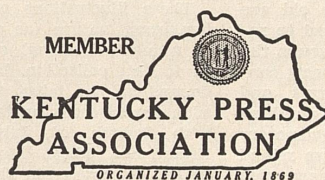


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# The Kentucky Press

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**Volume Six  
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## Getting The Most From The Adv. Cut Service

By THOMAS T. WILSON

My suggestions this morning will be entirely from the standpoint of the country newspaper man as I shall not hope to suggest anything new or useful to the large town advertising men.

There are two phases of advertising that I want to discuss briefly with you. They are "GETTING THE MOST FROM THE CUT SERVICE" and "THE VALUE OF LAYOUTS IN SELLING ADVERTISING."

It is to be presumed that most of you here have a cut or mat service of some sort coming to you each month or at least you'll buy several monthly shipments per year. These services all come with more than one proof sheet and quite a few of the services include three proof sheets.

For some years our paper received the full monthly service of what I consider the best all-around mat service in the country; but for the past two depression years, we have had every-other-month shipments. This service includes three sets of proof sheets.

Of the three sets of proof sheets one is carefully put away in the layout cabinet and saved for binding purposes at the end of the year, all the sheets being bound at that time into one big book. Thus we have complete files for that year of all mats we received. These are ready for reference at any later date.

To follow through with these proof sheets which have been bound—after these have reached the ripe old age of five or six years we proceed to remove the binder and work through the service and destroy all the sheets containing illustrations of men's and women's wearing apparel, or anything else which has that purely temporary period of usefulness. Then we rebind the important sheets and have only continuously useful proofs left; that is, attention compellers of one sort or another, special "campaign material," job work cuts, etc.

This elimination of non-useful matter saves considerable time when referring to these bound books by leaving us fewer pages to thumb through.

Now to tell of the second set of proof sheets. These sheets, as they arrive, are also put away in the layout desk where they will not be cut up or torn, and there they are left until the end of the year, except in unusual cases where it becomes absolutely necessary to clip as a proof. As soon as possible after a new year starts, the proofs are carefully worked through and the selected proofs are filed individually in a suitably marked folder which is placed in an ordinary steel letter file drawer. Of course, the complete file is suitably indexed.

Some of these classifications are Advertising, Anniversary Features, At-

tention Compellers, Automobiles and Accessories, Bakeries, Boats, Books, Borders, Candy, China Ware, Glass Ware, Silver, etc., Coal, Dancers, Dry Goods, Electrical Appliances, Country Fair Illustrations, Job Printing Cuts, Livestock and Farm Implements, Luggage, Monuments, Shoe Repairs, Upholstery, Sports, Etc.

You will notice that this list I've given contains only the more unusual ideas; the old standards of Hardware, Building Material, Flowers, Etc., we also include but it is understood that these old stand-bys would be included in any such accumulation.

Illustrations of a plow will not appear in every issue of a mat service, but if one has appeared in our service we are ready to locate it and get it ready for use easily and quickly through our mat service morgue under "Livestock and Farm Implements."

Or, for instance, we have need of a cut of a pair of ice skates. We look in this morgue or file under "Sports" and in all probability will find a proof of a suitable illustration.

If in filing this pair of ice skates under "Sports" we find that there are already two or three illustrations of a similar nature and nearly the same size, we proceed to file the newer or better one (as the case might be) and discard the other one. So the morgue does not reach such proportions as to be unwieldy and thus defeat its purpose.

Those illustrations of things of a temporary nature (as styles of men's or women's clothing) are not included in this collection, because we can depend on the latest service to keep such departments up-to-date. So also with Fourth of July illustrations, Easter, Etc. These things may be expected to appear in the service year after year at appropriate times.

Now for the third set of proof sheets; these are left on the top of the layout desk for clipping of illustrations and ready-written ads to be shown to prospective advertisers. Naturally, at the end of the two-month period, this proof sheet is pretty well clipped up and is practically useless. It is usually saved, however, until the end of the year on a chance of its being useful occasionally. At the end of the year it is dumped into a baler to be baled up with the other accumulation of other paper of various sorts.

And may I say here that a straw baler is a quite valuable addition to the equipment of a print shop in getting the scrap paper into such shape that it is easily stored or disposed of?

