

# The Kentucky Press

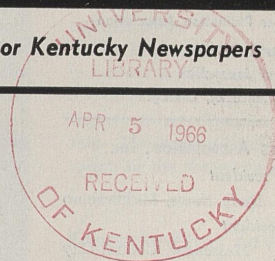
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

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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Lexington, Kentucky

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Kentucky's Showcase: Kentucky River Palisades



# The Kentucky Press

Volume 31, Number 12

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

Victor R. Portmann, Editor

Member

Newspaper Managers Association  
Lexington Chamber of Commerce  
Kentucky Chamber of Commerce  
Better Business Bureau, Lexington  
Sustaining Member  
National Newspaper Association  
Associate Member  
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Publication Office  
School of Journalism  
University of Kentucky, Lexington

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## As We See It

### Unemployment System Termed Unrealistic

Hearings being held this week on an Administration-backed bill to revise and extend the present Unemployment Compensation system. The bill, H.R. 8282, was introduced by Congressman Wilbur D. Mills (D-Ark.), chairman of the House Ways and Means Committee. An identical companion bill has been introduced in the Senate (S. 1991).

H.R. 8282 would require all state Unemployment Compensation systems to meet Federally-set "standards." These "standards" would: extend coverage to an estimated 5 million additional employees, require states to increase maximum benefits by about one-third, require states to pay benefits for 26 weeks for no more than 20 weeks of work, and liberalize rules on disqualifications, states the SNPA Bulletin.

Half of the cost of these proposed changes would be borne by general taxpayers and half by increased Unemployment Compensation taxes on employers. The net Federal Unemployment Compensation tax rate would go from the present .4% to .55%. The wage base on which Unemployment Compensation taxes are paid would go from its present \$3,000 to \$5,600 in 1967, and to \$6,600 in 1971. The bill would require all states to raise maximum benefits in three steps: the maximum would be set at 50% of the state-wide average weekly wage, beginning July 1, 1967. It would be increased to 60% on July 1, 1969, and to 66-2/3% on July 1, 1971.

The bill would also provide "non-repayable grants" (subsidies) to cover two-thirds of the "excess costs" of state systems and would set up a Federal Unemployment Adjustment Benefits (FUAB) program to pay benefits for an additional 26 weeks to individuals who had exhausted their state benefit.

H.R.8282 would allow unemployment benefits after a six weeks "waiting period" to those who quit work voluntarily or who have been discharged as a result of their own misconduct. It would, however, permit disqualification for fraud, engagement in a labor dispute, or conviction of crime "in connection with work."

The proposed bill would threaten or delete the "experience rating" factor as a prerequisite to allowing reduced contribution rates. Presently, most states pool the Unemployment Compensation taxes paid by employers and keep records of former employees who file for benefits. This permits the employment experience of the firm to be "rated" and if an employer has few or no claims filed against him, his tax rate can

be reduced. On the other hand, if he has many former employees who file claims, he pays a higher rate. Under H.R. 8282 the state legislature could set a uniform rate for all employers or set up rate schedules according to industry classifications.

Opponents of H.R. 8282 say the combination of unrealistic standards, Federal payments of "excess costs", and FUAB program would eventually destroy state systems and valuable "experience rating" concept under which taxes are related to employment stability and that "federalization" of Unemployment Compensation would eventually change the program from one designed to provide partial replacement of income in emergency situations to a long-term relief plan.

How much additional the proposed liberalized benefit payments would cost is impossible to estimate since they will vary from state to state. One state estimates that under H.R. 8282 its benefit costs would be twice as high by 1972 as they are now—with individuals receiving up to \$85 a week, tax free, for not working. Federal authorities estimate that the proposed new rate on the \$5,600 base alone will about double the \$500 million a year now being paid by business in Federal Unemployment taxes.

## Adopts Process Inks

The ANPA - RI Board of Directors this summer approved the adoption of the new ANPA - AAAA process color inks.

Results of field tests prove that the new process inks for process color work only, will enable newspapers to print cleaner and more faithful reproductions of process color. This might well result in an increase in national and retail ROP process color advertising linage.

Date of the change-over will be announced later, but in all probability it will be Jan. 1, 1966. Prior to the change-over, the ANPA Research Institute will conduct a series of regional seminars to instruct engravers and other newspaper craftsmen in the proper methods of utilizing the new inks.

The new inks are the result of considerable testing by the ANPA Research Institute, the National Association of Printing Ink Makers, and a ROP Production Management Sub-Committee headed by Willmott Lewis, Jr., Washington (D.C.) Star. The American Association of Advertising Agencies also worked on the project and approved the adoption of the new inks.

Field testing of the new inks took place at the Washington Star, Philadelphia Bulletin, Miami Herald, Chicago Tribune, San Diego Union-Tribune, Milwaukee Journal, and the Marion (Ind.) Leader Tribune and Chronicle.



# Dr. Robert D. Murphy New Head Of U. K. School Of Journalism

By LEWIS DONAHUE

The new director of the University of Kentucky's School of Journalism, Dr. Robert D. Murphy, brings to the school a strong background in the newspaper field.

Dr. Murphy, who was chairman of the newspaper department at Syracuse University for 12 years, is a former reporter and copy editor on newspapers in Ohio and New York and was an editor in the Associated Press newsphoto service in New York and Chicago.

Fundamental directions of the school will not be changed, Dr. Murphy emphasized. He said educating competent and responsible persons will continue to be its chief work. He added, however, that there is now a need for some additional programs, including graduate work, in the UK school.

