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UNIVERSITY OF KENTUCKY  
Kentucky Press



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

*November, 1941*

Volume Thirteen | Number One



# Personal Calls Best Method For Building Circulation

By Ed C. Coman  
Oregon Publisher

Circulation is no Topsy . . . it doesn't "just grow." It takes steady, regular subscription work to make the grade—a definite program for obtaining new subscribers and following up expirations. The system need not be complicated or expensive, but it must bring results in cold cash.

Oregon publishers report personal solicitation as the most effective means for circulation building. Two-thirds of those answering a recent questionnaire rated it best for obtaining new subscribers, and 57 per cent gave it top spot for holding old subscribers.

Personal solicitation, then, should form the background of any circulation building program. Whether the work is done by the publisher, by an employee serving part time in another capacity, or by a fulltime circulation worker, the important thing is to have someone make the calls.

The solicitor should be able to contact an average of thirty homes a day in town and twenty in the country. Even on a two-day-a-week basis, this could result in 2,400 calls a year.

The method of paying subscription solicitors is important. Oregon newspapers seem fairly consistent in payment for new subscriptions, the going rate to solicitors in nearly every case being 50 per cent. For renewals the range runs from nothing to 50 per cent, the average being about 30 per cent.

Other methods of obtaining new subscriptions were distribution of sample copies, gratis subscriptions, contests, professional subscription workers, and special offers.

Several publishers reported giving gift subscriptions to all newlyweds, a method which in one case added about fifty names a year, a large percentage of which were renewed. Another gives each student away from home to university or college a gift subscription. Still another offers an opportunity to give a friend a short-time gratis subscription with each renewal.

The questions of contests and professional workers met with varied reactions in the survey. As effective means of obtaining new subscribers, they re-

ceived a good rating in many cases. However, publishers who rated them only fair, poor, or completely ignored the query, predominated.

Unquestionably contests and professional solicitors bring results in immediate circulation cash, but subscriptions obtained under pressure of competition or by high-powered salemanship are usually not renewed at expiration. All too often such methods leave the newspaper with a black eye for its trouble.

Bargain offers come in much the same category, in that they bring flashy but unstable results. Long term offers did not receive a very high rating, but will sometimes supply the necessary inducement to land a tough prospect. The method at least has the redeeming feature of making the subscription fairly permanent.

Free classified ads to subscribers was another special offer reported as being effective in gaining new circulation.

Renewals are the source of steady circulation income. Many strong weeklies can average more than \$100 a week from this source. Others can count on \$50 or more. In fact, many publishers count on deriving about 22 per cent of their income from renewals and new subscriptions. To accomplish this, a definite, well-planned follow-up routine is essential.

Practically all Oregon newspapers observe the basic principle of renewal collections by giving advance notice two or four weeks before expirations. In many cases this notice is in the form of a formal statement; in others, a penny postcard. Follow-up programs consist of additional statements and then a letter before the paper is stopped.

Business reply envelopes, such as those that may be stapled to papers, provide a simple but effective system of follow-up. Not only do they make it easy for the subscriber to renew, but they also provide a point-of-sale medium that gives enough copy area for effective sales presentations.

One Oregon newspaper uses a series of three of these business reply envelopes with very satisfactory results. The first, labeled "Hurry," is stapled on the paper the first of the month in which the subscription expires. If this fails to bring in

a renewal, the second, labeled "We Gotta Know," goes out the week before expiration. This envelope calls attention to the fact that only one more paper will be forthcoming, and offers the alternative of sending in renewal cash or promising to pay by a definite date. If this still fails to work, the final envelope is attached the next week, with the copy headed: "No foolin', your subscription has expired—and this is the last issue that will be mailed you."

Fifty-four per cent of those answering the questionnaire reported no definite time for cancellation after expiration. Ten per cent of the papers reported stopping the papers immediately after expiration (most of these being dailies). Fifteen per cent cancelled after a month; 7 per cent after two months; 15 per cent after three months; 12 per cent after six months; and 7 per cent after a year.

