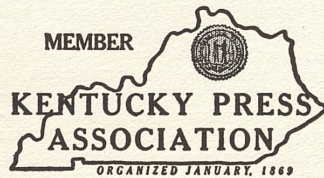


THE _____ KENTUCKY _____ PRESS

Code Authority Number



**Volume Six
Number Three
August, 1934**



Procedure For Adjustment Of Code Complaints

THE PROCESS IN BRIEF

The method of handling complaints by Regional Fair Competition Compliance Committees (Fair Trade Practice Committees) of Regional Code Authorities may be briefly summarized as follows: Five copies of the complaint on NRA forms are filed with the Regional, who sends one to the National. The respondent is notified and sent the code and "information" is the complaint appears to disclose a violation. If the respondent does not reply, more information may be requested or a hearing called. Either the respondent or the complainant may ask for an oral hearing, but the Regional may sustain the complaint without a complainant's hearing. Respondent may appeal to the JNCA, or notify the committee (in writing) that he has stopped the disapproved actions and will abide by their orders or make restitution if necessary. If respondent does nothing, the Secretary or Regional Administration Manager may publicize the case and take other necessary action by law. Appeals may be made by either party to the Joint National Code Authority (in writing) within 20 days of the notice of the decision, but appeals must be filed with the Regional at least one day before being sent to the National. At all hearings the said Committee may decide what evidence to accept. The Regional may refer a complaint to the JNCA any time that it feels the complaint covers a real violation which the respondent ignores. Complete records, while the case is in progress, must be kept and forwarded to the JNCA upon request. Each decision in each case must be sent to the JNCA promptly. The costs are assessed by the Regional Administration Manager against the respondent if any part of the complaint is sustained, or against the complainant if the complaint was made in a spirit of frivolity or malice.

The NRA's official approval Order follows:

Order
CODE OF FAIR COMPETITION
 for the
GRAPHIC ARTS INDUSTRIES

Approval of a plan of organization and procedure for the handling of trade practice complaints in Industries No. A-2 and No. A-5.

An application having been duly made, by the Joint National Code Authority for Industries No. A-2 and No. A-5, for approval of a plan of organization and procedure for the handling of trade practice complaints by a Committee of Regional Code Authorities of said Industries, and for official

authorization of said Committees to handle such complaints; and finding that said plan, as placed on file with the National Recovery Administration in Washington, conforms to the requirements of Title I of the National Industrial Recovery Act, and regulations issued thereunder, and is well designed to promote the policies and purposes of said Act; and that the membership of the Committee of the Joint National Code Authority, as set forth in said plan, is well qualified to serve thereon,

NOW, THEREFORE, I, George Buckley, pursuant to the authority vested in me by the Administrator for Industrial Recovery, and otherwise, do hereby approve said plan of organization and procedure, and the selection of the membership of said Committee of the Joint National Code Authority, and officially authorize said Committee of the Joint National Code Authority to handle trade practice complaints in said Industries, and do further authorize the establishment of Regional Committees to handle such complaints; provided that, any changes in said plan shall be subject to the approval of the Administrator, and any changes of membership on said Committee of the Joint National Code Authority and any selection or changes of membership on Regional Committees shall be communicated to the Administrator and subject to his review.

This order may be modified or revoked by the Administrator at any time.

GEORGE BUCKLEY,
Division Seven.

Approval Recommended:
 JOHN E. WILLIAMS,
 Deputy Administrator.

PROCEDURE FOR ADJUSTMENT OF CODE COMPLAINTS

1. All complaints properly within the jurisdiction of the Code Authority, and arising in Region for State, May be filed with the Committee.

Such complaints shall be in writing, preferably on the NRA Complaint form, copies of which may be obtained at all post offices, and

Shall be signed by the complainant and filed with the Regional Code Authority (five copies, one copy of which shall be forwarded to the Joint National Code Authority immediately).

If, in the opinion of the Committee, the complaint alleges facts which if true would constitute a violation of the Code

A copy of the complaint shall be mailed to the respondent, together with a copy of the Code and a copy of "Information for Persons Charged with Violation of the Graphic Arts Industries Code, In-

dustries A-2 and A-5" (see sample attached).

