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The Kentucky Press

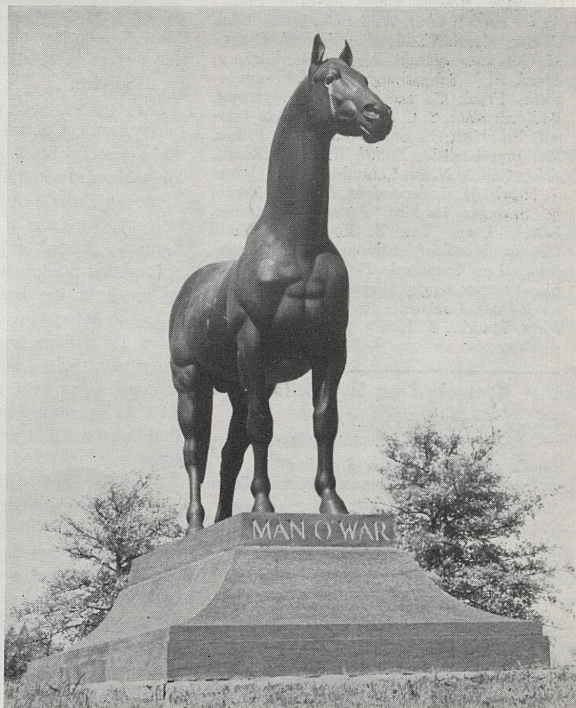
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

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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Publication Office:
School of Journalism
University of Kentucky
Lexington, Kentucky

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**April
1966**

VOLUME 32, NUMBER 7



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**Kentucky's Showcase: Man-O-War, Mecca of Derby Visitors
From Over the World**

The Kentucky Press + As We See It +

VOLUME 32, NUMBER 7

Official Publication

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

National Newspaper Promotion Association

Publication Office

School of Journalism

University of Kentucky, Lexington

Kentucky Press Association, Inc.

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Messenger, Central City

Edwards M. Templin, *Vice-President*

Herald-Leader, Lexington

Victor R. Portmann, *Secretary-Manager*

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Viehman To Succeed Portmann In June



Arthur John Viehman Jr.

Arthur John Viehman, Jr., of Frankfort, the statewide sales supervisor for an insurance company, has been appointed secretary-manager of the Kentucky Press Association and the Kentucky Press Service.

His appointment was announced by Larry Stone, Central City, president of the Kentucky Press Association; George M. Wilson, Irvington, president of the Kentucky Press Service, and Dr. Robert Murphy, director of the University of Kentucky School of Journalism.

Professor Victor R. Portmann, whom he succeeds, has been secretary-manager of the newspaper organizations for 24 years. He will become secretary-manager emeritus of KPA June 10 when Viehman formally takes over management of the KPA-KPS central office in the Journalism Building on the University of Kentucky campus.

Miss Florida R. Garrison, the secretary and office manager in the Kentucky Press Association central office, will continue in that capacity.

Professor Portmann, who previously had been retired by the University from his position on the School of Journalism faculty, will receive retirement pay from the press association and its affiliated press service.

Special tribute will be paid to Pro-

Classified Guidelines

After nearly six months of wrangling, the Equal Employment Opportunity Commission will soon issue revised guidelines pertaining to male and female help wanted advertising under Sec. 704 of the Civil Rights Act of 1964. The gibberish of the prior guidelines was strenuously opposed by newspaper organizations and largely ignored by most newspapers.

The new guidelines will bring some sense to the matter. All reference to requirement of a "disclaimer" notice on alternate classified pages has been eliminated. Also eliminated is the previous requirement that each individual help wanted ad specify that the job is open to males and females by use of abbreviations such as "M & F."

The new guidelines will be as follows: "IV. Job Opportunities Advertising—Help wanted advertising may not indicate a preference based on sex unless a bona fide occupational qualification makes it lawful to specify male or female."

"Advertisers covered by the Civil Rights Act of 1964 may place advertisements for jobs open to both sexes in columns classified by publishers under 'Male' or 'Female' headings to indicate that some occupations are considered more attractive to persons of one sex than the other. In such cases, the commission will consider only the advertising of the covered employer and not headings used by publishers."

That statement is so simple and so relatively correct that one might almost wonder why it took a crusade to accomplish it.

It is no longer necessary, accordingly, for newspapers to publish a "disclaimer" notice on classified pages saying that separate "Male" and "Female" classifications "are not intended as an unlawful limitation or discrimination based on sex."

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Doffing the hat as a mode of greeting is not always customary among men. This western tradition is considered discourteous in some of the eastern nations.

Professor Portmann for his long service to the newspapers of Kentucky during special program at the mid-summer Kentucky Press Association meeting at Cumberland Falls State Park in June.

Enacted Laws Which Interest Newspapers

Four bills, important to Kentucky newspapers, were enacted into statutes by the 1966 Legislature. While these statutes have not been formally published, the Press publishes them for your guiding information and files.