A definite time for stopping papers after expiration puts subscription collections on a business-like basis and is essential to any follow-up system.

Experience indicates, however, that it doesn't pay—in dollars and cents—for a weekly publisher to stop a paper right after expiration. Carrying on after expiration gives the publisher an opportunity to do effective follow-up work and avoids offending many subscribers. A definite time, however, should be set and observed. Again, experience indicates that the longer an arrearage stands, the less chance there is ever to collect.

Long time rates, contests, and premiums met with little favor at the hands of Oregon newspapers. As in the case of new subscriptions, long time rates are not particularly effective in obtaining renewals, but do cut down the expense of handling subscriptions and may be justified on that score. Contests and premiums bring in renewals, but often prove expensive collection methods.

Metropolitan newspapers are using more and more pictures, and one of the best ways for local papers to meet this competition is to feature more local cuts. Many papers in the state are adding news cameras to their equipment and brightening up their pages with news and human interest shots. These papers report that this is proving itself in increased reader interest and some new subscription gains.

Cash-in-advance—a magic drug—means \$\$\$ in your cash box and plenty of relief from circulation headaches.

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*Ninth District Group Endorses Sesquicentennial Plans*

Even the inclement weather could not keep a large number of ninth district editors away from the Levi Jackson State Park, London, November 8. Problems concerning shop, circulation, and advertising were discussed at the round-table that afternoon. President and Mrs. Russell Dyche were hosts to the delegates at luncheon. Harold A. Browning, Whitley Republican, district committeeman, presided at the meeting. Resolutions adopted included indorsement of the Kentucky sesquicentennial celebration and a recommendation that the association state publicity campaign be continued.

*Latest Linotype Installations*

The Louisville Courier-Journal and Times recently installed five new Blue Streak Model 31, equiped with mould wheel containing six 24½ pica moulds. The Armored Force News, Fort Knox, installed a Model 8 equipped with 7½, 10, and 14 point Excelsior with Memphis Bold. The Standard Printing Company, Louisville, installed a Blue Streak 31 with quadder, and twenty-seven extra fonts of type. The Somerset high school printing department installed a Model Eight.

*Clipping Bureaus Will Pay Full Price*

Clipping bureaus will pay full price for newspaper subscriptions if the newspaper stands pat on no reduction. At least this is the experience of a prominent Illinois weekly which made a house cleaning recently.

One clipping bureau had been paying at 50 per cent of the regular rate, which was unfair to the local loyal subscribers, not to mention the other clipping bureaus that paid 85 per cent and 100 per cent of the regular price.

Carrying unfairness to its nth degree was the bureau in the east that received three copies every week, al free, simply because "the name of your newspaper will be laid upon the mahogany desk of the nation's outstanding executives."

In every instance the bureaus complied and paid in full when the demand was made. Of course, the newspaper was, in the first place, a good one. In the second place, the letter mailed to the bureaus was no plaintive plea for the full price, but a sales letter giving reasons why the paper was worth every cent asked.

If you're giving any bureau your newspaper free of charge, you're not playing square with your paying subscribers, including the other clipping bureaus that are willing to pay. The fact that newspapers wil give one bureau the paper fre will lead to the others asking for the same treatment.—The Illinois Editor.

*High School Press Association Meets At University*

The members of the Kentucky High School Press Association met for their seventeenth annual meeting at the University, November 28-29. A full program of work tables and round tables kept the 330 delegates busy. More than 45 schools from every section were represented.

*James Alverson, Printer For 65 Years, Dies At Harlan*

James Alverson, 74, a printer since he was 9 years old, died at his home in Harlan, November 16. He had been connected with the Enterprise Publishing Company since 1932, coming from New York, where he had operated a printing business. A native of Richmond, Ky., he is survived by his wife and a sister, Miss Rose Alverson, Richmond, and a brother, Jesse, Lexington.

