

# The Kentucky Press

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

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## The Graphic Arts Code As Set Up In Washington

(Editor and Publisher)

Six major divisions of the graphic arts industries are set up in the basic code upon which hearings were held throughout the week of September 23 at Washington. The code, which in addition to prescribing wages and hours (with a codicil in the famous Section 7A that reflects the NRA opposition to guarantees of the open shop), also sets up a code of fair practices and provides for its enforcement. The six divisions constituted are:

1. Relief Printing, including trade typesetting and advertising typography. This group covers all establishments affiliated with the National Executive Committee of the Printing Industry appointed July 13 and 14 at Chicago; printing establishments in metropolitan areas, printers having an annual sales volume of \$50,000 or more, no matter where located (unless covered under another division); also printing establishments belonging both to the above committee and to the National Editorial Association. This last includes some newspaper job plants.

2. Non-Metropolitan Newspaper Publishing and Printing. Under this head come members of the National Editorial Association and its co-operating or affiliating or regional organizations and all printing establishments with an annual sales volume of less than \$50,000, located outside a metropolitan area and not otherwise covered under the code. Newspaper printing plants which are members of groups affiliated both with the National Executive Committee of the Printing Industry and the N.E.A. come under the latter's jurisdiction as divisional code authority.

3. Lithographing. This includes establishments using lithographic, planographic, or photographic processes.

4. Periodical Publishing and Printing. This includes all establishments publishing but not printing periodicals and those publishing and printing periodicals (except all newspapers) issued regularly, but not less frequently than four times a year and from which the publisher derives circulation and or advertising revenue.

5. Book Manufacturing. This covers all the processes of book printing and binding.

6. Intaglio Printing. Under this head

come all establishments engaged in intaglio printing, gravure, rotogravure, photogravure and related processes.

Divisional code authorities are provided for each of these groups as follows: Division 1—Executive Committee of the Printing Industry; Division 2—National Editorial Association; Division 3—Lithographers' National Association; Division 4—Periodical Publishers' Institute; Division 5—Book Manufacturers' Institute Division 6—National Gravure Printers' Association.

The basic code is supplemented by other codes applicable only to individual divisions, the whole covering 48 typewritten sheets, many of them single spaced. Firms whose business might subject them to more than one code administration are grouped under the heading for which they have the largest annual sales volume. This principle is subject to several exceptions.

Employment provisions repeat the familiar language of the National Recovery Act concerning the right of employees to organize for collective bargaining, and add this qualification:

"Without in any way attempting to qualify or modify by interpretation any of the provisions of the National Industrial Recovery Act, employers in the Graphic Art Industries may exercise their right to select, retain, or advance employees on the basis of individual merit without regard to their membership or non-membership in any organization.

Provisions of the basic code dealing with wages and hours for all employees include proprietors and members of their families under code limitations when engaged in mechanical tasks. They exclude from code provisions professional men engaged in their professions, numbering among this group newspaper reporters and editorial workers receiving \$25 or more per week. Text of these sections is given in full below:

### SECTION 5

#### NON-MECHANICAL MAXIMUM HOURS

(a) Establishments covered by this Code shall not work any accounting, clerical, office, service, or sales employes (except outside salesmen, elevator operators, and watchmen) in any office or department for more than 40 hours in any one week.

(b) In case of necessity, arising from an emergency, permission is granted to exceed the foregoing limitations, upon the condition that no employe shall work more than an

average of 40 hours per week over a 26-week period nor over 48 hours in any one payroll week.

(c) Sales employes working solely on a commission basis shall not be restricted as to their hours of labor nor guaranteed the minimum wages hereinafter provided.

### SECTION 6

#### MECHANICAL MAXIMUM HOURS

(a) No establishments covered by this Code shall employ any factory or mechanical worker, artisan, or mechanical employe (including foremen, for the time actually engaged in mechanical work) more than 40 hours per week, averaged over a six months' period, provided, however, that no such employe shall be so employed for more than 48 hours in any one week.

(b) Where there is a shortage of mechanical labor in any of the classes mentioned above, which shortage will create great and unavoidable hardship, an employer may, in a petition approved by the Divisional Code Authority of his Division, obtain a stay of the requirements of the maximum hour provisions, pending an investigation by the National Recovery Administration, if he agrees to abide by the decision of such investigation.

(c) It is not the intention of this code to limit the number of hours or shifts a plant may operate.

(d) Establishments shall not permit any employe to work for two or more establishments for a greater number of hours in any week than is specified herein for a single establishment.

(e) In any establishment in Division 5 engaged in the service of Library Binding, the maximum hours per week shall be 44 hours averaged over a six months' period, provided however, that no employe shall be employed for more than 48 hours in any one week.

