

*The*  
Kentucky Press

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Journalism - - Of, by, and for  
Kentucky Newspapers

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## Newspaper Linage Losses Are Our Own Fault Alone

Saxon W. Holt, Jr.  
Virginia grocery advertising manager.

Radio has taken a terrific toll of newspaper national lineage, even to such an extent that last month I was amazed to hear J. I. Myerson, of *The Daily Oklahoman*, conclude a striking analysis of the use of newspapers by stating that, as compared with radio, "national advertisers are using newspapers today as a supplementary basis, rather than a primary medium." He backed up his statement with some of the most specific and convincing statistics that I have

If you publishers choose to disagree with Mr. Myerson, I suggest you dust off some of your ten-year-old ledgers and compare your national business of today with that of 1929. Then, if you are still doubtful, tune in on one of your radios some night during the week. Metropolitan daily or country weekly, it's much the same, and a lot of local business has followed suit.

I have no single panacea of offer for newspaper lineage ills. Yet when such questions as, "What is the matter with newspapers?" "Can't newspapers do a job for the advertiser?" "Why have newspapers lost lineage during recent years?"—when questions like these are propounded, and we diligently seek an answer, I am of the opinion we will find something very practical to think about if we turn the searchlight of inquiry on the experiences of buyers of newspaper space.

That advertisers are unanimously enthusiastic about newspaper advertising is a fallacy that only newspapers like to indulge in. This is not a strange condition; it is quite understandable.

Many of those familiar with the American press of today say that too often it attests strikingly the accuracy of the old adage concerning the shabby age newspaper is exceedingly busy advertising the business of everybody but itself.

I am afraid that for too long the press has had so exalted an opinion of the power of the press that it has failed to see beyond its nose, and that modern, progressive, energetic competition has come into the field and taken full advantage of the situation. Newspapers find themselves now in a similar position to what the railroads found themselves

in a few years ago. They resented tremendously the loss of business to freight trucks and busses; and when, with much weeping and wailing and gnashing of teeth, they cried to a jolted, cinder-coated, and uncomfortable traveling public, they found only a deaf ear! Then, and only then, did they realize it was absolutely necessary to set their own house in order.

Do you consider the newspaper industry has kept pace with modern science? If you do, compare the appealing art work and brilliant color of the Coca Cola advertisement on the back page of last month's *Time Magazine* with the eye appeal of the currently smaller black-and-white Coca Cola ad now running in a number of your newspapers. Compare with this same copy, if you will, the striking color advertisements of the popular drink you now find featured on the billboards. Or tune in on your radio and recall how the reception has improved in the last five years. Then finally, if you please, dig up a copy of your paper of forty years ago and notice how a great many of today's newspaper advertisements are very similar to those that ran in the gay nineties.

As lacking in eye appeal as are the majority of today's newspaper advertisements, there is much that can be done with the equipment found in the average newspaper plant to improve greatly the pulling appeal of present-day newspaper copy. And remember that with the tremendous amount of advertising of all kinds directed from every angle at the individual, an ad these days must have eye appeal to make an impression.

Probably the biggest single cause for mistakes and inferior newspaper advertisements is late copy. But you are more responsible for this than we are. You have your deadlines; but in your eagerness to get another ad or another inch of space, not a single one of you ever really gets serious about a deadline—unless the press is actually running to make the mail train. Consequently the composing room has fallen into the habit of turning out rush jobs; and rush work is consistently bad!

It is really amazing how many composing room foremen will order a whole

ad set on the linotype machine, regardless of how the ad looks when proofed. Is it not possible for you, in some way, to see to it that ads receive a little more individual hand-set type, without advertisers having to beg for it?

New type, I know is expensive; but your readers get extremely tired of the same old type faces year in and year out. Some of you are guilty of this extravagance, but there are few papers that would not be greatly improved in appearance by addition of a few more modern type faces and intelligent use of them.

Much still remains to be done to improve the quality of pictures and illustrations. Surveys show that as high as ninety-seven per cent of your readers read local picture news—that is, when the printed product is clear enough to be defined. In recent years there has been improvement of illustrations in advertisements; but particularly in the smaller dailies and weeklies there is still much room for progress. Composing room foremen should pay much closer attention to signature cuts. They get nicked and worn quickly. A glance through a week's collection of my Friday ads always discloses a number of bad sig cuts and poorly cast, dirty illustrations.