*To Perk Up Your Ears*

Some suggestions from Prof. Thomas F. Barnhart of Minesota on subjects which can be effectively presented in the front page boxed "ears" of newspapers as follows: (1) Total circulation of preceding issue. (2) Newspaper's telephone number. (3) To boost reader interest in classified ads. (4) To show number of page containing leading feature. (5) Slogan of newspaper or community. (6) To promote community and paper by publishing facts about them.

*Community Calendar*

To facilitate the scheduling of meetings in the community without conflict in time or place, a group of western papers has established a public calendar service. Everyone in charge of arranging any kind of public meeting in the county is invited to teleprone the newspaper office to have the engagment listed on the calendar and to inquire concerning the dates and places of meetings already arranged. The calendar is not published but is available at the office at all times

Its purpose is to eliminate conflicts in dates of public meetings, entertainments, and social events. The plan has a two-fold value, first, as a tickler for future news stories, and second, as a goodwill builder.

*Headlines Over Legals*

Favorable comments of lawyers and readers are being made to the *Littleton (Col.) Independent* since it inaugurated a plan of putting a live head on each public notice. The effect of the plan is that the public at large is more conscious of the value of public notices. It may have a very beneficial effect on legislators when attempts are made to curtail legal notices. Here are a few sample headings used: File Comstock Estate Bills April 22; L. M. Butcher Estate to Settle May 6; To Sell Track Lots April 20; Clear Title on Lots Northeast of Loretto; To determine Owner Windermere Home. Heads were set in 18-point boldface type.

*Paper From Castor Oil Pulp*

Pulp of the prolific castor oil plant may be used for making newsprint if experiments which are soon to be made in Texas are successful. These tests with the pulp wil be made at the new paper mill that is being constructed at Lufkin, Tex., at the mill of the Champion Paper & Fiber Company, and at a paper mill in Savannah, Ga.

It has already been demonstrated by chemurgists that different kinds of paper can be made from castor plant pulp, but there are some phases of the experiments which are still to be worked out, it was explained. Test plots of castor oil beans were planted in east Texas during the last session and they gave almost fabulous results in size of plant and yield of beans.

Similar experiments were conducted in the lower Rio Grande valley, where fine results were also obtained, it was stated.—*Publishers' Auxiliary*

*1941 Chronology*

Sometime sit down and enumerate the many events which have transpired during this past year. Then check through your morgue. No doubt you have cuts for many of these happenings. For the last issue in December devote a page or two to a chronological review of the news for the year. And be sure to cover sports and important civic functions in addition to outstanding news stories.

B.C. 2-18



# 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

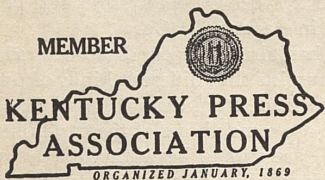
Vance Armentrout, Louisville Courier-Journal (Third), Chairman; First, Joe LaGore, Paducah Sun-Democrat; Second, Tyler Munford, Union County Advocate, Morganfield; Fourth, Joe Richardson, Glasgow Times; Fifth, Frank Bell, Trimble Democrat, Bedford; Sixth, Fred E. Wachs, Lexington Herald-Leader; Seventh, 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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Volume Thirteen, Number One

Twelve Years Old; Going On Thirteen

With this issue, the Press enters into Volume Thirteen.

Twelve years have passed since the Press made its timid offering to the newspapers of Kentucky. During this time the editor has endeavored to fulfill the obligation that is expressed in its slogan, "Published in the interests of community journalism— of, by, and for the Kentucky newspapers." We are proud and happy to know that these efforts have borne some fruit. We thank our many friends for their expressions of commendation and confidence that have been extended to us during this period. We are thankful that these ef-

forts are reflected in the community press of the state.