### SECTION 7

#### MAXIMUM HOURS EXCEPTIONS

(a) The maximum hours fixed by this code shall not apply to professional persons employed in their profession, technical employes, employes on emergency maintenance, or repair work; employes in cases where the restriction of hours of highly skilled artistic or mechanical workers on continuous processes would unavoidably reduce production, but in the case of such highly skilled artistic or mechanical workers at least time-and-one-third shall be paid for the hours worked in excess of the maximum.

(b) The requirements as to hours and wages shall be observed except in the case of an employment contract or contracts made on or before July 1, 1933, and still remaining in full force and effect, which can not be revised except by mutual consent.

(c) In the case of wash-up crews, shipping crews, outside delivery men, porters, engineers, firemen, and electricians, there shall be allowed a tolerance of 10 per cent over the maximum hours herein prescribed.

(d) In any establishment included in Division 2 where there are newspapers published and, or printed, professional persons employed in their professions, as mentioned above, shall include reportorial and editorial employes receiving \$25 per week or more.

### SECTION 8

#### NON-MECHANICAL MINIMUM WAGES

(a) Establishments covered by this code shall not pay any non-mechanical employe



less than \$15 per week in any city over 500,000 population or in the immediate trade area of such city; nor less than \$14.50 per week in any city between 250,000 and 500,000 population, or in the immediate trade area of such city; nor less than \$14 per week in any city between 25,000 and 250,000 population, or in the immediate trade area of such city; nor less than \$13 per week in any city between 5,000 population wages shall be increased by not less than 20 per cent, provided, that this shall not require wages in excess of \$12 per week and provided further, that persons learning the business during the first 12 months of service in the industry, office boys or girls, and, or errand boys or girls, comprising in all not more than one for each ten employes, or fraction thereof, shall not receive less than 20 cents per hour. Population for the purposes used herein shall be determined by the 1930 Federal Census.

(b) Wages for part time shall be computed and paid at proportional rates, per week, for the time actually employed.

(c) Any establishment included in Division 4 (Periodicals) and Subdivision B of Division 1 (Advertising Typography) shall not pay any non-mechanical employe less than the amount set forth in paragraph (a) unless the wage for the same class of work in the same locality on July 15, 1929, was less than the amount set forth, in which case it shall pay not less than the wage for the same class of work in such locality on July 15, 1929, and in no event less than \$12 per week.

#### SECTION 9

##### MECHANICAL MINIMUM WAGE

(a) Establishments covered by this code shall not pay any factory or mechanical worker, artisan, or mechanical employe, less than 40 cents per hour, unless the hourly rate for the same class of work on July 15, 1929, was less than 40 cents per hour, in which latter case they shall be paid not less than the hourly rate on July 15, 1929, and in no event less than 30 cents per hour; provided, that apprentices (who shall comprise not more than one for each five mechanical employes or fraction thereof) during their first three years of service in the industry may be paid not less than 20 cents per hour.

(b) Wages for part time shall be computed and paid at proportional rates for the time actually employed.

(c) It is understood that this section establishes a guaranteed minimum rate of pay regardless of whether the employe is compensated on the basis of a time rate or piece work performance.

#### SECTION 10

##### CHILD LABOR

(a) Establishments covered by this code shall not employ any person under the age of 16 years except that those between 14 and 16 years of age may be employed (but not in mechanical or manufacturing duties) and not to exceed three hours a day and those hours between 7 a. m. and 7 p. m. in such work as will not interfere with the hours of day school.

(b) Establishments covered by Divisions 2 and 4 at provided in this code, where there are newspapers or periodicals published and, or printed, may also employ persons under the age of 16 years who are able, without impairment of health, to deliver or sell newspapers or periodicals during the new established hours for such work, where such work does not interfere with the hours of day school.

Maintenance of accounting systems, to be approved for each division by the divisional code authority, is required under Trade Practice Rules, for the accurate determination of production costs upon an hourly basis.

Prices at which products or services are sold must be based upon cost, and it is provided that no bid shall be submitted nor price quoted, nor products nor services sold or rendered for less than the cost of production, plus the cost of all materials and outside pur-

chases, plus a reasonable profit. Newspapers or periodicals for bona fide circulation may be sold for less than production cost. Existing written contracts are left to the negotiation of the establishment and its customer.

Secret rebates and agreements to furnish products or services on terms not available to all purchasers are not permitted and constitute a code violation.

Misleading, deceiving or defrauding customers with respect to newspaper circulation, or as to the quantity or quality of printed matter is also forbidden and constitutes a code violation.

