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# *The* Kentucky Press



Published In the Interest of Community  
Journalism - - Of, by, and for  
Kentucky Newspapers

*May, 1941*

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## Mid-summer Meeting At Mammoth Cave, June 5-6-7

A program on topics of especial interest to every Kentucky publisher has been prepared for the mid-summer meeting of the KPA at Mammoth Cave, June 5-7. The formal programs have been set for morning sessions, the afternoons and evenings will be open for cave trips, an inspection of the cave area, and many forms of recreational enjoyment. A special invitation is ex-

tended to all Kentucky editors to attend and bring their families along. Put aside cares and duties for three days, and join in the three-day outing that will pay you in more ways than one. Visit your state's largest attraction at the time it is at its best. Your fellow editors expect you at the Cave to take part in this program:

### TUESDAY, JUNE 5

- 4:00 P. M.—Registration, Mammoth Cave Hotel  
6:30 P. M.—Buffet Supper, compliments Joe Richardson, Glasgow Times

### FRIDAY, JUNE 6

- 8:00 A. M.—Breakfast for members of KPA Executive Committee and Legislative Committee  
9:00 A. M.—Business meeting called to order by Russell Dyche, London, President Kentucky Press Association  
Invocation  
Address of Welcome by Joe Richardson, vice-chairman Kentucky National Park Commission, Glasgow  
Response by Vance Armentrout, chairman KPA Executive Committee, Courier-Journal, Louisville  
Address, "Safety on Kentucky Highways," by G. W. Carr, Sergeant Kentucky Highway Patrol, Frankfort  
Address, "State and National Advertising," by Claud G. Brodhecker, Field Representative Greater Weeklies, Brownstown, Ind.  
12:30 P. M.—Barbecue Luncheon on Green River, compliments of the Kentucky Utilities Company  
2:00 P. M.—Tour of Mammoth Cave National Park, personally conducted by R. Taylor Hoskins, acting superintendent, Mammoth Cave National Park  
Cave trips, shuffle board, tennis, croquet, and other forms of entertainment provided during the meeting  
7:30 P. M.—Dinner Dance, compliments the Mammoth Cave Properties, President Russell Dyche, presiding. Brief address by Max B. Nahm, chairman Kentucky National Park Commission, Bowling Green  
Awarding of Newspaper Prizes by Prof. Victor R. Portmann, chairman

### SATURDAY, JUNE 7

- 9:00 A. M.—Call to order by President Russell Dyche  
Round-table Discussion, "District Press Meetings," led by Vance Armentrout, chairman KPA Executive Committee, Louisville  
Round-table Discussion, "Telling Kentuckians of Kentucky," led by G. M. Pedley, Director Publicity, State of Kentucky, Princeton  
New business  
Reports of Committees  
Adjournment

### Commercial Printing

A new sales idea is that printers sell letterheads in lots of 6,000 and 12,000 instead of the customary 5,000 and 10,000 lots. Reason for the change which is recommended by the Writing Papers Mfrs. Assn., according to *Printing*, would be a 20 per cent boost in sales and would use either a half or a full carton without wastage. By building up to 12,000 letterheads, printers would be able to

use a carton without leftovers. It is pointed out that there is no practical reason why letterheads should not be sold in even fractions of 2,000, 4,000, 6,000 or 12,000, which cut evenly out of reams or cartons as they are packaged at the mill, instead of 2,500, 5,000 or 10,000, which obviously prints to waste.

Some people can do anything—except live within their income.

## FM Stations Not Feasible For The Average Paper

By Elmer G. Sulzer, Director University of Kentucky Radio Activities

Within recent months, interest in "frequency modulation" as a means of radio transmission has come rapidly to the front. Scores of applications for construction permits for possible erection of such stations in all parts of the United States are now before the Federal Communications Commission for consideration. Some of these have been acted upon. Serving the Kentucky area right now is at least one powerful FM station, that being operated by WSM in Nashville. Many editors in Kentucky and elsewhere have looked upon a frequency modulation station as a possible adjunct to newspaper business. As result, many of the applications before the FCC at the present time are from owners of newspapers.