These twelve years have seen a vast improvement in the format and content in the community press, not only of the state, but of community newspapers everywhere. They have seen a vast improvement in the format and content, in typography, in make-up, in news-writing, in editorial content. They have seen the editors turn from the slipshod methods of yesterday to the clean-cut attractive, interesting, inspiring press of today. Equally as great, if not greater, they have seen the press turn from the "pants-pocket bookkeeping" of yesteryear to efficiency in all phases of practical business administration. The day of the "C. O. D. printer-editor is rapidly passing.

However, there is one improvement that MUST be made today in our community press, perhaps the last frontier. The editors must have the courage of their convictions and MUST raise their rates, both circulation and advertising, to a cost-plus level if they are to survive. Higher taxes, social security, higher costs of material and equipment, and many other factors surely make the editor realize that he MUST take this decisive step at once. There is no alternative if many of our community newspapers are to survive. The community newspaper MUST stand on its own initiative, not as a poor adjunct to a job shop as so many newspapers today exist.

These twelve years have also seen a new and highly important development that, not only has been a factor in the improvement of the community press in many states, but augurs well for the future. This factor, the central office or the field manager, is firmly established in 28 states of the union with five more establishing this movement this fall, 33 in all. This state can look well into its possibilities and potentialities.

For the thirteenth time we reiterate our pledge: We will do all in our power to promote community journalism and to serve the interests of the newspapers of the state to the best of our ability.

### The Association Meeting

One of the greatest privilege and freedom accorded is that of owning and operating a newspaper. The editor is bound to no man, his only dictator is his conscience, and his is the power to do good in his community which

should be the best community on earth. But he has a duty to himself, to his community. He must not remain stagnant; he must assimilate new ideas and practices and put these into operation to keep abreast of the times and to keep his newspaper up to date. He has another privilege, however, that is accorded to a few—that of taking active participation in a press association, of taking part in its deliberations, of hearing new ideas and practices. If a newspaper is worthy of the name, its editor should strive always for the common good—to make his newspaper worthy and better. If he remains outside the ranks, he is doing himself and his newspaper unrepairable harm. He needs the association; the association needs him. Every state newspaper should be a member of the Kentucky Press Association; every editor should attend the mid-winter meeting in January. Will YOU be there?

### New P. O. Ruling

The Post Office department has recently ruled that newspaper advertisements may be permitted the use of "business reply" mailing without prepaid postage. Newspaper copy may carry the printed address of the advertiser on a coupon or otherwise, and prospective customers are permitted to clip that part, paste it on an envelope and drop it in the mail without postage. A guarantee that postage will be paid by the advertiser must be carried with the published address.

### What Kind. Do YOU Use?

An Illinois publisher tells of his peeve. It's the method of wrapping papers for distribution in old handbills, printed newspapers, and other refuse found about the office.

"I'd as soon send out an unshaven salesman in dirty overalls," he told his fellow publishers in a recent issue of the *Illinois Press Bulletin*.

### I. Q. Home Town Quiz

Five questions reviewing facts, well known people, and community history with one question relating to the reader's knowledge of the paper, are asked by each issue of the *Glendale (Calif.) News Press*. The feature, entitled "I. Q. Home Town Quiz," has greater reader interest while subtly boosting the community of and newspaper. Subscribers write and even call to suggest questions which will lead to a better knowledge of the community.



*Committee Arranges Program For Mid-Winter Meeting*

Program having a defense flair was arranged for the January 8, 9 and 10 meeting of the Kentucky Press Association at the Brown Hotel, November 21.

The program committee consists of C. A. Hummel, Jeffersontown Jeffersonian, chairman; President Russell Dyche, London Sentinel-Echo; Secretary Curtis Alcock, Danville Advocate-Messenger; E. B. Goodman, Elizabethtown Enterprise; A. S. Wathen, Kentucky Standard, Bardstown; J. M. Willis, Brandenburg, and Vance Armentrout, The Courier-Journal.

