

# YOUR HEAD-LIGHTS ON?

*Trends of the Times in Printing Field That Involve Loss or Profits*

By WILLIAM M. METZKER

TO quote from a recent bulletin of the U. S. Department of Commerce: "Goods must be sold at a profit or industry and commerce will not survive. Truly remarkable were the findings of the U. S. agencies in the war years regarding the knowledge and understanding of costs in productions and distribution. Losses were often confused with profits, all for the lack of knowledge of the fundamentals of Cost Accounting. So today the trade association is proving itself the most potent organized influence in the study of costs in industry and trade. *Standard cost systems applicable to the peculiar conditions are being developed within each business group. All tend to more scientific knowledge of business and ultimately lowered costs.*"

There is an outstanding characteristic of the cost finding systems of trade organizations which reflects the modern trend in cost accounting, and that is to carry out all cost items to the sold unit of product.

TAKING the U. T. A. Standard Cost Finding System, which has today been adapted to meet the needs of most of the branches of the entire



THE "EAGLE" IS MISS EDNA McGUIRE, PROOFREADER;  
HER PARTNER: MISS MARGARETHE STREIT, SOLICITOR

*Miss McGuire, Who's Also Reporter for the Bunceton Eagle, Worked With Miss Streit, School Teacher and Farmer's Daughter, One Drawing the Crowd and the Other Landing the Subscriptions During the Paper's Big Party; They Sold 97 "Pays"*



MISS KATHRYN BOULWARE

*Landed 86 Subscriptions in One Day During Bunceton (Mo.) Eagle's Flight Described on Pages 11 and 12. She Is the Daughter of a Wealthy Farmer*

graphic arts—"What are the fundamental principles?" They are:

- (1) The Standard Unit of Production in the various departments of manufacture shall be the Chargeable Hour;
- (2) The Standard Hour Cost shall be the Total All Inclusive Cost per Chargeable Hour; and
- (3) The Standard Hour Cost shall be a normal average cost, covering a period sufficiently long to be representative of average conditions.

WHEN one attempts to describe a cost system, one is proceeding at more or less of a handicap. A cost system should be seen or, better, *experienced* in operation. There are so many details to mention that the hearer or reader comes to the conclusion that all these things together must make a very complicated system. In actual operation, however, only one thing is done at a time and that usually is a most easily comprehended step.

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