Defamation or damaging of competitors by false imputation as to their conduct, ability, credit, service, or other wise by false statements; or false disparagement of competitive products or services, with the purpose of misleading or deceiving a purchaser or of injuriously affecting a competitor's business, or the obstruction of performance of contractual relationships by any means; deliberate enticement away of competitors' employes; use of unfair subscription or circulation sales and solicitation, or advertising sales methods; pirating of ideas, designs, drawings, sketches, dummies, or copy, known to be the product of a competitor, or any attempt to avoid contractual obligations; deliberately inducing or attempting to induce the breach of an existing contract between a competitor and his customer by any false or deceiving means, or interfering with or obstructing the performance of any such contractual duties or services by any means—all of these are forbidden and constitute code violations.

Commercial bribery through the giving of money or anything valuable to agents, employes, or representatives of customers or prospective customers, to influence the purchase of products or services is not permitted.

Willfully maintaining inaccurate, improper, or false methods of cost finding constitutes a code violation.

The one-bid policy of competitive bidding is approved, and fictitious bids for the purpose of deceiving customers or purchasers, or connivance to have all bids rejected are forbidden and constitute code violations.

Divisional code authorities are empowered to investigate written charges of unfair bidding and unfair prices.

Selling below cost of production prevailing in respective localities is forbidden also to state or municipal, church, educational, charitable, welfare, penal or any other institutions publicly endowed or supported in part or in whole by contributions, or which is exempt from payment of any taxes. The exception to this rule is that such institutions can sell their own newspapers and periodicals below cost of production.

Divisional administrative agencies are empowered to assess establish-

ments for their share of administrative expense and failure to meet such obligations promptly constitutes a code violation. Associations operating under the code are forbidden to impose inequitable restrictions upon admissions to membership therein.

One member is to be designated by each divisional code authority to form the committee known as the Graphic Arts Code Authority, created as a self-governing national body. The vote of each member of the Graphic Arts Code Authority will be equal upon all questions coming before the body involving the exercise of any power granted under the disciplinary and statistical sections of the code; upon all other questions the vote of each member is to be weighted in proportion to the share of the costs borne by his division of the Graphic Arts Code Authority in administering the code.

Powers and duties of the Graphic Arts Code Authority are described as follows:

"1. To collect from the Divisional Code Authorities, all data and statistics called for by this code or required by the President, or reasonably pertinent to the effectuation of Title I of the National Industrial Recovery Act, and to file same with the President or the Administrator; and to enforce the submission of such data and statistics by establishments to their respective Divisional Code Authorities in case such Divisional Code Authority shall fail or refuse to collect such data and statistics, or enforce such submission. The data and statistics shall not be revealed by the Graphic Arts Code Authority except to a governmental agency entitled thereto.

"2. To coordinate the rules and regulations of Divisional Code Authorities concerning the administration of this code, cost-finding methods, and price-determination schedules, and other trade practices adopted by the several Divisional Code Authorities, but only to the extent that would insure fair competition.

"3. To adjust differences that may arise between Divisional Code Authorities, between one Divisional Code Authority and an establishment under the jurisdiction of another Divisional Code Authority, or between establishments under the jurisdiction of two or more Divisional Code Authorities.

"4. To review on appeal all penalties assessed under this code before they are presented to the National Recovery Administration for final action.

"5. To represent any Divisional Code Authority and, or establishment under its administration before the National Recovery Administration, when called upon by such Divisional Code Authority and, or establishment.

"6. To employ an executive secretary.

"7. To incur and authorize the payment of the necessary salaries and expenses of administration, including the employment of clerical help or services, which are prescribed in an annual budget.

"8. To determine and collect the costs of administration, as provided herein, from the various Divisional Code Authorities, or in default thereof, from the respective establishments within their jurisdiction. Said costs of administration shall be assessed against the respective Divisions in the proportion which the total annual payroll of establishments included in such Divisions bears to the total annual payroll of establishments included in all Divisions.

"9. To adopt such rules and regulations, not inconsistent with the provisions of this code, as may be deemed advisable for the government of said Graphic Arts Code Authority and the conduct of its proceedings."



All powers, authority, and duties relating to the administration and enforcement of the code, except as they have been by its provisions conferred upon the Graphic Arts Authority, are reserved to the respective Divisional Code Authorities. Autonomy of the respective divisions of the Graphic Arts Industries, except as limited by the provisions of the code, shall not be infringed nor curtailed, the code provides.

Establishments have the right of appeal from any decisions, ruling, regulation, order or finding of their Divisional Code Authorities and establishments have the right of appeal from any decision ruling, regulation, order, or finding of the Graphic Arts Code Authority to the National Recovery Administrator or the President.

Appeals must be filed in writing, and unless the appellate body grants a stay from the decision appealed from, the decision remains in force until it is reversed, and the appellant must abide by it.

The usual provision is made that the code shall not be interpreted or applied in such a manner as to promote monopolies, eliminate or oppress small enterprises or discriminate against them.