He succeeds Dr. Niel Plummer, head of journalism at Kentucky since 1940. Under Dr. Plummer, the department was greatly expanded, becoming a school and moving into its own building in 1951. Dr. Plummer will continue as a professor in the school, teaching courses in etymology and law of the press and writing in these areas. He is working on a book based on reporting of the civil rights debates.

Public Problems," one of the major textbooks in reporting, and has conducted a number of research studies involving the mass media.

He was recommended for the directorship by a committee headed by faculty members of the UK School of Journalism.

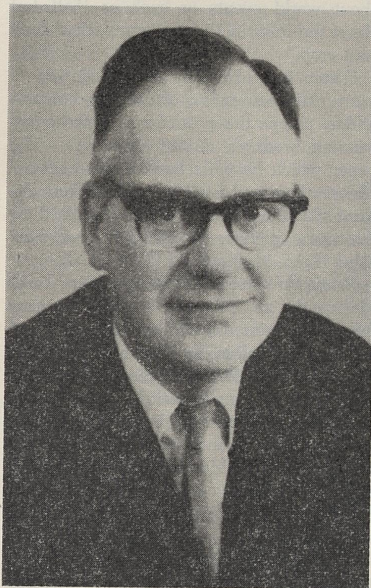
The new director began his career in 1939 as a staff writer and photographer for the Mount Vernon (Ohio) News. From 1943 to 1946, he was an editor in the Associated Press Newsphoto Service in New York and Chicago. In addition, he has held several editorial positions on the Syracuse newspapers.

Murphy received the A.B. degree in journalism and political science in 1938, the M.A. in journalism in 1943, and the Ph.D. degree in political science in 1951, all from Syracuse.

\* \* \* \* \*

Dr. Murphy has issued the following statement to members of KPA:

These first few days at the University of Kentucky have been pleasant and busy. Busy because there are so many things I need to do "right now" to get the feel of this new job.



Prof. Robert D. Murphy

High on my "right now" list is getting acquainted with the editors and publishers of Kentucky. I need to know you and your ideas and I look forward with pleasure to meeting you. I'll be office-bound more than I'd like to be for the next few months. I hope that you will help me make up for this by dropping in to see me when you are in Lexington.

The prospects for journalism and journalism education in Kentucky are exciting. We propose to maintain the fundamental role of the School as it has been developed by Dr. Neil Plummer and his able staff. The School has been dedicated to training responsible, competent journalists and to strengthening the profession.

This fundamental direction will not be altered. A changing profession and a changing University do demand some additional activities. Among these are a graduate program and systematic development of communications research. Faculty members are devoting much time to these projects this fall. The increasing complexity of the news demands that we in journalism teaching constantly strive to broaden and deepen the quality of instruction. Graduate education for some students is part of the answer.

## Editor And Mrs. Wills To Visit England-Ireland

Landon Wills, editor of the McLean County News, Calhoun, and Mrs. Wills will leave New York on September 30 for a three-weeks trip to England and Ireland. The trip is sponsored by the International Conference of Weekly Newspaper Editors of which Wills served as president last year.

The itinerary will include sessions in both England and Ireland with members of the Conference in those two nations. Also scheduled is sessions with the press and government and economic leaders. There will be some time, also, for educational and cultural tours.

The International Conference, with weekly editors in 15 countries, holds an annual five-day session in Illinois which is devoted entirely to development of editorial leadership. The England-Ireland session is an off-spring of the American session.

## Kentucky Press To Adopt Smaller Page Format

To effect economies in the cost of print paper and press work, which will work to our advantage, the Kentucky Press is adopting the standard 8 1-2 x 11 inches format beginning with the October issue when the Press enters Volume 32.

After suspension for two years during World War II, the Press adopted a 9 x 12 inch format with column width of 15 picas and length of 60 picas. In the new format the column width will be reduced to 14 picas and length of 56 picas. The body type in 9 point Caledonia on an 11-point slug will be continued.

Our advertisers have been informed of the new format which we hope will meet the approval of all our readers.

Dust a type case: Cover with screen wire and use a vacuum cleaner.

You can't push yourself ahead by patting yourself on the back.

Another part is increased effort on our part to help our students make the best possible use of the total resources of the University.

The School and I personally are lucky to have the continuing guidance of Dr. Plummer. I hope, too, that we can call on Kentucky editors and publishers for assistance.

My family and I have been made to feel very welcome in Kentucky. We're happy to be here and I am honored to be a member of the Journalism School staff. Please don't forget to visit me when you are in Lexington



## Editor And Mayor Rumored In Weekly Knockdown Fisticuffs

Under the headline, "Area Editor Can't Misquote Mayor," Ron Jenkins, writing a feature story in the Evansville Courier, has this to say about a good friend and staunch supporter of KPA:

If the editor of the Union County "Advocate" ever misquotes the present mayor of Morganfield, he can blame it on the mayor and easily get away with it. "I haven't misquoted the mayor yet," said Editor J. Earle Bell. "I always use direct quotes to protect myself."

If you're thinking that Morganfield's mayor might be a touchy individual, relax. He's not touchy. He's J. Earle Bell.

Editor-Mayor Bell has been an editor a lot longer than he's been a mayor, but it is obvious to Union Countians that he handles each job with assiduity. An editor with the "Advocate" since 1929, he now is completing his first term as Morganfield's mayor and soon will begin his second four-year stint. He has yet to face opposition at election time.