The respondent shall have a reasonable time, fixed by the Committee within which to answer the complaint.

In the event of a default in answering, the Committee shall request further information from one or all of the parties to the complaint or order a hearing at which it shall request the appearance of either one or all of the parties, and the production of any information, books, records or correspondence relevant to the complaint or answer.

The Committee may request the submission of briefs by either one or all parties to the complaint and answer.

If the respondent shall have duly made answer, and shall have therein requested an oral hearing, The Committee shall order such hearing upon notice and hold such hearing before rendering its decision.

If the complainant shall request an oral hearing, the Committee shall in like manner order a hearing, unless the decision of the Regional Agency sustains the complaint without such oral hearing.

In the event of an oral hearing ordered by the Committee in its own discretions, and on request of the complainant and respondent, the Committee may require the submission before the hearing of briefs by either or both parties to the complaint.

2. If the decision shall be adverse to the respondent, he shall have a reasonable time within which

(a) To file with the Committee a signed stipulation agreeing to cease and desist from engaging in the condemned practices, and agreeing to abide by any order of the Committee issued pursuant to the Code, and the Act, or other applicable laws, or

(b) To file with the Committee as hereinafter provided, a notice of appeal from its decision, order, or finding.

3. In the event that the respondent shall fail or refuse to file such a stipulation, or a notice of appeal, then the Secretary of the Committee or the Regional Code Administration Manager shall give such publicity to the case as the Committee may direct, and in addition thereto the Committee shall take the proper or necessary action under the Act, and the Code, and other applicable laws.

Except as herein provided, the proceedings of the Committee shall be kept confidential.

4. Both parties to the complaint shall have the right to appeal to the Joint National Code Authority from any decision, ruling, regulations, order, or finding of the Committee within 20 days after receipt of notification thereof.

Notice of appeal shall be in writing and filed with the Committee and with the Joint National Code Authority, but the notice of appeal shall be filed with the Committee at least one day before it is filed with the Joint National Code Authority.

5. The parties to all complaints before the Committee shall be given reasonable opportunity to present their respective facts and views, but the Committee shall have full discretion in the acceptance or rejection of evidence in the case.

6. If at any time the Committee is convinced that a complaint conclusively sets forth a violation which the respondent shows no disposition to correct or adjust, the case may be immediately referred to the Joint National Code Authority.

7. The Committee shall maintain complete records of every case heard by it. Each decision and order of the Regional Agency shall be in writing, signed by the Chairman or Secretary, or by the Regional Administration Manager, at the direction of the Regional Agency, and notice thereof shall be sent by registered mail to all parties of the complaint.

8. The Regional Committee shall forward to the Joint National Code Authority, upon the latter's request, a complete record of every case heard by it, and shall forward to it a copy of its decision or finding in each case heard by it.

9. The Secretary, or the Regional Administration Manager, at the direction of the Regional Agency, shall ascertain the cost of the investigation, and shall assess the same against the respondent. If the complaint or part thereof is sustained, costs may be similarly assessed against the complainant if the Agency shall deem the complaint to have been filed frivolously or maliciously.

Each Regional Administration Manager and each member of the Fair Competition Compliance Committees (Fair Trade Practice Committees) should familiarize himself with NRA Bulletin No. 7, Manual for the Adjustment of Complaints, in which they will find much that will be of help in connection with the handling of complaints.

About the only change that has been made in this procedure is that the referring of complaints "On Reference" has been done away with. It did not affect us anyway for our approval covers the handling of all such complaints "in the first instance."

If you do not have a copy of the Manual for the Adjustment of Complaints, let us know and we will see that you get it.

