

have when someone begins to talk about the relative essentiality of end products in the printing and publishing industry.

### STANDARDIZATION PROGRAM

Now, right here, I would like to mention something which is of extreme importance to you, particularly those who deal in the commercially printed products—those that come perhaps more generally outside of newspapers, magazines and books. An attempt has been made to standardize on the part of the pulp and paper branch, and justly so, the sizes, the basic weights of printing papers. Quite obviously, our branches working with the pulp and paper branch, see to it that in their honest attempt to arrive at the very necessary standardization, full consideration is given to the practical needs of every avenue and segment of the printing industry. I might add that our own branch has a separate and distinct standardization program under way, with respect to book papers. There is being considered at the moment, a further possible necessity, and I say "possible necessity," because we have not yet reached the point of absolute necessity, and that is the question of possible and probable reduction in basic weight limitations of the various types of papers.

### FUTURE PLANNING

I might add right here that it seems to be the general attitude and attempt of all the industrial branches in Washington, and I can assure you that it is the intent of our own, to look ahead, to project conditions that have been recorded during past depressions and past emergencies, to take the picture as we find it in the statistical records that are available, and to look as far into the future as possible, in an attempt that you may be prevented from coming, to use the vernacular, smack up against the edge of the precipice, with no way to turn and no avenue ahead. In other words, we are attempting to find, and to record, all of those conditions that may be encountered, and the practical steps that might be taken to assist you over those handicaps as they are reached.

### P-100—A-10 RATING

Now, one of the very important phases of your operative and daily consideration is that of maintenance, repairs and operating supplies. Judging by the number of questions that reach us in Washington, it is quite an important topic. I know the ladies will forgive me if I happen to refer to what we term in Washington as our guiding stars—some of the administrative orders, but I mention them because I want you gentlemen to realize that once an order is promulgated by the War Production Board, it has the same effect and impact as a law. I doubt that many have realized that up to the present.

In connection with maintenance, repairs and operating supplies, of course I am referring to that now historic document known by the very short title of P-22, later called P-100, and a rating which all printers and publishers apparently are very jealous of maintaining. It is known as A-10. There are two distinct differences in the material that we use in every plant. One branch includes those supplies which go into operations on it, and a very distinct and separate classification of supplies are those known as processing supplies, which you employ in the production of your product, and mark well, you deliver with the product.

Your A-10 has nothing whatever to do with the supplies you deliver with your product, and right there, for the benefit of the electrotypers and photo-engravers and gravure plate makers, and

yes, our very friendly and helpful, and sometimes forgotten advertising agencies, we still are laboring with the problem.

It so happens that a photo-engraver, when he makes a plate, employs copper, and of course other ingredients including chemicals, but he delivers the copper with the plate. The electrotypers employ backing metal, tin flux and a copper or nickel facing shell, but he delivers it, therefore he cannot, neither of them, originate the A-10, which belongs to an operating supply.

You gentlemen who are in the printing business, or are publishers, or in any way use under the classification of publisher or printer, a printing plate, either in the form of an original photo engraving, an ink etching, an electrotype or stereotype, have the privilege under the Order of originating the A-10. It would be a good idea if you could put your A-10 rating, if you could put your clause with it, on every order you send to your photo-engraver or electrotypers, or gravure plate maker, or anyone else who employs any of the ten strategic or critical materials in the metals line, which I shall mention very shortly.

We hope very shortly too, as we had had reason to believe would have been accomplished before this, to accomplish the interpretation of the extension of that A-10 rating so that photo-engravers, electrotypers, gravure plate makers, and even the advertising agencies, who originate the orders very largely for these operating plates, might have the privilege of extending, and should have the extension of the A-10 rating.

A few weeks ago, three to be exact, in attempting to convince those who are the determining factors in the allocation of certain materials in the form of metals to this industry, we brought together those involved, and as the discussion developed, we brought up this question of the A-10 extension, and we were told that it was far more difficult to develop an interpretation that would extend that A-10 rating or the privilege of originating it to the photo-engravers and electrotypers and gravure plate makers than it would be to withdraw the A-10 rating entirely from the printing and publishing industry. That, to our mind, would be not only tragic, but it would be unthinkable, and yet it is quite probable it may be done, and in order to forestall that possible contingency, we are now drafting in our branch, a special order, covering maintenance, repair and operating supplies for the entire graphic arts industry, and in that we propose to include the proper coverage for those segments of the industry commonly termed as related trade service industries, so that they may have also that privilege.

You will understand that that is not an assurance that we can have it passed, but we think we may.

### INVENTORY RESTRICTION

Now, back about August 27, a very important document was put out which I doubt very many printers or publishers have paid much attention to, if they ever knew of its origination. It has a very simple title. It is known as Priorities Regulation No. 1. It was actually signed and went into effect on August 27, and if you haven't had occasion in the past two or three weeks, which I believe you have, to have had your attention called to a little section in there designated by the numerals 944.14, and the very significant title, "Inventory Restriction," I suggest you get it and read it, because there is a clause in there which says that you must maintain a practicable minimum working inventory of the materials employed in your establishment, which are of your ownership or control.

That being so, if you fail to do that, you are in violation of this particular regulation, which is a law.