Asked if being editor of the town's weekly newspaper has placed him in an advantageous position as mayor, he replied, "I certainly hope not." He did concede, however, that covering council meetings is a snap.

An active interest "in the progress and future" of Morganfield led to Bell's decision to seek the mayor's office four years ago after he had been a member of a six-man city council for eight years. As for newspapering, it has been "a love of the game" that's kept him at it here for 36 years.

A native of Union County, Bell attended college for one year before going to work in 1929 as associate editor of the "Advocate," then published by the late Roy M. Munford. At that time, Bell recalls, being associate editor required operation of the backshop linotype "as well as a few other chores." And he still tinkers around in the backshop, especially on press day.

Recognized primarily as a columnist, Bell writes each week under the heading "About Most Anything." And is usually is. He has been writing the weekly column for about 31 years, starting it at the suggestion of the late Ewing Galloway, a widely-known professional commercial photographer who lived in Henderson County.

"Ewing used our office to write a statewide column," Bell recalled, "and I'll never forget the time he told me never to write

about world events or such as that, but about the folks in Union County, or a good corn crop."

Editor Bell obviously took Galloway to heart. His homespun, often-witty columns seldom escape the eyes of any of the prize-winning weekly's 3100 subscribers. The paper which he edits has captured several "finest all-around weekly" awards from the Kentucky Press Association, as attested by the many plaques in the office of publisher Tyler Munford.

While the dual role of mayor-editor keeps him on the go, Bell admits to finding time for his favorite outdoor sport, golfing. A 16-handicap golfer, he finds his way to the nearby Camp Breckinridge course "about three or four times a week."

"When it all gets to be a little bit too much, I go home and set down to my Hammond Organ," Mayor-Editor-Golfer Bell said. "I play by ear, you understand." Neighbors say he's pretty good, but he's not offering concerts.

A flashy dresser with a ready smile for the toddlers and a wink for the ladies, Bell "batches" at 12 Senate Ave. in Wetherby Circle.

If any one thing bothers him, it would appear to be questions concerning his age. After the mustachioed editor admitted to being a Union County native, a reporter asked him how many years he had resided there. "All my life," came a witty reply.

### Adv. Frauds Bring Sentences

Newspaper advertising has been a factor in two recent postal frauds. Reddi-Sales Company, Chicago, advertised in newspapers for local distributors of a product to be used by motorists to inflate tires, extinguish fires, dry wet ignition systems, etc. Those responding to the ad were asked to pay a \$250 advance fee, which was to be refunded. At least 941 victims paid more than \$250,000 in fees, none of which was refunded, nor was any income realized. Several of the promoters have been sentenced and others await sentencing or trial.

A. Richmond, Va., promoter advertised in newspapers for drivers to deliver automobiles. Those who answered were asked to pay a \$1 registration fee, later raised to \$2.50. No jobs were forthcoming and the promoter was sentenced to three years on probation.

## In Memoriam...

### Thomas Burdette Challinor

Thomas Burdette Challinor, 66 years old, long connected with the Richmond Daily Register, died Sept. 11 after a short illness. He joined the newspaper in 1932 and held the position of general and advertising manager and vice president.

He came to Richmond from the Louisville Courier-Journal and Times. Prior to that he was with the old Herald-Post in Louisville.

He was Richmond police judge for six years and judge pro tem for two years. While police judge he was cited by the Madison Bar Association for his fairness on the bench.

He was an honorary member of the Fraternal Order of Police, a life member of the Kentucky Sheriffs' Association, a member of the St. Mark Catholic Church, Richmond, and the Holy Name Society. He was a native of Hamilton, Ohio, and was graduated from St. Xavier High School in Louisville, and from the University of Louisville.

Survivors include his wife, Mrs. Claire Challinor, and a daughter, Mrs. Claire Burdette Trueman, of Richmond, and two grandchildren, Thomas Mason Trueman and Mary Claire Trueman.

### Mrs. Frances H. Pitchford

Automobile accident injuries complicated by pneumonia have claimed the life of Mrs. Frances H. Pitchford, 67, publisher of the weekly Citizen Times, Scottsville, for more than 20 years.

Mrs. Pitchford died at the Allen County Hospital. She had been under treatment since her car left Ky. 98, 9.5 miles east of Scottsville, plunged down a 40-foot embankment and caught fire and burned.

Mrs. Pitchford suffered fractured ribs in the accident. A passenger in the car, Mrs. Sallie Cotton, 83, Oklahoma City, Okla., Mrs. Pitchford's sister-in-law, suffered fractured ribs and a fractured hip. Mrs. Cotton was listed in fair condition at the hospital.

The Citizen Times has been published by Mrs. Pitchford since 1944, when her husband, Roy R. Pitchford Sr. died. He had founded the newspaper in 1918.

Survivors include three daughters, Mrs. Scott Howard, Fountain Run, Mrs. J. H. Garrett, Toledo, Ohio, and Mrs. Sam K. Crawford, Shelbyville; five sons, Robert B. Pitchford, Scottsville; Willard M. Pitchford, Cincinnati, Ohio. Roy R. Russell H. Pitchford, Carthage, Tenn., and James M. Pitchford, Winter Garden, Fla.; 24 grandchildren, and six great-grand children.