C. A. BAUMGART,
National Administration Mgr.

COSTS AND PRICE CUTTING

The standards of fair competition for the trade industry with reference to pricing practices are declared to be as follows:

(a) Wilfully destructive price cutting is an unfair method of competition and is forbidden. Any member of the trade industry or of any other trade industry or the customers of either may at any time complain to the Code Authority that any filed price constitutes unfair competition as destructive price cutting, imperiling small enterprise or tending toward monopoly or the impairment of code wages and working conditions. The Code Authority shall within five days afford an opportunity to the member filing the price to answer such complaint and shall within 14 days make a ruling thereon. If such ruling is not concurred in by either party to the complaint, all papers shall be referred to the Research and Planning Division of NRA which shall render a report and recommendation thereon to the Administrator.

(b) When no declared emergency exists as to any given product, there is to be no fixed minimum basis for prices. It is intended that sound cost estimating methods should be used and that consideration should be given to costs in the determination of pricing policies.

(c) When an emergency exists as to any given product, sale below the stated minimum price of such product, in violation of Section 2 hereof, is forbidden.

HUGH S. JOHNSON,
Administrator for Industrial Recovery.
Washington, D. C.
July 10, 1934.

MORE ABOUT CODE EAGLE

When I was at Charleston, South Carolina, recently discussing the Code before the South Carolina Press Association, the question was raised as to whether an establishment might use the Code Eagle in connection with its Imprint in much the same manner as the union emblem is frequently used by establishments employing union labor.

I took this matter up at Washington and now have the ruling on this to the effect that our establishments who are themselves complying with the provisions of the Code, including the payment of assessment

"May use the Graphic Arts Code Eagle in their printers imprint when they produce printed matter for others, provided that the name of the establishment appears near the Code Eagle."

I am sure the South Carolina publishers and printers will consider this good news and I imagine some of the

others will, too.

C. A. BAUMGART,
National Administration Mgr.

"In reply to your letter of July 2nd, may I inform you that any person or firm authorized to use the Graphic Arts Code Eagle may reproduce the same on printed matter, but the Eagle must be placed near the name of the person or firm. If the entire Eagle is reproduced the words, "Property of United States Government—Not for Sale" must be omitted. The entire Eagle may be used, or the Eagle may be used down through the word, "Code," leaving off the name of the Industry, etc.

ERNEST A. GROSS,
General Counsel, N.G.A.C.C."

CODE AND SMALL PRINTER

The question in the minds of most small-shop owners is whether or not they can continue with their smaller equipment and more limited type display in order to compete with the larger shop. Most owners are hopeful, but a majority are openly skeptical and believe the legislation is aiming to eliminate the small shop.

Nothing is farther from the spirit of any code of fair competition, and the rulings will, in the main, favor the small owner who is equipped to stand on an equal footing with other craftsmen. The code, however, will not permit industrial anarchism, and that has been the rule for the last couple of years rather than the exception.

In printing there are three principal sales appeals: price, service and novelty. A price appeal tears down and does nothing toward the improvement of conditions in the industry. As such it is industrial anarchism. Novelty is based on originality, and few are blessed with that gift.

The only feature remaining then, is service. It is broadest meaning it is "a specialized knowledge interpreting the customer's needs." If a business man has not this vision, then, and only then, will a code of fair competition tend toward eliminating him. On the other hand, if he has this ideal before him and can combine with it a personal contact plus a personal supervision, no code can shake his faith in himself and his confidence and determination to stand on an equal footing with any craftsman in his line of endeavor. It's the golden opportunity for small-shop owners who can measure up.—Morris Grace in Craftographs.

A Keep Kool sale sounds interesting with the thermometer hovering around 98 degrees. Not only does summer apparel have special appeal at this time, but porch and lawn furniture, awnings and screens are timely. It is cooler driving too — so don't forget the motorist.

Kentucky Press

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PRESS ASSOCIATION

VICTOR R. PORTMANN Editor

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The two incidents, one last spring and the other just finished in Danville, that have tended to undermine the right of freedom of the press in our state and the right to protect newspaper confidences, surely must awake in the minds of our editors the need for an adequate law upon our statute books. Now is the time for our Kentucky publishers to promote such legislation for their protection in the future and to lay plans to have a model law, herein published, filed and passed in our next legislative session.