And now to discuss the mats themselves. We have in our office a large layout cabinet which has compartments to hold four or five months of advertising service mats, so that we

have there mats within easy reach at any time, they being kept in the shipment cartons. As the various mats are cast, they are returned as soon as possible to the carton from which they were taken. Thus they are ready for almost immediate re-casting whenever necessary.

As the older services are replaced by the incoming bunch of mats, the older ones are lettered at the end of the carton as to month and year and are filed in chronological sequence in a series of cheaply constructed wooden racks provided for the purpose.

These cartons are filed on their sides with the lettered ends easily visible so that we can get to "July" for example without having to disturb any other carton. It is almost as easy to move one of the cartons from the rack as it is to remove a book from a library shelf.

Thus we have our mats put away for all the issues we have received since we began the use of this type of service in 1922. These stored mats are on an upper floor and are not so accessible as those in the layout cabinet, but still are relatively easy to get.

To give an illustration of the value of saving these mats and proofs from year to year I'll cite one instance that comes to mind of a recent happening. Last year about this time we used two unusually large illustrations of suits and overcoats for one of our very good customers. This year he had in mind using about the same thing. We looked in the service for the more recent months and could find nothing to replace those used last year. So we looked into last year's bound proof sheets, quickly found the month in which these illustrations were presented and then got the mats from the proper carton—all with very little lost time. Had we not saved these mats or had we not kept them in such condition that they were easily located, we would, of necessity, have used illustrations which would not have suited the advertiser quite as well and we would have had a disgruntled advertiser on our hands who would have had to be treated very tenderly for some time before full confidence in us would have returned.

I am sure that a system of filing the clippings of the proofs that are most apt to be needed in the future, is far preferable to cutting apart, classifying and filing the mats themselves. The proofs of mats can be filed in one-tenth the time required to file the classified mats separately. As stated previously, we file all of the mats by months in the original cartons in which they were shipped.

Were we to file the mats it would



be necessary that they be filed in a place which would be much less accessible, as we do not have any excess of office space.

And now I want to get onto my pet subject: that is, "The Value of Lay-outs in Selling Advertising."

I believe that all advertising men will admit without argument that things of a concrete nature are more easily sold than are ideas only. That is the main reason, in my opinion, that advertising is such a hard thing to sell. If you are selling a radio, you can show the prospect just exactly what the radio will do in the way of tone, selectivity, volume, ability to get distant stations, etc. With advertising it is not possible for you ad men to say, "This ad will bring you \$654.45," or "This change of copy will get 20 more customers." But the radio man can tell his prospect, "This set will bring in WHAS at any time, day or night, during their regular schedule of broadcasts. And he can prove that the set will receive WHAS before the purchase is made.

If it is impossible for us to sell advertising on the basis of concrete results, it is necessary for us to introduce something of a concrete nature in due something of a concrete nature in way I have found to do this is to make layouts; then there is something absolutely concrete to show to and discuss with the advertiser. The conversation can revolve around the use of this word or that; this illustration or that; rather than having the discussion begin with whether or not the merchant expects to advertise in that particular issue.

When the advertising salesman walks into the store or shop, the merchant begins to think of advertising. At least, in the country field, he seldom thinks of this subject until he sees the newspaper man coming in. And if he is allowed any interval of time to get his mind to dwelling on how much trouble it is to prepare an ad, he is ready to say "No" before the question of advertising can be brought up.

However, if the newspaper man can approach the merchant with a nicely prepared layout, with suggested items to be used in the various spaces, there is an opportunity to avoid that big "NO," before it has a chance to be uttered. Most merchants will have curiosity enough to look at and then study a layout. Then the discussion with the client can be centered around "copy" rather than around the question as to whether or not it would pay to advertise that week or day, as the case might be.

We have found that in our field the ready-written service ads are too much "cited" for our use. For instance, the ads will be found to measure 30 or 40 inches for a sale of house dresses. Our country merchants do not

have a sufficient number of women to whom to address such a message as would use that much space for the one item. In the city, with a much larger number of women to persuade to buy house dresses, it is practical, but not in the country.

The country merchant must have at least half a dozen items before this amount of space will be justified. So the country ad man must make up his own layout to a great extent. Ideas and suggestions may be found in both the daily papers and in the mat service proof sheets, but they must be adapted to meet local conditions.