The penalty for violation of the code is as provided in the National Industrial Recovery Act, and, also, that the cost of investigation may be added.

Section 19 of the code sets forth at length the machinery for amendment. Divisional code authorities may bring proposed amendments to the code to the Graphic Arts Code Authority, which if it approves them, submit them to the NRA. Proposed amendments to any appendix of the code may be submitted to the Graphic Arts Code Authority or direct to the NRA, in the latter event notifying the former of the submission. Persons assenting to the code do not thereby assent to any modifications by amendment or by Presidential action, and their right to object to such modifications is preserved.

The NIRA tariff provision, slightly modified, is included as paragraph (c) of Section 20, and the following paragraph provides that:

"No provision of this code, or any amendment thereof, shall be enforced, administered, or construed in any manner as will violate or infringe the freedom of the press, as now enjoyed and guaranteed under the First Amendment to the Constitution of the United States."

Under the appendices, each group has its own code of provisions applicable to no other group.

Division 1 outlines the procedure adopted at the July conference in Chicago for administration of the code affecting commercial relief printing. The country is divided into 17 industrial zones, from which a national executive committee of 36 members is

electd. Each zone is to have at least one representative and additional representatives for each \$55,000,000 of printing sales in the year 1929. This committee can appoint a national control committee of three members with power and authority delegated by the national executive committee. Local printers' associations within each of the 17 zones are empowered to execute local administration of the code, hearing complaints, conducting investigations, inflicting penalties and carrying out the legal provisions of the NIRA. To avoid burdening the courts, each local association is urged to have all printers within its jurisdiction agree to arbitration of all complaints or disputes among local printers. In certain cases, appeal may be taken from these decisions to the executive committee, the national executive committee and even to the Federal Administrator.

The International Trade Composition Association, administrative unit for trade composition establishments under Division 1 also has a code of fair competition, providing for its own regional administration, subject to the divisional code authority.

Also under Division 1, the Advertising Typographers of America have a subsidiary code, setting up four regional administrative units. Its code of fair competition deals only with minimum prices for advertising typography and reads as follows:

"(a) Sound economic principles require the sale of advertising typography at a price that will realize to the advertising typographers a fair average cost of sale, plus a reasonable profit.

"Cost shall be computed in accordance with standard accounting practices accepted by United Typothetae of America and in conformity with the regulation promulgated by the Bureau of Internal Revenue for the distribution of Federal income taxes. Fair and reasonable minimum prices and trade customs shall be fixed from time to time for each respective zone. Such prices shall be based upon the fair average cost in each respective thezone. Failure to maintain such prices shall be deemed a violation of this code."

The appendix for Division 2, the non-metropolitan newspaper publishing, and printing, group, provides for enforcement by the National Editorial Association, as follows:

"The Constitution and By-Laws of the National Editorial Association shall be used as the basis and authority for the administration of this code, with the further provision that state, regional and, or local administration under this code shall be carried on through state, regional, and, or local organizations now cooperating and, or affiliated, with the National Editorial Association; provided that, the governing body of the National Editorial Association be augmented, for the purpose of administering this code only, by at least four members of the Newspaper Association Managers, Inc., one from the Middle West, one from the South, and one from the East. The selection of the representatives from the Newspaper Associa-

tion Managers, Inc., and the allocation of the section from which each shall be selected shall be made by Newspaper Association Managers, Inc.; provided further, that no member of Newspaper Association Managers, Inc., shall be eligible to membership on this administering body who resides in a state in which there resides a regular member of the National Editorial Association.

"The right to establish and enforce state, regional, and, or local rules of administration under this code, shall remain with the respective state, regional, and local cooperating and, or affiliated organizations, subject to the approval of the National Editorial Association.

"The right of appeal directly to the National Recovery Administration by individual members or others coming under the provisions of this code is recognized. Such appeal shall be made in accordance with rules, regulations, and method of procedure as shall be laid down and promulgated by the board of directors of the National Editorial Association.

"The National Editorial Association, its state, regional, and local cooperating and, or affiliated organizations, their committees, or agents, shall have the right to require reports for statistical purposes from individual publishers, corporations, and, or establishments, groups, and, or organizations coming under the administration of this code.

"The National Editorial Association, through the respective state, regional, and local cooperating and, or affiliated approved organizations, shall assess and collect from all the individual publishers, and, or establishments, coming under this code, the proportionate funds necessary to defray the actual costs of the administration of this code, as provided in the National Industrial Recovery Act.

"The penalty for the violation of any of the provisions of this code shall be as provided in the National Industrial Recovery Act, and in addition thereto the cost of investigation may be added.

"The board of directors of the National Editorial Association shall have the power to appoint its member of the Graphic Arts Code Authority.