House Bill No. 454

COMMONWEALTH of Kentucky — — AN ACT creating a Legislative Audit Committee; establishing the duties and powers of the committee and legislative auditor; appropriating funds to operate the committee and carry out its functions.

Section 1. The intent of this Act is to insure the postauditing of each agency of the state government for the purpose of furnishing the legislature with factual information necessary to the discharge of its legislative duties. The General Assembly finds that adequate information is not available for each session through which the members of the legislature can determine the needs of the various agencies and departments of the state government, and the postauditing of each agency will furnish necessary information. The General Assembly also finds that the legislative session is not adequate time in which to review the financial operations of each agency. It is the intent of this Act to provide the legislature with adequate factual information by which to exercise its valid powers.

Section 7. The committee may direct the legislative auditor to:

(1) Perform an audit of any accounts, books and other financial records of the state government, or an officer of the state, every department, board, bureau, institution, commission, agency, or other unit, and prepare a written report of the audit for presentation to the committee;

(2) Examine and audit any fiscal books, records and accounts of custodians of public funds, and of disbursing officers of the state, making independent verification of all assets, liabilities, revenues and expenditures of the state and agencies of the state;

Section 9. This Act does not authorize or permit the publication of information prohibited by law.

Section 10. (1) The committee shall file copies of its approved audit reports together with the committee's recom-

mendations with the Governor. The committee shall file an annual report with the Governor not later than September 1. Each annual report shall contain a copy of the audit reports on the various agencies or the substance of the audit reports and a summary of recommendations made in regard to them. Each annual report shall be open to public inspection after it is filed with the General Assembly, except that the portion of the annual report containing recommendations, comments and narrative statement shall be released only upon the approval of a majority vote of the committee.

(2) No audit report or recommendation shall be released or filed for public inspection until the Governor has received a copy.

Section 11. Recommendations submitted by the legislative auditor shall be confined to seeing that the laws adopted by the General Assembly dealing with the expenditure of public money are carefully observed, and that the attention of the General Assembly is directed to cases of apparent violations of the law and to those instances where there is need for change of existing laws or the passage of new laws to obtain the efficient spending of public funds, and to the manner or form of appropriations which will avoid any improper expenditure of money.

Section 12. A member of the General Assembly may, by written request and by written notice of at least six days, request the committee to direct a special audit of any state agency, unit or program. Upon the vote of the majority of the committee approving the request, the legislative auditor shall make the audit.

Senate Bill No. 112

WHEREAS, the Attorney General has heretofore established a Division of Consumer Protection in the Department of Law, and

WHEREAS, it is the duty of the Attorney General to promote and protect the welfare of the consumer-citizens of the Commonwealth, and

WHEREAS, said consumer-citizens, in the purchase of goods, wares or merchandise may be misled, deceived and defrauded by the indiscriminate use and

advertising of the terms "wholesale" and "wholesale price" as used in trade and commerce, and

WHEREAS, it is desirable and necessary that the use of said terms be controlled to prevent innocent purchasers from being misled, deceived and defrauded thereby,

NOW, THEREFORE, *Be it enacted by the General Assembly of the Commonwealth of Kentucky:*

Section 1. As used in this act:

(a) "Wholesale" means to sell in quantity or bulk for purpose of resale at retail.

(b) "Wholesale price" means the price fixed on goods, wares or merchandise by one who buys in large quantities of the producer or manufacturer, and who sells the same in quantity or bulk to retail dealers for purpose of resale.

Section 2. No seller or transferor of any goods, wares or merchandise shall advertise, claim or imply that any sale or other transfer of goods, wares or merchandise is a sale or transfer at wholesale or at a wholesale price unless the sale or transfer is made to a transferee for resale and unless the transferee has a seller's permit to do business pursuant to KRS 139.240. Nothing in this Act shall prohibit a licensed wholesaler from making any sale to an individual.

Section 3. No person engaged in selling goods, wares or merchandise to individual consumers, shall incorporate in his business name or otherwise use in describing his business, the word wholesaler or any synonym therefore unless the person is in fact engaged in the wholesale business in addition to his business of selling goods, wares or merchandise to individual consumers. Where a person is engaged in wholesaling, and is in addition engaged in making sales to individual consumers, he shall not advertise, represent or imply, directly or indirectly, in connection with sales to individual consumers, that the selling price is other than a retail price unless the sale is for resale.

Section 4. This Act does not apply to persons engaged in selling goods, wares or merchandise to persons engaged in the construction business.

Enacted Laws Which Interest Newspapers

Section 5. Any person violating this Act shall be fined not less than three hundred nor more than five hundred dollars or imprisoned not less than ten nor more than thirty days for the first offense. For the second offense he shall be fined not less than five hundred nor more than one thousand dollars and imprisoned not less than thirty nor more than ninety days.