Speakers at the January meeting will be Roy Howard, National Editorial Association, London, Ohio; Mrs. Nellie B. Vaughn, Bardstown, director of state parks; George Artle, St. Louis, former deputy United States public printer, who will speak on priorities for the printers; Miss Lillian Russell, publisher of the Russell County Baner, Russell Springs, who will talk on "A Country Editor's First Year."

Tom Underwood, editor of the Lexington Herald, will talk on "America Owes Its Liberty to the Press." Victor R. Portmann, University of Kentucky, Department of Journalism, will report on the National Editorial Association Council meeting, and Harry Waterfield, of the Clinton Gazette, vice president of the association will report on the uniform interpretation of publicity laws.

*Carriers For Daily Newspapers Will Sell U. S. Defense Stamps*

Kentucky daily newspapers started a movement to sell United States defense stamps to subscribers through volunteer efforts of their carrier boys.

Jasper E. Rison, circulation manager for the Louisville Courier-Journal and Times, expressed belief that Kentucky papers were the first in the nation to take statewide action, although the idea was originated by the Philadelphia Bulletin.

It is planned to begin sales early next month after the plan has been explained by each participating newspaper.

Alvis Temple, editor of the Park City Daily News at Bowling Green, was named state chairman and Jerome Conroy of the Owensboro Messenger and Independent was appointed secretary. Appointments were made by Fred Varga, country circulation manager of the Courier-Journal and Times, as

acting director of the Central States Circulation Managers Association.

Plans for the sales were made at a luncheon sponsored by the Courier-Journal and Times and The Lexington Herald and Leader. Rison and Lisle Baker, secretary-treasurer of the Courier-Journal and Times, explained details. All daily papers were represented directly or indirectly.

T. L. Adams, circulation manager of The Herald-Leader, said the Lexington and Louisville papers had agreed to place their carrier organizations outside of their respective home towns at the disposal of other Kentucky dailies to widen the distribution plan.

For example Adams explained:

All of the Herald-Leader carriers in another town would draw their stamps from the office of the local daily newspaper and that paper would record the stamp sales of both its carriers and those of The Herald or Leader.

Carriers are to sell 10-cent defense stamps, and when a purchaser has filed an \$18.70 album, he may obtain a \$25 defense bond in exchange for the album and five cents. Each carrier selling the equivalent of one \$25 dollar bond will receive a bronze pin from the Treasury Department.

Temple said he program had these advantages:

"It undoubtedly is a great opportunity to aid the cause of national defense. It is an excellent opportunity to save something from the defense boom. It is a chance as never before to do a good selling job. It is a chance to prove the carrier salesman is not the hoodlum which some well-meaning but terribly misinformed reformers believe."

Lawrence Hager, publisher of the Owensboro Messenger and Inquirer, saw in the program an opportunity to bring into private homes the realization that "sacrifices are not all made by military men."

Recalling the Liberty Loan bond sales during the World War days, Col. C. F. Forgey, publisher of the Ashland Independent, said:

"We had fife and drummers as the spirit of '76. We had quartets that went about and sang. We had speakers and county organizations. This time it seems to me we have gotten off to a poor start."

However, he thought "the method of having carrier boys sell stamps is a fine one," adding, "think we are in this war now and the sooner we realize it the better."

*McLean County News, Calhoun Suffers Severe Fire Damage*

Flames swept through the office of the McClean County News, Calhoun, November 29, as Editor W. G. Collins was preparing to go to press with a section of his fifteenth anniversary edition. Damage was estimated between \$7,000 and \$8,000.

Collins discovered the blaze as he returned to his office from his living quarters in another part of the building. Falling embers from an open grate were believed to have caused the fire. The linotype and other equipment were removed after slight damage, but much of the editorial material for the special edition was lost.

Editor Collins was given a three-column story recently by the Louisville Courier-Journal as Kentucky's oldest newspaper editor as he was making plans for his anniversary edition.