I could touch further on shallow mats, bad stereotyping, awkward make-up, unreadable proofs, poor paper and ink, and other vulnerable points; but it would seem to me that newspapers, generally admitted these deficiencies, could contribute a small amount yearly toward setting up a research laboratory of their own to conduct experiments toward improving the physical part of newspaper make-up, reducing expense, improving engravings, etc. This may sound rather far fetched; but remember duPont, Ford, General Motors, and others spend thousands of dollars each year on research, and so does radio. The press cannot afford much longer to lag.

I want some good healthy, specific reasons for spending money today, backed up by cold figures. I'd like some intelligent suggestions from you that will be of assistance in improving my advertising, my store, or my service to your readers. But do I get any? No. The mail brings countless requests for space in anniversary editions, etc., which you know only too well are manufactured as a hypodermic injection for a sinking lineage picture. But almost never a sincere inquiry about our business or a



suggestion or offer of local assistance. Even such interest as shown by the advertising manager of one of North Carolina's larger papers several weeks ago was appreciated when he sent me some market data on his territory—though I'm sure he didn't take the trouble to give it much consideration, because a check showed it to be five years old, and a business cannot run satisfactorily on five-year-old information.

You must think more about the advertiser, or at least try to make him think you are interested in his welfare—rather than how much space you are going to get this week or how much your competitor got last week. No one expects a newspaper man to be an expert in all lines of business; but certainly he does acquire in time some knowledge of merchandising which he should strive to impart to his client.

We run a 30-to-40-inch ad on Tuesday in one of Virginia's larger dailies. The ad is written of necessity by the newspaper, and recently the ads have become so poor that a traveling salesman was moved to call my attention to them. I wrote what I thought was a polite letter asking the paper's cooperation toward a better ad. Today, four weeks later, the ads are exactly the same, and I never even had the courtesy of a reply from the paper.

On June 16, there appeared in the papers of Virginia and North Carolina, fairly good size copy headlines, "Today, Remember Kellogg's Corn Flakes—With Strawberries." But there had not been a good strawberry on these markets for two weeks previously; and yet no newspaper man was wide awake enough to catch the mistake and make face with both the agency and the advertiser by suggesting that the ad be killed and new and more timely copy be run later during the blackberry season.

These are the exceptions, I'm sure; but they help explain the point I want to get over—that newspaper ad men must build confidence with their clients. Once confidence is obtained, space will take care of itself.

No discussion of this nature would be complete without mention of rates and contracts; and because the subject is so complex, I hesitate to comment on it. I expect Virginia is cursed with every known kind of rate and contract schedule, as there seems to be no semblance of a uniform policy—and from all I can learn, no definite formula used in arriving at the cost per inch. Based on my

personal appraisal of circulation, some rates are ridiculously low, while others are outrageously high. Our average rate in the weekly or semi-weekly papers we use in Virginia is thirty cents an inch. None requires frequency or bulk space contracts; practically none has suggested a lower rate if I would increase my space; and few have ever offered proof of their circulation.

The picture is more complex among the daily papers. An examination would require too much individual discussion. Suffice it to say that, in my humble opinion, it would be greatly to the advertiser's advantage if newspapers would adopt a uniform policy for establishing their rates, and once established, stick to them. One never knows, until after a few inquiries, whether a rate card is bona fide or not. As sympathetic as I am toward the papers' need of daily space, I must say I am as much opposed to the rate-holder type of contract as I am in favor of the bulk space contract.

Here again, rate holders are all in the newspapers' favor and of such dubious value to the advertiser that he comes to look on them as a nuisance rather than a sales asset. I even have one contract that requires an inch rate-holder every day, in addition to what other space may be used the same day; and no amount of arguing will convince the advertising manager of this paper that this one-inch rate holder is of no value to my company. And it will take even more argument to convince me that this is anything more than a \$280 donation per year to this paper. We would be willing to spend this \$280 to get the lower rate, but we should like to receive a fair value in return. Certainly such a contract, which is similar to the Forced Combination Contract, is not conducive to good will.

Frankly, I don't know a great deal about circulation, partly because the cities and towns with one paper—or single ownership—make it their business, it seems, to say as little as possible about the number of papers they sell, while papers in competitive cities say so much that their figures are utterly confusing. And after listening to one paper's representative run down the circulation of the other, I have to take stock of my own opinion before I buy another ad. The chief failure of both is that if they are members of the ABC, they simply present the latest audit and let it go at that. A detailed study of the

city and trading territory is rarely available.

