

# The Kentucky Press

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

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## The Graphic Arts Code In Its Present Set Up

Following five weeks of code negotiations in Washington by representatives of the National Editorial Association working with other groups of the graphic arts industry, a basic graphic arts code in principle was approved by the major divisions of the industry, at 2:00 a. m. Saturday, October 14. After reaching an agreement, a necessary recess was taken in order that public hearings might be resumed on the more than forty codes submitted by the products printing groups that had not yet been heard. The conferences were resumed in Washington on November 1, according to the N. E. A. Bulletin.

After all provisions contained in the basic code are approved by the various divisions of the industry, the code will be presented officially to Deputy Lindsay Rogers. It will then be in a position for consideration by the Labor Board and the Consumer Board of the National Recovery Administration. Organized labor's demands for a thirty-two hour week for the printing industry and a thirty hour week for the publishing industry, as well as increased wage schedules, have not been withdrawn. It is understood that the Consumers Board has certain objections to price stabilization features agreed upon by the several divisions of the industry. These controversial matters will be the subject of further conferences after the code has been submitted to the administrator. If and when a satisfactory solution of these disputes is reached the code will then be submitted to President Roosevelt for final approval or rejection.

Practically all the provisions contained in the publishing-printing and printing code adopted at the Chicago convention August 17-18, have been retained in the basic code, either in the main code or in the section of the appendices directly affecting the non-metropolitan publishing and printing division of the industry.

In order that a tentative agreement might be reached between the major divisions of the industry, a wage classification has been written into the basic code. The wage classification has not been finally agreed to, and was not approved by N. E. A. representatives working on the code. Final approval by the N. E. A. depends upon the atti-

tude held by N. E. A. members.

The wage classification proposes a minimum wage of 60 cents per hour for the most skilled workers in most plants represented by the N. E. A. Such workers would include linotype operators and hand compositors. This applies to places of less than 25,000 population in which a total job and contract printing output (except circulation and advertising receipts of newspapers and periodicals) for the preceding calendar year was less than \$50,000.00.

In establishments in towns of less than 10,000 population (1930 Census) which had gross receipts of \$6,000 or less in the preceding calendar year from job and contract printing (not including circulation and advertising receipts of newspapers and periodicals), the requirements of the wage classification shall not apply; but no such establishment shall pay any mechanical employee less than eighty (80) per cent of the minima; provided, however, that when an employe in such an establishment performs tasks coming within several of the classifications of labor, his minimum hourly rate of compensation shall be determined by averaging the minimum rates for such various classifications.

This means that the minimum wage in plants of this size for the most skilled workman, is 48 cents per hour.

The N. E. A. code committee will appreciate receipt of letters from all members advising of their attitude towards this proposed provision of the code.

Indications are that four to six weeks of negotiations will be necessary before the code is finally approved by the graphic arts industry and signed by the President. Until that time, N. E. A. publishers or those affiliated with state press associations may continue to work under the President's Reemployment Agreement with the N. E. A. substitutions which they have secured. Under these provisions, publishers continue to operate under the Blue Eagle.

### Permanent Code Covers All

A large number of publishers have asked whether it will be necessary to sign the permanent code affecting the publishing-printing industry when it has been approved by the President or

whether they are under the provisions of the code unless they do sign it.

The following statement from the legal division of NRA under date of Oct. 18, gives the following explanation to this question:

"In reply to a number of questions that have come to the National Recovery Administration, it was pointed out by the Administration today that under the National Industrial Recovery Act a code approved by the President becomes binding upon each employer in the trade or industry on the effective date stated in the code, regardless of whether or not the particular employer has 'signed' the code; but after the effective date of the code an employer who has not got the Blue Eagle and wants to get it must sign a certificate of compliance, adding to it the statement 'we have complied with the operative provisions of the code for the — trade industry.' He can then obtain the Blue Eagle by delivering this certificate to his post office."

\* \* \*

### PERTINENT RETAIL CODE INFORMATION

It is our understanding that President Roosevelt's proclamation issued October 23, in connection with the signing of the Retail Code, applies only to retail merchandise establishments, and does not affect in any way manufacturing plants, under which classification all newspapers and printing plants are placed.—N. E. A. Bulletin.

The great master code for the nation's retailers forbids selling goods below cost and exempts from all its provisions any merchant operating a store in a town of 2,500 population or less and employing fewer than five persons. The code goes into effect October 30.

The cost plus 10 per cent "stop-loss" provisions, demanded by the six major retail trade associations, were eliminated and replaced by other loss limitation provisions.

The substitute provisions permit a trade authority set up in the code to establish a percentage above actual invoice cost whenever it wishes to check "predatory price cutting" or "cut-throat price competition."

All forms of "loss leader" sales, the  
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VICTOR R. PORTMANN ..... Editor

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

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## Free Publicity (Has It Made You Rich?)

The giving away of your space thinking it will give you a stand-in with agencies and advertisers will not work to your advantage in the end. In fact, your paper goes in the "easy mark" column. Free publicity requests are flying thick and fast these days.