Professor Portmann has asked me to answer the question "Should a Kentucky newspaper editor go into frequency modulation?" Of course, a categorical answer is impossible because Kentucky newspapers do not represent a class but many classes. Therefore let it be understood at the outset that my remarks will apply largely to the small-town daily and the country weekly, which classes of newspapers comprise 90 per cent of those published in Kentucky. Furthermore, while I have supervised the presentation of radio programs and radio policy for the University of Kentucky since 1929, I am no expert on the technical details and am not making any claim to be. I am, however, presenting factors that must be considered by Kentucky's newspapers considering the construction of an FM station.

### Getting by The FCC

The first thing a Kentucky newspaper contemplating such an act must ask itself is, "Can I get a construction permit and a license?" It must be remembered that of late the Federal Communications Commission has, at least by implication, been extremely critical of newspaper ownership of radio. In fact, although a large number of applications for FM construction permits from newspaper-owned standard broadcast stations have been before the FCC for many months, the first construction permit awarded to a newspaper for FM was made April 7 with little or no in-



indication that others will be forthcoming in any quantity. With this in mind, I believe a Kentucky newspaper should rather definitely assure itself that it can get a construction permit before it spends much money for preliminary surveys, etc.

#### FM Costs Money

Frequency modulation equipment like all radio equipment, represents non-quantity production at a resulting high cost. The transmitter alone engineered to a quality that will pass FCC requirements will represent the investment of \$3,000 or more depending on the power desired. The ordinary studio equipment consisting of high quality amplifiers, microphones, switching systems and loud speakers will add from \$2,000 to \$10,000 more. An antenna is necessary at a cost of from \$500 to several thousand dollars. These figures represent capital costs only and do not take into account preliminary engineering services as well as legal costs necessary as ground work before a license is received.

#### Program Service

Frequency modulation stations are required by the Federal Communications Commission to offer a distinctive broadcast service that does not amount to a duplication of what is offered on the standard broadcast stations. It is permissible under certain conditions to carry some of the programs also appearing on standard broadcast stations; but FM stations must justify their reason for being by showing an independent program schedule not obtainable elsewhere. This means that if an FM station is set up even in a small community, an individual studio service must be maintained for virtually the entire period of operation and that little or no reliance can be made on the networks. Even if the networks were available for extensive program service there still remains the factor that at the present time the networks do not permit a sufficiently wide range of frequency response to enable an FM station to carry the quality that makes it distinctive. Therefore it is apparent that a large talent expense is necessary at the present time for an FM station unless considerable reliance is placed upon phonograph records in which case the station is certainly not rendering a very distinctive service.

#### How Much Audience

##### Would an FM Station Have?

When radio started its rapid climb to popularity around 1922, the whole idea was new because a radio program service in virtually every home was some-

thing previously unknown. Sales of radio broadcast stations was phenomenal until at the present time it is estimated that there fifty million radio receivers in constant use in the United States alone. Many radio people have failed to see that this enormous growth of radio is due to the fact that it provided the people with something that absolutely did not exist beforehand. In fact, many radio people have since been fooled by expecting the public to "go overboard" for other radio improvements in ways that have failed to materialize. For example, it seems apparent that television even if perfected is never going to enjoy much popularity. Facsimile is on the way out right now even though it was made technically acceptable.

Just how the public will take to FM is, of course, problematical but it is by no means certain that it will enjoy large and enthusiastic reception. For one thing it must be admitted that although it represents an improvement in radio art, it does not represent any fundamentally new service, and many people having standard broadcast receivers with the excellent service available on stations will be well content for many years to confine their listening to standard broadcasts and let frequency modulation go.