It is not at all necessary that these layouts be fancy or works of art; but it is quite necessary to be careful to see that the layouts can be followed accurately with the type and equipment to be found in the shop. If the merchant is sold on a layout which is apparently "wide open" with nice light-face type and then the ad appears in the paper with a heavy black border and with black-face type and very little white space, that merchant will naturally be disappointed and harder to sell the next time. So it is well to see that layouts are sufficiently clear to avoid such possibilities.

It is not necessary that layouts be perfectly lettered. It is not possible for all of us to have the training and the talent to do beautiful lettering, but I believe that it is possible for most of us to print sufficiently well to make the layouts attractive in appearance.

There is also an advantage in using the layout method of selling in the case of the more or less regular advertiser as well as with the hard-to-sell man. Having the layout ready shows the merchant that the ad man has given some thought and attention to his particular problem and is actively interested in his client's welfare; so far as business is concerned, anyway. This appeal to his vanity is made without ostentation of any sort. An attractive layout will frequently allow you to increase the space (over what the merchant planned to use) to a sufficient extent to pay you well for the time involved. And an increase in ad space is the thing that all ad men are working for, be it new advertising or a greater volume from an old and regular advertiser.

Having been assigned a subject "The Advantages of a Trade Paper to the Advertising Man" I must admit, that there are, no doubt, many advantages to be found in a publication of that kind, but unfortunately I have no such publications to come to my desk. However, I am a close observer and keenly watch for new ideas and selling pointers in ads and lay-outs in the metropolitan publications, national magazines and also the country weeklies that come to my office.

In my own office, I take great pride

in making the lay-outs for all of my advertisers and I am very sincere and particular to not misrepresent any particular item and use only such display lines that would draw attention and incite reader interest. Remember, your advertiser expects results from your publication, and unless you take some interest in balancing his advertisement and use an attractive illustration to stimulate reader interest, he loses faith in advertising and in your publication too. So, remember the greater results he secures from the ads that appear in your publication, the bigger and better advertiser he will develop into, and of course, that means greater monetary returns to your office.

Too many of us publishers pay little attention to balancing of an advertisement, in fact many of the publishers use the merchant's copy as it is brought into the office, and to be frank, it is a disgrace to our profession to have ads appear in some of our publications, such as I often see in my exchanges.

Every newspaper should buy some standard Ad and Mat Service, and while many of these prepared ads are not exactly intended for your particular advertiser, with slight alteration or revision they will save you much time and trouble in writing one. These services are of inestimable value to a Country Publisher; pays for itself and improves the general appearance of your publication.

In conclusion let me say this: in order to keep reader interest, to keep the interest of the advertiser and to continue to produce "advertising that pays" you should secure some good practical trade journal and profit thru the experience of those who make a life's study in developing new ads to arouse and create interest, in other words, to produce results.

"JODY" GAZDER

Wesley E. Carter, Campbellsville, a graduate of the University of Kentucky, class of 1934, has purchased the Hardin County Enterprise, Elizabethtown, from C. J. Richerson, Flynn Lewis, and Sam M. Hubley. Carter has taken immediate possession. He is a native of Campbellsville and received his early training under the tutelage of Jody Gozder. During his matriculation at the University, where he was a brilliant major in journalism, he served in all capacities on the Kentucky Kernel, serving as editor during his senior year. He is an expert printer and linotype operator as well as a writer. We predict a successful newspaper under his ownership.

E. A. Johnston has sold the Arlington Courier to several business men who appointed the Rev. J. T. Bagby, former pastor of the Arlington Methodist church, as editor.



# Kentucky Press

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VICTOR R. PORTMANN ..... Editor  
Jack Wild ..... Assistant Editor

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

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## DESHA BRECKINRIDGE

Desha Breckinridge, a champion of the Fourth Estate in Kentucky for over thirty years, editor of the Lexington Herald, died February 18, at his home near Lexington. A brilliant writer and thinker, Mr. Breckinridge stood high in the ranks of journalism in his state and nation. As a civic leader, his counsels were sought far and wide. His interests were many and varied, but all were directed toward perfection as exemplified in the highest ideals. The Fourth Estate in Kentucky has lost a valuable friend and member, and mourns his death as that of an honored brother.