## Shall Rates Be Raised?

Now up bobs that old, old question of raising advertising rates—no hobbling the issue by refined statements such as revising rates—advertising rates will have to go up.

Each day the mails bring another announcement from supply houses that "Owing to the regulations set up by, and in co-operation with the National Recovery Administration, our costs have increased"—and it is unnecessary to complete the quotation—for every publisher knows what it says.

Every loyal publisher has signed the President's Reemployment Agreement; before too long, every publisher will be operating under a code. These call for readjustment in hours and wages which must increase the cost of newspaper production.

Publishers are presumed to be governed by the content of these agreements or suffer such penalties as may be levied for failure to do so. Assuming that publishers live up to their responsibilities, and they will, there is nothing left but an increase in advertising rates.—Fred W. Kennedy in Washington Newspaper.

Morse Dellplain, president of the Northern Indiana Public Service Company, speaking before the convention of the American Gas Association, emphasized the importance of newspaper advertising as the best medium through which to reach the public.

"A restricted advertising program for purposes of economy is an economic mistake," he said. "Newspapers are the eyes and ears of society. Because it reaches more persons than any other medium, the newspaper is the means through which we should tell our story. Most people in the community read little except their local newspaper, and the presses of the country turn out nearly 40,000,000 copies daily for these readers."

Mr. Dellplain described local advertising as "vital to the industry."

The Walton Advertiser celebrated its nineteenth birthday with the issue of October 19. Congratulations!

Gus Robbins, doing his bit for the NRA, recently added a four-page press and a new Model 14 Linotype to the splendid equipment of the Hickman Courier. More power to you, Gus!

Wolfe County now has a newspaper, the Lone Wolf. M. S. Greer is the editor and the printing is being done by the Jackson Times.

Fire caused by a defective flue in the Fletcher Grocery, November 15, spread to an adjoining building on Maple street and severely damaged the plants of the Somerset Journal and the Somerset Commonwealth. The grocery was entirely destroyed. Damage was estimated at \$50,000, \$30,000 of which was caused to the two newspapers, partly covered by insurance. The grocery store building was entirely gutted and the roof and ceilings of the two news-

paper plants was burned. Damage to machinery in the newspaper plants was caused by water, and much stock was also damaged.

If, despite your best efforts, the volume of display advertising in your paper has decreased, are you going to sit down and wait until "conditions take a turn for the better" or are you going to take the initiative in producing advertising where apparently there is none to be produced? Obviously the latter is the better plan, but where is the publisher to turn to find a new field of advertising to cultivate? We cannot answer that question positively, but we suspect that there is an oil field which may prove to be rich if it is properly cultivated. We refer to classified advertising.

Despite all the suggestions that have been made by those interested in promoting the prosperity of the country newspaper business, there still are too many publishers who overlook the value of the classified advertising department in obtaining both direct and indirect profits. Many of them start a campaign of classified development but stop when it does not show immediate results or what they consider large enough results to justify the effort. They do not realize that those publishers who have built up a profitable classified business have been content with a small beginning, nor that once it is established and on a paying basis it takes care of itself better than any other department.

There are many methods of building up such a department, but that of personal solicitation is still the basic one. This does not mean that the publisher himself must devote a great deal of time and energy to "chasing classifieds." It can be done by field representatives or country correspondents who can carry it on in connection with their news gathering activities and they will have an incentive to go after these small ads if they are paid a percentage of the revenue derived from these ads. There are many persons, both on the farms and in the town, who can never be regarded as potential display advertisers but who can be made regular users of the classified department if they are solicited ac-

## 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

(Continued from Page One)

most widely used form of advertising in the retail field today, are strictly forbidden.

In an executive order, signed at the same time he approved the retail code, President Roosevelt exempted retailers employing fewer than five persons from the provisions of the President's re-employment agreement as well as from the provisions of the retail code, which supplements the agreement, thus making it possible for the smaller retailers in the agricultural area to retain their Blue Eagle without living up to either the code or the Reemployment Agreement.

Advertising Rules

All retailers shall comply with the following trade practices:

No retailer shall use advertising, whether printed, radio or display or of any other nature, which misrepresents merchandise or credit terms, and no retailer shall use selling methods which tend to mislead the customer.

No retailer shall use advertising which refers inaccurately in any material particular to any competitor or his merchandise.

No retailer shall use advertising which inaccurately lays claim to a policy of underselling competitors.

No retailer shall secretly give anything of value to the employe or agent of a customer for the purpose of influencing a sale.

No retailer shall place obstacles in the way of the purchase of a product which a consumer orders by brand name by urging upon the consumer a substitute.

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The Stark Advertising Agency, of Louisville, is releasing a series of 30-inch ads for the "Highway Users League" to over one hundred Kentucky newspapers. The schedule will possibly continue through January and February of next year.