This is perhaps the proper place to mention the advantages claimed for FM. Perhaps the outstanding attribute of the system is in noise reduction. But please note that this is reduction and not elimination. Secondly, the system can transmit a wide range of audio frequencies without increasing the signal to noise ratio. This means that on FM broadcasts providing the studio equipment and lines involved are of equally high quality, an absolutely uncanny reception is available. When a violinist plays for example you can even hear the impact of the bow on the strings. My impression of this quality of FM is that it is likely to boomerang in view of the fact that the amount of absorption in the average radio studio as it exists today, would have to be increased many fold and the quality of studio performance would have to be raised to a degree of perfection that would be almost impossible for the average independent station to maintain. Granting the fact that a fine frequency reception like this is an ideal of radio engineers, the question is still unanswered "does the public want such response?" Frankly, I think not. If you will notice the widespread use of tone controls on

radios of present day, we can not help but believe that high fidelity is not really desired. Many listeners prefer the soothing rumble of the over-bass compensated present-day receiver to the more authentic high notes. Furthermore it is absolutely impossible to listen to a program of high quality music on a high fidelity receiver and at the same time play bridge or engage in other diversions.

A consideration of these factors causes one to wonder whether very many of the public will want to make the investment in new receivers or in "translators" that will enable it to hear FM stations; and without a sufficient listening audience FM is useless.

It is the writer's personal belief that many standard broadcast stations who have applications for FM construction permits have simply followed the prevailing style in making such applications without much consideration of public demand or the maintenance of a distinctive program schedule. If these people contemplate a duplication of the late 20's as regards a greatly accelerated prosperity for FM, I am afraid that they are doomed to disappointment.

#### First FM Station Permit Is Issued To WLAP, Lexington

The Federal Communications Commission issued a permit on May 20 to the Paducah Broadcasting Company for a new radio station at Henderson, Kentucky, to operate on 860 kilocycles, with 250 watts power, day-time only.

The American Broadcasting Corporation on the same day received a permit for a new high frequency (frequency modulation) station at Lexington, on 45,100 kilocycles. According to J. Lindsay Nunn, of the Lexington company, this is the first such permit to be granted for Kentucky. The company, owner of the Lexington Station WLAP, has asked a frequency modulation permit for Ashland also, Mr. Nunn said.

When a 380-foot tower was erected on the Versailles pike two months ago for WLAP, it was constructed, Mr. Nunn explained, so that another tower could be put on top of it for frequency modulation broadcasting, which he described as "absolutely free from static."

He added that the permit allows the corporation 12 months to complete work on the broadcasting unit and that it was not planned to start work immediately.

We'll Meet You At The Cave!



# The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

#### Press Association Officers

Russell Dyche, President, London Sentinel-Echo  
Harry L. Waterfield, Vice-Pres., Clinton Gazette  
J. Curtis Alcock, Secy., Treas., Danville Messenger

#### District Executive Committeemen

Vance Armentrout, Louisville Courier-Journal (Third), Chairman; First, Joe LaGore, Paducah Sun-Democrat; Second, Tyler Munford, Union County Advocate, Morganfield; Fourth, Joe Richardson, Glasgow Times; Fifth, Frank Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Lexington Herald-Leader; Seventh, W. W. Robinson, Paintsville Herald; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Williamsburg Republican; State-at-large, Victor R. Portmann, Kentucky Press, Lexington, and Chauncey Forgey, Ashland Independent.

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NATIONAL EDITORIAL  
1941 ASSOCIATION  
Active Member

MEMBER  
KENTUCKY PRESS  
ASSOCIATION  
ORGANIZED JANUARY, 1869

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### Wage and Hour Changes Studied

Resulting from conferences of NEA officials, state press association managers, and individual publishers at Jacksonville, Fla., with Assistant Administrator Harold Jacobs of the Wage and Hour Act, a committee is to be appointed to work out a method of relief for the smaller daily and weekly newspapers which find the present bill oppressive. One approach is toward an amendment to the present act and second, by seeking modifications to the existing interpretations of the present law as it applies to newspapers. A group of publishers is soon to be named by Roy A. Brown, who has been named chairman of the NEA legislative committee, to

work with Washington representative William L. Daley.

An economist from the Wage and Hour division is now surveying several daily and weekly newspaper plants in the midwest, seeking publishers' suggestions and reports on their experiences under the Act. His visit is distinguished from activities of inspectors, as his mission is to obtain an "over-all" picture, and has nothing to do with enforcement procedure.