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**Wage-Hour Minimum Bill Needs Further Amendment**

Supporters and opponents of the \$1.75-an-hour minimum wage bill are agreed that the showdown on the House floor will not come before September 27, when House rules will permit the controversial measure to be called up for debate without action by the House Rules Committee. However, it is far from certain that there will be a debate and vote on that date.

Congress is anxious to adjourn but President Johnson has insisted on prolonging the session until certain measures are passed. Current odds favor continuance of the session into October but that outlook could change overnight. A prospective Senate filibuster on the right-to-work issue is one complicating factor.

Assuming Congress is still at work on September 27, the House will face an unusual situation. That is the date when the House is slated to get its chance to vote for Home Rule for the District of Columbia—an Administration bill due to reach the floor via a discharge petition signed by a majority of House members.

A five-hour debate is slated on Home Rule but the House Parliamentarian has not ruled whether this issue will have priority over a motion to take up the minimum wage bill. If the minimum wage motion is not made on September 27, it will not be in order for two weeks—until October 11. Nobody knows whether Congress will still be in session then.

A further complication is that Rosh Hashana begins at sundown on September 26 and lasts until sundown on September 28. Often the Congress does not meet on Jewish holidays, or at least defers votes until subsequent dates. A decision on the religious problem has not been made.

Even if the House does act on the minimum wage bill before adjournment, it is highly unlikely that the Senate will take up the matter until 1966.

Despite the confused outlook for the bill as a whole, NNA has taken steps to be sure that an amendment will be offered to aid offset newspapers now disqualified from the less-than-4,000 exemption because they are printed outside the county of publication. KPA has forwarded a resolution to change the wording to delete the words "printed and" from the present wording "printed and published" which would help many publishers over the nation whose newspapers are printed in authorized printing plants outside the county of publication. Ohter states have likewise helped in the movement.

Three House members, two of whom

**Clay City Times Issues Circulation Brochure**

The Clay City (Ky.) Times recently produced a neatly printed brochure giving a state-by-state, town-by-town breakdown of its circulation. This memoranda was forwarded to national advertising agencies, and the figures given are backed by postal records.

The Kentucky Press Association and the Kentucky Press Service long have advocated this practice on the part of the weekly press. The KPA has on file three copies of the Clay City Times record.

According to available information, this is the first time a Kentucky weekly has alphabetized its paid readership, and made it available to KPS and the national agencies, including American Newspaper Representatives.

The publisher, W. C. Caywood Jr., ex-KPA president and ex-journalism instructor at the University of Kentucky, is a stickler for accuracy. After a year with the Times, he has renovated the plant, moved the circulation from 1,100 to 3,465 as of June 10, 1965, and pushed the paper from 4 to 24 pages each week. The Times, according to available records, was one of the nation's first fully zipcoded bonafide legal weeklies (county seat, Stanton, Powell County), an article on which appeared in the May, 1965 Kentucky Press Magazine.

In commenting upon his objectives, Publisher Caywood said: "KPA's Vic Portmann has worked more than a quarter century toward quality in the weekly press of Kentucky. After thirty years as an active newspaperman, I am dedicated to quality and perfection and—most of all—accuracy in circulation figures. KPA (and KPS) do not succeed without cooperation from the publishers of Kentucky's weekly press. Whatever success The Times has enjoyed can be attributed to the unceasing efforts of Mr. Portmann to make facts and figures available

serve on the House Labor Committee, have agreed to sponsor the NNA amendment to delete the words "printed and" from Section 13 (a) (8) of the present Fair Labor Standards Act. The top staff member of the subcommittee in charge of the bill expressed optimism that the two-word amendment will be adopted.

Potential sponsors are Rep. John H. Dent (D., Pa.) and Rep. Dave Martin (R. Neb.), both members of the subcommittee which has charge of the bill. Rep. Ray Roberts (D., Tex.) will also sponsor the amendment if necessary although he would prefer that a committee member take the lead. NNA's Ted Serrill talked to Martin and Roberts, and to Dent's aide.

**Daily Newspapers Notice**

As Oct. 1 approaches, when newspapers are required to submit the statement of ownership form to local post offices, daily members may find the following reminders helpful:

"Bulk Sales" should be included under item "B. Paid Circulation." These are in fact paid circulation but members of ABC separate them in deference to ABC standards which require a separate listing. The post office does not require this differentiation.

"Returns" are considered by the post office as "leftovers" and therefore should be included under item "F. Office Use, Leftover, Unaccounted, Spoiled after Printing."

It is necessary to follow this procedure in order to get post office form items E plus F to equal item A, which is "Total Number Copies Printed (Net Press Run)."

A simplified method is to subtract item "E. Total Distribution" from item "A. Total No. Copies Printed" and use it for item "F. Office Use, Leftover, Unaccounted, Spoiled after Printing." This saves averaging all the items in item F plus a return average and adding all these average figures together.

In the column for "Single Issue Nearest to Filing Date" most newspapers will be reporting a "gross paid circulation" figure under item B since they will not have a figure available for returns for that day.

During the past year, some 53 million people, about 28% of all Americans, were enrolled in school, according to a report in the August "Monthly Economic Letter" published by First National City Bank, New York.

The report, entitled "Education: Investment in Human Capital," revealed that college enrollments have grown from 1.4 million in 1939-40 to nearly five million by last year. Report stated that two out of five persons of college age (18-21) were enrolled last year, compared with only one out of seven in 1939-40. The report projected that by the mid-seventies enrollments are expected to exceed eight million, with more than half of all 18-to-21-year-olds going to college.

to the advertiser."