A more intelligent breakdown of circulation than that afforded by a circulation statement would be of material assistance. I am positive that in some cities we are forced to buy too much circulation outside the cities that is of little or no value to us. It has been proved by surveys that the average housewife travels on an average of about one quarter of a mile for her groceries, while food-stuffs are on of the last items to be thought of whenever a farmer or shopper from a nearby town visits a trading center. Some day, I hope some smart metropolitan newspaper will work out a rate card that will be mutually profitable, whereby an advertiser can buy just what circulation he desires. But that is a problem that remains to be solved.

Now I want to comment briefly on an extremely touchy subject—that of broadening your editorial policy. There is hardly one among you who will take issue with the statement that the average editorial staff looks with a certain degree of pity on the money-grabbing materialist in the business office. Yet the day is here when you have got to move your editorial staff down to your business department and educate your composers of literary gems how to write interesting as well as correct stories on local commercial business. I was taught at a tender age it was local business that carried the paper; if this is still true, why don't you give local business a better break in the news columns of your paper?

Let me enumerate the principal subject matter found in the average newspaper today. First, sports, which includes bowling alleys, wrestlers, boxers, and the like; then—though not necessarily in this order—politics, society, amusements, comics, Wall Street, finance, telegraphic news of the state, nation, and world; and finally, one classification that often comes first of all—crime.

Nowhere is this category do you find business. Why? The answer is simple. Commercial business is assumed to contain no human interest, no flaring sensations, unless it be gigantic failures of passing concerns like the Musica-Mc Kesson-Robbins case in New York. Further, there is the prevalent impression that business men are not interesting personalities. You don't write headlines over the doings of a butter-and-egg man

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# The Kentucky Press

Official Publication of the Kentucky  
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Victor R. Portmann, Editor-Publisher

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NATIONAL EDITORIAL  
ASSOCIATION  
1940 Active Member

MEMBER  
KENTUCKY PRESS  
ASSOCIATION  
ORGANIZED JANUARY, 1869

#### Asst. Attorney General Upholds Financial Publication Law

An opinion that fourth class cities in Kentucky, including Winchester, are required by law to publish annual itemized financial statements was expressed on October 2 by Assistant Attorney General Guy H. Herdman in a letter to J. A. Boxley, Winchester. This letter was in answer to a query from Boxley.

Miss Lindsey Faulkner, city clerk, said that a condensed statement for the year 1938 has been published by the city in March, 1939. She said that she could not recall that the city had ever published an itemized, check-by-check statement. The 1939 statement had not as yet been published.

Mr. Herdman stated that "... it is the duty of the treasurer or person collecting and disbursing moneys to publish the statement, which shall show the amount of public funds collected and received, and from what source received, the amount disbursed, the date of each disbursement, for what purpose expended, and to whom paid."

He added, "You will notice from the foregoing that there must be an itemized statement for each disbursement, date, amount, for what purpose and the person to whom the money was paid. Now the courts have held that the city and disbursing officer could be compelled by injunction to publish this. Of course, this publication must be given to the newspaper having the largest bona fide circulation which is defined in the statute."

"The proper procedure, if the city refuses to do this, is for the newspaper entitled to this publication to bring suit by injunction and compel the council, or commissioners of the city, whichever they may be, and the treasurer to publish it."

#### Paducah Newspaper Files Suit Against Printing Trade Council

The Press Publishing Company, publishers of a weekly newspaper, Paducah, filed suit October 4 in McCracken Circuit Court, seeking judgment of \$11,250 against members of the Paducah Allied Printing Trades Council.

The firm, headed by Murray K. Rogers, charges the Trades Council sponsored a boycott which damaged its business \$1,250. Punitive damages of \$10,000 are asked.

Meanwhile, the Trades Council awaited a Court of Appeals decision on its efforts to have an injunction against the boycott, granted in the McCracken Court, set aside.

#### Getting Renewals

One of the vexing problems of the average country publisher is renewals for his paper. The following suggestions may be helpful:

Send the subscriber a form letter a couple of months before his subscription falls due. Ask him for his opinion of your paper, which departments or features he likes best, what criticisms he has to make, and the names of prospects among his friends, neighbors, or relatives whom you might send a sample copy. All will be flattered and in good

humor after your first renewal letter. and while all will not respond or give the information, some will.

The first renewal request should be sent shortly before the subscription expires. Write in a friendly, entertaining style, tell the outstanding points of your paper and of new features to come. Assume the subscriber is going to renew, you are merely reminding him.

The third letter, mailed immediately after expiration, should be somewhat shorter and more to the point. No doubt the subscriber neglected mailing his renewal and you are enclosing another handy addressed envelope.

