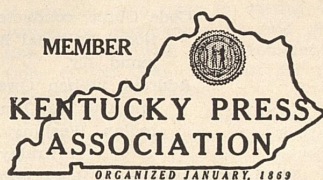


THE KENTUCKY PRESS

Code Authority Number



**Volume Six
Number One
June, 1934**



Owensboro Is Expecting You Next Thursday

For the third time since organization of the Kentucky Press association, its mid-summer meeting is being held in Owensboro. The dates are June 21, 22 and 23. From elder members of the association come interesting comments about the Owensboro meeting of 1889. Those halcyon, or as some refer to them, "good old days," are still very much alive in the minds of some in the thinning ranks of editors who were the young men of the press in the '80's and '90's.

Again the Kentucky press bestowed its favor upon Owensboro in 1902, and now, 32 years later, the metropolis of Mid-West Kentucky, almost made over since this latter date, awaits with pleasant anticipation the return of one group it has been most delighted to welcome in the dim, distant past, with anticipation of keen and mutual delight in the reunion.

Three past presidents of K. P. A. who are residents of Owensboro, will be on hand to greet, yea to embrace their city's guests this year. They are Urey Woodson, president 1890, now Alien Property Custodian, Washington; Ben D. Ringo, now an Owensboro attorney, president 1896; and Lawrence Hager, editor of the Owensboro Messenger and Inquirer, president in 1933.

As early as June 1, hotel reservations were being made by K.P.A. members whose plans have been fixed with Owensboro as their objective, June 21, 22 and 23. The associations hosts—publishers of the Messenger and Inquirer and citizens of Owensboro—are hopeful that the 1934 meeting will set a new attendance record for K.P.A. meetings. From various points comes word that they will not be disappointed.

The program for the meeting appears in this issue of The Press. It begins with an Old Kentucky barbecue dinner at the home of Lawrence Hager, where he will be assisted in entertaining the guests by his brother, Bruce, and their associate, George Fuqua, and Augusta, Lillian and Martine their wives. Entertainment will be provided during and after the meal. It is urged upon everyone coming to the meeting that they not wait till Friday to show up, but be on hand for Thursday night's get-together meeting.

No formal dress will be appropriate on any occasion during the meeting. Make yourselves comfortable and makes yourselves at home are injunctions of your hosts who say they will try to make you glad you came.

The business session Friday morning is all-important to every publisher and printer in Kentucky and will be open to all whether they belong to the

MID-SUMMER MEETING June 21, 22, 23, 1934 HOTEL OWENSBORO, Owensboro, Kentucky

Thursday, June 21

- 5:00 p.m.—Registration, messanine floor, Hotel Owensboro.
6:30 p.m.—Barbecue Dinner at home of Lawrence and Augusta Hager with Bruce and Lillian Hager and George and Martine Fuqua as co-hosts. Entertainment program follows dinner.

Friday, June 22

- 9:00 a.m.—Business Session, Ball room of Hotel Owensboro. Meeting called to order by President George A. Joplin, Jr., The Commonwealth, Somerset, Ky.

Invocation.

Address of Welcome by Mayor Fred L. Weir, of Owensboro. Response by J. L. Crawford, Chairman Executive Committee, The Times-Tribune, Corbin, Ky.

Address, "What the Code Means to the Non-Metropolitan Printing and Publishing Industry," by Art Baumgart, N.E.A. Code Authority, Chicago, Ill.

Code Clinic, conducted by Keen Johnson, director of National Editorial Association, The Daily Register, Richmond, Ky.

Address, "When Owensboro Was Host to K.P.A. in 1889 and 1902," by Hon. Urey Woodson, Alien Property Custodian, Washington, D. C.

Friday Afternoon

- 12:15 p.m.—Luncheon, Hotel Owensboro, compliments of the citizens of Owensboro. Entertainment features provided by Theodore H. Arnold, Owensboro merchant.

- 2:00 p.m.—Afternoon Outing at Country Club for those participating in Golf Tournament for President's Cup; Bridge tournament for Host's prize; Bathing in Club pool.

Automobile trips about the city and country for any preferring this form of diversion.

Friday Evening

- 6:30 p.m.—Dinner as guests of The Messenger and Inquirer at Hotel Owensboro. Talks by Ben D. Ringo, Owensboro Attorney, President of K.P.A. in 1896, and by George Bingham, Rye-Straw Philosopher, of Hogwallow, Ky.