A pioneer in urging organization of farmers, he published the Unionist at Henderson, Ky., long before the turn of the century. He later published farm and labor journals at Owensboro. Following that he published the Green River News at Sebree, Ky., and then moved over to take over the Calhoun paper.

Although never a candidate for a political office, he was twice appointed political judge, and was very well acquainted with many political leaders. His shrewd political observations were often relied upon by many office seekers from Kentucky.

Mr. Collins probably stands out best in his editorial columns. Through his vigorous editorials, he assisted in getting better county roads, a vehicle bridge and new water filtration plant.

When asked when he planned to retire, Mr. Collins replied, "I guess it'll be when Gabriel blows his horn."

*W. P. Williams Buys Ledger And Times, Murray*

W. P. Williams, publisher of the Paris Post-Intelligencer, daily newspaper at Paris, Tenn., has taken over the management of the Ledger and Times, weekly newspaper at Murray. R. R. Meloan, for four years owner and publisher of the Ledger and Times, lately announced the sale of his interests in the paper because of bad health. He has been associated with the local paper for thirteen years and has been in the newspaper business for thirty years. Meloan is a brother of Perry Meloan, newspaper publisher of Brownsville.



*Free Publicity For The Movies?*

Do you honestly believe that a 'blurb' on some movie star is more interesting to the average housewife than the fact that she can buy the children's shoes at a saving this week? You wouldn't think of running the latter item free.

Yet frequently a theatre will buy a six inch ad and furnish the publisher with a 3x10 mat for him to run as "news".

It isn't news. It is free publicity for motion pictures and the local theatre. Motion picture producers do not spend money with your newspaper to advertise their films, but they do spend thousands of dollars yearly in creating "publicity" which you are supposed to run free of charge.

You'll seldom lose an advertising account because you refuse free publicity, if your newspaper is actually a good advertising medium. Some local firms may hold out for a while, but when they find that their businesses suffer from not advertising, they will come back into the fold.

The next time your local theatre man hands you a mat, why not sit down and talk the matter over with him? If your rate is 25 cents, and he gives you a four-inch ad along with a 24-inch mat (which is not an exaggerated view), it will take only a few minutes to show him that he is asking for a three cent rate, which is ridiculous. He'll probably say that you "have to fill up your space" with something, and that people are interested in the movies. You might ask him what he does with the empty seats when he doesn't have a full house. Does he give them away?

Instead of running movie mats, why not fill that space with a local historical feature every week? That is one thing that everybody is interested in. In fact, when you get well underway with your stories, tips will come into the office faster than you can print them.

At the end of the year, you will have compiled, set into type and possibly matted enough material to publish a first-class county history. And there's certainly no law against selling advertising in such a publication. As a matter of fact, it is being done every day by alert editors.

Try the historical feature idea and you'll find that all through the year you will have made your newspaper more interesting for your local readers,

which is enough within itself; but you will also have made available to yourself a channel for additional revenue.

*Cooperation With Agencies*

Suggested by the *Canadian Weekly Newspapers Association Bulletin* are these several ways in which weekly newspapers can cooperate with agencies and advertisers:

Sell newspaper advertising constantly.  
Answer letters promptly.  
Render bills correctly and promptly.  
Send checking copies and tear sheets promptly.

Be careful in makeup.  
Watch your presswork.  
Don't knock your competitors.  
Eliminate free advertising publicity.  
Get correct viewpoint on national business.

Adhere to your rate card.  
Get merchants to recommend your paper.

Combat substitution.  
Get "tie-up" advertising.  
Cultivate closely the local merchant, jobber and distributor.

Take advantage of advertising brands in local advertisements by bringing them to the attention of advertiser and agent.  
Supply information about paper, territory, and markets.

Don't sell goods—sell your space.