On zipcoding, Caywood averred that Kentucky publishers should alert themselves immediately to postal regulations. Zipcoding is no passing fancy. It is a serious matter, and newspapers failing to comply are going to find themselves in hot and expensive water within a short time. . . . Playtime is over; those enjoying second-class mailing privileges had better wake up and zipcode their mailing lists, but quickly.



### Murray Democrat Sues To Open Court Records

The Murray Democrat is prosecuting a mandamus action against City Judge Jake Dunn and Chief of Police Burman Parker compelling the records of the city police court be made available for daily inspection in an action filed Sept. 11 by Edwin Jennings, editor of this newspaper. The newspaper editor has been denied access to the records by Judge Dunn and told Jennings that "it would require a court order" for him to make public the information.

The proceedings and records of police courts of cities in the third class as well as other general courts are matters of public record and the recordings are required by law to be made available to any citizen who desires to have the information. The mandamus action is simply a procedure under law that forces public officials to comply with the law.

Jennings said that on as many as six occasions he has made an effort to gain certain information he believed of vital importance to the welfare of this community and that in each instance Judge Dunn had refused him access to the records. The instances were needed details of serious offenses against the tranquility of the city, the editor explained, and he believed that the community could better be informed by the publication of the fact.

The policy of the Murray Democrat has for 25 years been: trivial offenses were matters that could better serve the community not to be made newspaper record, but in serious offenses where danger of bodily harm, such as drunk driving, leaving the scene of an accident, etc., were events of serious concern to the people and should be made a matter of public record as an added deterrent against wholesale disregard to law.

The staff of this newspaper holds that no officer, elective or appointive, has a moral or legal right to withhold information from the public so long as that information is necessary for the common welfare of this city and county. Secrecy is abhorrent to our democratic form of government, and repulsive to the better tastes of our citizens, the senior editor said last night.

"We do not intend to abuse the freedom of the press, nor do we delight in making public information that is of much embarrassment to many innocent families, but there are occasions," said Kerby, "when public officials must be made to abide by the law. Secrecy in keeping the records of fines and forfeitures from public view," he observed, "tends to create an air of extensive mistrust in our people."

### Envelope Prices Increased

Substantial increases in the price of stamped envelopes took effect Sept. 11, the P.O. announced. The charge for printing a return address on a stamped envelope will jump from \$2.50 to \$4 on orders of 1,000 or more, and from \$1.25 to \$2.25 on minimum orders of 500.

Prices for unprinted stamped envelopes will also rise. On small quantities, the penny charge above postage will be doubled to 2 cents. Thus a 5-cent stamped envelope will cost 7 cents instead of 6 cents. In quantities of 500 or more, the increase will be about 10 percent.

The law requires the P.O. to set envelope prices at not less than cost. However, the P.O. is losing \$3.3 million at current prices. Last year the General Accounting Office urged the P.O. to raise its envelope prices. Last May another GAO report pointed to envelope losses of \$7.5 million in the four years ended in 1963. At that time the P.O. said it was making a study of the situation and would raise prices if its study indicated the necessity.

The printing of envelopes by the P.O. has long been considered a controversial matter by the nation's small printing offices and press associations and many bills have been introduced in Congress for almost 30 years to abolish the practice. At least, today the

P.O. Dept. recognizes that it has been printing envelopes at a great loss and this may be a small sop to printers who still want the practice stopped; bills are in Congress now.

### Reader Advertising Must Be Plainly Designated

Publishers often have the question of when printing an advertising section, containing both display ads and reader type copy, it is necessary to mark each and every page of the section with the word "advertising section" or a statement to that effect on the first page of the section.

Edwin A. Riley, Director of the Classification and Special Services Division of the Post Office Department, strongly advises separate marking of each reader advertisement, even in sections which are paid for entirely. He stated this requirement is specifically covered in the criminal statutes and in the administrative statute pertaining to the postal service. The applicable criminal statute is 18 U.S.C. 1734, which reads:

"Whoever, being an editor or publisher, prints in a publication entered as second class mail, editorial or other reading matter for which he has been paid or promised a valuable consideration, without plainly marking the same 'advertisement' shall be fined not more than \$500."

Buy in six-packs and save up to 16%



(We now package many other parts this way with comparable savings to you.)



**Second-Class Bulk Rate Changes Made In Manual**

Revised portions of the Postal Manual dealing with second class bulk rates within and outside the country of publication have been received at KPA headquarters. Under the general heading of Part 132, Second-Class, 132.15, .16 and .17 were revised and redefined with main changes in 132.15. Formally sub-titled "Bulk Weight," .15 is now sub-titled "Computation of Postage Charges" and incorporates within its paragraph an explicit version of the previous .17 portion which had been sub-titled "Minimum Charges Per Piece." For your information we list below the revisions as issued by the Post Office Department under the date of August 12.

**.15 COMPUTATION OF POSTAGE CHARGES.** The pound rates for both within (132.11a) and outside (132.121a) the county of publication are computed on the bulk weight of a mailing. The minimum charges per piece for both within (132.111b) and outside (132.131b) the county of publication are computed on individually addressed pieces consisting either of single copies or packages containing unaddressed copies. When two or more unaddressed copies are mailed in a package, the package is considered as one piece. If the total postage computed at the pound rates for within or outside the county of publication does not equal or exceed the total postage computed at the applicable minimum charge per piece for within or outside the county of publication respectively, postage must be collected at the minimum charge per piece. Packages of unaddressed copies which by reason of their heavy weight are not subject to the minimum charges per piece should not be declared on the same Form 3542 (Statement Showing Number of Copies of Second-Class or Controlled Circulation Publication Mailed) with individually addressed single copies which are subject to the minimum charges per piece; such packages should be declared on a separate Form 3542.