Dance at Country club honoring K.P.A. guests. Theater party for any preferring this form of entertainment.

Saturday Morning, June 23

- 9:00 a.m.—Report on N.E.A. convention by George Joplin, Jr., and Curtis Alcock, Association delegates.

Address by Walter H. Crim, of Salem, Ind., director of National Editorial Association.

Awarding of Newspaper Contest Prizes by Prof. Victor R. Portmann, University of Kentucky, Lexington.

Report of Secretary-Treasurer.

Report of Resolutions committee.

Unfinished Business.

Adjournment.

association or not.

Friday afternoon there will be golf, swimming, bridge, motoring, sight-seeing or what you wish, following a luncheon at which all K.P.A. visitors will be guests of citizens of Owensboro.

Friday evening will be the Messenger and Inquirer dinner, complimentary to the Kentucky Press association, with entertainment and one or

two brief talks. Following this will be a Country club dance and the theaters of Owensboro will receive any with their compliments who do not choose to dance.

Saturday morning, back to business and after that Owensboro hopes you will linger longer and that something may have been done to make the memory of a pleasant and profitable meeting linger forever with you.

EXEMPTIONS FROM AND MODIFICATIONS OF THE CODE

Occasionally we receive requests for "exemptions" from some of the Code provisions for the benefit of an establishment or establishments. The NRA has recently issued Administrative Order X-27 on this subject—and on the subject of securing "modifications" or "amendments" to the Code.

When reading this Administrative Order that follows, it is well to keep in mind that we operate on an establishment-to-Regional-to-National - to-Coordinating Committee-to-NRA basis. That means our National Code Authority should always be furnished with three copies of any applications for relief, whether for Code "modifications" or "exemptions" and that the Regional should also retain one copy of its reference and files:

ADMINISTRATIVE ORDER X-27 Prescribing Rules and Regulations Concerning Modifications of and Exemptions from Approved Codes of Fair Competition

Pursuant to the authority vested in me under Title I of the National Industrial Recovery Act and Executive Orders of the President, including Executive Orders Nos. 6543-A and 6590-A, dated December 30, 1933, and February 8, 1934, respectively, and in order to effectuate the policies of said Title of said Act, I hereby prescribe the following rules and regulations concerning amendments to, modifications and stays of, exceptions to and exemptions from approved codes of fair competition, to-wit:

I. DEFINITIONS

1. The term "MODIFICATIONS" shall include "amendments" and all rulings whereby a code is amended by adding a provision thereto or changing or omitting any provision thereof.

2. The term "EXEMPTIONS" shall include "exceptions" and "stays," and all rulings whereby an individual, group or class is released from the full operation of a provision of a code.

3. By the term "CODE AUTHORITY" it is intended to include any analogous agency and the term "ADMINISTRATION MEMBER" shall mean the member or members of any code authority representing the Administrator.

II. APPLICATION FOR RELIEF

The Code Authority for the code in question, or the Administrator, or any one or more members or representatives of an industry or anyone whose affairs are seriously affected by the provisions of such code may propose a modification thereof or exemption therefrom. Such proposals may be filed with the Code Authority or the Administrator.

III. PROCEDURE

A. With reference to modifications:

All proposals for modification filed with the Code Authority shall be promptly considered by the Code Authority and action taken as follows:

1. If the Code Authority determines that such proposal merits attention, it shall forthwith cause notice thereof, containing a fair and accurate statement of the modifications proposed, to be sent to the principal office of each trade association known to be interested in activities under the Code, and to each member of the industry who has filed his or its name and address with the Code Authority.

2. Within ten days after receipt of any such proposal it shall be the duty of the Code Authority to forward to the National Recovery Administration, through the Administration Member, the proposal with a statement as to the percentage of the members of the industry by number and by volume, if possible, who have in writing approved or disapproved of said petition, together with the recommendations of the Code Authority for disposition of the matter:

Provided, however, that where applicants show themselves to be truly representative of the trade, industry, or subdivision or where the Code Authority is authorized in the code to propose modifications to be effective when duly approved, then notice of the proposal need not be sent by it to trade associations and members of industry, as herein required, but the Code Authority shall, within ten days after receipt or formulation of the proposal, forward to the National Recovery Administration, through the Administration Member, a complete record of the matter together with the recommendations of the Code Authority thereon.