#### PART II

##### "MAINTENANCE OF FAIR COMPETITION

"Official Notice of Publication: In each state where a rate is established by law for the giving of official notice by newspaper publications, the price to be charged for all notices required by state or Federal laws to be published, shall not be less than such statutory rate. Failure to comply with this provision shall constitute a violation of this code."

"Periodical publishers and printers, after placing administration of Division 4 in the hands of the Periodical Publishers Institute set up the following Code of Fair Competition:

"To accomplish the purposes of the National Recovery Administration the industry through this code must restrain certain practices which have developed in the publishing field and which are harmful to the public, to publishers and to advertisers. All harmful practices work to defeat the purposes of the Recovery Act.

"(a) Responsibilities to Purchasers of the Periodical:

"1. Misleading or deceiving customers with respect to the service to be rendered by the publisher shall be a violation of this code.

"2. Editorial independence by each member of this Institute must be inviolate and any deviation shall be considered an infraction of this code.

"3. The industry shall establish definite regulations designed to prevent the publication of misleading and, or untruthful advertising and thus will protect the public. Disregarding these regulations shall be a violation of this code.

"(b) Responsibilities to Advertisers:

"1. Circulation Practices: The circulation records of every publisher shall be open for inspection by advertisers or advertising agents

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## Kentucky Press

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Chas. A. Kirk ..... *Tenth District*  
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J. L. Crawford ..... *Eleventh District*  
Times-Tribune, Corbin

A great many of the state papers contain editorial comment on the passing of Charles A. Kirk, editor of the Paintsville Herald.

He was always very popular with members of the Kentucky State Press association and attended the sessions frequently. His paper, too, was an outstanding weekly, ably edited, well printed and financially successful.

We genuinely regret the death of Charles A. Kirk, publisher of the Paintsville Herald. He was one of the outstanding rural publishers of Kentucky. His newspaper was one of the state, attained under his direction exceptional journalistic excellence. He typified the country publisher at his best, was a vital factor in the life of his town and community, a proponent of progress, an evangel of advancement.—Richmond Register.

### NEW RULES GIVEN FOR NRA CODE EXEMPTIONS

Public hearings on all codes for the publishing and printing industry started in Washington September 18 and

closed September 23. Conferences between different divisions of the industry, and the government in a further effort to coordinate differences and secure the approval of a code were scheduled to begin September 28. From present indications it is doubtful whether a code will be approved for the publishing-printing and printing divisions of the industry for several weeks. In the meantime, publishers can secure their Blue Eagle by putting into effect the substitutions granted to the non-metropolitan publishing-printing and printing industry which were secured by the N. E. A.

Publishers who may find it necessary to secure exceptions in addition to the substitutions secured by the N. E. A. should comply with the following suggestions which are contained in a letter being sent out from the N. E. A. office to publishers requesting additional exceptions. The letter states:

"We have been able to secure a definite report from the Exceptions Division of the Policy Board in charge of the President's Reemployment Agreement in excess of the substitutions granted to the National Editorial Association for non-metropolitan newspaper publishers and printers.

"They advise that local Compliance Boards are being set up in each community to work in conjunction with state reemployment directors. In all cases where an excess of hours or other exceptions greater than those provided under the substitutions to the President's Reemployment Agreement approved for the National Editorial Association, are deemed necessary, the person or establishment desiring same should ask for a certificate from his local Compliance Board granting the request for which he asks. We are advised that they will either grant the request themselves or refer it to the state employment director for his decision. Each person or firm desiring to secure such exceptions, will make same on a petition form furnished to them by the local Compliance Board that is being set up.

"We are returning your letter stating the exceptions which you desire and ask that you follow the information as set forth in this letter. If the organization of that Board has not been completed, your petition should be submitted to the Chairman of the Local NRA Committee, and the NRA Policy Board in Washington requests that you advise them immediately that the Board has not been organized.

"These are recent changes that have been made and all exceptions are being handled in this way at present. Final action in this connection was taken only on Saturday, September 23."

President Walter D. Allen, Vice-

President K. F. Baldrige, and Past President L. M. Nichols of the N.E.A. have been in Washington throughout the code hearings and are remaining for the conferences in order to protect the interests of publisher-printers on any code that may be approved.

### NRA EMBLEM CUTS

NRA regulations provide that any newspaper, magazine or other publication is authorized to reproduce the NRA emblem in advertisements of any employer, provided employer files with the publisher a written statement that he has signed the President's Reemployment Agreement and affixes a NRA sticker thereto.

E. W. Creal, publisher of the Hodgenville Herald-News, escaped injury September 25 by a narrow margin when his car was forced into the rail of a narrow bridge by another car and his car plunged fifteen feet nose first into a foot of water below the bridge, five miles south of Elizabethtown on the Dixie Highway. While Mr. Creal escaped with minor injuries, the car was practically demolished. A passing car took Mr. Creal on to Mumfordsville where Circuit Court was in session.