If all this fails to bring the desired result, keep after the delinquent. Make your letters interesting, and always assume he is going to renew. Each letter should have a do-it-now punch.

Don't cheapen your paper by telling the subscriber, "We need the money." Put your appeal on a business basis; tell him promptness in remitting will be greatly appreciated and that it reduces costs in the circulation department, enabling you to put that much more in the editorial and news departments.

In nearly every instance you will get a renewal; and should a subscriber drop here or there, you will know the reason why.—New York Press.

#### Want-Ad Textbook

One of the best primers on writing want ads to make them produce maximum results is the Chicago Tribune's book, "Making Want Ads Pay," free for the asking. The authors prove by actual experience that fully descriptive ads are more effective than the cramped two-line classifieds most of us permit. Actual examples of the ad that didn't pull and the re-written ones that did, are shown.

*Sliding Scale.*—A sliding scale of local advertising rates, based on the amount of space used during a year, is working out successfully for a Pennsylvania weekly. The publisher has a local rate of 35 cents, but reduces it to 31 cents if more than 500 inches are used, and to 28 cents if more than 1,000 inches are used. At the end of the year a rebate is given all those who have earned one for the twelve-months period, making solicitation of new business easier and pleasanter. The publisher also finds many merchants increase their advertising in order to get in a lower bracket.



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unless he tries to break the bank at Monte Carlo or gets into trouble with a chorus girl on Broadway.

Furthermore, there is the impression in many editorial departments that advertisements are a necessary nuisance, lacking reader interest as compared with some petty police court episode or the doings of a stuffed shirt politician. Too often it is not realized that advertisements can and do have a far greater reader interest than much of the tripe found in the news columns.

I know it is difficult to dramatize the prosaic characteristics of the average business man and his doings. But where is there greater horror than in the endless columns you carry featuring the pictures and stories of cheap sports, touts, playboys, and painted ladies of both screen and society? You say the public demands it and it makes circulation. I won't argue that if you choose to carry this sort of stuff, then you can well afford to leave out a few of the dry filler stories on some insignificant news event in far-away Nevada and carry in their place a live, local news story on a local firm. If you don't think the public will read them, run a few, then make a survey of your readers to get some specific information. Not only will the local firm appreciate your interest; the public will be less apt to say there is nothing interesting in this sheet any more; while advertisers will welcome with open arms the addition of genuine live news stories in the middle of the paper.

I am frank to state I believe much of the opposition to local semi-commercial news stories is due to the laziness of your news departments—they can't be bothered to take the trouble to write a news story which might be suggested to them. If, however, business itself writes the story and takes it down to the news office, it will quite often not be printed. I make this statement only after much observation and discussion with others.

Only last month one of our bigger department stores, a large advertiser, moved into a newly remodeled four-story building in the heart of the business section. The night before it opened for business, it had a full page ad in the paper and an open house for the public from seven to ten p. m. But the paper wrote the whole story up in two and a half inches, single column, heading included, and carried it on page eight!

In addition to the short-sighted news policy of the press in general, there are

even occasions when a paper, in my opinion, uses very dubious judgment in selling certain types of institutional advertising. For example, a daily paper in our territory recently developed and sold a series of twelve full page ads attacking chain stores. An investigation showed there was no particular sentiment in this community on the chain store question. Yet this paper initiated a series of ads that might ruin the business of a number of its largest advertisers.

The business manager of the paper in question declared he had no animosity toward chain stores and did not wish to create any. His only reason for selling the series of ads was that business was dull and he wanted to sell extra space. I wonder if there is not an element of ethics involved in this case.

In conclusion, I have reserved for the last my most important criticism of newspapers because it sums up all I have previously said. If you forget everything else, remember this: You don't wear out enough shoe leather. You don't make enough personal calls even to make good friends sometimes, much less to find out what your customer's business is all about. You take too often for granted that just because you are the press, that in itself is sufficient.

I don't think I am kind of an ogre. I hope I treat with customary courtesy everyone that honors me by calling at my office. And because I buy as much newspaper space as almost anybody in the state, I cannot help but think someone should try occasionally to sell me on the value of newspaper advertising. Yet, in three and a half years on this job I have had but one representative even attempt to do this. In my home town the advertising manager of neither the morning nor the afternoon newspaper has been in my office for any reason so far this year.