3. If the Code Authority determines that such proposal does not in its judgment merit approval it shall so notify the parties involved and certify such determination with a complete record of the matter through the Administration Member of the National Recovery Administration, for such action as it may deem appropriate.

The Administrator may approve any proposed modification and the same shall thereupon be effective if at any time, upon examination of any statement or recommendation of a Code Authority or other information or considerations properly before him, and on such notice and opportunity to be heard as he may prescribe, it shall appear to his satisfaction that such modification has been applied for or assented to by the trade or industry or subdivision thereof concerned or by a trade or industrial association or group of Code Authority which is duly authorized by and/or truly represen-

tative of such trade or industry or subdivision and that the code as amended by such modification complies in all respects with the pertinent provisions of said Title of said Act and will tend to effectuate the policies of said Title.

B. With reference to exemptions:

All proposals for exemptions filed with the Code Authority shall be considered by it and forwarded, together with its recommendation thereon, and with reasons for such recommendation to the National Recovery Administration, through the Administration Member, at the earliest possible moment and, in any event, within ten days of the filing thereof, for such action as may be found appropriate.

The Administrator may approve any such proposal when it appears to his satisfaction that such exemption will tend to effectuate the policies of said Title of said Act.

HUGH S. JOHNSON
Administrator for Industrial
Recovery
C. A. BAUMGART
National A2A5 Administration
Manager

LIQUOR ADVERTISING INTO MAILS

The passage of the liquor tax bill by Congress and signature by the President on January 11, carried with it a provision for the repeal of the Reed law of 1917, which denied the use of the mails to the advertisement of alcoholic beverages when going into dry states. This put to an end the prohibition of the use of the mails in connection with advertisements of alcoholic beverages.

However, this does not fully end all problems in connection with the carrying of newspaper advertising on the sale of liquor. Certain states still prohibit the circulation or distribution of publications in those states if they carry advertisements of alcoholic beverages. Publishers should check up on their state law in this connection.

The Sheboygan (Wis.) Press recently began publication of "Confidential Tips to Merchants," a monthly paper which will serve as a medium for the distribution of successful ideas for building retail business. The first issue contained a variety of methods gathered from various sections of the country and employed by merchants in different lines to stimulate sales, especially during those periods ordinarily regarded as off season.

Regardless of the question of printing, the Sheboygan Press is adapting it to their own needs.

Kentucky Press

Official Publication of THE KENTUCKY
PRESS ASSOCIATION

VICTOR R. PORTMANN Editor

Printed on THE KERNEL PRESS, Depart-
ment of Journalism, University of
Kentucky, Lexington

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Commonwealth, Somerset
A. Robbins . . . Vice-President
Courier, Hickman
J. Curtis Alcock . . . Sec.-Treasurer
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crat, Cynthiana; J. T. Norris, Independ-
ent, Ashland; R. L. Elkin, Central Rec-
ord, Lancaster; Joe Richardson, Times,
Glasgow.

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

OUR BIRTHDAY

With this issue the Press enters on
Volume Six. In the last five years we
have tried to be of service to the Ken-
tucky Press Association and to the
Fourth Estate in Kentucky. We pledge
renewed interest during this coming
year in the activities of the newspaper
fraternity and the KPA and hope that
the Press will do its part in the ex-
tension of the best in journalism in
the state.

I am sure all interested in Code
Administration, will enjoy reading
the following bulletin which we have
just approved from Hampton Maxey
of Tennessee:

To All Establishments in Tennessee:

Handling of Fair Trade Practice Complaints

Our mail is loaded these days with
informal complaints about Code vio-
lations, particularly in connection with
the Price Determination Schedule.
Most of these complaints consist of
unsupported statements.

While we hope, before very long, to
be able to issue a bulletin outlining
our method of procedure and author-
ity with regard to the handling of all
fair trade practice complaints, in the
first instance, we do not as yet have
this information complete from Wash-

ington.

The difficulty with the present type
of complaint is that even where there
is an apparent violation, we are sel-
dom furnished the necessary evidence
to support it. It will be necessary, in
each case, for the establishment mak-
ing the complaint to write it out on
Government blank 16-1229 (obtainable
at any post office except fourth class).
Forward to this office.

This is your business. This is your
office. We can do much for you if
you will assist us. Without your as-
sistance it is going to be a very ex-
pensive job. And keep in mind, please,
that you are paying the bill. The
greater number of unnecessary things
you place upon the office, the greater
the expenses.