Maryland has had a statute which specifically protects newspapermen in such circumstances, and New Jersey recently wrote on her statute books an ideal law to preserve newspaper confidences. The Editor and Publisher has long been urging organized newspapers and associations to promote such legislation where newspaper craftsmen are always at the mercy of vengeful politicians.

Following is the New Jersey law that should also be written on the Kentucky statutes. Let us start now for definite action:

"An act to define the obligation of newspaper employes when called upon to testify before any court, tribunal, commission or inquest.

"Definition: By the word 'court' shall be designated the following: court of errors and appeals, court of chancery,

supreme court, circuit court, prerogative court, orphans' court, surrogate court, court of common pleas, court of oyer and terminer, court of quarter sessions, court of special sessions, magistrate's court, recorder's court, or any tribunal, commission or inquest operating under any order of the above mentioned courts.

"No person engaged in, connected with or employed on any newspaper shall be compelled to disclose, in any legal proceedings or trial, before any court or before a grand jury of any county, or a petit jury of any court, or before the presiding officer of any tribunal or his agent or agents, or before any committee of the legislature, or elsewhere, the source of any information procured or obtained by him and published in the newspaper on which he is engaged, connected with or employed.

"The purpose of this act is to safeguard and protect confidence of newspapers and newspapermen."

Another law that should be passed should be molded after the U. S. statutes and as found on some state books. That law orders that in all contempt cases, the trial must be held before a disinterested judge. As it is at present, the complaining judge acts as complaining witness, prosecuting attorney, judge, and jury, at one time.

These laws should be on the Kentucky statute books. Will you do your part?

THE INDEPENDENT NEWSPAPER

A good newspaper serves all its readers, not just a few. If some of its readers disagree, the newspaper is sorry, but it cannot be bribed to betray the best interests of its community in order to hold one subscriber. It may disagree with a man today and agree with him tomorrow. This must be so because a newspaper is a public trust. Its decisions must always be based on what will aid the development of the community and bring prosperity to its residents.

Those who disagree with the newspaper must remember that if they could control it easily, that others could, also. The newspaper is always open to news and comments on different topics and is glad to get them to enlarge its own fund of information, but it must always be free to decide what will be best for the community it serves. Any other course would be a betrayal of public trust of which no true newspaper would be guilty.

It is to the interest of every subscriber to insist that his paper stay independent no matter whether he agrees with it or not for it is the one weapon which can be used instantly to fight corruption and graft without fear or favor.

FARM AID IN ADVERTISING

Numerous dairy authorities have been suggesting that the most effective and economical method of solving the dairy product surplus problems is to put on a nation-wide advertising campaign to sell milk, butter and cheese.

The government proposes to spend \$200,000,000 in a campaign to aid dairying, the plan embracing an elaborate percentage reduction in milk production for each farmer; elimination of cows and collection of a processing tax to pay the bill. The dairy authorities who have made the advertising suggestion say that for \$10,000,000 an advertising campaign could be planned and put over that would increase the consumption of dairy products to a point where the surplus would be wiped out with the probability that the dairymen would have to hustle to supply the demand.

In other words they think the advertising campaign would do a better job than the production control plan and do it \$190,000,000 cheaper. A program that would do a better job at a saving of that much money ought to be considered.

A great many people, without experience in the matter, have the idea that it is useless to advertise food because "people have to have food." It is true that people have to have food, but they have a wide choice of food. People do not have to eat butter or drink milk. Neither do they have to eat meat or bread. They ought to eat such foods and their health is better when they eat them, but as a matter of fact they do not have to eat them. There are many substitutes.

Hence the value of persuasion through advertising. The argument is all in favor of milk and butter as against the substitutes. It is advertising that has built the demand for substitutes and their sale has been enormous notwithstanding there is much less to be said for them than for butter. A judicious campaign, attractively presented and persistent in its character has many possibilities of solving the butter surplus problem.—Long Prairie (Minn.) Leader.