**.16 WEIGHT LIMITS.** There is no limit of weight for second-class mail to domestic destinations. See 222.42 for weight limits to other countries.

**.17 WHO PAYS.** Postage at the transient rate must be paid on all copies mailed by the general public. Only publishers and registered news agents may mail at the other second-class rates." (Formerly .16. No change.)

Any man who drives while drunk, should carry his coffin in his trunk.

**Invited To Omaha**

President Don Harpst, Nebraska Press Association, has forwarded the following letter to all NNA members:

"The annual Fall Convention and Trade Show of National Newspaper Association (formerly NEA) will be held in Nebraska's largest city - Omaha - November 10-13, 1965.

"We Nebraska publishers hope you, your fellow publishers and editors and your wives will be with us. You'll find Omaha and Nebraska extending a warm welcome. I can personally guarantee you'll have a

grand time in Omaha, no matter what your tastes and likes.

"You'll find the best steaks in the country, fine shopping facilities, a good convention hotel, sight-seeing ranging all the way from recently, those of you who go in for the arts will be happy to know that young ap-famous Boys' Town to the World's Largest Livestock Market to the Strategic Air Command headquarters. And, although ageing (61) Sally Rand was asked to leave the city prentices are on the job picking up nicely where Sally dropped off."

*Why does  
S&H Green Stamps  
advertise in  
this publication?*

Simple.

Because the readers are local businessmen. And so are we. We don't want to forget that. And we don't want any of our friends to, either. We may be the only national trading stamp company, but it is on the local level that we do our business. Been that way for nearly 70 years, and we aim to keep it that way for another 70. So it just makes sense that we want the local press to know more about us and our business.

And why do we feel that way?

Well, neighbors ought to know something about each other.

**THE  
SPERRY AND HUTCHINSON  
COMPANY**



*An American Way of Thrift Since 1896*



### Editorial Dominance Is Fast Disappearing

"The center of gravity in newspapers has shifted from editorial dominance to news dominance, and this has marked a decline in the highly personalized type of newspapering we knew in the heyday of William Allen White."

The quote is from an address in the William Allen White memorial lecture at the University of Kansas by the editor and vice-president of one of the press wire organizations that serve newspapers with daily reports of news from throughout the world.

This is the sort of statement that might be expected from an individual who is sold on his product. But there is such a thing as uttering words that are not weighed for the impact they may have on those who accept them for only their face value.

Granted that newspapers are published for the dissemination of news, there are other facets that in our opinion are of almost equal importance, assuming that practically all textbooks for beginning journalists are correct in depicting the functions of a newspaper. Presentation of news, interpretation of news in editorials, movement of commodities through advertising and entertainment are the four characteristics usually set forth in prescribing the purposes of a newspaper.

It will be noted that the statement played down the one time dominance of personalized editorials. A dominance, one must admit, that gave the local newspaper an image enjoyed more widely by no other activity, business or profession in the local community.

Newspapers need to progress and to meet the challenge of changing times and conditions as any other business or profession must do. But in doing that it is not necessary to change fundamentals or to abandon or play down what has given newspapers leadership second to none in the nation.

"Journalism practiced mainly to persuade, and to mold opinion, has become the role of the professional editorial writer and the syndicated columnists," the speaker stated in his address. One need not be an old foggy or an opponent of progress to recognize the danger which this carries for continuance of newspaper leadership in the local community. It certainly encourages and abets a trend that has already gone too far in the wrong direction.

Not every editor has the ability to be a William Allen White, it is true. But no editor worthy of that title and no newspaper which subscribes to the fundamental functions of a newspaper should be devoid of opinions and the establishment of policies

that set the publication apart from public conception of an ordinary commercial enterprise. However, there are hundreds of newspapers and their so-called editors that never express an editorial opinion, personalized or otherwise. If editorial dominance is on the wane, there is the reason.

Professional editorial writers and syndicated columnists will never be able to serve the readers of a newspaper as its editor should do. Perhaps he turns out a personalized editorial now and then, so what! At least the readers of his newspaper realize that someone in a position to know has the guts to express an opinion on a problem that otherwise is nothing but a potpourri of gossip on the street corner. Possibly they do not agree with the opinion but they do know it doesn't come from a professional editorial writer or a syndicated columnist who couldn't care less.

Time and again we read about the decadence of newspapers and their eventual replacement by other media of communi-

cations. Presently, that is so much hogwash. Nevertheless, continued neglect of responsibility by newspapers and relegation of a function to a secondary position while farming it out to polished but impersonal editorial writers and syndicated columnists is certain to effect the future leadership of newspapers at the local level.

Unquestionably, people read newspapers for the news content. But they deserve more than just news, advertising and entertainment. In the heyday mentioned by the speaker, people looked up to newspapers for interpretation of the news and expression of the editor's opinion on current events. They still will if given the chance.

—The Indiana Publisher.

Shop your newspaper ads and keep the savings in your own pocketbook.

Opportunity knocks as often as a man has an ear trained to hear her.