Just now we are having innumera-
ble complaints about out-of-state
peddlers and their prices. Much of
this is being magnified in the report
given us in an attempt to break down
your morale by a would be purchaser
to whom you have sold printing in
the past at an unreasonably low price.
You have permitted, in the past, the
shrewd buyer to beat you down. He
glorified in his past triumphs. He
seizes upon the remarks of an un-
scrupulous bootleg salesman to at-
tempt to beat you down again. He for-
gets that now when he is beating you
down that he is not only taking from
you that which is justly your for sup-
port of your family and pursuit of
happiness in life, but that in addition
thereto he is insisting on you break-
ing a pledge to other members of
your craft and as a climax to such
conduct to become a law violator.

These men would not ask you to
get drunk just because someone else
did; they would not ask you to carry
a pistol just because someone else
did; they would not ask you to rob a bank,
murder a fellow human being or vio-
late some other section of the Crimi-
nal Code just because a Barrow or
Dillinger performed a similar viola-
tion. Yet they unwittingly, and we
believe without realizing the serious-
ness of such acts, suggest, encourage
and even demand that you violate the
code of honor, not the code of crimes,
the code of fair practice that will per-
mit you and your business associates
to live honorably among men and pro-
vide decently for your families.

When men go about the country-
side drunk from excessive use of bev-
erage, flourishing deadly weapons and
become a menace to their fellow men
—you—your family—then you en-
voke the constitutional right of every man
in the State of Tennessee that under
such conditions and circumstances
every citizen is a peace officer.

Now, the code violator is thereby a
law violator, is a menace to your bus-
iness, that which provides for yourself

and your family. Will you stand idly
by and permit this to go on or will
you assist in stopping this by going
out and completing and filing Govern-
ment Form 16-1229. It is your busi-
ness, your family.

This is your call to service.

In addition to personal solicitation,
mail campaigns to advertise the de-
partment and sell the ads have been
successful whenever they have carried
on with energy and persistency, espe-
cially the latter. Such campaigns are
not "one-time" propositions. They
should be kept up week after week and
month after month. The foundation
of such campaign is a series of attrac-
tive enclosures showing how to write
effective classified ads and offering
suggestions as to how the classified
department can be turned to personal
advantage of the user. Every letter
which goes out to a subscriber or a
display advertiser should contain one
of the enclosures and they should also
be sent to potential customers who
may not be either a subscriber or an
advertiser.

Along with the personal solicitation
and the mail campaigns, there should
be regular advertisements in the paper
to promote interest in the classified
department. If a classified customer
makes a quick sale through the medium
of one of these small ads, tell about it
in a way (by use of a boxed news item
or a small display ad) which will at-
tract attention. One such piece of pro-
motion is worth a hundred repetitions
of the fact that "Herald want ads get
results." Both metropolitan newspa-
pers and country newspapers have
found it advantageous to live up the
appearance of the classified depart-
ment with comic strips and other at-
tention-arresting methods.

Quite aside from the actual revenue
derived from the classified department,
the indirect value of it is considerable.
A satisfied customer soon becomes a
good prospect for a steady user of the
department and a steady subscriber to
the paper as well. If he conducts a
small merchandising establishment and
is not ordinarily a user of display ad-
vertising, it is but a step from his be-
ing a classified user to his becoming a
display user.

Then, too, these small ads help the
display business in other ways. Any
good advertiser or his agent who sees
a newspaper with a good classified de-
partment knows that it is a publica-
tion which is read and is therefore a
profitable medium for display adver-
tising. Display and classified advertis-

Send the Press such items about
yourself and your paper that will be
interesting to your fellow editors. We
want news about Kentucky newspa-
perdom. Do your bit!

Code Information For Your Daily Guidance

With regard to the Price Determination Schedule and requests by an "establishment with total press equipment consisting of not more than three platen presses, upon application and proper showing to its National Code Authority and approval of such application by its National Code Authority" for authorization "to sell or offer to sell any such products which it manufactures on such equipment at a price not less than twenty (20) percent below the prices contained in the said Price Determination Schedule," here is the way to proceed:

1. Require the establishment to supply our Regional, J. Curtis Alcock, with four certified copies of the "request and proper showing." The "proper showing" to include:

- (a) A complete inventory of the establishment's press equipment, including newspaper presses, giving make of machine and size, mechanical or hand fed.
- (b) The Volume of 1933 commercial relief printing the establishment did.
- (c) A detailed statement of why the establishment feels it should be given this advantage.
- (d) The names and addresses of establishments doing commercial relief printing in the same town, city, or locality where the establishment making the request is located.