I have checked as carefully as my memory will permit, the number of newspapers in Virginia and North Carolina that have paid a personal call even once in the last three and a half years, for any reason whatsoever; and do you know that of the approximately 130 papers we use in these two states, only twenty-six (twenty percent) have even been to see me so much as once, and that was usually to get a contract signed. Almost never have I had a reporter in my office looking for news or in search of information about the company. No wonder the news department thinks modern

business is dull and uninteresting.

You have to make calls to get results today. Radio stations, even though we use very little of this medium, contact me incessantly by phone, mail, and personal calls.

I even get regular monthly visits from representatives of that hybrid, *The American Weekly*; and though I don't even expect to buy any of its white space, I know several of its representatives better than members of the advertising department of some nearby newspaper. Could it be that this magazine is hoping someday I'll tell some national manufacturer how much I think of it as a medium? At any rate it, too, is getting results—for on his last visit its representative told me it had sold more business in the first five months of this year than any previous five months in its history, and that May was the best May it had ever had. How was your business for that particular month?

Recently, I sent back to a newspaper a properly executed contract calling for an excess of \$8,000 worth of space to be used within a year. (We used more than that in this particular paper last year.) But in return I received an unsigned, mimeographed letter, containing a lot of mumble-jumble regarding its service. This paper is not too far away to make me a personal visit, even though it has never done so. But don't you think it could have shown enough interest in our account, as well as appreciation, to have taken the time to write me a short personal letter of thanks? I do!

We little fellows have discovered that the big fellows can lose money for us faster than we can lose it for ourselves.

*Bush Krebs Co.*  
INCORPORATED  
 LOUISVILLE, KY.

Everything for PRINTERS  
except paper

ELECTROTYPES . . .  
 . . . ENGRAVINGS  
 SUPPLIES . . .  
 . . . MACHINERY

ED WEEKS



*Publisher Keeps A Future Book  
To Get New Business*

This is the story of a man who has the happy faculty of edging in, with disconcerting regularity, on orders for printing—and especially legal advertising—just ahead of competitors who have heretofore had the business.

His methods are simple, so workable, and so lacking in a startling formula that they will fail to capture the imagination of most readers. Even so, his plan comes close to being a hundred per cent workable.

Since neither the location of his business nor his identity will be hinted, the chances are that those who have lost business will not recognize their part in the picture, although possibly every publisher who has recently taken an order from someone else will be thought the demon of this story.

This publisher and printer keeps a perpetual diary, faithfully recording every possible future order, and religiously refers to his black book every Monday morning. It is so very simple, this keeping of a diary, or prospect book, that no one, except those who have watched his new-business volume grow, will believe it.

Almost everyone has certain legals, certain annual advertisers and printing orders that come into the office once a year. Such orders have come to be almost a tradition and are regarded as the printer's special province. Habit, being what it is, has caused these orders to go to the same printer, or advertising to the same newspaper, year after year.

In order to edge in just ahead of the placing of such orders, this publisher now notes in his diary every annual, semi-annual, or quarter order that regularly goes to his competitor. His notes are sufficiently far ahead to allow time to ask for and cultivate a particular order. The price, if known, is shown, amount of the order, and all other necessary sales data.

For instance, many organizations have a yearly celebration and every twelve months buy printing and space. Some stores celebrate the anniversary of their founding with a special advertisement or circulars. These examples give a picture of the sort of business a diary enables this publisher to get.

He watches the founding date of a business. If he learns a church or a store was founded in 1915, for instance, then his January page, with 1940 written after it, will remind him to de-

velop a silver anniversary series of printing. Since most firm members overlook the immediate significance of a New Year, his solicitation on January 2 is accepted with enthusiasm and his thoughtfulness is an entree to business he has failed before to get.

In looking through his book for examples, we found the following, which give a better insight into the workings of this business-getting system:

*January:* Smith Brothers in business 50 years. (This notation means an advertisement for his paper, stickers, blotters, special letterheads, envelopes, etc.)

*April:* Monument works for spring ads. (The three dealers in this town, when approached, will place an ad every week until Memorial Day. The first newspapers in his town soliciting the business gets it.)

*June:* Midland Mfg. Co., to use 50M tags if analysis changes.

*July:* Patton twp. financial statements. See Otto Kruger.

*July:* See Marquette Bldg. & Loan for financial statements.

*August:* Harmonville Centennial to be celebrated. See pres. of bank.

*December:* First Nat'l will want dividend checks.

These few examples are sufficient to reveal the workings of this man's diary. His business and his territory are no different from any others on the con-

tinued. The plan will work for any publisher alert to catch the significance of the annual ads that appear in his and his competitor's paper. For, remember, one also uses this book to keep the other fellow from edging in a week ahead. The rule works both ways.

