

MR. DUNNAGAN: Will a company need a priority number to get paper? About 70 per cent of our work is from a company that is doing Government work. Just how do we stand in being able to supply them?

MR. PALMER: Well, there is no priority on paper going into government work, where you are not the prime contractor or where you are the prime contractor, unless it is one of the 12 or 13 agencies of Government, such as the Army, Navy, Coast Guard, Geodetic Survey and numerous others, which does not include the Government printing office, therefore, I would say that the answer to that is no. The only thing you can do is to go out and get it.

MR. DUNNAGAN: What grades of paper will be scarce and what will be most plentiful? (*Laughter*)

MR. PALMER: That is a hard question, and one that really Norman McKenna ought to answer. At present, some of the sulphates are indicating the greater tightnesses. So far, though, I would say that that question ought to be left for perhaps an answer 60 days from now, and see what you fellows do with those inventories.

MR. DUNNAGAN: In case there is only one member in a printing firm, who is capable of running the business and the firm does service for concerns who have war orders, would this firm member be deferred on that item in the 21-45 draft?

MR. PALMER: Stepping out of my position as an official in the printing and publishing branch and going back to one which I enjoyed until I went to Washington, as a member of an appeal board, I would say he would have a hard time defending that.

VOICE: As a member of an appeal board, I would say that he would have no chance.

MR. DUNNAGAN: What can a small printer do to replace highly skilled help who have been called to service when no such skilled workmen are available?

MR. PALMER: As I intimated in my talk, about all he can do is train them. There are many complications to that, as you know.

MR. DUNNAGAN: While trade periodicals with "controlled distribution" render a definite service, what is your opinion of the restrictions, if any, which may be placed upon them?

MR. PALMER: It is a little early to answer that question. Our magazine and periodical section has been making some very thorough studies. We also have before us the very pertinent results of the survey which was made during the last war by Mr. Donnelley's Board. I think think that we would have to say at this moment that we are not prepared to answer that question definitively, but we are considering very seriously, all and any malpractices, wastes of paper in all phases of the printing industry. Our policy up to now has been: Here are the materials. We are not putting any restrictions on you as to end uses. You may print them all in comics for the newspapers or paper bags, or you may print all candy box tops or poems of Oscar Wilde, but in the end, if there isn't enough, then we will have to insist that that which is unnecessary or non-essential in the greatest degree, will have to be curtailed.

MR. DUNNAGAN: What does the future hold for mail order printing?

MR. PALMER: I am just trying to phrase an answer to that, not for fear of being misunderstood, but it is a difficult question to answer, as you know, and this fellow who asked it, knew it. There is every indication, with the conversion of our heaviest National manufacturing industries to war production, which

leaves for them little more than institutional good will advertising, as has been seen in the city of Detroit already, there will be a tremendous drop, at least for a while, in certain types of direct mail printing. Whether that will continue without cessation, you are as good a guesser as I. As a matter of fact, if we go back in the history of the printing industry, we find that it usually is the last to feel the effects of a depression or an emergency, and then it is the last to recover from it. That may be true this time or it may not. Personally, I think we are in for a drop in production beginning about mid-year, when all of this anticipated buying and production is over. Whether that may be true or false, I can only guess.

MR. DUNNAGAN: Is the printing business considered essential or non-essential?

MR. PALMER: As I mentioned before, it is right in on the veritable fringe under an A-10 rating for maintenance and operating supplies. It is considered not only as the 6th largest of the country, but it is considered an essential industry. That necessarily blankets the whole industry. There may be segments of it that some day, we will have to say that perhaps some parts of it are not totally essential during an emergency period. But let's meet that when we come to it.

MR. DUNNAGAN: For the duration of the war will the printing industry have to reduce the number of working days to conserve power?

MR. PALMER: That I do not know. With the withdrawal of men from industry into training for the army and the navy and other services, with possible stringent curtailments in certain industries that will be taken over entirely for war production, there will be a natural outflow from industry, a drag which will be hard to overcome. I wouldn't be surprised at all to see a serious shortage of employables in the printing industry before another 16 or 18 months.

MR. DUNNAGAN: I believe the other questions are more or less a repetition of those which Mr. Palmer has answered.

PRESIDENT MAHER: Mr. Palmer, thanks. I would like to have the approval of the thanks by a rising vote.

. . . The audience arose and applauded . . .

PRESIDENT MAHER: The meeting is adjourned.

. . . The meeting adjourned at ten-forty o'clock . . .