2. Upon receipt of the four certified copies of such a request, the Regional will refer the evidence to a Committee of not less than three of its Regional Code Authority members (preferably from its Fair Competition Compliance Committee), but no one or more such members are to be from establishments in direct competition with the establishment making the request.

3. This Committee will review the evidence presented, make such additional investigation personally or thru designated representatives as it deems necessary, and will report its findings and recommendations with regard to the request to the Joint National Code Authority thru its Regional Administration Manager.

4. The Regional Administration Manager will forward promptly to the Joint National Code Authority:

- (a) Three of the four copies of the request and supporting evidence and statements filed by the establishment making the request.
- (b) Three signed copies of the Committee's procedure, findings, representatives' reports, and recommendations.

5. The Joint National Code Authority will act promptly, either approving or disapproving the request; however,

until the Joint National Code Authority does approve such request, the establishment concerned is not to take advantage of this special "20%" privilege.

N.B. Power or authority to grant such requests, even temporarily, is not delegated to Regional Code Authorities.

This procedure is to be followed on all such requests, whether they are already on file with the Regional or are received in the future from establishments. The Joint National Code Authority hereby refers back to the Regional Code Authorities all such requests it has received to date from the Regionals. It will also refer to the proper Regional each such request it received directly from an establishment.

An advertisement that we think will be of interest to those connected with Code administration from The News, Dunsmuir, California, follows:

"Prices for Printing are now Regulated by the Code of Fair Competition for the Graphic Arts Industries.

"That does not mean, however, that the prices charged in the past by the Dunsmuir News will be raised one whit, because the News has never indulged in cut-throat business methods. We have endeavored to hold our prices at a level that would permit paying decent wages and otherwise conducting our business on a legitimate basis, at the same time realizing that our customers were always entitled to our fairest consideration. Therefore, it will not be necessary for the News to advance prices to comply with the requirements of the Code, nor will it be necessary for us to impair our service or cheapen our product.

"Any increase in our prices that we may make in the future will be due only to any increase in the cost of materials that may come about, or other factors over which we have no control.

"Many printers in all parts of the country have resorted to a policy of country have resorted to a policy of ruthless price-cutting price-cutting in the past two years in an effort to get business regardless of consequences. The same methods were employed in practically every other line of business, with the result that business generally was in a well-nigh chaotic condition until a few months ago when the codes of fair competition in the various lines of business began to become effective.

"The Price Determination Schedule under the Code of Fair Competition for the Graphic Arts Industries presented an extremely difficult problem

and was not signed by Hugh S. Johnson, National Recovery Administrator, until April 27, to become effective May 4. Every printing business in the United States is affected by the Code, and every printer who violates the provisions thereof subjects himself to a severe penalty.

"A Schedule of Prices Has Been Adopted by the Code Authorities. It is unlawful to sell for less than cost or at prices less than those authorized.

"The prices established by the Code Authority are on file in the office of the Dunsmuir News and anyone who is interested is cordially invited to examine them. The prices are not at all exorbitant.

"Whether or not you choose to have the Dunsmuir News do your printing, you can support the National Recovery Administration by avoiding 'chislers' and giving your business to establishments that are known to be operating in conformity with the Code. It is just as reprehensible, if not more so, to patronize a 'chisler' as it is to 'chisel' yourself. The NRA has undoubtedly produced a remarkable change for the better here in Dunsmuir and throughout the land. Why not support it?

"We pledge fair dealing on every order for printing."—The Dunsmuir News.

The Galesville (Wis.) Republican, Bert A. Gipple, publisher, finds it a good policy to carry many illustrations of home scenes and people. The appearance of the publication attests to an unusual outlay in this direction and to the fact that it is well expended. The Republican also carries a local historical feature which has created much reader interest.

James T. Norris, Ashland editor, member of the 1914 class of Centre College, was elected president of the college alumni association at the annual alumni banquet in Danville recently. Robert McDowell, Louisville, class of '14, was named vice-president, and George A. Joplin, Jr., Somerset publisher, was elected secretary-treasurer for the twelfth term.

