounce off Gauge Pins?—Use from kraft wrapping paper as a topsheet.
16. Counting Mats in the Linecaster—Make gauge from a piece of 2 pt. rule and an old keyreed. Drop it into the channels at the rear of the machine.




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