### Let Your Readers Help

Editorials by readers is not a new method for inspiring interest in the opinions of the newspaper. But promoted and presented in a new package, editorials by readers can accomplish several ends. First, it gives voice to the responsible leaders of the community. Second, editorials by readers present a contrast to those written by the editor—in fact, they may violently disagree. Third, readers' editorials can be a fertile source of new thoughts about community improvements. And finally, it gives the weekly newspaper new stature as the forum of the community, inspiring more letters to the editor.

One publisher reports that he outlined a 10-week program merely by asking school teachers, ministers, office holders, day laborers, farmers, housewives to contribute. Another preceded an editorial feature with the title "What I'd Say If I Were Editor." Ads and news stories promoted the idea and invited contributions. These publishers have reported that many of their reader-written editorials were reprinted, and that it not only benefited their papers, but most of all, benefited their respective communities.

### The Stamped Return Envelope

Every sales letter, for subscriptions or advertising, should contain a business reply envelope. A weakness of postal card solicitation is the failure to provide this postage-paid method of sending back the order. Tests show that the "we pay the postage" envelopes are well worth the expense. Furthermore, in printing direct mail material for a customer, you can nearly always sell him printed envelopes by use of the above suggestion. If there is fear of having to pay postage on something besides a subscription, simply imprint on the back of

the envelopes this line: "To be used only for subscribing to the Blankville Gazette." That would stop most folks from making the paper pay postage on a letter to the editor. Also, use of color in printing the envelopes will help prevent this besides adding to the sales message. Any postoffice can furnish full details about obtaining and using a business reply permit.

### Makes Engravings Pay For Themselves

Pictures build circulation — but engravings cost money. How can you make engravings pay for themselves? This is how one small-town publisher does it:

First of each month, he takes his subscription list and his list of non-subscribers, picks out names of several families — about half subscribers and half non-subscribers. He and his son have ordinary cameras, and at their convenience they visit the families and snap group pictures. They enlarge the pix a bit with a home enlarger.

Then they use cuts of about three families a week in the paper.

Here's the profit angle:

People like to see their pictures in the paper. So this publisher writes the head of each family whose picture was printed, tells him the family undoubtedly wants extra copies, offers to send two dozen extra copies for \$1.00. If the person is a non-subscriber, the publisher offers to give him twelve extra copies free with a year's subscription.

Believe it or not, this publisher for six months has been getting more than the cost of the cuts back in sales of extra copies—to say nothing of adding a lot of new subscribers and building extra interest in his paper by using more pictures. He also prints a lot of family letterheads, using the cuts, and thus gets extra job printing.—*Circulation Management*

### Military News Offered

Major General Robert C. Richardson, Jr., director of the War Department Bureau of Public Relations has notified the Press office that the Bureau will be glad to furnish information on military subjects, needed by any KPA publishers. At the present time the keen public interest in military affairs, and the many important changes which have taken place within the Army, make it important for writers and editorialists to have easy access to authoritative information. The Bureau is equipped to provide factual data on military subjects.



*Special Editions:**Are They Worth While or Not?*

The arguments for and against special editions continue to grow with the fuel of the Association of National Advertisers opinion being tossed upon the fires of the "againsts."

The A.N.A. expressed the opinion that such editions are of little value to advertisers, and cut into appropriations intended for real selling effort. They appealed to publishers for "cooperation in helping conserve appropriations for legitimate and resultful campaigns which will prove of greater benefit in the long run to both manufacturers and publishers."

An editorial appearing in the *Emporia (Kan.) Gazette* of Feb. 12, 1940, was reprinted and circulated widely by the A.N.A. because it condemned editions which commemorate "some obscure event connected with the town, perhaps the anniversary of its founding, possibly the anniversary of a new industry or an old one. . . ." and said that such advertising "is literally gouged out of advertisers and does them no good. It is a racket, pure and simple."