In Kentucky  
after a day's fishing  
beer's the one...  
for good taste,  
good fun



Wherever you fish for sport—on the ocean, by the booming surf, or on some quiet country pond, it's great at the end of the day to head for a rewarding glass of beer. While you're talking over the ones that got away, or pan-frying the ones that didn't, you enjoy the hearty taste and cool refreshment only a glass of beer can give you so well. Yes, whatever your sport—bowling or strolling, golfing or gardening—a frosty glass of beer makes a naturally great accompaniment.

UNITED STATES BREWERS ASSOCIATION, INC.  
P. O. Box 22187, Louisville, Kentucky 40222





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"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY THE PRODUCT OF THE COCA-COLA COMPANY.

FRAGILE

Handle with care. Our legal line, which appears on every ad, helps us protect both trade-marks. But trade-marks can still be damaged, even destroyed, if not handled with care. You can help us protect these trade-marks by capitalizing the initial letters of "Coke" and "Coca-Cola." And by never adding an "s" to either trade-mark. Thank you.

things go better with Coke

TRADE-MARK ©





**'Piracy' Basis Of Suit**

The suit brought by the Brattleboro (Vt.) Daily Reformer against Roger G. Miller, publisher of the Town Crier, a photo-offset 'shopper' paper, has been set for the fall term. Infringement of copyright laws is the basis of the suit and the Daily Reformer alleges that the shopper photo-copied Reformer ads which were covered by the newspaper's edition copyright. Damages of at least \$250 for each alleged reproduction of a Reformer ad are being sought by the Daily Reformer.

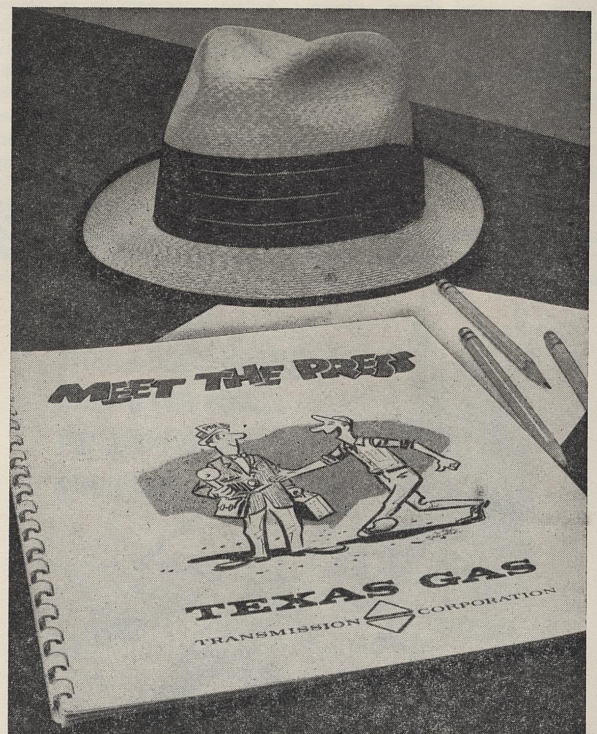
In an attempt to assist the shopper, the National Association of Advertising Publishers has urged all its members to furnish NAAP president, Joe Sklenar, with: (1) tear sheets with ads that have been photo-copied from other papers, (2) a statement that this is accepted practice in their area, and (3) examples of ads in newspapers which have been copied from shopper publications. Commenting on the case, Sklenar said: "If this case goes against Miller's Town Crier, the entire shopper industry may well face a barrage of similar suits. It could be a powerful weapon in the hands of second-class newspaper publishers who would like to blot out the shopper industry for all time."

The Reformer's attorney maintains the ads were created by the Reformer staff and are part of the copyrighted material in the newspaper. Editor & Publisher, reporting on past similar cases, referred to a 1958 Missouri suit in which a federal judge ruled that the blanket copyright protected

the news and picture contents of a newspaper but not an advertisement sent in by a merchant. This view was held in another case involving an ad which was reproduced from a catalogue.

Coincidentally, identical bills allowing for general revision of copyright laws (Bus. 2438) were submitted to Congress this year and June 30 a House Judiciary subcommittee studying the revisions heard

Hoosier State Press Assn. General Counsel Richard W. Carwell (Bus. 2466) testify for the revisions on behalf of National Newspaper Assn. However, the subcommittee considering revisions of the 1909 Copyright Act (Bus. 2473) bogged down in the face of bitter opposition from a variety of groups and the Copyright Office announced early in August that it had abandoned hope of the bill passing in the House this year.

**This is your press card at Texas Gas**

A company's press relations are tested not when things are going well, but when they're at their worst... during an emergency, for instance. That's why we've prepared our booklet, "Meet the Press", and distributed it to Texas Gas employees. ■ "Meet the Press" is your advance "Press Card" at Texas Gas. It tells our employees how they can best help newspapermen on those occasions (very rare, we're glad to report) when something goes wrong. ■ *Be courteous, the booklet says. Stick to the facts. And above all, cooperate. "Give the newsman a fair shake, and look at the situation from his point of view."* ■ We've sent a copy of the booklet to each editor along our nine-state pipeline system, but perhaps we missed you. Just write John Potter... he will be glad to send you your Texas Gas "Press Card."