Section 6. (A) The Attorney General may enforce the provisions of this Act by civil action for injunctive relief in any court of competent jurisdiction. In such action to obtain said injunction it shall be sufficient to allege and prove that a violation of this Act has occurred, and it shall not be necessary to allege or prove that any person has been misled or deceived by said advertisement, claim or implication or that any person has been damaged or sustained any loss as a result of any violation of this Act.

(B) When this Act is enforced by the Attorney General through civil action, he may ask for and the Court may assess a civil penalty for the benefit of the Commonwealth, not to exceed the sum of two thousand dollars, said civil penalty to be in lieu of all penalties set forth in Section 5 of this Act.

(C) Nothing contained herein shall prevent any person who is threatened with loss or who has been damaged by reason of a violation of this Act, to sue for injunctive relief to prevent damages, or to recover damages sustained as a result of said violation. In order to obtain injunctive relief, it shall not be necessary to allege or prove that an adequate remedy at law does not exist.

House Bill No. 410

AN ACT relating to political advertising.

Section 1. All written or printed circulars, advertisements, or other statements with reference to any candidate or group of candidates for nomination or election to any public office in this Commonwealth shall include the signature and the address of the writer, or if the same purports to be issued by any committee, organization or other similar association, the same shall include the signatures and the addresses of two of

the principal officers of the committee, organization, or association.

Section 2. Statements, articles or advertisements appearing in newspapers or magazines shall be signed by the writer and contain his address. The management of the newspaper or magazine shall keep a one year record of these signatures and addresses but shall publish this information only upon the discretion of the editor.

Section 3. Any person who violates any of the provisions of this Act shall be fined not less than fifty dollars nor more than five hundred dollars, or imprisoned in the county jail for not less than ten days nor more than thirty days, or both.

Section 4. Nothing in this act shall be construed as requiring editors or editorial writers of newspapers or magazines to sign any article or editorial written by them as part of their duties as an employee or employer.

Senate Bill No. 295

AN ACT relating to advertising by practitioners of the healing arts.

(1) No person licensed to practice medicine, dentistry, osteopathy, podiatry, optometry, or chiropractic, or any other healing art in this state shall solicit persons to become patients, or advertise by mail, card, newspaper, pamphlet, radio, television, or any other medium, or permit his services to be advertised; provided, however, that such person may publish a brief announcement of the opening of an office or of any change of office location or changes of office hours, and may cause to be listed in the telephone directory and classified advertising sections thereof his name, address, type of practice and office hours. Modest signs on the doors, windows, and walls of the licensee's office or on the building in which he maintains an office setting out his name, professional title in accordance with KRS 311.375, office hours and address shall not be considered as violations of this subsection.

(2) Each violation of subsection 1 of this Act shall be punishable by a fine of not less than two hundred and fifty dollars nor more than one thousand dollars or by imprisonment for not less than one

month nor more than twelve months or both.

(3) Nothing contained herein prohibits the circulation of educational materials, which are not laudatory of the author or any person with whom he is associated in the practice of his profession, and which contain no solicitation of patients for the author of any such associate of the author, which has been approved as to content by the appropriate licensing agency.

Central Newspaper Plant Soon To Be In Operation

Ground-breaking will take place in Shelbyville around May 1 for a central newspaper plant cooperatively owned by eight Kentucky weekly newspapers, according to an announcement by Lewis M. Conn, newly elected president of Greater Kentucky Newspapers, Inc.

Conn, who is president of the Jefferson Reporter in suburban Louisville, said the plant should be in operation in July. Each member newspaper will compose its pages in its own shop and bring the camera-ready pages to the central plant for presswork.

Other officers elected by the new corporation are: Frank L. Stanley, The Louisville Defender, chairman of the board; George W. Trotter, The Lebanon Enterprise, vice president; Elliott Garrison, The Anderson News, Lawrenceburg, secretary; James L. Edelen, The Springfield Sun, treasurer.

William Matthews, Shelby Sentinel publisher, was named a director and business manager. Other directors elected were N. A. Perry, Jr., News Democrat, Carrollton; and James Goranflo, The Oldham Era, LaGrange.

The new building, located on State Highway 55 just off I-64, will house a four-unit high speed Fairchild web offset press plus photomechanical equipment, Conn said. While its principal function will be to print for the eight member newspapers, it will also accept commercial printing.

The only reason a great many families don't own an elephant is that they have never been offered an elephant for \$1 down and \$1 a week.

Political Advertising Loses Deductibility

Deductibility of political advertising loopholes were firmly closed March 15 when President Johnson signed the Administration's tax bill. An amendment by Sen. John J. Williams (R-Del.) forbids corporations from claiming tax deductions for ads in political handbooks or magazines, or programs, newspaper ads or brochures published by a political party for the benefit of a party or candidate. Momentum toward such an amendment gathered speed after the Democrats put out a 178-page slick covered book which contained \$15,000 per page ads for major corporations. Republicans put out a similar, though less expensive, book earlier.