Most special editions, according to the *Gazette*, are possible because "high pressure salesmen go out and hold up business men to contribute"; and the editorial adds, "That is not good newspaper business. It is blackmail, more or less politely veiled."

Special editions recognized as "good" are the Christmas and New Year's greetings issues which are merely institutional advertising and from which no merchant expects an immediate profit. As for the rest, publishers are advised to "stick to straight advertising that announces real bargains and keep out of fake newspaper promotion."

Classed as illegitimate advertising are any which are said to be "good for the town," complimentary to something else, or some incidental town event, special editions of all kinds and greetings to other merchants or other town institutions.

In a recent issue of *Graphic Arts Monthly*, Mert Smith took issue with the A.N.A. and the *Gazette*.

In the first place, Mr. Smith says, the *Gazette* editorial, upon which the A.N.A. based its opinion, was not "entirely applicable to the class of newspapers referred to as the rural press."

While admitting that special editions are often overworked, Mr. Smith

justifies the publisher's desire to obtain all the advertising he can, upon any and all occasions, by pointing out the fact that the business men with whom the publisher deals use the same methods in getting business. An example given is that of the young married couple who are overloaded with gadgets on "easy payments" without consideration of the groom's ability to pay. "Skilled salesmen play on the groom's emotions" and the merchants consider it good business.

Another form of merchandise practiced widely, Mr. Smith reminds the reader, is "leader" bait.

"It doesn't seem to me," says Mr. Smith, "that the hardheaded business man can be stampeded into buying worthless advertising nearly so easily as he can load young married couples down with unneeded merchandise."

Whether Mr. Smith's argument is proof or excuse is immaterial. He knows, as publishers do, that many editions are put out to meet financial difficulties, but believes such issues later are supplanted by worthy ones.

Regardless of justification for special editions, Mr. Smith states that where the newspaper donates liberally of costly space and effort in engineering an event for the local public good, in the benefits of which all businesses share, it seems fair that a portion of such expense should be underwritten by local business men.

Such issues are a mutual donation for the good of the community, Mr. Smith explains, because few special editions actually bring in enough money to increase the profits of the paper sufficiently to cover the extra time, labor, and material expense of publishing.

In conclusion, Mr. Smith says:

"The good rural publisher does more for his community than almost any other individual in it, and often gets paid less. His worth is equal, at least, to the banker's, but few publishers are able to live like bankers. If such publishers can 'square' special editions with the conscience—can honestly promote them as contributions to the community welfare—can sell them to local business men on that basis—then I think they are justified in their efforts."—*Graphic Arts Monthly*.

*Special Editions*

Is it wise to employ special edition men in publishing special editions? Most publishers have had experience in

writing, editing, and selling advertising for special editions, and many agree that it is better to handle the special issue entirely within their own offices. When additional help is needed, they hire someone from the home community, or even obtain the co-operation of some local group to back the special edition. Also, bringing in outside promoters too often results in the use of high-pressure salesmanship, damaging future advertising goodwill and prospects.

*Linotype Company  
Introduces Corona*

To make available a newspaper body type that provides maximum visibility, or color, and which at the same time helps to conserve newsprint by saving space, the Linotype Company introduces Corona, the newest member of its Legibility Group.

"While the new Corona incorporates all of the basic legibility factors of other members of the group," says C. H. Griffith, Linotype vice-president in charge of typographic development, "it offers a higher unit count than many faces of comparable size, but still is not at all a condensed face.

"The lower-case characters of Corona have been designed for maximum height, and all of its characters have been fitted to compensate for stereo shrinkage, with the result that to the hurrying reader the face seems really larger than it is."

Presented here is a brief showing of 7½-point Corona on an 8-point body.

HERE is a brief showing of 7½-point Linotype Corona. Modern man cannot be served by a tool that is just good enough or a little better than pretty good. The good tool must do all that man can demand

*Louisville Publisher  
Begins Duty With Navy*

Barry Bingham, publisher of the *Courier-Journal* and the *Louisville Times*, has reported for civilian duty at the Great Lakes Naval Training Station, pending an expected appointment as a commissioned naval reserve officer, associates in Louisville revealed Monday, May 10.