## J. R. CATLETT

J. R. Catlett, 61 years old, editor of the Princeton Twice-A-Week Leader, died February 19 at his home from a heart attack. Mr. Catlett had been engaged in newspaper work in Princeton for the last 45 years, and was a civic leader in town and county. His fellow members of the Kentucky Press association join in condolences to the surviving family.

## MRS. MOLLIE JONES

Mrs. Mollie Jones, 79 years old, widow of the former William Henry Jones, Sr., editor of the Glasgow Republican, and mother of William Henry Jones, Jr., present editor, died February 16 at her home after a long illness. The newspaper fraternity of Kentucky extends its sympathy to the surviving son and family.

## IS THE PRESS FREE?

Specific opinions on the current question of "freedom of the press" were obtained in different sections of the country and on different types of newspapers by Nell Drennan, Medford. The most interesting answers she received in reply to questionnaires dealt with this particular question.

"Can the press offer any important professional service to the community or to society in general, if business considerations must always come first? There was not much agreement among managing editors who expressed their views on this.

A decided "no" came from the Wyoming State Journal at Lander.

"If a newspaper is ham-strung by business consideration it has lost its opportunity for service," wrote L. L. Newton, managing editor. "No newspaper should be in debt or under obligation to any party or clique save those actuated by patriotic motives." He believes that the press is politically and economically free except for limitations or restrictions it voluntarily assumes.

Business considerations need not conflict in any degree with the service of the press to the community and society, according to J. Leo Sterling, Canon City (Colo.) Daily Record.

"A paper can and should lead cultural influence through support of community music organizations, choral clubs, better libraries, study clubs, better books, civic clubs, service clubs and public-spirited citizens, in endeavors to improve civic conditions, better streets, parks, playgrounds, improved sanitary conditions, sewage disposal plants, and so forth," he said. "This can all be done with business consideration first because a better town makes a better, more profitable newspaper possible; business consideration can also be left out of it entirely with favorable results."

The press is politically free, but it must adhere to a strictly independent policy with no one in executive capacity participating in partisan politics, in the opinion of this Colorado newspaperman. "If the paper expects and seeks favors politically, it is impossible to be free," he says.

Although the press is also economically free, a paper must build on a strong business basis with income more

than outgo practically all the time, he believes. There must be an ample cash reserve so that intimidation by business interests is not likely to act as a club or threat.

In reply to the question, "If you think that the press of today is overcommercialized, do you believe there is any remedy or hope for improvement in sight for the future?" Sterling said that the press is overcommercialized in that journalism is a business rather than a profession. In time, however, he thinks the influence of journalism schools will "tend to balance nicely professional ethics and business requirements."

Another option on the possibilities of a newspaper's offering important professional services, if business considerations must always come first, was given by B. L. Walters, managing editor of the Des Moines Register and Tribune.

"It is my belief," he wrote Miss Drennan, "that the great majority of stronger papers are much freer of old ideas that certain things had to be done or not done than ever before. All of us until the crisis of March 4, 1933, were afraid bank failure news if played would wreck banks, cause suffering, and so forth.

"Since then we have faced facts frankly although quite probably have not been up until recently as alert to find the 'other side' of New Deal news as we should have been. I don't mean playing politics, I mean just keeping in mind there are always two sides to every question.

"I believe, with a few exceptions, great and strong newspapers are now facing facts and reporting facts better than ever before.

"It probably is the start of a New Day in journalism."

On the Register and Tribune, the reader is always considered first, said Walters.

"In this way," he explained, "we aspire to build such a confidence that an advertiser gets value-plus out of his ad. The advertiser always understands that he buys only the space for his ad and that 'influence' is not for sale at any price. If a newspaper has bona fide circulation and a reputation for honesty, an advertiser needs to advertise in that paper. If it does not have these, he had better save his money."

—Sooner State Press.

Applause for Carter D. Stamper, editor of the Beatyville Enterprise and Owsley County Courier, who has been appointed alternate National Executive Committeeman of the American Legion to succeed the late James Q. Lackey, Jr. The appointment was made by Department Commander Mike Callas.