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The Executive Committee of the Kentucky State Press Association met at Louisville, October 28. It was decided to hold the mid-winter session at Louisville, January 18, 19, and 20.

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Dave Brown, former news editor of the Kentucky Standard in Bardstown, Ky., who won the State cup of the Kentucky Press Association for the best news writing done on a Kentucky weekly at the mid-summer 1933 meeting, was selected from sixty applicants for a position as news editor of the Flagstaff Journal in Arizona. All Kentucky editors will wish Dave success.

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H. R. Chandler, editor of the Mountain Advocate at Barbourville, has the sympathy of Kentucky newspaper men in the death of his father, J. L. Chandler, at Owensboro, Ky. Mr. Chandler was 90 years old, and he had been active and in good health until recently.

John W. Zoller, 79 years old, publisher of the Mt. Olivet Tribune-Democrat, died Tuesday, October 24, at the Harrison Memorial Hospital, Cynthiana, where he had been confined because of injuries sustained in a fall the previous week. A native of Cermon county, Ohio, Mr. Zoller came to Kentucky in 1872 and started a newspaper at Berry, in Harrison county, which he operated until locating at Mt. Olivet two years later.

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Walker Robinson, son of George D. Robinson, Lancaster, purchased of J. Robert Smith, secretary to Congressman John Y. Brown, his one-half interest in the Danville Daily Messenger. Mr. Robinson took charge as associate publisher with J. Curtis Alcock. He is a recent graduate of George Washington University, having received his bachelor degree in law at this famous institution.

\*\*\*

Editor Keen Johnson of the Richmond Register was recently elected state president of the Kentucky Association of Social Workers. This election bears added laurels for Mr. Johnson because he is one of the few laymen to be placed at the head of this organization. The usual custom is to elect a professional social worker.

\*\*\*

Clint R. Smith, who has purchased the Kentucky (Ky.) Tribune-Democrat, Marshall County's only newspaper, from E. C. Olds, will take possession January 1, 1934, on expiration of his term as County Clerk. The Tribune-Democrat is regarded as one of the best equipped weekly newspapers in Kentucky.

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Edwin B. Greenwald, city editor of the Paducah (Ky.) Sun-Democrat, is the newly installed president of the West Kentucky-West Tennessee Daily Association, having taken office Friday night, October 6, at Trenton, Tenn.

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Editor J. R. Catlett, Princeton Leader, who has been seriously ill at the Barber Infirmary, was removed to his home where his condition continues to improve slowly.

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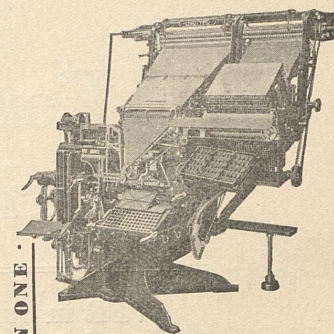
Major W. W. Anderson, former publisher of the Elizabethtown News and lifelong intimate friend of our beloved Harry Sommers, died October 17 at his home in Washington, D. C., at the advanced age of 81 years.

\*\*\*

Mrs. Jewell Duncan, editor of the Dixon Journal, was seriously injured on October 14 in an automobile collision. Her many friends in the KPA will be glad to know that she is recovering from her injuries.

Citizens of Elizabethtown and Hardin county and many prominent men in Kentucky gathered at the Hotel

Joplin, Friday evening, November 3, to pay honor of Harry Sommers, veteran editor of the Elizabethtown News, on his eightieth birthday anniversary. The Press joins with his brother editors in extending best wishes and congratulations on this milestone in an active and fullsome life of unselfish service to his friends and to his community.



TWO IN ONE • TWO IN ONE • TWO IN ONE • TWO IN ONE • TWO IN ONE • TWO IN ONE • TWO IN ONE • TWO IN ONE • TWO IN ONE • TWO IN ONE

# More Work... Less Time?

Has NRA meant more work to do, and less time to do it? Perhaps a Two-in-One Linotype is the answer. Sets the big type as well as the small. Packs more production into the shorter day. Text sizes in standard 90-channel magazines. Display up to full 36 and condensed 60 point in standard 72-channel magazines.

MERGENTHALER LINOTYPE COMPANY BROOKLYN, NEW YORK

TWO IN ONE • TWO IN ONE • TWO IN ONE

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# 155

## Communities Quit Electric Power Business

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**O**VER in our neighboring state of Illinois 155 cities and towns, which operated municipally owned electric power plants and distribution lines for varying periods of time, have given up municipal ownership and now are served by electric power companies.

Today, in 143 of these communities, the power companies directly serve the users of electricity. In the other 12 towns the municipality buys power at wholesale and distributes it at retail to the users.

The taxpayers of these cities and towns found that the glowing promises of municipal ownership failed to materialize.

They discovered that political interference and political patronage dictated the appointment of plant managers and operatives—with resulting inferior service, neglect of plant equipment and no bargain rates for electricity.

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## Kentucky Utilities Company

Incorporated

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