*Won't Make Promise He Can't Keep*

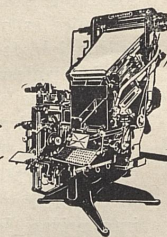
A Baltimore printer writes the following: "We have learned long since that buyers of printing, almost to a man, expect the printer to deliver a job when promised. We know, too, that a printer's failure to do this merits a verbal punch in the nose. That's why we deliver on time. Believe us, we'll turn down a job rather than make a promise we know in advance we cannot keep."

You'll find this printer's advice the surest way of keeping confidence—and profits—up.

*Pied Page Pays Off*

Working on close schedule with a deadline to meet, an Arizona paper once capitalized on misfortune, gave its readers something extraordinary, and saved the day. With the regular printers out of town, the editorial staff tried to do its own printing, forgot to lock a page and it was pied. In a hurried trip to a neighboring town to have the copy reset, the messenger encountered a river flood, his car became submerged, and the copy floated downstream. With the deadline at hand, the staff threw the pied type into the form with a box explaining what had happened and notice of a novel pi contest. To anyone able to make an intelligent story from the pied page, a prize of \$5.00 was offered.

**Display**  
or straight  
matter



"Our operators are speaking very highly of our new Blue Streak," writes a publisher of a mid-western paper. "Its ease of operation is remarkable. The feature which is outstanding is the ease with which it is able to handle larger display type, even though it is an excellent straight matter machine. Another feature is its low cost of operation."

Such comment is typical of every Blue Streak installation. Blue Streaks are efficiently filling every composition need from straight matter to intricate display.

Its versatility, simplicity and speed makes a Blue Streak Linotype one of your most profitable investments. Ask your Linotype representative.

**BLUE STREAK LINOTYPES**

*Linotype Electro and Spartan Black*





# Confidence

**B**ACK in 1859, a pioneer farm-paper publisher took the first major step toward winning reader-confidence in advertising. He announced that his journal would exclude "deceptive advertisements, also those persons who are not reported to perform what they promise." Thus began the truth-in-advertising movement which has engendered such faith in advertising that today advertising is an indispensable part of our business system.

It was also in 1859 that the first A&P store was opened. From it has developed the chain-store system of mass merchandising—today so vital a link between mass production and mass consumption. From it have stemmed many major advancements which have helped build consumer-confidence in retailing.

It is an interesting coincidence that two such significant events occurred in the same year.

Chain stores utilize many types of resultful sales promotion, but truthful, believable newspaper advertising is the major implement in their modern merchandising.

A community's prosperity depends upon the confidence people place in their newspaper advertising and in their stores. Newspaper advertising that stimulates business because people believe it and are guided by it . . . plus honest merchandising that always gives guaranteed full value—these are the twin engines driving any community's business machine.

1859 is indeed a red-letter year for advertising and merchandising—and for every family depending on them for the goods and services necessary to a continually rising standard of living.

## A & P FOOD STORES





# How

## *Electricity now*

*gives you twice as much for your money*

### **TWICE AS MUCH ENTERTAINMENT . . .**

You and your family can now enjoy your radio to your heart's content . . . . Today it costs you only half as much for electricity as it did in the days 'way back when radio was a static-screeching wonder.

### **TWICE AS MUCH HELP . . .**

Today there are electric appliances that make short work of the hardest household jobs. And this story has a happy ending; with electric rates cut about 50% you can take advantage of these helpers at half what it would have cost you 10 or 15 years ago.

### **TWICE AS MUCH LIGHT . . .**

You can enjoy twice as much light today as you did 10 or 15 years ago for the same money. Your bill probably has not come down because you are no doubt using many more electric appliances than you used to.

### **TWICE THE CONVENIENCE . . .**

Twice? Much more than twice! You'll agree there is no convenience that gives you so much for so little as electricity. Much of the credit for this goes to the employes of your electric company . . . . the people whose constant aim is to give you better service at lower cost.

**KENTUCKY UTILITIES COMPANY**

INCORPORATED