# A Letter from One of 2500 Canners to His Local Editor

*Bill, there are a lot of people down in Washington who were never inside a canning plant in their lives who have a lot of new ideas about what we canners ought to put on our labels.*

**T**HEY say we aren't telling the public enough about what's in the can. That far we'll agree with them—you can't see inside a can till you open it, and the public is entitled to all the advance information we can honestly give them on the label. We're ready to do that. But these fellows are trying to force on us an impractical system of government grades that from the standpoint of both the industry and the consumer would be worse than nothing at all.

Take a look at this picture of what the government's trying to force on us and what the canning industry's proposing and you'll get a better idea of what it's all about.

That government B looks simple enough, doesn't it? That's just the trouble. It looks fine to anyone that isn't a canner. But suppose I told you that if I put A on a can which should be B, the law couldn't touch me—then how good would that B look to you? Or suppose I told you that a can could have a B on it and still taste so bad you wouldn't want to eat it, then what would you think of it for a labeling system?

You see, Bill, in the case of almost any canned fruit or vegetable there are three or four factors which affect the quality of the canned product. Most of these factors you can measure in one way or another, so that you can define by law or in an NRA Code just what "Very Tender," "Tender" and "Firm" mean, for example, and then make every corn canner put the right word on his labels. If he uses a wrong word, he knows it's wrong and there's no question about his legal liability. That's what the canning industry proposes.

But there's one factor, the factor of flavor, that's simply a matter of individual taste. There isn't any way on earth of measuring it. You can't define it in a law and you can't convict a man if he makes mis-statements about it on his label. That's why we leave it out.

Now, these government people have the idea that the way to do the thing is to have a scoring system under which you rate the product for each of these factors, add up the total score and then according to how

much it adds up to, you label your product, A, B, or C.

Of course, in the first place, that doesn't tell the public as much about what's in the can as describing each factor separately would.

In the second place, the product may be almost up to A or just barely make B—and your label doesn't tell you which, so that no canner would have any motive, as he does now, to pack higher than the minimum requirements of a grade. Government grades would almost certainly lower the quality of canned fruits and vegetables because no canner could afford to spend more than was needed to meet the minimum requirements.

But the worst of it is the enforcement angle.

I hardly have to tell you that a grade like A, B, or C isn't much good if it doesn't include all the quality factors. If you leave out the flavor factor, you've got an enforceable grade—but you aren't going to be able to get women to understand that government grades don't include flavor.

When they buy Grade B corn, they're going to expect to get good tasting corn, and when they don't, they're going to swear that government grades don't mean anything.

But if you include flavor in the scoring system for government grades, then you can't enforce them. Just as I told you, I can put A on a grade B product, and the law can't touch me because no jury is going to convict on the basis of a difference of individual opinion among experts as to the flavor of a product. I don't have to tell you that a labeling law that can't be enforced is a wide open invitation to mis-branding, and therefore worse than no law at all—and infinitely worse than the canner's proposal which can be enforced.

Bill, if you can find some way to make this thing clear to your readers, I'd be mighty appreciative, but in any case, now that you understand the situation, I know that you won't wish to publish anything which will make your readers think that just because the canners are fighting government grades, they're trying to keep from telling the public about what's in their cans.



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National Canners Association, Washington, D. C.

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## Highlights On The Code--Keen Johnson

Extracts from Keen Johnson's address on the Graphic Arts Code at the Mid-Winter meeting in Louisville)

### GENTLEMEN OF THE KENTUCKY PRESS ASSOCIATION:

There became effective nearly one year ago The Graphic Arts Industries Code, under which non-metropolitan newspapers and printing plants were assigned for code administration.

Attempting to supervise the 17,915 establishments in the nation under the code which affects most of the members of the Kentucky Press Association, was recognized as a tremendous task. And such it turned out to be—only more so.

There are publishers and printers within this room who are of the opinion that the code has been a failure. And even the staunchest proponent of the code applicable to our industry, will candidly concede that results of the code have been disappointing.

Let us recall that as our code was being negotiated the situation faced, briefly was this: The government said "you are expected to reduce working hours and establish a schedule of minimum wages."

Representatives of the printing and publishing industry urged that in return for acceding to that demand that there be incorporated in the code certain fair trade practice provisions, in an effort to stabilize the printing industry, and check the ruthless competitive condition in printing that had developed in the frenzied effort to get business enough to operate.