**TEXAS GAS**  
TRANSMISSION CORPORATION  
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Tel. MU 8-2431

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A COMPLETE NEWSPAPER  
ADVERTISING SERVICE  
For Daily and Weekly Newspapers  
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Representative  
**Chas. H. Lovette**  
1919 Sundown Lane, Ft. Wayne, Ind

**COMMUNITY PRESS SERVICE**  
SERVING AMERICA'S WEEKLY NEWSPAPERS  
• EDITORIAL FEATURES  
• HOLIDAY GREETING ADS  
• GRADUATION GREETING ADS  
• HOLIDAY FEATURES  
100 East Main St. Frankfort, Ky.

**CIRCULATION NEED A BOOST?**  
Over 3,500 Newspapers Recommend  
the "LINER PLAN"  
**Liner Circulation Service**  
Time-proven Integrity and Reliability  
221 N. LaSalle St., Chicago 1, Illinois  
— Since 1906 —



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# LET'S OFFER INCENTIVES TO NEW INDUSTRY

## KENTUCKY'S RURAL ELECTRICS WILL HELP



Building a more prosperous Kentucky requires that we attract new industry to provide more jobs for our citizens. Kentucky's Rural Electrics are helping to bring in new industry, such as the new \$50 million Harvey Aluminum plant at Lewisport, by offering the assurance of low cost power in the amounts needed by major manufacturers. Power for the Harvey Aluminum plant will come from the new Big Rivers Generating Station at Sebree.

The Rural Electrics' program for industrial development includes national advertising, directed to industry, as well as personal meetings with out-of-state industrialists to present the many good reasons for putting new plants in Kentucky.

*Everybody can help! Speak up for Kentucky and the many benefits we offer to new industry . . . central location, good transportation, willing labor, lots of raw materials. Let's make Kentucky grow!*



### LET'S SPEAK UP FOR KENTUCKY!

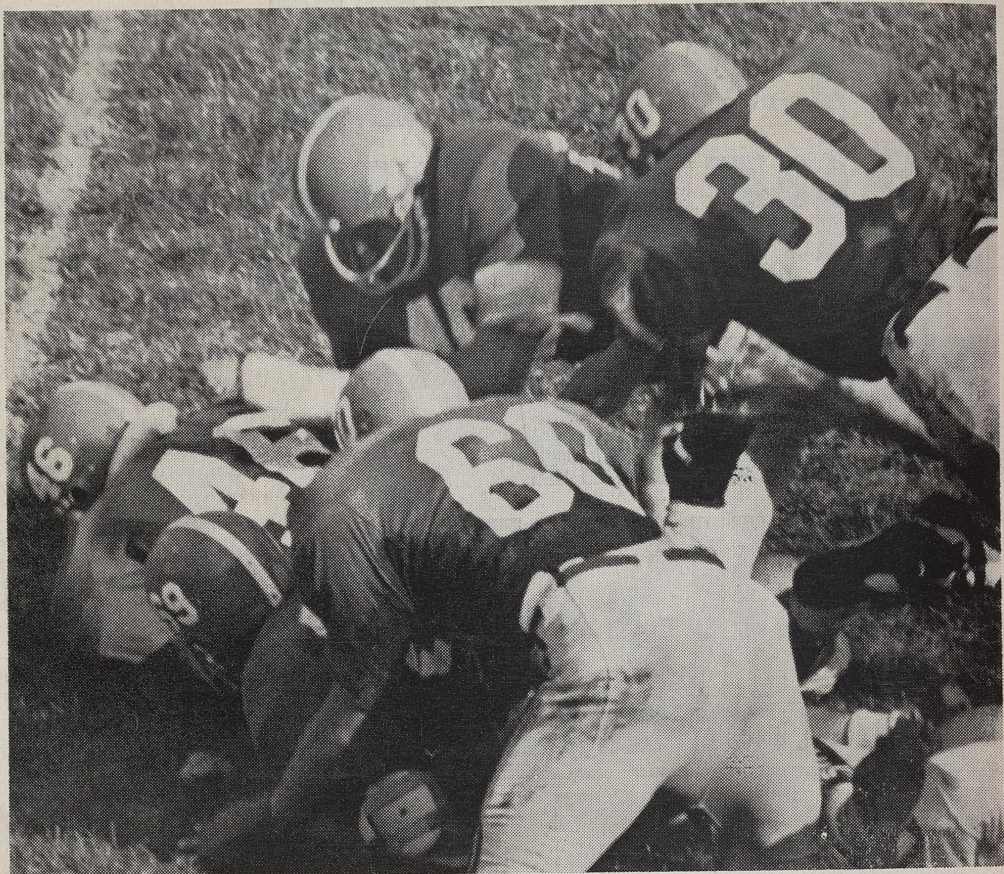
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## It's called TEAMwork

A loose football takes strange bounces, and alert teammates leap to help the man who recovers the ball. That's why we have *teams*.

Kentucky has another kind of team, too, an industrial development team whose job is to help bring new industry to Kentucky. Each man is a professional, a specialist in his field, but when they contact an industry looking for a new plant site all of them work together to bring the industry to *Kentucky*.

These representatives of utilities, transportation companies, the Kentucky Chamber of Commerce, and the State Department of Commerce pro-

vide the kind of teamwork that has paid off, year after year, in Kentucky's continuing industrial growth. KU has been a member of the Industrial Team since it was organized.

All Kentucky benefits from the team—work of this unique organization.

**KU** KENTUCKY  
UTILITIES  
COMPANY

120 S. Limestone St., Lexington, Ky. 40507