The perfect alibi at last has been found for editors who let mistakes get into print. A statistician has worked out the number of chances for mistakes in one column of print. The number is 70,000 to one. In an ordinary newspaper column there are 10,000 letters of type; there are seven wrong positions that a letter may be put in; there are 70,000 chances to make an error, and millions of chances for transpositions. In the short sentence, "to be or not to be," by transposition alone, it is possible to make 2,758,009 errors.—Cappers.

Address Of Keen Johnson At Owensboro Meeting

(EDITOR'S NOTE: We print some pertinent parts of the address of Keen Johnson, Richmond, at the Mid-Summer meeting of the KPA at Owensboro. We regret that this was crowded out of the July issue, but we are happy to present it at this time.)

Ladies and gentlemen of the Kentucky Press:

Before giving consideration to the NRA code I am taking the liberty of calling to your attention some other matters in which you are interested.

The gross receipts tax recently enacted is not applicable under the law, on revenue from advertising or circulation, although it came near being so. In exemptions under the bill there is included newspapers and space therein. The 3 per cent tax will have to be paid on all commercial printing and sales of office supplies, etc. It was impossible to secure exemption for commercial printing. There is a possibility that under the state law which exempts manufacturing equipment from state taxes that a case might be sustained by court action securing exemption for commercial printing, classified as manufacturing.

I cannot go into a detailed discussion of this matter. I do advise that no action be taken at this time to secure a court decision as to whether commercial printing is exempt from the 3 per cent tax. If you understood some of the ramifications of the situation you would agree. You are darn lucky that the tax does not apply to advertising and circulation.

I call your attention to another favorable factor in the sales tax law. Electricity, water, natural or artificial gas furnished for a manufacturing plant is exempt from the 3 per cent tax. This means that since newspaper and printing plants are classified by statute in Kentucky as manufacturing plants they are exempt from paying the 3 per cent tax on electricity and gas used in operation. You are not concerned about how these things were effected and I do not propose to explain them. But they are distinct advantages you should appreciate.

Another thing foreign to the code. This year is the 200th anniversary of the birth of Daniel Boone. The state legislature by resolution, creation of a Daniel Boone Bicentennial Commission to properly memorialize the most glamorous of all figures of the old frontier. I happen to have been appointed a member of that commission. Through leadership of Congressman Chapman and Senator Barkley we have secured legislation which authorizes coining of 600,000 Daniel Boone souvenir half dollars, with authority to sell them at a premium. Coins are similar to those coined for the Stone Mountain projects and other activities of this type. The

president has been authorized by an act of congress to accept an acreage for creation of a national monument at four historic sites in Kentucky which are closely connected with the career of Boone. They are at Boonesboro, where was established the first fortified fort west of the Allegheny mountains, Boones Station, Bryans Station, and Blue Licks. Money received from sale of the coins is to be used in purchasing the land.

On Labor Day there is to be held a huge public demonstration in the nature of a Kentucky Homecoming at Boonesboro. We are anxious to have the names and address of all former Kentuckians that may be procured in order that they may be invited to the Homecoming. So many of you as feel disposed to do so are requested to run a small box story in your newspapers, requesting your readers to forward to Frank C. Dunn, secretary of the Boone Bicentennial Commission, Lexington, names and addresses of all former Kentuckians. A county chairman and chairwoman is to be appointed in each county to conduct a local Boone program. I believe the project is of that nature which you will regard as worthy of newspaper support. The fame of Daniel Boone is international in scope. A national monument to his memory will become the magnet which will attract thousands of tourists to the state each year.

The NRA code of fair competition for the non-metropolitan publishing and printing industry has now been in effect several months. I assume that most of you have cleared up such questions as may have been uncertain as to provisions of the code. You have found that as result of the superb service rendered non-metropolitan publishers and printers by the National Editorial Association representatives, that you have a code sufficiently elastic to permit your compliance with it without imposing destructive restrictions. I hope you realize how valuable has been the service which the National Editorial Association has rendered you and all other non-metropolitan publishers and printers. Not only did the NEA successfully resist inclusion in the code of stipulations which would have imposed serious hardship, but they have established a national code administrative plan that will continue to protect you and assure sympathetic administration of the code.