Sen. Williams, always a contender that corporation ads are non-deductible under law, said both politicians and advertisers have disguised ads as allocations for "research" or "education." He points out that now corporations buying ads in political journals will have to pay for them out of profits, and adds that if they do so they will risk prosecution under the Corrupt Practices Act which forbids political ads. The amendment's pertinent language is: "No deduction . . . shall be allowed for any amount paid or incurred for . . . advertising in a convention program of a political party, or in any other publication if any part of the proceeds of such political party, or in any other publication if any part of the proceeds of such publication directly or indirectly inures (or is intended to inure) to or for the use of a political party or a political candidate . . ." This applies further to the cost of tickets to political dinners, inaugural events or similar events.

This portion of the new tax bill would seem to nullify a bill passed this month by the New York Legislature and sent to Governor Rockefeller. It provides that corporations may buy ads in, or subscribe to, publications organized for political purposes without violating a section of the penal law forbidding corporations from making campaign contributions. The Williams amendment will also affect various states which regularly issue ad books. Among them are: Tennessee, Mississippi, Alabama, Indiana, Louisiana, New York and Oklahoma. New Jersey Democrats issued one that grossed \$100,000 for the 1965 gubernatorial campaign.

MDTA Program Available

Three new Manpower Development and Training Act projects for weekly newspapers have been approved by the Department of Labor, including the first on-job training program for a weekly to develop a single unemployed beginner as a reporter.

MDTA provided funds to employers to reimburse them for job instructor fees and instructional fees. Trainees receive wages paid by the employer, at a rate approved by the Labor Department. Wisconsin Press Association pioneered in this field when it contracted last June for an \$81,212 program to train 50 pre-apprenticeship printers.

Nebraska Press Association has now received an OK for a similar but less ambitious project. NPA will train 25 pre-apprenticeship printers for 26 weeks. MDTA will pay \$19,193 in training costs and publishers will pay \$35,750 in wages, at a rate of \$1.25 per hour for the first 13 weeks and \$1.30 for the final 13 weeks. Thereafter trainees will receive 55 percent of the \$2.50 rate paid journeymen.

The first editorial training plan is that of the Beulah (N.D.) Independent, a small weekly with a circulation of 1,347. It will receive \$1,016 in MDTA funds for a 26-week training program for one reporter and one printer.

Another individual publisher winning approval of an MDTA plan is C. Dewey Brown, NNA State Chairman in Colorado, who publishes two weeklies at Cortez. He will receive \$3,617 to train nine beginners for 26 weeks as pressmen and stenographer-clerical workers. — (NNA BULLETIN).

By majority vote, KPA mid-winter convention relegated participation in the plan to individual newspapers.

More and more leading figures in the world of journalism are pointing to "danger signs" emerging in the field. In a word, the concern is about salaries.

Dean Edward Barrett of Columbia's School of Journalism rang the "alarm bell" this past summer about the growing problem. Herbert Brucker at the New England Press Assn. convention a few weeks ago reiterated the same theme. The theme—Newspaper salaries (on the professional side) are not keeping pace. They are much too low.

Freedom Of Information Bill Seems Verge Of Passing

Unanimous approval by the House Government Information subcommittee of the Senate-passed Freedom of Information bill has put the measure on the road toward an early vote in the House and led to predictions that a public access law will be enacted this year. Chairman John E. Moss (D., Calif.), forecast endorsement of the bill by the full House Government Operations Committee at its next meeting.

Moss predicted the bill would pass the House after the Easter recess, and that the President would not veto it, despite Administration opposition expressed at hearings last year. Rep. Florence P. Dwyer (R., N.J.), ranking minority member of the committee and a co-sponsor of the FOI bill, told a reporter that if there was a White House veto, it would be overridden by Congress.

The bill is S. 1160, sponsored in the Senate by Sen. Edwin A. Long (D., Mo.). He obtained unanimous Senate passage last year, but too late in the session for House action before adjournment. NNA, ANPA, and various other media groups have endorsed the bill.

It would establish the principle that most non-security information in Federal files is open to inspection. Military and other properly secret data is exempted from disclosure.

Ted Serrill wrote Chairman John W. Macy, Jr., of the Civil Service Commission to commend the agency for its adoption of new rules governing release of information on Federal employees, including salaries. NNA's spokesman said the procedures adopted "seem well conceived and reasonable" and that newspapers "will be pleased with this recognition of the public's right-to-know."

United States Employment Service has developed three new aptitude tests for printing industry occupations, bringing to 33 the number of available tests in printing. They are designed for use by local employment offices in selecting inexperienced applicants to refer to employers for training to fill available jobs. The new tests are for offset-duplicating machine operators, offset-web press men, and Flexograph press men. All will be available at state employment offices in less than one month.

*Announcing
the second annual
INGAA
University of Missouri
Awards
for Excellence in Economic Reporting*



To honor excellence in reporting and interpreting business, economic and financial news, and to encourage a greater public understanding of the American economic system by means of broader coverage of U. S. business in newspapers and magazines, the University of Missouri announces its second annual competition for four \$1,000 awards. In addition, the University is this year introducing a fifth \$1,000 award in a new writing category.