During the publisher's absence, Mark Ethridge, general manager, will have charge of the two Louisville newspapers and Radio Station WHAS, it was stated. Mr. Bingham is expected to be in the intelligence service of the navy.



*Wachs Elected Director of SNPA*

Fred B. Wachs, general manager of the Lexington Herald-Leader, was elected a director in the Southern Newspaper Press Association at the close of the annual meeting held in Edgewater Park, Miss., on May 20. C. M. Manship, publisher of the Baton Rouge (La.) State Times And Advocate, was elected president.

*Anniversaries Make Business*

Do you have a list of the anniversary dates of each merchant in your town? A barber who had been manipulating razor and scissors in the same town for 25 years was recently sold a page ad by his progressive publisher. An interesting news story about the barber's experiences together with his picture aided in selling the page and in pleasing this merchant. Another publisher sold a double-page spread to an insurance agency observing its tenth anniversary in business. There is no limit to possibilities in this field. Large department stores are not the only prospects. Your blacksmith, carpenter, florist, taxi driver, and auctioneer are just as proud of the fact that they have been in business for 20 years as your banker and clothier.—*P.N.P.A. Bulletin*

*No Censorship Now, None Contemplated, Unless We Become A Belligerent*

The editor of *Editor & Publisher*, blasts widespread current rumors concerning censorship of the press in the United States.

Two entire days of this column's time this week were spent with newspapermen and public officials concerned with questions of national defense and where newspapers fit into that picture. We were present as an "official observer"; both sessions were executive, but absolutely no restraints were laid on this writer by either publishers or officials.

To speak frankly, it was our impression that the group of twenty-one newspaper editors, publishers, and news service representatives who attended the meetings came with the idea that censorship might be the reason for the assemblies. They left with the thought that no censorship of any kind is contemplated by any responsible member of the national administration, so long as the United States does not become a belligerent. In the latter case, a voice

which speaks with authority in both newspaper and government circles assured them that any censorship would be entirely voluntary and that public opinion would be depended on to take care of newspapers which disregarded the nation's best interests.

We can't make that too emphatic—no censorship is now in force and none is contemplated, so long as the United States is not a belligerent.

Cooperation requested of publishers recently by Secretary of the Navy Knox is not regarded by the Navy Department or any of the publishers with whom we have been in contact as a censorship measure. It was a request that information which might be of value to a potential enemy be kept from potential enemy eyes. It is information which patriotic people who wish to follow the country's preparedness closely would read with interest; but at the same time it is information that is in no way essential to their daily life of future freedom of action. Colonel Knox, it will be recalled, asked newspapers to use caution in printing news of new construction for either land or sea purposes, new inventions and the movement of ships or troops. Reasons for these requests were made clear to the repre-

sentative group which spent Wednesday afternoon at the Navy Department. It developed that the lines suggested in Colonel Knox's letter of December 31, 1940, were being followed by many newspapers prior to that time. And the discussion also brought out that since that date several newspapers have printed news, and that the wire services had carried stories which ultra-discreet editing might have regarded as revealing information better kept quiet.

Neither of the armed services has any machinery for enforcing this procedure suggested by Secretary Knox. There is no disposition to blame newspapers for printing authentic information obtained by legitimate newspaper methods, even when authorities believe that publication was bad from a national publicity standpoint. It is believed that Secretary Knox, from his years of newspaper experience, holds it is up to government to police its own grounds, if the Army and the Navy don't want information to reach certain eyes and ears, they must take every care that it does not become known outside of its proper boundaries.

There comes a time when we suddenly seem to gallop into old age.  
We'll Meet You At The Cave!

## FOR Solid Slugs and Better Faces

Micro-Therm, Linotype's exclusive precision heat control for metal pots, has set higher standards for slug quality. Close control of heat, both in the crucible and *at the mouthpiece*, assures more solid slugs, better printing slugs. Micro-Therm reacts to a temperature change of two degrees.