### WHEN TO STOP ADVERTISING

When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year.

When younger and fresher and spunkier concerns in your line cease starting up and using the newspapers in telling the people how much better they can do for them than you can. When nobody thinks "it pays to advertise."

When population ceases to multiply and the generations that crowd on after you, and never heard of you, stop coming on.

When you have convinced everybody, whose life will touch yours, that you have better goods and lower prices than they can get anywhere outside your store.

When you perceive it to be the rule that men who never do and never did advertise are outstripping their neighbors in the same line of business.

When men stop making fortunes right in your sight, solely through the discreet use of this mighty agent.

When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity.

When you would rather have your own way and fail than take advice and win.

When you want to get out of business with a stock on hand.

When you want to get rid of the trouble of waiting on customers.



(Continued from Page Three)

or by the United States Post Office Department and all reasonable auditable information which they request shall be furnished. Failure to comply with the requirements of this paragraph shall constitute a violation of this code.

"2. Advertising Rates: It is a requirement of this code that publishers must file with the Secretary of the Institute a complete schedule of all advertising rates. Failure to do so shall constitute a violation of this code.

"3. Maintenance of Rates: It is understood that publishers shall make no deviation from their published rate schedules on file with the Secretary of the Institute either in the form of money or otherwise, or secretly extend to certain advertisers special privileges not extended to all advertisers under like terms or conditions. Where terms provide for time or space discounts and they are not actually earned, settlement must be made on short term basis. Any deviation shall constitute a violation of this code.

"4. Records: Failure to maintain records or willfully maintaining or issuing an inaccurate or false record of circulation or of advertising shall constitute a violation of this code.

"It will not be required that full circulation records be maintained by publications where the advertising content does not exceed 5 per cent of the total space.

"Where, however, the cost of fulfilling term and, or space agreements for advertising entered into prior to July 1, 1933, are unduly increased by the acceptance of this code and the codes of allied industries under the National Industrial Recovery Act, it is equitable and promotive of the purposes of the Act that proper adjustments of such agreements be made by mutual consent between the parties thereto, or by arbitration, and the Executive Committee of the Institute will assist in effecting such adjustments.

"5. Defamation of Competitors: The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contract, questionable credit standing, or by other false statements or representations, or by false disparagement of the grade or quality of their product, with the purpose of misleading or deceiving purchasers or of injuriously affecting the business of such competitors, shall constitute a violation of this code."

**WHAT DO YOU EXPECT FROM YOUR PAPER?**

What do you expect from your newspaper- Well, you expect more from your newspaper than you do from any other person or institution to which you pay the sum of \$2.00 a year.

You expect your newspaper to give you all the news for 52 weeks. That's why you pay \$2.00 for it, but,

You expect your newspaper to take the lead in advocating changes for the betterment of the community.

You expect your newspaper to expose graft in public affairs, to forestall it by publishing itemized accounts of all public moneys spent.

You expect your newspaper to maintain a high standard of morality, supporting things that are right and condemning things that are wrong.

You expect your newspaper to maintain a high standard of enterprise, devoting column after column to propaganda, supporting the band, the baseball team, community celebrations, Boy Scouts, high school athletics, school programs, home talent plays and dozens of such causes and events.

You expect your paper to boost for good roads and protect your commun-

ity's claim to its share of road improvements.

You expect your newspaper to build up confidence in your home financial institutions and protect home investors from making unwise investments of surplus funds, warning against fake salesmen and other financial pirates.

You expect your newspaper to combat the peddler nuisance.

You expect your newspaper to establish friendly contact with the rural readers so as to induce them to make your town their town.

You expect your newspaper to give notice of all public meetings, public observances, conventions, etc.

You expect your newspaper to urge support of poor relief benefits, library drives, Red Cross drives, Christmas Seal drives, Legion and Auxiliary drives, poppy sales, forget-me-not sales, have-a-heart drives, etc.

You expect your newspaper to publish church notices, church programs, club news, farm bureau information, demonstration unit news, market news, weather news, bring you the market reports and cover all doings of the many semi-public organizations.

You expect your newspaper to support every meritorious organization effort for the city's good.

And you expect all this for \$2.00 a year.

No, it can't be done for that. The money you, as a subscriber pay for this paper covers less than one-fourth the cost of publishing the paper. The other three-fourths must be paid by advertisers.

Since the advertisers pay a large share of the expense of publishing your newspaper, don't you think you owe them the duty to patronize them whenever they offer you equal or better values than non-advertisers?