The awards are made under a grant from the Independent Natural Gas Association of America (INGAA) to the Schools of Journalism and Business and Public Administration at the University.

The awards will be given in the following five categories:

- \$1,000**
- 1. To a staff member of a weekly newspaper.
- \$1,000**
- 2. To a staff member of a daily newspaper with a circulation under 150,000.
- \$1,000**
- 3. To a staff member of a daily newspaper with a circulation of more than 150,000, or a syndicated columnist or wire service staff member.

- \$1,000**
- 4. To a staff member of, or outside contributor to, a general circulation magazine.

- \$1,000**
- 5. To a staff member of, or outside contributor to, a publication addressing itself specifically to the general business reader. The published material must concern some aspect of the relationship between business and government.

In addition, winners will receive a trophy created by Gould & Associates, noted design specialists.

Material Content

The subject matter of entries in categories 1-4 must concern itself primarily with the American business scene and its significance in modern society. Entries may take the form of straight news stories, feature articles, columns or editorials. Entries will not qualify if they should only appear in trade or association journals, company publications and annual reports.

Entries will be judged on skill and accuracy in research and reporting, clarity of exposition and depth of insight.

Competition Rules

1. All entries for the second annual awards must be published between June 1, 1965 and May 31, 1966.
2. Entries must be postmarked not later than June 15, 1966.
3. All entries must be accompanied by official entry form or a letter from a publication's editor stating the position held by the contestant. Anonymous entries will not be accepted.
4. Entry forms can be obtained from Prof. Timothy Hubbard, INGAA Program Director, School of Journalism, University of Missouri, Columbia, Mo. 65201.
5. Entries are limited to U. S. publications.
6. Number of entries will be limited to three articles, or one series per writer.
7. No contestant can win more than one category in a single year, and no contestant can win any prize in any category two years running.
8. A panel of five judges drawn from the ranks of education, industry and the press will choose the winners. Their decision is final.
9. Winners will be announced at the INGAA National Convention in September 1966. Presentation of prizes and trophies will be made at an Awards Banquet held on campus at the University of Missouri in October 1966.
10. Award winners are obliged to attend the Awards Banquet and participate in the annual Business Journalism Symposium with expenses paid.

INGAA-UNIVERSITY OF MISSOURI AWARDS

Published in the public interest by Texas Gas Transmission Corporation



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Bingo Promotion Plan Receives POD Approval

News-Newspaper Bingo promotion, being presented to many newspapers throughout the nation, has received Post Office Department approval as not constituting a lottery but the promotion may be deemed illegal (for various reasons) under the laws of some states. The promotion is being offered by Jay Kashuk Associates, 924 Lincoln Road, Miami Beach, Fla., 33139. The Kasuk organization has advised that it is contacting "dailies and weeklies" regarding use of the game and provided a kit for our "perusal." All state associations in states where newspapers are being approached by promoters have reportedly been furnished the same kit.

The promotion involves a game using numbers published in the newspaper. Readers compare the published numbers to numbers on a card which is available "free of purchase" at participating advertisers' business houses. Promotion provides that the newspaper post a list of numbers in its offices so that actual purchase of a paper is not necessary in order to play the game.

So far as U. S. lottery law is concerned, the promotion received a qualified approval in a letter from the Post Office General Counsel's office dated November 12, 1965. It states in part: "... if purchase of the newspaper is not required to claim a prize, and the distribution of the 'bingo' card is, in actual fact, in no way contingent upon purchase, and it is not necessary to pass through a checkout lane after obtaining or in order to obtain a card . . . matter relating to the promotion would appear to be acceptable for mailing under the terms of the postal lottery law, 18 U. S. Code 1302. The P.O. ruled this particular bingo plan not a lottery presumably because lotteries must have three elements: prize, chance and consideration (purchase of something is necessary to win).

Any newspaper wishing to use this promotion should have no trouble with the P.O. if that part of the plan stipulating that no purchase of the newspaper is necessary to win a prize is followed. However, it would behoove publishers to have counsel's advice on all individual state laws to ascertain that the promotion is not nullified by state legislation. The News-Newspaper Bingo promotion, for

California Press Assn. To Appeal Decision

The executive committee of California Newspaper Publishers Association and attorneys for various newspapers are considering possible entry into a legal battle involving the taxation of newsprint on the floor. A recent appellate court decision (Virtue Brother et al vs. County of Los Angeles) resulted in Los Angeles County publishers receiving notice that all newsprint in their possession the first Monday in March would be assessed for purposes of personal property tax. CNPA reported that as word of the decision spreads, all California publishers can anticipate receiving similar notices from their assessors.

CNPA further reported that until the Virtue Brothers decision, only newsprint which the assessors determined to be necessary for current operational requirements was assessed. CNPA said the determination was apparently based upon the number of days necessary to receive shipment from Canada. Attorneys for Virtue Brothers et al have petitioned the California Supreme Court for a hearing. Should the Court agree to hear the appeal, CNPA said the way would be open for interested parties to seek permission to file amicus curiae briefs.