GROUP BUYING

Group buying is particularly advantageous in view of the recent rise in split-ream paper charges. Get together, as publishers have done in several counties and have one man do the buying. You'll save considerably on a few paper orders. But—a plan like this will not succeed if someone fails to do his part.

CODE EAGLE

A special Blue Eagle is now available to those who have signed agreements under the Graphic Arts Industries Code, Divisions No. A-2 and No. A-5.

In a letter dated April 19, addressed to the head of every business establishment, Hugh S. Johnson, administrator of the National Recovery Administration, stated:

"If you are engaged in a trade or industry for which a Code of Fair Competition has been approved, a special Blue Eagle has been prepared for your particular business. Its display by you will inform the public that you are cooperating with the vast majority in stamping out unfair practices and methods of competition and that you are giving your employees a square deal by paying code wages and adhering to code hours.

"Last year you were asked to display the Blue Eagle as evidence of your promise to do your part and as a symbol of your faith in the ability of American trade and industry to defeat depression by united effort. This year you are asked to display this distinctive Blue Eagle as a symbol that you, together with the other members of your particular trade or industry, have united to complete the work of recovery."

Individualized to distinguish employers operating under approved codes, NRA's Blue Eagle appeared May 1 with a new significance. The Eagle, its familiar legend "We Do Our Part" replaced by the single word "Code" identifies the employer who did his part and who now, under an approved code, is cooperating with others in his trade or industry "to complete the work of recovery."

Accompanying the Administrator's letter to employers was an application card, addressed for return to State NRA Compliance Directors and an instruction sheet outlining the procedure to obtain the individual Eagle.

"You incur no obligations by applying for this Blue Eagle," the instruction sheet reads in part. "However, the Blue Eagle is the property of the United States. It will not be issued to anyone who is violating a code or agreement. The right to continue to display it depends on continued compliance."

OUT-OF-BUSINESS SALES

Merchants who advertise a "Going-Out-of Business" sale and then add to the stock on hand newly acquired merchandise will be regarded in the future as violators of the code of fair competition for the retail trade.

This is the effect of an interpretation made by Kenneth Dameron, dep-

uty administrator of the National Recovery Administration, and approved by H. O. King, division administrator.

The decision followed receipt of reports that there are retailers who have not been content to dispose of merchandise on hand at emergency sales but have taken advantage of them to increase their profits by the offering of newly acquired stock.

The code for the retail trade contains the standard provision on "Advertising and Selling Methods" in which it is stated that "no retailer shall use advertising and—or selling methods which tend to mislead or deceive the customer."

The interpretation is that "it shall be considered as false, inaccurate, and misleading advertising and a violation of the code for any retailer to advertise a sale as a closing-out sale, a going-out-of-business sale, a bankrupt and-or receivers sale or any sale of a like nature without disclosing, if such be the fact, that additional merchandise, except such as may be in transit, on order, or under firm contract, is added to the stock of merchandise on hand at the beginning of such sale.

The fact that the NRA has cancelled some of the trade practice provisions from some of the service codes is causing confusion among some of our establishments.

The most complete brief statement of just what happened that I have seen appears in Time for June 4. I'm quoting it for your information.

"To rid NRA of some of its worst body squeaks, President Roosevelt last week authorized General Johnson to strike out the price fixing and trade practice provisions in the codes of service industries. Next day General Johnson promptly performed and permitted operation on seven codes: (1) cleaning and dyeing; (2) automobile storage and parking; (3) barbers; (4) bowling and billiards; (5) shoe rebuilding; (6) advertising display installations; (7) advertising distribution. This stripped these codes to the bare bone of wage, hour, child labor, and collective bargaining clauses which service industries must still obey. Local groups may write prices back into their local codes provided 85% of their members agree, but no longer will NRA headquarters try to set the price of pressing a pair of pants in Bangor, Dallas and Santa Barbara."

A printing establishment is a manufacturing plant and not a "service industry". It sells its printing services as manufactured products.

The Laramie (Wyo.) Republican Boomerang recently carried a boxed article, headed "Foreign Lands Get the Republican-Boomerang Daily," which

read as follows:

Each day the mails carry copies of this newspaper to subscribers in Great Britain, China, Rumania, Canada, Mexico, Chile, Dutch West Indies, and the Scandinavian countries.

And the Republican-Boomerang also goes to practically every state in the Union.