Modern printing offices have found that Micro-Therm saves them money on their power bills and in their maintenance.

Micro-Therm is standard equipment for new Linotype electric pots—is applicable to machines now in use. Ask your Linotype man about—

### LINOTYPE MICRO-THERM



*Linotype Vulcan Bold and Baskerville Bold*



# HOW TO KEEP TRADE AT HOME

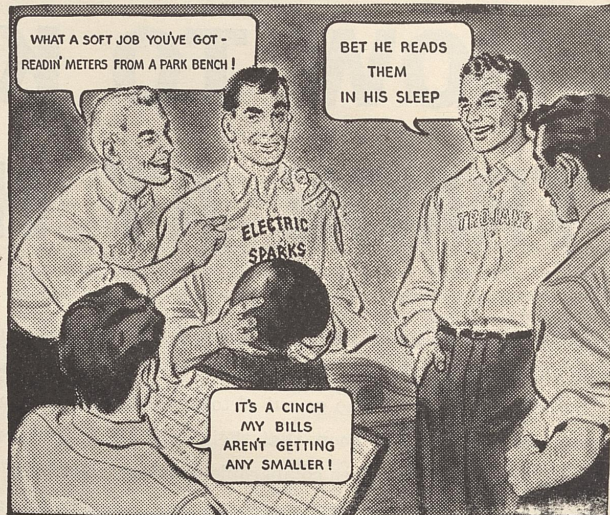
Actually, not so many years have passed since Grandad and Grandma used to hitch up Old Dobbin and go into the big city to do their buying. Nowadays, of course, instead of being forced to go out of town to shop, people in almost every community can buy locally. They know that their local chain stores not only offer top-quality merchandise at low prices comparable to those elsewhere, but have inspired other merchants to step up their merchandising, advertising, and sales promotion. All this encourages people to stay at home and shop, and to spend in their local communities money that otherwise would be spent out of town.

In addition, millions of Americans—as well as many impartial trade studies—are authority for the fact that chain stores save customers as much as 10, and on many items as high as 25 per cent. With these savings, people purchase other goods and services. They stretch their incomes to cover a wider variety of food and clothing and furniture and other needs and comforts. They pay doctors' and dentists' bills.

Thus in a variety of ways, mass distributors help materially to keep money at home and at work in the community. They help raise the whole community's standard of living. They join with newspapers and other civic institutions in contributing to a better life for the people of your town.

**THE GREAT ATLANTIC & PACIFIC  
TEA COMPANY**





## “They thought they had me on the spot!”

**Y**OU see, I work for the electric company, and the boys were joshin' me about their bills. When I tell 'em rates have gone down, they say, "Well, then, why don't our bills go down?"

"Now all those fellas the other night had paid money to bowl and some of 'em paid for extra games. Yet they didn't give it a second thought. I suppose because they could see what they were gettin'. It would be the same if they bought an extra pack of cigarettes or an extra tank of gas. But electric service, that's different. When they want to do somethin' nice for their wives they go out and buy some kind of electric appliance to make the housework lighter. Or they buy an electric razor for themselves. They and their folks get plenty of comfort and pleasure out of those gadgets. But when the bills come in they sometimes forget how much service they had for that money.

"The reason that some bills don't go down is that a good many families use a lot more elec-

tricity than they used to. There isn't one of the boys who doesn't have electric light, a radio, a washing machine and a toaster in his home, and most of 'em have electric ice-boxes and vacuum cleaners, too. Yet it doesn't cost 'em much more, if any, to operate all those things than it used to cost for light alone, because rates have been cut just about in half during the last twelve or fifteen years.

"If we could sell electric service by the pound or by the quart people could see what they were gettin'. They'd realize how much electric service they use and how many jobs it does. And they'd appreciate how much less electricity costs now than it used to.

"It gives me a lot of satisfaction to be in a job where I'm helpin' people get more of the good things of life. All the other boys at the plant feel that way, too. We know people depend on us to give them better service for less money, and that's just what we aim to do."

**KENTUCKY UTILITIES COMPANY**

INCORPORATED