When Herbert Hoover was president, he gave his salary back to the Government. It set a bad example—now they want all of us to do it!

instance, is illegal in Nebraska—under Nebraska law. The state Tax Commissioner's Office, which administers the Nebraska Bingo Law, so advised Nebraska State Press Association. It reported that "Nebraska law states that if any card is marked off in 25 squares it comes under the law . . . and must have a license. To get a license you must be considered a 'non profit organization' in the eyes of the Internal Revenue Service."

Postal 419 of January 9, 1965 reported that a new promotion idea called "Newspaper Bingo" had been cleared with postal authorities in Washington and was not considered a lottery because of game rules. Source of information was Michigan Press Association which learned of the P.O. approval through a letter from Marketing-Research Association, 12 Suburban Square, Hopkins, Minn., 55343.

Automation Will Not Affect Job Opportunities

While computers are being used for greater efficiency, fears that such equipment would result in the wholesale elimination of jobs have not been borne out by facts. This is the conclusion reached by the Wall Street Journal in a recent survey of the automation scene.

The article, entitled "Automation Alarm Is Proving False," commented: "Indeed, the facts suggest that if the economy faces a labor problem today it is not automation and the massive unemployment it is causing but rather the lack of workers to fill job openings. Even unskilled workers, thought to be the first 'victims' of automation, are in sharply increased demand."

Statistically, the employment situation over the last two years was summed up this way: "In 1963, nearly 6 percent of the country's labor force was unemployed. In absolute terms, four million Americans wanted work, but couldn't find any. Today, just two years later, the unemployment rate is down close to 4 percent and—despite a U. S. population surge of almost six million—the number of jobless citizens has recently dropped below three million."

In the newspaper business, not only has total employment increased from 280,000 to 338,000 (1950 to 1964), but in the same period newspaper "production workers," according to the U. S. Department of Labor, have increased from 147,000 to 171,000 or 16 percent in 15 years.

Here's A Gold Mine

Less than 10 percent of families buy want ads, according to a survey reported at the recent Michigan Press Association Classified Workshop. This means there is an untapped potential of 90 percent of people in most market areas!

Want ads offer a gold mine of success stories, said Detroit News executive David Buckfire. They leave satisfied readers, satisfied circulation men and satisfied business managers because they are profitable.

The Van Nuys (Calif.) News published 57 pages of solid classifieds in a 100-page edition.

Advertising Always Pays!

Sex Problems In Classifieds Soon To Be Solved

Equal Employment Opportunity Commission will issue soon new guidelines covering job discrimination in help-wanted ads in newspapers. Changes are satisfactory to ANPA, which has waged a six-month war against the original requirements.

The Civil Rights Act of 1964 bans discrimination on the basis of sex. This led the EEOC to adopt completely unworkable standards applying to "Help Wanted—Men" and "Help Wanted—Women" columns. Newspapers have been required to publish a "disclaimer" notice on alternate classified pages asserting that male and female captions "are not intended as an unlawful limitation or discrimination based on sex."

The new rules will make this disclaimer unnecessary. Also eliminated will be the requirement that each classified ad specify that a particular job is open to members of both sexes by the inclusion of abbreviations such as "M&F." The new guidelines will be confined to the following language:

"Help wanted advertising may not indicate a preference based on sex unless a bona fide occupational qualification makes it lawful to specify male or female. Advertisers covered by the Civil Rights Act of 1964 may place advertisements for jobs open to both sexes in columns classified by publishers under 'Male' or 'Female' headings to indicate that some occupations are considered more attractive to persons of one sex than the other. In such cases, the Commission will consider only the advertising of the covered employer and not headings used by publishers."

Effective date of the change will be when the new language is printed in the Federal Register, expected to be within a few days.

Naturalized citizens of the United States are entitled to all privileges except that of becoming president.

The following 'squibbs' were reported in Newsprint Facts, January, 1966: (1) Newsprint must withstand a 40 m.p.h. trip through the newspaper press. (2) Foresters this year are planting trees for the newsprint of 2026 A. D.

Collection Letters

No given set of collection letters is good for all times. A change in color or a general face lifting in your letters or invoices will often produce improved response, says Phillip A. Sweeney, subscription manager of Nation's Business. Here are his hints on writing copy for a collection series:

Write your letters in a conversational and personable tone.

Keep them at all times courteous, but firm.

Avoid using such words as "demand," "insist" or "must."

Never indicate that one needs the money; only that the amount due is an obligation on the part of the customer.

Clearly state the amount due.

Make it easy to reply.

See that the envelope in no way indicates a past due account—and send it first-class.

Strive to find out the reason for non-payment, in later letters or when the account becomes past due.

Maintain a businesslike attitude throughout the series—there is nothing especially funny about owing, or being owed money. The light touch can be used, but sparingly and very carefully.

Indicate confidence in your customer. Maintain the good will of your organization.

Above all, avoid long letters.

Are your rates keeping up with the times?



BEER—A big boost to the economy!

The brewing industry each year contributes over 1.4 billion dollars in federal, state and local excise taxes. Wages and salaries in the brewing industry account for almost 500 million dollars, and the purchase of packaging materials from other industries runs over 550 million. So next time you enjoy a cool, refreshing brew after hard work or play, remember—BEER is good in more ways than one!

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



Teenagers Want Newspapers

Calvin A. Richard, promotion manager at the Omaha, Neb., World-Herald, recently completed a study which indicates that teenagers still rely on the newspapers for shopping information.

The World-Herald initiated a weekly teen section and followed up with a sample of 650 teenagers between 13 and 18, half boys and half girls.

In an attempt to measure reaction to the new teen section, they discovered that the teenagers wanted more columns, features, and articles on records and teenage thought. They were interested in reading about teenage problems and current fads; also book reviews. In addition, they thought that some of the columns should be written by the teenagers themselves.

Readership of the teen section was very high, despite the fact it was still new. Amusements and comics also scored well with both sexes, but the boys had a high percentage of sports page reading while the girls scored high on pages in the women's section.

The following question was asked of each respondent: "What advertising source do you generally depend on for the things you buy?" The answers fell as follows:

56 percent Newspapers, 16 percent Magazines, 14 percent Television, 10 percent Radio. The two big expenditure items for both boys and girls were clothing and entertainment.

A new edition of the "Guide to Record Retention Requirements" has been placed on sale by the U. S. Government. Revised as of January 1, 1966, the new booklet contains over 900 digests that briefly describe the types of records to be kept, who must keep them, and for how long. The index lists categories of persons, companies and products affected by Federal record-retention requirements.

The guide itself has no regulatory force but is published by the Office of the Federal Register to assist the general public with record-keeping responsibilities. It is for sale by the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402, at 40 cents per copy.

Patronize the Press advertisers.

Wages Rose In Large Cities

Wage scales of unionized workers in the newspaper printing trades in large cities rose 10 cents an hour to \$3.94 an hour during the year ended July 1, 1965, the Bureau of Labor Statistics has reported. Average scales advanced more than 3 percent in 23 of the 69 cities studied of which 18 had populations under a half million.

Night pressmen-in-charge are the highest paid newspaper printing workers, averaging \$4.45 an hour. Photoengravers average \$4.31; pressmen-in-charge, \$4.28; machinists, \$4; machine operators, \$3.99; compositors, \$3.97; pressmen, \$3.96; stereotypers, \$3.92; and mailers, \$3.64. These are basic union scales which do not reflect overtime, those paid over-scale rates, or apprentice pay.

The BLS survey covers all cities with 100,000 population or more. Figures for individual cities are available upon request from BLS.

The newsprint price increase picture is clearing and developments during the past weeks have brought most Eastern producers to a \$5/ton increase and to a competitive, stabilized price of \$139 per ton, f.o.b. New York (\$140 per ton for most Southern users).

International Paper Co. announced that its \$7/ton increase would be rolled back to \$5/ton, effective May 16. Consolidated Paper Corp., Ltd.; Great Lakes Paper Co.; Abitibi Paper Co.; and Kruger Pulp & Paper Co. cut their planned \$10/ton increases to \$5/ton. They followed the lead of Bowater Paper Co. and Domtar, Ltd. who revised their prices by \$5, as reported in Newsprint 2065. Kimberly-Clark and Great Northern Paper Co. confirmed their initial price increase of \$5/ton. Southland Paper Co., Lufkin, Texas, and Price Paper Co., New York City, held firm to their price of \$135 per ton and have announced no pending price increases.

Western producers, Macmillan, Bloedel & Powell River, Ltd.; Crown Zellerbach of Canada, Ltd. and B. C. Forest Products, together with other Western producers, said they would hold to the \$10/ton price increase (to \$134/ton) announced early this month before the Eastern producers began their price increase announcements. Spokesmen for

News vs. Publicity

Despite the astuteness of editors in analyzing the value of copy that crosses their desks, there are not many, if any, who can put their finger on every release and declare with finality that "this is news" or "this is propaganda in promoting the sale of a product that should be paid for as advertising."

This is a matter that has been reviewed time and again and will become more of a problem as clever public relations folks match their wits with editors in disguising advertising as legitimate news. On top of that is the fact that public relations people, especially those in advertising agencies, have a point in arguing that advertising has some value as news. This is something that even hard boiled editors will admit.

Many times there is such a thin line between honest - to - goodness news and publicity of the propaganda type that only the wisdom of a Solomon can distinguish the difference. A new industry or retail establishment begins operations in a town and unquestionably this is news. It also is advertising so where to draw the line of the amount of publicity to be given the event is a question. It isn't answered by the amount of advertising space that is run on the opening of the new enterprise.