And you, Mr. Advertiser, don't you think that in view of the many services which the newspaper performs, for which the newspaper derives no compensation, but which mean more business and more profits to you, the newspaper deserves your advertising and printing medium and you help build up the community. Send your advertising dollar away from home and you do just what you wouldn't want others to do to whom you look for your business. It is just as important that the advertising dollar remains in the community as it is for the grocery dollar and the clothing dollar and the rest of the commodity dollars that make your town prosperous to remain at home.—Advance-Press, Springfield, Minn.

**LOCAL SURVEYS NEEDED**

Publishers need facts to sell their town's purchasing power to manufacturer and agency. A house-to-house survey, made to show the use of nationally advertised products in each community is worth much more than the small amount it costs. Get the facts on shaving soaps, safety razor

blades, cigarettes, shaving creams, cigars, pipe tobacco, tooth paste, coffee, tea, salad dressing, bacon, hams, baking powder, breakfast foods, cheese, flour, bread, canned milk, mouth washes, toilet soaps, soap chips, radios, insecticides, washing machines, laundry soaps, water softeners, and malt syrups. These can all be passed on to the national advertiser to the advantage of the local paper.



Try to do this with your present facilities! Just a simple job of casting and cutting with the



MERGENTHALER LINOTYPE CO. BROOKLYN, NEW YORK



# ADVERSITY VERTISING

Two words of the same origin but of entirely different meaning.

Overcome Adversity by Advertising freely

This paper knows how!  
Ask Us

(Name of Paper)

# Add Advertising

to your efforts, and you'll add Profits and Prestige

This paper knows how!  
Ask us.

KENTUCKY PRESS

# ADVERTISE IT!

If you have anything to sell, from a paper of pins to a road wagon, advertise it. You merchants were never so anxious to sell as now, and yet sometimes you hesitate to insure the sale by adding one-half of one per cent to the cost price in the form of newspaper advertising.

Advertising is not an expense; it's an investment—one which has paid big dividends for thousands of users.

Ninety-five per cent of the firms which failed last year did not advertise. Five per cent only of the failures were advertisers.

And when advertising, place your message in the columns of the (Name of your paper) which has for years been going into the homes of ..... County and surrounding communities.

# Where Do Your Potential Customers Trade?

Mr. Merchant, are you getting the trade that rightfully belongs to you? You're not? People going to Louisville and elsewhere to buy goods you could sell them just as cheap? Any of your customers patronizing mail order houses? . . . . Maybe they don't know about your goods. Have you told them through the columns of your home newspaper? They would prefer to trade with you and will do so when convinced that, everything considered, they can get things as cheap as anywhere right here at home. Think it over.

TELL THEM ABOUT YOUR GOODS THRU  
THE COLUMNS OF YOUR NEWSPAPER



**NICE WORK, EDITOR BROWN**

State roads issue of numerous pages, compiled and edited by J. I. Brown, published of the Crittenden Press at Marion, made its appearance last week at this office. The supplement appeared in the Lyon County Herald, Dixon Journal and three other publications that came to our table.

The supplement was printed in sections with a total of 20 pages, and presented many illustrations, well-written articles and innumerable ads of all sizes from all sections of Kentucky, Ohio, Tennessee, Indiana and elsewhere. The edition is indeed a credit to Mr. Brown's ingenuity and well directed energy.

Paul J. Hughes, a graduate of Centre College in the class of 1916 and for six years a member of the staff of the Louisville Times, has been selected to teach the first class in journalism offered by the University of Louisville. Mr. Hughes is also a graduate of the School of Journalism of the University of Missouri. While at Centre he got his first taste of newspaper work on the Daily Messenger and the Cento.

John S. Lawrence, former president of the Kentucky Press Association, who left the newspaper business in 1918, has returned to his old love by assuming the editorship of The Cadiz Record, formerly held by his brother, the late Henry R. Lawrence. It is a pleasure to welcome the return to the fraternity of an editor with the highest ideals and noblest aims.

**MERGENTHALER ANNOUNCES WIDE-RANGE SPACEBAND**

The Mergenthaler Linotype Company announces a new spaceband with a minimum thickness of .032 of an inch and a maximum of .117.

"This new spaceband," states C. H. Griffith, assistant to the president of the linotype organization, "is thin enough for fairly close spacing (2 1-4 points) of small faces and in narrow measures, with ample range of expansion (8½ points) for wider spacing of larger faces. While its minimum thickness is greater than that of our extra-thin spaceband, which is popular with advocates of extra-close spacing, the unusually wide range of this new spaceband qualifies it for effective use in the setting of many different classes of composition."

**USING NEWSPAPERS**

How to reach a large number of customers or prospective customers most economically and effectively is a problem which still worries a great many business men. But it was really solved long ago, and the answer is this: Print your messages in the newspapers. Like politeness, it pays

large dividends.