## ELECTION SUPPLIES

For Special Elections - All The Time  
For Primary Elections - In August  
For Regular Elections - In November

"Superior Election Supplies for  
Fellow Kentucky Printers"

**RUSSEL DYCHE**  
LONDON, KY.

## Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers — Howard Bond —  
Maxwell Bond—Cherokee News (Blue-White)

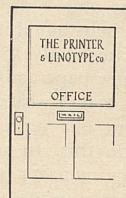
## Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Wash-  
ington, Cincinnati Ohio

Immediate Shipments From

THE DICKSON COMPANY  
234 W. Main St. Louisville

CINCINNATI MERCHANDISE WHOUSE  
7 W. Front St. Cincinnati, O.

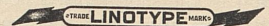


## Partners in Business

Every man who buys a Linotype has behind him not only the traditions of the Linotype Company, but the resources of its great organization. For in a sense the printer and the Linotype Company are partners in business. The prosperity of the Linotype depends inseparably on the prosperity of its users. And the success of the user depends in a large way on the results he gets from his machines.

The simple realization of this interdependence is the guiding factor in Linotype policy. It explains why you'll find no "improvements" on the Linotype that are only for the purpose of selling machines. Only those improvements are there that will pay the user. For, to repeat, the only way we know to make the Linotype pay us is by making it pay you.

Linotype Fairfield and Granjon





## THEY SCOFFED AT THE IDEA OF SUNDAY NEWSPAPERS

Back around the turn of the century, Morrill Goddard had an idea—he would publish a **Sunday** newspaper! Despite the doubters, he proceeded to turn the “World” office into a turmoil. A separate staff went to work preparing stirring articles about subjects never before treated in newspapers . . . introducing big, smashing headlines and huge halftones—the things the skeptics said just weren’t done! The tremendous success of Sunday papers soon proved the soundness of Goddard’s idea.

People scoffed, too, back in 1859 at George Huntington Hartford’s idea—proposing to set up a **new kind** of store! Tea was then selling at \$1 a pound. Hartford set up a tiny store in downtown New York, eliminated many in-between steps in tea distribution, bought in boatload lots direct from the Orient, and sold tea for 30 cents a pound! Naturally people flocked to the store that gave them such values, and their patronage inspired the opening of another store . . . and another . . . until today A & P stores are familiar to millions of families throughout the country.

As the number of stores increased, A & P was able to afford organizational services and make economies that individual stores could not maintain—and that made it possible for A & P stores to sell increasingly better goods at lower prices. Similarly, chain clothing, furniture, drug and other stores have grown by popular demand and have consistently cut distribution costs.

When people buy merchandise in chain stores, therefore, they pay for quality and not for antiquated and unnecessary handling and other distribution charges. Buying in chain stores, people can enjoy more of the good things of life. As their living standard rises, the business tempo of their community improves and **ALL** business benefits. In helping make this possible, chain stores join hands with newspapers and all other civic institutions playing leading roles in the building of better and more prosperous cities and towns.

## A & P FOOD STORES





## HOW A *New* WORLD CAME OUT OF A VACUUM

WHEN Thomas A. Edison pumped all the air out of his laboratory bell jar and shot a feeble electric current through a charred cotton string, he witnessed the beginning of a new world . . . a world that came out of a vacuum.

The electric light which came out of that vacuum built the great electric industry of the United States, an industry which today puts behind the American workingman more cheap electric power than is available in any other nation. Because of this abundance of power American workingmen produce more goods, and earn more money, and work shorter hours than any other men in the world.

We've a new world. We Americans have developed it ourselves: with initiative, with courage, with intelligence and ingenuity, and with hard work.

Thomas Edison slaved because he knew the world would welcome something better. We, his followers, feel that it is our responsibility to protect and expand the

usefulness of that great man's contributions. For example, because of our unceasing progress, this company is able to give better service now than was possible ten years ago—at about *half* the rate! The average customer can now use about *twice* as much electricity as he did then for the *same amount of money!*

Today we're the best lighted nation on earth. And we enjoy more of the many other electrical conveniences—radios, washers, irons, refrigerators—than any other nation. We've a freedom—a freedom from drudgery, from inconvenience—that can't even be approached anywhere else!

The next time you turn on an electric light or tune in a dance band, think how much you get for so little. And remember that it is the goal of this company and its employes to bring you greater value this year than last; and bring more of the good things of life to more people at less cost.

**KENTUCKY UTILITIES COMPANY**  
INCORPORATED