It is those releases dressed up as "News", which perhaps only subtle reference to a product, that plague editors who know the difference between news and propaganda. And the problem increases when the release is turned in by a local advertiser. Solving that one without stepping on the toes of the newspaper's client and its advertising staff requires tact that can make an editor a worthy candidate for the diplomatic service.—The Indiana Publisher.

A sales and use tax of 3% has been put into effect in Massachusetts. The tax does not affect advertising. Newspaper circulation is exempt under the measure. Under the use of tax portion of the law, sale of materials, tools and fuel used in the manufacture of tangible personal property to be sold, is exempt, including publishing of a newspaper.

the Western suppliers pointed out that this is not "an increase" but a restoration of the price of 16 months ago when Western prices dropped to \$124 per ton.

Advertising Production Hinges On Source

In a Texas Supreme Court decision the *Houston Post* and *Houston Chronicle* lost their plea for a broader interpretation of "national advertising." Argument was over a contract with the typographical union. The high court refused to hear appeals from an arbitration board's ruling which stated that local advertising—but not national advertising—has to be reproduced in the newspapers' composing rooms. There was no written opinion but the Supreme Court said it could find no reversible error in an earlier decision by the 11th Court of Civil Appeals at Eastland. The latter ruling overturned a decision by Houston's 61st District Court favoring the newspapers.

Arbitration ruling said the "primary criterion" for determining whether advertising is national, general or local is the manner in which it is placed with the newspaper.

Houston Typographical Union No. 87 contended that advertisements placed by local firms through an ad agency are local, not national, and must be reproduced. National advertising was that placed nationally by the advertiser, either directly or through an agency.

Chronicle and *Post* contended that the advertising need not be placed by a national advertiser to be national. They also contended that certain additions could be made at the local level—adding prices, identifying data—without changing or altering its national characteristics. Basis of the argument, of course, was the union's insistence on re-setting ads received in mat or plate form—another instance of feather-bedding.

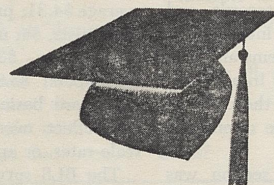
What Price Advertising?

After listing discount amounts (supplied by member) allowed on camera-ready ad copy, a state association manager from outside SNPA territory offered the following comment: "Newspapers still have the basic right to establish rates for advertising of the various kinds. The problem which could arise involves a discount from an established rate for 'camera-ready copy'. If a newspaper decides to grant, for example, a discount of five cents per inch from its local display ad rates for 'camera-ready copy' and so designates the discount on its rate card,

would it not be obligated to give the same discount for 'camera-ready copy' to other advertisers? We think it would be."

The Economic Development Administration has approved an \$8,500 feasibility study looking toward establishment of a pulp and paper mill near Carthage, Texas. Rep. Lindley Beckworth was in-

formed of the action, which was taken by the White House, and said the study will determine whether there is an adequate supply of pulpwood in the area. If this is confirmed, a second study will be made and it will concentrate on the manufacturing and marketing feasibility of building a mill with a daily capacity of 100-tons. The mill would be expected to employ several hundred persons.



How many scholars does a company need?

We count 218 college degrees just among our management people, the group that runs the company. Three former college professors. More than 200 employees, working after hours on our tuition assistance program. We're at campuses recruiting top grads.

Where do we stop?

That's easy. We don't.

Not if we intend to continue giving 35 million U. S. families the best possible value for their S&H Green Stamps. And that we do intend.

Business is a lot more complicated than it was 70 years ago, when S&H was founded.

It takes some pretty heavy brainpower, for instance, to move 50 million items a year through our 850 redemption centers across the country.

And it takes more than just intuition to get out a catalog of 1600 pieces of first quality merchandise. S&H sticks to national brands, of course. But its not all that simple.

Sophisticated market research is called for. We're breaking new ground in computer techniques. Refining the most modern marketing concepts. All this to maintain industry leadership—by providing the best value to stamp savers.

And as S&H grows and moves into new areas of opportunity, we'll need all the know-how we can get.

So we spend a lot of money finding it, developing it, polishing it.

We think it's money well spent...a form of thrift. And after all, we're sold solid on thrift.



An American Way of Thrift
Since 1896

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!



SAIL INTO BLESSED COOLNESS IN YOUR STORE OR OFFICE WITH . . .

Electric Air Conditioning

Why put up with another summer's stifling discomfort when modern electric air conditioning can bring you, your employees and your customers the quiet coolness of refrigerated, refreshing, filtered air?

Size is not important—employee and customer comfort are. More work gets done, absenteeism is reduced, morale is higher—and even more important, customer satisfaction is higher when work is done in air conditioned quarters.

For more information on commercial air conditioning, for help with

choosing the proper size and model to fit your budget, phone our nearest office. Let one of our Commercial Service Advisers show you how little it can cost. No obligation, of course.

KU KENTUCKY
UTILITIES
COMPANY

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