A
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Y Z

THE COMPLETE SYSTEM
from 5 point
to 144 point
on
Linotype slugs.
Fast Composition,
easy make-up,
new
printing surface
on every job.
It's the
modern way
to run a
composing-room
Mergenthaler
Linotype Company
Brooklyn, N. Y.



Linotype Memphis (Girder) and Poster Bodoni

Tell Your Readers What You're Giving Them

Our neighbor on the left—he of the "Newspaper Ideas"—not only contributes much to the reader interest of The Auxiliary with those "suggestions of our own and examples gleaned from the methods of various editors," but he also places the editor of The Auxiliary in his debt frequently because his column is so productive of ideas for editorial comment. For instance, only last week we found this: "The average profit on a subscription is probably not over twenty-five cents. An occasional story analyzing the cost of newspaper production and the meagerness of subscription profits will help readers to an appreciation of how little you are charging them in proportion to what you are giving them."

Here is a multum in parvo idea, but we would go even further in suggesting ways of making the readers appreciate how much you are giving them in return for the small investment represented by the subscription price. If other institutions find it worth while to do "good will advertising," in which the copy stresses the idea of service rather than attempts to merchandise a product, why should not the newspaper find it equally valuable. It should not be difficult for the publisher to plan a series of display advertisements, each of which deals with some class of reading matter which the readers are getting for their subscription money.

If the publisher prides himself upon his thorough coverage of local news and the number of correspondents who send in items for his paper (as a number of publishers have pointed out in letters to The Auxiliary recently), this offers good copy for one such ad. Local features which deal with local history, human interest sketches "about people you know," letters from former residents and all such material which is usually "exclusive" to one paper is another source of good copy. Favorite recipes and practical hints on household matters, advice on agriculture, horticulture, poultry raising—in fact, all kinds of features which come under the general classification of vocational guidance is still another source, not to mention educational features, inspirational and informative articles by nationally known writers and fiction.

Publishers who run three or more serial stories during the course of a year in their papers have an especially strong "selling talk." For they can emphasize the fact that in addition to all the other reading material which they are giving the reader, he is also getting the equivalent of three or more of the better grade of novels written by the most popular writers of the

day.

In fact, the possibilities for such advertisements are unlimited. To some readers talk about the quality of the reading matter will carry a strong appeal. To others talk about the quantity will make a more lasting impression. For their benefit, the statistics should be in terms which they can visualize. Tell them how many million words, or how many thousand columns of reading matter they are getting for their money. Translate it, perhaps, into some such terms as this: "Each issue of the News contains the equivalent in reading matter of a book of 300 pages. At the end of the year you will have received the equivalent of a family library of 52 books. And all of that for only \$2.00!" or "If all the lines of type used in the News during a year were laid end to end they would reach from Homeburg to Blanktown—miles away." Each ad, dealing with a different class of reading matter, should invariably bring in the idea "and this is ONLY a PART of the total amount of reading matter which you are getting for your money," or "this is ONLY ONE OF THE MANY interesting features which you will find in each issue of the News."

Some publishers, perhaps, may feel that they do not have the skill to write effective copy of that kind nor the space to give to a display ad. If that is the case, a page one boxed article presenting the same information, although in not such striking manner, may be used. But the principal idea

back of both is the same. It is expressed in the head of this editorial: "Tell your readers what you're giving them." If they do not realize that a subscription to your newspaper is a good investment in more ways than one, it's mainly your fault. This is one way to correct that fault and to give them a better appreciation of its value to them and to their community. —Publishers Auxiliary.

A new parts and supplies catalog—No. 30, for Models 8, 14, 25 and 26 Linotypes—now being distributed by the Mergenthaler Linotype Company to users of those models in some 10,000 offices throughout the world—has many unusual features.

The book differs in almost every respect from any of its predecessors. It is bigger—containing 500 pages, reproductions of 6,000 photographs, 70 assembly drawings. It has a wider range, as it covers all changes and developments from the first Model 8 of 1911 to the present. It is more "lifelike," as parts are photographed to scale. It is convenient to use, as parts that go together are shown together. Changes in a given part are shown alongside each other. Screws, dowels, nuts, washers are placed with the parts into which they assemble. Directly opposite each illustrated page is a descriptive page giving the necessary names, dimensions and so forth. There are two indices—one by machine divisions, the other by individual parts. A full line of tools and supplies is included.

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