Administration of the code is of more vital importance than any other factor. The NEA code administration is to be the function of organizations which cooperate with the several press associations acting as administrative agencies. As time advances you will realize more than now the importance of having the

code administered by your own group, by men who understand your problems and are sympathetically helpful in aiding you find the solutions for them.

The printing and publishing industry is the second largest industry in America. There are more than 25,000 establishments in the nation, yet it is estimated that approximately 80 per cent of those establishments have a low credit rating, and many of them are on the COD list of paper supply houses. An effort has been made to stabilize prices for commercial printing under the code in order to restore profits for plants perilously near bankruptcy.

Result of that effort has been the issuing of the Price Determination Schedule in which prices are given on types of commercial printing in common demand. Regardless of what may be your opinion as to the schedule of prices contained in the price schedule, you can see that its purpose is to eliminate destructive price cutting, restore prices to a uniform and profitable level.

It is difficult for us to agree as to what constitutes a profitable price level. As a member of the national code authority I have registered strenuous objection to the initial price charge in the PDA. I did that because I believed I was representing the thought of you and other southern publishers and printers I am presumed to represent.

You know that it is true that the majority of non-metropolitan publishers and printers are operating on a dangerously narrow profit margin. The code appears to present an opportunity to establish a profitable schedule of prices for printing. It is the only advantage which may be secured for you under the code, compensating in a measure for the increased cost of operation resulting from curtailed hours and increased payrolls. The instrument of salvation is in your hands. The price determination schedule is comparable to a life buoy thrown to a drowning man. The theory is sound. Prices in the schedule, while I have maintained are too high, are arrived at by scientific research and investigation. Data on which they are based has been gathered from representative plants over the nation. If there be concerted action from all printers and publishers it is easy to see the benefits which would be realized.

The point I am trying to emphasize is that the administration personnel of A-2 and A-5 under whose jurisdiction we are, is doing that which it regards as best for the establishments they represent. I often disagree. I have gotten to be somewhat obnoxious as an objector at code authority meetings. But I have never questioned the sincerity of purpose of those who are directing code administration policies.

Every establishment will be assessed for code administration expenses on the basis of \$10 for each establishment and \$5.25 for each employee, excepting the first two. The money you paid as an initial assessment on the basis of \$5 per establishment and \$1 per employee, excepting the first two, will be credited against your permanent assessment. The per employee assessment may be paid quarterly. The only exception to this assessment is that which is made for daily newspapers. It is stipulated that the maximum assessment against a daily newspaper under this assessment plan shall not result in collecting a larger sum than would be required for payment of the code assessment should the newspaper elect to go under the Daily Newspaper Publishing Business code. That assessment is on the basis of \$15 per establishment and \$3 per 1,000 circulation. Necessity for this action is obvious.

The big job thus far has been in establishing a national administrative set-up that would be able to represent us creditably with NRA, work out initial details, perfect plans for supervision of code activities. That phase is well advanced. We have been especially fortunate in securing services of Mr. Baumgart as national code manager. The NEA code committee found him in Washington serving as a technical adviser to NRA. They induced him to accept employment as the NEA code adviser. In that capacity he rendered invaluable service. When that was over he was offered an important administrative position with the NRA in administering our code. He was offered a position of large responsibility by the co-ordinating committee of the Graphic Arts code. He was offered the position of national code administration manager for industries A-2 and A-5. With these three positions available I am happy to say he accepted the terrific task of administering our code. I tell you this not to flatter a man for whose ability I have come to have great respect but to explain to you how fortunate we are in having his services.

GOOD CASTS FROM CURLED MATS

Here is a stereo-room labor-saver and no second cast. Some large mats received are a little bent. In putting them in a casting box, the center often bows up, leaving a big hole in the face of the cut on the finished cast.

By setting one or more linotype slugs upright, it will be found they will hold the mat down firmly. When the cast is finished, the face of the cut never shows that the slugs were used.

Fine results from bent or curled mats, which the bars on the casting box cannot hold down, are obtained by this method, which works equally well on small, stiff mats which bow up in the center. It can only be used on casts which are being made type high.

A SUGGESTED AD

Following is a reprint of an ad from a Minnesota paper. It is appropriate, and is recommended to our Kentucky editors for their use. Run it next week!

Can We

Cut Price on

Job Printing?

For years, that has been the practice. Buyers of printing have expected one printer to do a given job for less than his "competitor."

It Is Quite

Possible that

We Could

by subterfuge, rebates, personal favors, etc., give a "friend" a lower price than one not so friendly. We might "get away with it."

But We

Won't Do It.

The Graphic Arts code, which is a federal law, says that no printer, anywhere, shall charge less than a certain fair price.

Good Printing

Is an Art

Competition and ruinous prices have reduced it to one of the least profitable trades. The country editor, especially, has come to be an object of charity. The code is designed to mend that sort of thing.

If We Cut Prices,

We Make Ourselves

Liable

to heavy fines and imprisonment.

to a charge that we are not interested in national recovery, to lose your confidence and your respect.

So Long As It Shall Remain in Effect, Northern Newspapers Will Observe the Code, Including Its Labor Provisions, Its Wage Schedules, Its Trade Practices and Its Fair Price Guide.

—Reprinted Hackensmith Independent.

The large type is 10 point Century Bold. It would be more effective if set in 12 point bold, or even a condensed 14 point; or in two columns with all type correspondingly larger. Use the idea anyway.

THE PRINTING DOLLAR

Who gets the dollar that is spent for printing? Analysis of disposition of the dollar spent for printing shows that more than 70 per cent of it is paid for labor and remains at home to

benefit the butcher, the baker, the clothier, and every line of retail trade.

The dollar expended with the local printer is of greater value to the community than the dollar spent for merchandise.

The local merchant who buys printing outside of his own community is robbing his own cash register. A good many retail merchants need education along this line. The only source from which they will get this education is the local newspaper.

It has taken years for people to come to some understanding of the fact that the tourist dollar, for instance, is of direct benefit to the entire community.

The dollar spent for printing is most loyal dollar in your community. Don't let your local merchants forget that fact.—Exchange.

No matter how small a trading center a place may be, it is served by newspapers who carry the trade messages of alert advertisers. Every time their advertisements go to the readers they make new friends and emphasize the worth of repetition. Let a merchant repeat his name enough, through advertising, and the public will repeat it and buy from him.

TIME TO WATCH YOUR STEP!

A Look at Circulation Lists of Today
Circulation problems confront the publisher today as Public Enemy No. 1 in the newspaper game. After three years, and in some cases more than that length of time, years filled with hard luck stories and excuses for not paying subscriptions, people are beginning to get back on their feet, and the average publisher will do well to look around him to see what can be done.

The publisher of the larger paper, and the publisher who prides himself on operating on a "strictly business" basis, have kept their sails well trimmed and their lists are in good shape, even after those three or four hard years. But there are still some of us in the game who just couldn't take old Friend John Smith's name off after so many years—"I'd rather just carry him along for awhile, and he'll pay when he gets the money." And that kind of an editor may not die rich, but he'll have a lot of friends at his funeral.

Regardless of what policy has been followed on past due subscriptions, however, the time has come to definitely check up on your list. The sentiment still prevails that the time is not ripe for going after money, and the average editor will say, "Wait a bit," but he may find that he has waited too long and that his list has reached a stage where it is necessary to lop off large numbers of subscribers at one swoop.

Right now there is somewhat of a tendency, especially in the rural areas,

that certain things such as mortgages, interest, subscriptions, doctors' bills and taxes are not meant to be paid, and that benefits will go on without the parting of cash. This spirit is natural with the government attempting to aid the needy and the leniency on the part of the editors and doctors, especially. It is human nature for that spirit to continue, and the longer it continues the harder it is to change back to the old system of putting cold cash on the counter.

In the estimation of many shrewd publishers there can be no substitute for good personal solicitation in keeping up with the list and adding new subscribers. There is no one the subscriber would rather see than the editor, whose visit is a distinct honor. And, in the present instance, there is no one who can talk with the subscriber with the same understanding of his problems. Practically every editor will tell you that he hasn't the time to do it, but if he took off only half a day a week, he could probably cover his list at least once a year, and the dividends those visits paid would surprise him.

One of the best subscription men we have known never opened the question of a back subscription in making a call. He left this to the subscriber himself, simply introducing himself and turning the conversation toward everyday subjects until his prospects conscience became strong enough to open the subject. The result is obvious. The subscriber has not been insulted in any way, he feels better toward the collector, and he feels more obligated to pay his debt.

The idea right now is to get the subscriber to pay something and to keep his subscription active. Different methods, of course, are necessary in different sections. In many cases there will have to be compromises. Some compromises have been necessary in every line of business during the past few years, and it is not out of order, or anything the publisher must feel ashamed of, to reduce the price of the paper somewhat where the subscriber is far in arrears and such reduction will bring in a complete payment.

With the subscriber who has been long in arrears and who doesn't seem

to have made much progress toward paying, the time has definitely come to drop his name from the list unless you are contemplating going into the free circulation field. Times have not picked up so much that everyone can pull a five dollar bill out of his pocket for the home town newspaper, but unless there are exceptional circumstances, almost everyone can and should pay something at least on his subscription and if he is not willing to do so should be dropped from the list. Carrying a lot of dead wood will do nothing but cause the disrespect of your advertisers and make your paper a laughing stock of the community.

The ideal situation for any newspaper, big or small, is to have a man who puts in his entire time on the list. Such a man, spending most of his time on the routes, can edit a fine farm department in the paper as well, furnishing a combination that is invaluable. He would not necessarily be a good collection or subscription man, since the subscriptions would naturally follow his personal contacts, new stories and instructional farm articles.

It is unfortunate that few papers can afford such a man, but the obvious solution to this difficulty is the sharing of a man by two, three or four papers, located not too close together so that there would be no conflict on subscriptions. Each paper could use him a week in turn, paying his salary that week and perhaps carrying a special page as a result of his work.

In any comments ever made on subscription lists or the question of keeping them paid up, the final comment should be that the paper with something worth reading will never entirely fail from subscriptions and the paper which says nothing will never be able to sit back and display a large and well paid up list and not have to worry about such a thing as circulation.

Like the man looking for a raise in salary, the editor who feels that his list is not as big as it should be should first look at himself and the paper he is putting out. When he is satisfied that the paper is as good as it can be made under existing conditions, or that he is at least striving to approach that goal with a knowledge of his

shortcomings, and the list still does not grow, he should get out and definitely merchandise his paper, calling attention to its features and selling it across the counter to the butcher, the baker, and the candlestick maker. Whether he does this by a personal representative, a premium with each subscription, or a prize contest will depend on his own ideas and his own community.

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The Great Distinction

Ernest Haycox, successful author, has a lot of hard common sense along with the imagination that enables him to turn out entertaining fiction for national magazines. Here is a thought from an article by him in a recent magazine:

"There is one highly important distinction between private business and public business. Private business is under the constant necessity of remaining solvent. Public business may magnificently disregard profit and loss. No private executive breathes who can turn out a deficit year after year without going out on his ear. But a senator may sponsor a bill that costs the government half a billion dollars a year, and be regarded as a great statesman because he hasn't lost us a whole billion."

That is the inescapable corollary of politics in business. Case after case is in the records where waste, inefficiency, bureaucracy, red-tape have cost the taxpayers many millions. When political municipal government steps in, personal responsibility steps out. The seemingly bottomless purse of the treasury is always there to make up the deficits.

Able executives have occasionally been appointed as managers of municipal business enterprises—men who, in private business, would be successful and would produce profits and not losses. But under political domination their hands are tied. Constant pressure is brought against them to do this or do that, for purely political reasons. And if the manager complains too loudly when that happens, he is liable to suddenly find himself without a job.

Some day there will be a complete report made on what government-in-business has cost the American taxpayer—and he had better be sitting down when he looks at the total, inasmuch as it is more dangerous to faint standing up.

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