The National Editorial Association, actuated by the desire to protect the country publisher and printer from a code so rigorous as to impose dangerous hardship, cooperated with the state press associations to give them sympathetic representation during code negotiations. The result of their efforts was the most liberal code from the standpoint of wages and hours of any of the 500 codes. Sufficient latitude was procured in the wages and hours provision to permit the smallest plant to operate in compliance with this, the major provision of the code.

The most important phase of the code from the standpoint of our industry was thought to be that which sought to stabilize prices, prohibit selling below cost, and establish accepted methods by which costs are to be determined. Inadequate compliance with this phase of the code has prevented realization of the benefits which were anticipated by its framers. There are no provisions in the code which hold out possibility of benefiting the newspaper publishing business. Wages and hours are imposed without any effort to correct abuses which are hurtful to the publishing

business. It is in the printing phase of our business, and most of us operate combination plants, that it appeared possible to realize benefits that would be stimulative of increased profits.

In Kentucky I am frank to say that the beneficial results which the code contemplated have not been realized. There are states in which it has been highly helpful.

If we admit that the code has been a failure in Kentucky we must keep in mind that such is an admission of those engaged in the printing industry that they have missed a magnificent opportunity to correct conditions about which we have been talking at press association meetings for a quarter of a century. The code has been a failure in so far as we have failed in our efforts to govern ourselves and apply the sound business principles underlying fair trade practice provisions of our code.

Had there been cooperation from the greater percentage of printers in adhering to the basic principle that we will not sell printing below cost, and had we followed the code procedure in determining costs, every proprietor of a combination shop here present would have more money in the bank today.

As the code was drafted your representatives contended for the privilege of administering the code to those placed under it. The underlying thought was that a sympathetic code administration was desirable, that we in Kentucky, for example, would find the code less troublesome if supervision be vested in a code authority set up by the Kentucky Press Association.

If it be your thought that the code has failed, take into consideration that in administration of the code there has been a minimum of interference in operation of your business. You have not been harassed by a hard-boiled, unsympathetic code supervisor. And that is something. If the code has failed to effect the stabilization of printing prices for which we had hoped, it at least has imposed a minimum of hardship.

The foremost benefit which members of the Kentucky Press Association have derived from having been under a code for which their own association has shared with the National Editorial Association the responsibility, lies in the fact that they have themselves been enabled to direct the experiment and protect themselves from impractical theories and plans. Expressed another way, I would say that the code administration method which has been in effect has accomplished more defensively than offensively.

Regardless of whether the Price De-

termination Schedule issued for the industry under code sponsorship has been adhered to, it has had a good effect, in that it has emphasized the fact that the average Kentucky plant has been selling printing too cheap. It has impressed upon us the fact that better prices for our product is necessary if there is to be a profit. Even in instances where the Price Determination Schedule has been ignored, the tendency, I believe, has been to elevate printing prices to a more profitable level.

The code assessment on our establishments has been very reasonable. This is one of the phases of protective service that our group has provided. Had the Kentucky Press Association and other state press associations not cooperated with the National Editorial Association in its effective efforts to protect the small establishments, we would in all probability have been under the code supervision of A-1 Division of the Code, under which is classed the large commercial printing plants operated in metropolitan centers. Their code assessment has been on a higher level, running in some instances as high as \$25.00 for each \$1000.00 expenditure in mechanical payroll. In Louisville its assessment has been \$9.00 per \$1000.00 mechanical payroll.

One of the numerous difficulties which impedes code administration resulted from failure of establishments to pay code assessments. A tentative program of code compliance was set up. It was anticipated that money would be available to secure services of a competent man to visit all plants in the state periodically, explain provisions of the code and advantages it offers.

\* \* \*

The code has been exceptionally successful in 12 states where the press associations employ a field manager. In those states the press associations have realized that the code provided an opportunity to render the industry a real service. The field managers have supplied the direction necessary to secure compliance with the code, convincing the publishers that intelligent self-interest dictated adherence to a plan designed to improve their business. That there has not been money available to finance such a program in Kentucky and many other states is to be regretted.

You recall that our code prohibits selling below cost. It gave you a Price Determination Schedule on more common types of printing and adopted the Frankin Price list as the guide to other printing prices. You were permitted to sell printing at those prices if you did not maintain in your plant



an adequate cost finding system to substantiate your claim that you were not selling below cost.