Recently a Detroit electric company which serves 50,000,000 customers in nearly 200 cities and smaller communities wanted to send them a series of letters. After considering various methods of distributing these messages, it was decided to use local newspapers exclusively. The first letter sent out, signed by the president of the company, began as follows:

"We have a lot of things to tell you which are of interest because you are our customers. We might get your attention by circulars delivered at your door, or by radio broadcast. But we think the best way to reach you is by successive letters in the newspapers, of which this is the first."

In certain special cases the use of circulars or the radio may be fairly effective, but for definite results economically obtained no advertising medium ever devised even approaches the family newspaper.—An Editorial in the News-Democrat, Russellville.

**CORRECTING GALLEYS**

The American Printer has suggested that when inserting correction lines in galleys of linotype matter, allow the new lines to extend a half inch or so beyond the others, and pull the revised proof with the lines in that position. Correction lines are then easily located by the proofreader without the necessity of his referring to the first proof.

The years of depression brought both increased community usefulness and increased prestige to the small town daily and weekly newspapers of America, Thomas F. Barnhart of the University of Minnesota's department of journalism concludes as the result of a study of newspaper leadership that took 486 newspapers into consideration.

In five major ways the newspapers of the class considered have assumed increased importance during recent years, he finds. First, newspapers have carried on rescue activities in their communities at times when banks, industries and individuals were faced with ruin. They have been a steadying and centralizing influence in times of unusual stress. Second, due to the loss of prestige of veteran leaders in many communities, the newspapers have taken their places as community spokesmen. The decline of the service club has given the newspaper a third opportunity to meet a community need. The papers have served as a storehouse of information on scores of movements aimed at ameliorating the hard times. Mr. Barnhart's final point is that editors have learned that to save their newspapers they must first save their communities. To this task they have set themselves wholeheartedly.

Actual types of leadership work in which the newspapers of the country have taken part are listed by Mr.

Barnhart. He shows, for example, that:—

Of 486 papers, 470 helped their community welfare organizations; 408 cooperated in miscellaneous relief projects; 361 cooperated with merchants to stimulate trade; 353 sought to help in farm relief; 342 sought to reduce taxes; 207 endeavored to help banks; 187 fought to oust corrupt and unsatisfactory officials; 72 strove to reorganize county and township governments; 70 urged consolidation of rural schools; 40 papers fought for lower public utility rates, and seventeen led movements to adjust a community's indebtedness.

"During 1930, 1931 and 1932," Mr. Barnhart writes "most publishers have turned a respairing eye on comparative advertising lineage figures, decreasing circulation, curtailed budgets and the like, and have all but overlooked the fact that in the editorial departments there has arisen a new definition and a new appraisal of editorial leadership and the editor's responsibility to his community. Not for many years has the community expected and received so much from its editors and newspapers."

**NRA QUESTIONS ENDORSEMENTS**

Press release from NRA says: "The NRA continues to receive applications for its endorsement of all sorts of Who's Who publications, NRA Directories, honor rolls, etc., in which those desiring to be included are called on to pay a fee in order to be included. Such endorsement has been invariably refused unless it is made plain either that the list includes every member of the community who is entitled to the use of the Blue Eagle as the symbol of his membership in the NRA, or if the publication makes it perfectly plain that the list is not a complete roster of the NRA members, so that there may be no inference that only those included in these lists are entitled to the patronage of consumers who have accepted the insignia as evidence of their intention to patronize NRA institutions.

"The idea of these limitations is, of course, to protect such members as do not care to pay any publication fee for the suggestion generally carried by these projects is that only the paying subscribers are entitled to the patronage of those who desire to help the NRA movement. In this there is involved no prohibition of the use of the emblem by advertisers who are entitled to display it. On the other hand, the NRA does not intend that anybody shall feel compelled to contribute to any publication lest failure to do so should make a possible customer believe that he is outside of the NRA pale."

**SEND THE PRESS  
YOUR NEWS ITEMS**



# Compare These Costs

At this time the cost of government (federal, state, county, and city) averages \$450 a year per family—not including emergency expenditures under the New Deal to relieve distress. Twenty years ago—in 1913—the cost of government averaged \$135 a year per family. The increase has been 233 per cent.

\* \* \* \* \*

Today the average cost of living (food, clothing, shelter, fuel, medical service, etc.) is 38 per cent higher than it was in 1913, according to the United States Bureau of Labor Statistics. The living cost peak was reached in 1920, when it was more than double the 1913 average.

\* \* \* \* \*

Electric service is infinitely better today than it was in 1913. Yet in spite of greatly increased operating expenses and a constantly mounting tax burden, electric service in 1933 costs the customer on the average of 33 per cent less than it did twenty years ago.



## Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES