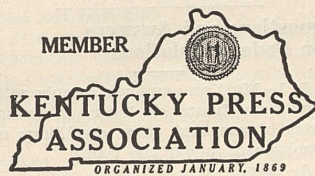


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THE _____ KENTUCKY _____ PRESS

Code Authority Number



**Volume Five
Number Twelve
May, 1934**



Code Information For Your Daily Guidance

The Price Determination Schedule—something that has been wished for some time by commercial printers—has been sent to every commercial printing establishment in Kentucky by the Joint Regional Code Authority of Kentucky.

The Price Schedule has been approved by NRA Administrator Johnson at the request of Industries No. A-2 and A-5 and concurred in by Industry No. A-1. It applies to each establishment that does any commercial printing, regardless of the particular National Code Authority having administrative jurisdiction over such establishment. It is designed to help bring about fair competition as contemplated by the Graphic Arts Industries Code.

After May 4, 1934, no establishment "shall sell or offer to sell" any product listed in the Schedule at a price less than ten (10) per cent below the price for such product contained in said Price Determination Schedule. This Schedule is in effect for 90 days, or until further orders by the Administrators.

There is a provision for certain establishments with a total press equipment consisting of not more than three platen presses to be permitted to sell for 20 per cent less than the Schedule prices, upon application to the National Code Authority. Each establishment is required to supply the Regional Code Authority with four certified copies of the "request and proper showing." The "proper showing" to include a complete inventory of the press equipment, number and names of machines, etc.; the volume of 1933 commercial printing; a detailed statement of why the establishment feels it should be given this advantage, and names and addresses of the establishments doing commercial printing in the same town. The matter will then be investigated and reported to the National Code Authority.

All those engaged in the commercial printing or publishing business are asked to give their full support to the Graphic Arts Code. If all will cooperate and the code is administered it will be a great thing for the publishing and printing industry.

Remember the code applies to all establishments engaged in printing. Mail order houses or others violating the code should be promptly reported to the Joint Regional Code Authority.

Those who have not paid the initial assessment should do so at once, as the costs of administration will depend upon the promptness of the members in complying with the demands of the administration. If you have misplaced your "Work Sheet"

and "Statement," write for more copies. If you have not received a copy of the Price Determination Schedule, also write your Regional Administration Manager, J. Curtis Alcock, Danville, Kentucky, for copy. Every establishment is entitled to one free copy. Additional copies will be provided at 25c per copy.

If there are publishing or printing plants in your county that have not been reported to the Regional office, please send them in at once. Also, send in a list of "Shopping News" papers, advertising papers, mimeograph or multigraph machines, doing commercial work, and college and school papers or printing shops. All of these come under the administration of the code.

J. CURTIS ALCOCK,
Regional Manager.

Questions and Answers On Code Regulations

Q. 1—Must an employer comply with maximum hours of labor, minimum rates of pay and other conditions of employment under the code?

A.—Yes.

Q. 2—Can a person under 16 years of age be employed?

A.—Yes, between 14 and 16, but not in mechanical or manufacturing duties, to work not to exceed 3 hours a day between 7 a. m. and 7 p. m. in such work as will not interfere with school hours.

Q. 3—In a town of under 10,000, what must I pay non-mechanical help?

A.—Increase the wages in effect July 1, 1933, by not less than 20 per cent, with a maximum wage of \$11 per week.

Q. 4—I publish a newspaper and understand that I need not apply the scale of minimum wages given in the Code, to my employees while engaged in the production of newspapers.

A.—You are correct in your assumption. The published scale need not apply for skilled mechanics while engaged in the production of newspapers; provided that the minimum wage rate for such mechanics shall be 40 cents per hour, and provided further that the differentials existing December 1, 1933, in the hourly wage rates of such employees shall be maintained.

Q. 5—Can weekly newspapers operate 48 hours per week?

A.—Yes, this applies to all establishments under the jurisdiction of Industry No. A-2, Graphic Arts Code, on newspaper production only.

Q. 6—What are the standard working hours per week?

A.—Forty hours, divided into not more than six shifts, no one of which

will be more than 8 hours unless overtime be paid.

Q. 7—Can an employee join a labor union of his own choosing?

A.—Yes.

Q. 8—I employ an editor who also acts as a news gatherer but does no mechanical work. Are his hours restricted?

A.—No.

Q. 9—Our handy man, who handles stock, washes up presses and tends to shipping, works short periods of overtime to complete his work. Must we pay him overtime?

A.—A 10 per cent leeway without overtime is allowed for this class of worker whose duties have no direct connection with Graphic Arts processes.

Q. 10—What must the age of a person be who sells newspapers?

A.—Fourteen years or older, but it must not impair his health in so doing and his hours of employment shall be between 7 a. m. and 7 p. m. from October 1st to March 31st inclusive, and between 7 a. m. and 8 p. m. from April 1st to September 30th inclusive, where such work does not interfere with school hours.

Q. 11—Our janitor's duties require his working after the shop is closed; must he be paid overtime for this work?

A. The Code reads: "A tolerance of 20 per cent without overtime pay shall be allowed in the cases of outside delivery men, porters, engineers, firemen, janitors, or watchmen."

Q. 12—We publish a weekly newspaper and on press day we often work quite late in the evening; must I now pay overtime for these extra hours worked?

A.—No, weekly newspaper under your conditions may work more than 8 hours in anyone day without overtime pay.

Q. 13—How many apprentices can I employ?

A.—Not more than one apprentice to five or a major fraction thereof of journeymen of the respective skilled classification. However, any plant may have one apprentice for each classification of skilled labor in which a journeyman is employed.

Q. 14—What is the rate of pay for unskilled mechanics?

A.—Not less than 40 cents per hour unless on July 15, 1929, the rate of pay for the same class of work was less than 40 cents per hour, in which case pay not less than rate in effect on July 15, 1929, and in no event less than 30 cents per hour.

Q. 15—How shall I be governed as to the age of our newspaper delivery boys?

A.—You may employ persons under

the age of 16 years, who are able, without impairment of health to deliver papers (not sell) where such work does not interfere with the hours of day school.

Q. 16—Are copy holders considered non-mechanical help?

A.—Yes.

Q. 17—Can an employee be paid on piece work basis?

A.—Yes, but you cannot pay less than the minimum wages applying to that particular class of work.

Q. 18—Can I employ a man part-time who is also working in another plant?

A.—Yes, but he shall not work in the several plants for a greater number of hours in any day or week than is specified in the code for a single establishment.

Q. 19—What must I pay a crippled person 78 years old who does some type-setting for me?

A.—Work him on easy tasks he can perform, his salary may be below the minimum. File a report on him as to the hours worked and wages paid with your Regional Code Authority.

Q. 20—In a town of 8,000 population what is the pay for a compositor?

A.—Forty-eight cents per hour. (For exception see answer to question No. 4.)

Q. 21—Do employees have the right to organize and bargain collectively?

A.—Yes, through representatives of their own choosing.

Q. 22—When an employee works in several different departments of a plant, how is his wage computed?

A.—By averaging the minimum rates for such various classifications.

Q. 23—Do employees or those seeking employment have to join a company union?

A.—No.

Q. 24—Does a daily newspaper have to pay overtime when special work requires certain employees in mechanical departments to work overtime?

A.—Yes. Daily newspapers in towns where no surplus mechanical help is available must pay time and one-third for work in excess of 8 hours per day.

Q. 25—What do I pay an apprentice?

A.—The minimum rate of pay for an apprentice is based on the following percentages of the minimum wage of a journeyman of the skilled classification under which such apprenticeship is being served. First year 30 per cent; second year 40 per cent; third year 50 per cent; fourth year 60 per cent; fifth and sixth years 75 per cent. Boys under eighteen, not high school graduates, may start as apprentices and serve up to one year at 50 per cent of the wage of unskilled labor.

Q. 26—What is the length in years of an apprenticeship?

A.—Maximum terms of apprenticeship are: for compositor, five years;

for pressman, four years if over 21 years of age at start or advanced from feeder or rotary assistant, otherwise six years.

Q. 27—Are the wage rates established by the code the fixed maximum wages to be paid?

A.—No, they are only established minimum rates.

Q. 28—There is no help available here to enable me to get out my newspaper on a 40 hour week basis. I don't know what to do.

A.—Where there are no available competent journeymen newspaper mechanics to permit the operation of a plant on a 40 hour week basis the work week may be extended to 48 hours with out paying overtime. This applies to plants other than dailies.

COST SYSTEM MAINTENANCE ECONOMIC COSTS AND ESTIMATING SCHEDULES

Cost Determination

After the principles and methods of accounting and cost finding and, or the departmental economic hourly cost rates and production standards and, or cost determination schedules for the Industry have been declared and prescribed each establishment therein shall determine the costs of its products:

1. In conformity with the principles and methods of accounting and cost finding as approved.

2. Upon departmental economic hourly cost rates and production standards as provided, including the cost of all materials used; or

3. Upon cost determination schedules as recommended, it being understood that an establishment may use the method, herein provided, resulting in the lowest costs of its products. Until the methods for determining costs as above set forth are prescribed, it is intended that each establishment will use such a method as has been defined; except that until the cost finding method has been prescribed by its National Code Authority, an establishment having an adequate cost finding system may use such system, subject to the review of its National Code Authority.

Selling Below Cost Prohibited

After the costs of its products can be determined, no establishment shall sell or offer to sell any product at a price or upon any terms of conditions that will result in a sale of such product for less than the cost thereof as so determined; provided, however, that for a period of twelve months after the effective date of this Code and thereafter until revoked by the National Code Authority concerned with the approval of the Administrator, an establishment may in defense of its busi-

ness meet a bona fide known competitive bid of any other establishment provided that the facts of a bid so made shall be immediately reported to its National Code Authority concerned; and provided, further, that any issue of any newspaper or periodical may be sold or delivered by the publishers at less than the cost thereof as defined in paragraph (c) of Section 26, Code of Fair Competition for the Graphic Arts Industries, and any advertising newspaper may be delivered by the publishers without cost to the reader.

Any National Code Authority may establish departmental economic hourly cost rates and production standards or cost determination schedules, and when such costs have been so established they may be declared by the National Code Authority or a National Product Group shall be binding only after it has been communicated to the Consumer Advisory Board of the National Recovery Administration and approved by the National Graphic Arts Coordinating Committee and by the Administrator after such notice and hearing as he may prescribe. After the approval of any such declaration no establishment shall sell or offer to sell any such product at less than such costs.

Guides of Fair Value

Based on such accurate records and statistics as it may compile and/or other acceptable data and information and subject to the review or approval thereof of the National Graphic Arts Coordinating Committee, a National Code Authority may publish or approve for its industry or for any defined geographical area price determination schedules for as many kinds and classes of products of its establishments as many be desirable and practicable and a National Product Group may publish or approve price determination schedules for any product or products with which it is identified. Such schedules when approved shall serve as guides of fair value.

The Western Kentucky Press Association will meet at Dawson Spring on May 25 and 26. One day will be devoted to a discussion of the code.

* * *

The Press knows of a young man, capable, intelligent, and a good journalist who has some money to invest and wants to buy a substantial Kentucky community paper, or to buy an active partnership. Let the editor know if you have such an opening.

* * *

The editor of The Press will give a series of talks on early Kentucky journalism over WHAS for six successive Thursdays starting at 1:15 p.m. on May 24. "You are cordially invited to attend."

Kentucky Press

Official Publication of THE KENTUCKY PRESS ASSOCIATION

VICTOR R. PORTMANN Editor

Printed on THE KERNEL PRESS, Department of Journalism, University of Kentucky, Lexington

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Chairman Legislative Committee:
B. B. Cozine, Shelby News, Shelbyville.

VETERAN EDITOR DIES

John D. Babbage, 89 years old, editor and publisher of the Breckinridge News for 59 years, died Monday, May 21, at his home in Cloverport. He is survived by his wife, one son, John Jr., of Washington, D. C., and two daughters, Mrs. W. G. Polk, Knoxville, and Miss Mildred, Cloverport.

Mr. Babbage has had a long and honored career as a journalist and he made the News one of the most outstanding papers in the state. The Press conveys the sympathy of the entire Fourth Estate in Kentucky to the family.

* * *

Cooperate With Curtis

Are you giving every cooperation to the Kentucky Code Authority? If not, you are hurting your own business and that of your fellow publisher. The sooner that all questions of code operation are settled, the better off every publisher in the state, and the union, will be financially and in peace of mind. Answer all communications from Secretary Curtis Alcock promptly and fully. Also, attend the mid-summer meeting at Owensboro.

* * *

Pilkeville Tabloid Expires

Is a tabloid-sized newspaper feasible

and practical for a community newspaper? Do the readers want a newspaper of this abbreviated size? This question was definitely answered by the readers of the Pike County News, who, after "sampling" a few issues of the smaller size, voted 98 per cent strong for the larger and more practical edition. Have any other Kentucky newspapers tried the tabloid as yet? Let The Press know your conclusions.

* * *

WHAS Programs

Elmer Sulzer, director of the University station, WHAS, has requested The Press to thank the many editors of the state who have cooperated with him in publishing the programs for one week in advance. As these programs, running for one hour and one-half at noon, are of distinct interest and value to every Kentuckian, especially the rural population, The Press suggests that every editor in the state run a little feature every week about the coming programs. If you do not have the printed bulletin of future programs, a post card to Mr. Sulzer will bring a copy post-haste.

* * *

ERRORS WORTH MONEY

Editors of the Talisman, Western State Teachers' College yearbook, have so much confidence in their own accuracy and that of their printers that they offered 25 cents for each mistake found. Students looked in vain for a page of pied type.

* * *

OLDEST SUBSCRIBER LOST

Albert Rush, 93, one of Hardin county's oldest and most respected citizens, died at his home in Upton recently. His wife, Mrs. Mollie Rush, died April 27. They had no children. Mr. Rush was the last living subscriber of the Elizabethtown News who had taken the paper since it was established in August, 1869, nearly 65 years ago.

George A. Joplin, chairman of the Joint Regional Code Authority and president of the Kentucky Press Association, and Mrs. Joplin attended the annual convention of the National Editorial Association in Missouri. The tour through Missouri ended May 14, and business session of the NEA held at St. Louis May 15, 16 and 17. Editors were in attendance.

Regional Code Administration Manager J. Curtis Alcock, Danville; Keen Johnson, a member of the National Code Authority, Richmond; Lawrence W. Hager, Owensboro Messenger and Inquirer; Joe T. Lovett, Murray Ledger and Times, and other Kentucky editors will be in attendance.

Make Your Plans Now For Mid-Summer Meeting

The time—Thursday, Friday, and Saturday, June 21, 22, 23.

The place—Owensboro, Kentucky, "on the Ohio river but never in it," 112 miles west of Louisville.

The girl—that's up to you.

The event—the mid-summer meeting of the Kentucky Press association.

The hosts—Editor and Mrs. Lawrence Hager, and the rest of Owensboro.

Although the program committee does not meet until May 25, Lawrence Hager, et al., has already announced tentative plans in a letter to the Press. As the Code is the paramount question of today, much of the time on the program will be devoted to this topic. Efforts are being made to have Art Baumgart, national manager, as the top-liner. Whatever the result, questions of vital interest to every Kentucky publisher and printer will be thoroughly discussed and YOU should be there.

Here are some of the good things that Lawrence is promising: An old Kentucky barbecue on Thursday evening at his home (come early); a luncheon by the citizens of Owensboro on Friday noon; Friday afternoon golf, bridge, or what have you; Friday evening dinner and entertainment as guests of the Owensboro Messenger-Inquirer, followed by a dance at the Country club; all these besides the good things on the business program.

To allow you to make your reservation early, write to Hotel Owensboro (session headquarters). Room and bath, single, \$2.00 and \$2.50; double, \$3.00 and \$3.50; with twin beds, \$4.00; suites for four persons, \$6.00, \$6.50 and \$7.00.

The Hagers are expecting you and you and you. Don't disappoint them.

Wade W. McCoy, former news editor of Walter Crim's, Salem (Ind.) Republican-Leader, is the new managing editor of the Shelby News, Shelbyville. Welcome to Kentucky, Wade!

* * *

The Somerset Commonwealth, Mr. George A. Joplin, editor, issued a splendid commencement edition on May 16. We congratulate the editor and his staff on their enterprise.

* * *

Warren P. Boulton, former editor of the Carrolton News, has purchased the Gallatin County News, Warsaw, and has installed a modern mechanical plant. We welcome Mr. Boulton to the KPA.

* * *

The Greensburg Record-Herald, Everett Taylor, editor, is now comfortably and commodiously established in its new modern home.

Prize Contest Rules For 1934

You have until June 11 to get your entries in for the 1934 prize contests of the KPA. Some entries are already arriving at his office. Select your issues today and send them in. The more the merrier—and the silver cups are pretty and serviceable. Read this again!

Five contests will be open to Kentucky papers in the annual 1934 newspaper prize contest and each editor is privileged and urged to send his entry in for each contest. These contests include best all-around newspaper, best front page, best editorial, best news story, and best advertising composition.

According to the rules amended last year, no newspaper is eligible to enter any contest in which it has won first place for the succeeding two years. Also, no editor is eligible unless he has attended the last mid-winter meeting of the KPA.

The exhibit this year promises to be one of the largest and best since the contest began. The committee is issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The papers will be put on display at the mid-summer meeting.

All-Around Contest

For guidance of the competitors the following will constitute the table of percentages by which the newspaper will be scored:

General appearance, 30 per cent; local news, 25 per cent; country correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to chief industry of section where published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in the scoring of general appearance include make-up of front and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines, contents, illustrations, typography, and press work.

Each contestant is required to select one issue of his paper from his files of March and April, 1934, from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver set; second and third, certificates.

Front Page Content

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate, and ears, press work and inking, appearance of illustrations (if any), news story value, balance, symmetry, and contrast. Each contestant is required to select one issue of his paper from his files of March and April, 1934, from which the judge will select the best

issue to be judged. Prizes to be awarded include: first, silver set; second and third, certificates.

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Prizes offered are: first, silver set; second and third, certificates.

Each contestant is required to select one editorial published in his paper between the dates of May 1, 1933, and May 1, 1934. The editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Best News Story Contest

At the request of a number of editors, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include, first, silver set; second and third, certificates. Contestants are required to select the best news story published between May 1, 1933, and May 1, 1934. Each story is to be pasted on a sheet of paper with the notation of name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement, and \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in contestant's office, either hand or machine composition.

Each contestant must select any advertisement that appeared during the year May 1, 1933, and May 1, 1934; each entry to be mounted on a sheet of cardboard with the notation as to the name of newspaper, date of issue, and name of contestant.

Meet you at Owensboro. Watch for the complete program in the next Press.

YOUR NEWSPAPER

The following was taken from a circular sent to retail merchants by a large wholesale house: "The value of your local newspaper to the success of your business cannot be over estimated. It is worth all the support and cooperation you can give it. For the newspaper is a mirror reflecting the life of the community in which you and your store have an important part. Your advertisement is the reflection of your store in the mirror. Everybody sees it there. If it is not there, the mirror is dark where your store should be. You are there, but you cannot be seen. Your store is open for business as usual, but 'out of sight, out of mind.' To keep in step with the progress of the community, to get your share of business, you must advertise regularly. Take your newspaper publisher into your confidence; he can give you valuable assistance. Establish an advertising budget. Plan a regular schedule for your advertisement. It's a policy that is followed by the most successful stores: it's an idea that will be profitable for you."—So. St. Paul Reporter.

FOR SALE—1 Recessed Universal Adjustable Linotype mold. Produces skeleton slugs 14 to 18 pt. Also 6 and 17 em 14 pt. liners and 3½, 5, 6, 8, 10, 12, 14, 17 and 30 em 18 pt. liners, all in good condition. Will take \$75.00 cash. If not satisfactory return in 10 days and money will be refunded. THE OHIO COUNTY NEWS, Hartford, Ky.

* * *

Jake Kirkpatrick has leased the Burlington Record from Bob Berkshire.

* * *

The Ashland Daily Independent recently installed a new Linotype model 72-90, model 14, the first machine of its kind on a daily newspaper in Kentucky.

* * *

It is rumored that a certain young editor in or near Columbia will listen to the strains of the wedding march next month. Page Walter Winchel.

* * *

Baby Carolyn Ann, three-year-old daughter of Mr. and Mrs. Charles Blanchard, Louisville, drank a mixture of carbolic acid and lysol, on April 28. Quick action by the police patrol in getting the baby to the City hospital, after a ten-minute run, saved her life.

Kentucky editors again must note the passing of a faithful friend and companion in the death of Harry Meyers, vice-president of Bush-Krebs Co., Louisville, on April 22. We will miss Harry's genial voice and hearty laugh at our association meetings. We extend the sympathy of the editors in Kentucky to his surviving family.

Unfair Practices As Defined By the Code

Inaccurate Records

No establishment shall keep records of facts (pertinent to the Graphic Arts Code) which are inaccurate in any material particular or use misleading or deceptive methods of determining costs in general or of a specific job, or withhold from or insert in any quotation or invoice any statement which makes it inaccurate in any material particular.

Inaccurate Representation

No establishment shall use advertising or other representation which is inaccurate in any material particular as to its product, production facilities, merchandise, services or terms, or in any way misrepresent the origin, preparation, process, quality, kind, weight, substance, grade, brand, or quantity of its product or printed matter or the circulation or distribution thereof.

Inaccurate References to a Competitor

No establishment shall, in its own advertising or other representation, refer inaccurately in any material particular to any competitor or his product, production facilities, merchandise, values, services, or terms.

Deliveries on Consignment

No establishment shall deliver any product on consignment except under a signed contract or under regulations prescribed by its National Code Authority or the National Product Group of which it may be a member.

Discrimination

No establishment shall secretly or otherwise give or offer to give any rebate, allowance, premium, "free goods," refund, commission, term of credit, unearned discount, special service or other valuable consideration which is discriminating as between customers of the same class or which will result in selling below cost as prohibited in Section 26, paragraph (d) Code of Fair Competition for the Graphic Arts Industries (in the event of any controversy, the definition of "class," as herein used, shall be determined by National Code Authority concerned).

Commercial Bribery

No establishment of this Industry shall give, permit to be given or directly offer to give, anything of value for the purpose of influencing or rewarding the action of any employee, agent or representative of another in relation to the business of the employer of such or the represented party, without the knowledge of such employer, principal or party. Commercial bribery provisions shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery as hereinabove defined.

Threats of Law Suits

No establishment shall publish or circulate unjustified or unwarranted threats of legal proceedings which tend to have the effect of harassing or intimidating competitors or their customers.

Interference With Contracts

No establishment shall induce or attempt to induce the breach of an existing contract between an establishment and its employee or customer or source of supply; nor shall any establishment interfere with or obstruct the performance of such contractual duties or services.

Appropriation of Design

No establishment shall usurp or make use of any design, plan, drawing, sketch, dummy or copy which has been submitted to a prospective customer by a competing establishment and is rightfully and plainly marked as having been originated or devised by and being the property of such competing establishment and which has not been purchased by such prospective customer.

Submitting Bids

No establishment shall make a fictitious bid for the purpose of misleading or deceiving a customer or competitor, or attempt thereby to cause any bid already submitted on a specific proposal to be rejected for the purpose of securing an advantage over other bidders in a subsequent proposal.

Partial Shipments

No establishment shall accept an order for a large quantity of any of its products or merchandise and make delivery thereof in small amounts at quantity prices that will have the effect of extending to any customer any special service or privilege not extended to all customers of the same class.

Uniform Sales Contract Form

A National Code Authority or a National Product group may adopt a uniform sales contract form for the use of its Industry or group or for any product or for a defined geographical area, and when so adopted no establishment therein shall sell or offer to sell any product upon terms and conditions more favorable to the customer than those contained in such uniform sales contract form. Such uniform sales contract form shall be subject to review by the Graphic Arts Coordinating Committee and the Administrator.

Acts of Employees and Agents

No establishment shall knowingly suffer its employee or agent to commit an act which is prohibited under Unfair Practices.

Post This Chart

One of the obligations that an employer must assume, under the Graphic Arts Industries Code, is the posting of Code wage and hour regulations in a conspicuous place where employees may read them. A wall chart, show-

ing these regulations, is being prepared to be sent you at an early date.

WANTED TO EXCHANGE—Font of 18 pt. linotype mats, almost as good as new, for font of 8 pt. mats. Will exchange proofs. THE OHIO COUNTY NEWS, Hartford, Ky.

A
B C
D E F
G H I J K
L M N O P Q R S T U V W X Y Z

TRADE MARK LINOTYPE

THE COMPLETE SYSTEM

5 point to 144 point

From a calling card to a window card, you can set it on the Linotype . . . with a wide selection of well-designed faces . . . with traditional Linotype economy . . . with the convenience of slug make-up . . . with the better press-room conditions that go with solid forms and an excellent printing surface. The Linotype system provides the right equipment for any class of work, for any production conditions.

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.

Linotype Memphis (Girder) and Poster Bodoni

KEEN JOHNSON, RICHMOND ELECTED N. E. A. DIRECTOR

Keen Johnson, Richmond Register, was elected to the board of directors southern division, of the National Editorial association at its closing session in St. Louis, May 18. Other officers and directors elected were:

Kenneth C. Baldrige, Bloomfield, Iowa, president; Robert H. Pritchard, Weston, W. Va., vice-president; and W. W. Loomis, La Grange, Ill., controller.

Directors were elected as follows: Eastern division: H. W. Palmer, Connecticut; J. F. Biddle, Pennsylvania, and G. B. Taylor, New Jersey.

East central division: W. H. Conrad, Wisconsin; Walter M. Crim, Indiana, and R. B. Howard, Ohio.

West central division: Jesse L. Napier, Kansas, and Joseph B. Redfield, Nebraska.

Southern division: C. T. Rand, Mississippi, and Keen Johnson, Kentucky.

Western division: R. C. Stitser, Nebraska; R. A. Brown, California, and Clyde A. Epperson, Utah.

The 1934 convention will be held in New Orleans to celebrate the golden jubilee of the founding of the association in that city fifty years ago.

Congratulations, Keen

Kentucky editors are happy over the election of Keen Johnson to the board of directors of the National Editorial association. The Press congratulates Keen on this honored position, and the NEA for its wise selection.

OLD TIMER'S EDITION

Of unique and lively interest was the "Old Timer's" edition of the Brockport (N. Y.) Republic, for the "old time" character of the contents extended to the illustrations as well as to the reading matter. There were many good stories and reminiscences gleaned from the past history of the town, but we think the most interesting feature was the pictures. There were views of old time scenes, former business houses, etc. Extremely quaint were the advertising illustrations, showing the commodities and styles of former days. Some of these were reproduced from wood cuts and line drawings, while others were etchings made when the half-tone art was in its infancy.

PROMOTING INNER PAGES

Sometimes we think too much importance is given the front page; an effort to dress it up and promote it until it is quite out of proportion to the remainder of the publication. It seems to be a settled policy, and a reflection of its effects is seen in the increasing tendency to offer special

inducements to obtain reader interest for the inside pages. Newspaper are following the merchandising custom of making the outside of the package attractive and, as is merchandising, are depending upon advertising to teach the public that the best of the contents are inside.

As a matter of fact, the best pages of most newspapers are the inside pages. If this were not true, there would be small incentive for readers to look beyond the front page. The latter carries the latest, but not always the largest news and other matters of interest. Publications which center their appeal on the front page never have the home interest of those of well distributed contents; and home interest is what counts in circulation, advertising and rates.

An average reader can digest all the news in a short time. One, two, or three pages suffice for both news and advertising—enough advertising to make publication possible. Modern advertising demands an accompanying reader interest, and news alone cannot be strung out and padded sufficiently to provide it.

It has become necessary to have features, departments, and special matter of various kinds, making the newspaper a sort of magazine, in order to hold an adequate degree of home interest. There is a page for the women, a sports page for the men and boys, and a children's department, as well as a vast amount of feature and other special matter of interest to both sexes and all ages. This has solved the

problem of enabling inner pages to compete with the front page, but it has not been done with the front page, but it has not been done without advertising and otherwise promoting the inner-page matter.

DON'T THROW OUT THE CLUTCH

Free wheeling may be all right for automobiles and pleasure, but no business man will be maintained at a successful pace with the advertising clutch disengaged.

For more than thirty years in this community I have never known a firm to fail that had used newspaper advertising consistently and intelligently. I have noted many failures directly traceable to a business policy that excluded newspaper advertising.

People read the home town newspaper both for the news and the advertising. Both must be interesting. The well balanced home town newspaper has been, and will continue to be, the most important development factor to the home town merchant.

Fish are frequently caught by occasionally dragging a line through the water, but the best strings invariably come to the lures of the consistent and persistent angler. By the same token, business success comes more quickly and in larger volume to the merchant who adopts a liberal newspaper advertising policy, stocks the goods the public will buy and follows the golden rule of truth in advertising.—B. E. Warren in the Nashua (N. H.) Telegraph.

IMPERIAL TYPE METAL

I can meet your immediate type metal requirements from Chicago, Cincinnati, or Louisville. IMPERIAL METAL needs no endorsement.

H. L. FELIX

McHUGH EXPRESS COMPANY
808 Freeman Ave. Cincinnati

THE DICKSON COMPANY
Louisville

Your Engraving :-:

Every printer knows the value of deep-etched engraving—line and half-tone, because they save time in press makeready.

Quality and prompt service are our aim.

JAHN & OLLIER ENGRAVING CO.

817 West Washington

Chicago, Illinois

Costly "Adventure" For Taxpayers

COMMUNITIES which are considering "adventures" in the municipal light and power business might find facts concerning the Seattle, Wash., power plant of interest.

According to a bulletin issued by the Associated Industries, the plant, which is tax free, did a \$5,000,000 business in 1932—and netted only \$87,000. It has a bonded indebtedness now of \$32,000,000, and at the present rate of income will require 368 years to become debt free.

About 20 per cent of the plant's total income must be dug up annually by Seattle taxpayers who pay from their city general fund around \$1,000,000 for street and public building lighting and similar municipal uses.

The plant cost \$54,033,000—and, according to engineering estimates, it couldn't be sold today for 20 per cent of that sum. The city issued \$42,339,000 in bonds against the property—and has been able to redeem only \$10,186,000 of them in thirty years. Seattle has a population of 375,000.

There's nothing unusual about this story. Hundreds of such enterprises, some much smaller and some larger, have had a similar experience. And that's the reason why, in the face of strong political pressure in favor of municipal ownership, scores of towns have recently defeated proposals to go into the power business.

Kentucky Utilities Company

Incorporated