The National Editorial Association has worked out a simple and inexpensive cost finding system which meets requirements of the code. It is easily installed, requires a minimum of time to maintain, yet supplies accurate indication of hour costs in your plant. You have the option under the code of selling printing in accord with the data disclosed by your cost finding system. This development alone will prove of great value to those establishments that take advantage of it, and is another of the fortunate by-products of the code.

\* \* \*

Kentucky publishers have, through their national code authority, had valuable representation in Washington on the coordinating committee of the Graphic Arts Code. This is the body to which interpretations and rulings are referred for consideration. The Co-ordinating Committee and the National Joint Commission, on which we have had representation by men who have given much of their time for meager compensation, have prevented imposition of code rules and regulations which would have heightened your hardship.

In my judgment every dictate of good judgment calls for a maintenance of your regional code authority. Curtis Alcock has done a lot of work and for very little pay. It is unfortunate that lack of money has prevented a more thorough application of the benefits of the code. But under the restrictive circumstances, Alcock, supported, advised and directed by George Joplin, has done an exceptionally good job of code administration. Code supervision in Kentucky has been better than average despite the fact that conditions conducive to a successful administration have been below average.

You can never know the benefits which have accrued to you as your code authority has protected you from more rigorous regulations. The danger of further restrictive legislation has not passed. Through your regional code authority, with its connection with the national code authority, you are in a position to make your voice heard and your influence felt as organized labor mobilizes its forces in an effort to secure a compulsory 30-hour work week.

It is through this organization that your industry can best be represented as effort is made to so modify proposed legislation for compulsory unemployment insurance that its provisions will not be inequitably irksome. Organized labor would require you to pay a tax equivalent to 5 per cent of your payroll to create an unemployment insurance fund. If a more moderate

act is secured, one for example in which employer and employee both participate, employer paying 2 per cent of the payroll and employee paying 2 per cent of the weekly wage, obviously such will be to the benefit of our industry. More progress has been made toward legislation eliminating the government printing of envelopes as result of activity of your code authority than at any time since this effort was started.

Some of the policies of our code authority I have opposed. I have insisted that the Price Determination Schedule prices, less the 10 per cent permitted, was too high. I have fought in vain for application of the principle of permitting variations from the Price Determination Schedule in geographical areas where it could be shown printing operations were low enough to justify such. The entire code authority has sought to secure regulations that would make competition from the specialty printing houses less troublesome. But the gang printers have succeeded in establishing the fact by their own cost finding systems that they are not selling below cost. It is difficult to understand the trouble encountered as effort has been made to reconcile the conflicting interests of the large commercial plant and the small combination newspaper and printing plant. Yet, when rulings have threatened from NRA that were inimical to the printing industry, the combined influences of all industries under The Graphic Arts Code has been most helpful in thwarting hurtful proposals. It is, in my judgment, highly essential that we continue to support our code authority in the state and nation as insurance against developments adverse to the industry.

A Washington representative, familiar with the code, conversant with problems of the small publisher and printer, is to be kept at the seat of the national government next year by the National Editorial Association and the national code authority. It is believed that code administration can be expedited by these closer contacts and a better defensive position maintained.

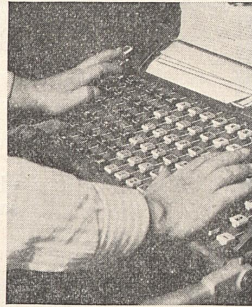
Recent action of the national code authority frankly joins code administration with the National Editorial Association, making code activities a recognized departmental of the NEA. In the Kentucky regional code authority similar procedure may be regarded as desirable.

Increased effort is to be made by the NEA to educate establishments under its jurisdiction, point out that it is to their own interests to support the fair trade practice provisions of their code. State press associations could render no better service than to energetically sponsor such a program.

There will probably be readjustments in the NRA act as new legisla-

tion is drafted to extend it beyond June 15. This fact again creates necessity for maintaining an organization, keeping in a position to again render defensive service to the industry. I hope that the Kentucky Press Association will realize the necessity of cooperating with the National Editorial Association in its superb service to that type of establishment which is representative of the majority

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It stands ready to assist in cases of emergencies.

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