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The Kentucky Press

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

March, 1942

Volume Thirteen Number Five

*Fifty Checking Points
For Circulation Letters*

These fifty quiz-questions will help you take the experimentation out of your sales promotion. Answer each question "Yes" or "No," total the answers, and figure the efficiency rating of your promotional material. Every time you change your letter to make a "No" a "Yes" you are a step nearer your objective.

Here they are:

1. Will your mailing pass the "10 second test"?
2. Will the caption or opening sentence flag the reader?
3. Is there any good reason why he should continue reading your message to the end?
4. Have you made your selling points and "reasons why" irresistible to the reader?
5. Have you created mental pictures for the reader?
6. Have you given him all the facts and assistance he will need in order for him to sell himself?
7. Does your mailing piece demonstrate your product or service?
8. Does it offer proof?
9. Have you answered every question that might be in the reader's mind?
10. Have you forestalled every objection, resistance, and broken them all down?
11. Have you offered a guarantee or the equivalent?
12. Is your message page 1 news?
13. Have you fully developed one dominant idea?
14. Is your message specific, dynamic, dramatic?
15. Does your story ring true?
16. Does it sound natural, personal?
17. Is there enough "you" and not too much "we" in your copy?
18. Does it speak the reader's language?
19. Is your message running in the right gear?
20. Are you selling what the product or service will do for the prospect?
21. Does the copy follow a smooth, swift logical sequence?
22. Is the message short enough—or long enough?
23. Have you combed every questionable or debatable statement?
25. Is everything correct as to spelling, grammar, rhetoric?
26. Are your name, address, and phone number clear and prominent?
27. Does your copy point clearly to a single decisive course of action?
28. Does your copy ask for the order often enough?
29. Have you baited your hook to get prompt, sure action?
30. Does your mailing piece tell the reader exactly *what to do and how to do it*?
31. Have you made it easy for the reader to take action?
32. Are you completely sold yourself on everything you have stated?
33. Has your mailing been developed out of a sound plan of action?
34. Do you know just what you are shooting for?
35. Are you sure direct mail is the right medium to use?
36. Is the total cost of your mailing low enough and your unit sale high enough to pay out an average percentage of return?
37. Do you know the market for your product as well as you know your own family?
38. Have you qualified your mailing list?
39. Are you cultivating your past and present customers?
40. Are your mailing lists fresh and up to date?
41. On the basis check-up of previous results, are you satisfied that this mailing is going to do better job?
42. Have you made preliminary tests of your lists and your sales message?
43. Have you provided for sufficient follow-up work?
44. Does the appearance of the mailing reflect the caliber of your firm?
45. Has the format been picked to do the job at the lowest cost?
46. Does the method of reproduction click with the "2 E's" test (Effectiveness and Economy)?
47. Is the class of postage right for the purpose?
48. Have you scheduled your mailing to reach prospects at a psychological buying time?
49. Have you made use of outside viewpoints and experiences in planning and preparing your mailing?
50. Are you really satisfied that this is the best possible mailing that you can turn out?

Classified News

One Missouri newspaper has the following to report in regard to an important feature of the paper which is also building the want ad business: "As a promotion proposition for the class-

ified column, and also as a matter of fine news, we each week take the previous issue, call or see those who advertised and get a paragraph item about what they sold, or other results they received from the advertising. Then we run all these items together under a heading 'What Want Ads Did.' It has already created more interest in classified advertising and is increasing our business. It costs nothing and adds to the news value of the paper. In this connection if an advertiser has gotten no results we don't mention that in the paper. But we ask him permission to run it again. Last week, out of about 10 calls, four of them said to repeat. We get only 25 cents per advertisement, but that meant \$1 which we otherwise would not have received

*Special Weeks in April
For Advertising Possibilities*

Governor Keen Johnson designated 5-11 as a special "4-H Mobilization Week" as a contribution of our boys and girls in the national 4-H victory program and also named the same period "Conservation Week" because the elimination of waste of any sort is essential in wartime and the conservation of products essential to defense is a duty of every citizen. May 1 was also set aside "Child Health Day" in another governmental proclamation.

Other national weeks holidays, and events are: March 28—April 4—Baseball Week (President Roosevelt approved this); April 2-9—Jewish Passover; 3-4—Good Friday; 4—Lent ends at noon; 5—Easter Sunday; 6—ARMY DAY. (This might be called April's special!); 11-13—America's Home Week.

April 12-18—National Wild Life Restoration Week; National Garden Week (Victory Garden theme.); 13-18—National Knitting Week; 14-18—Packaging Week; 16-25—National Hardware Week; 20-25—National Notion Week; National Foot Health Week; Retail Baker Week; 25 to May 2—National Fisherman's Week; 26 to May 2—National Better Homes Week; National Bank Week.

Special April 5-11—"Honey For Breakfast"—and they don't specify what "Honey."

April is chock-full of events tailored made for clothing stores, dry cleaning food stores and a host of others. The biggest event in April is Easter. April is one of the best months in the year for advertising—it is your harvest season.

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NEA's 1942 Meeting Will Be in Quebec

The Federal Government of Canada and the Provincial Government of Quebec, have extended a very cordial invitation to officers and directors of the National Editorial Association to hold their 1942 annual convention in Quebec. This invitation has been accepted and the convention sessions will be scheduled at the famed Chateau Frontenac Hotel in old Quebec, June 23, 24, 25.

The Provincial Government of Quebec has arranged a visit to Montreal and a three-day cruise down the St. Lawrence and up the Saguenay Rivers with interesting stops at Sorel, St. Alphonse, Tadoussac and a day at Manoir Richelieu in beautiful Murray Bay as a pre-convention attraction. The party will assemble in Montreal June 19, arriving at Chateau Frontenac for only \$22.50 *American Plan*. A day in Montreal and the *cruise* for only \$27.50. Total \$50.00.

A special train will be run from Chicago. The total fare, berth and meals, will be \$51.30. The fare from Detroit on this train will be 037. The total expense from Detroit will accordingly be 087 per person. Each newspaper attending will be given from 030 to 090 worth of advertising by the Canadian Government.

Reservations are to be made through the National Editorial Association, general office, Don Eck, manager, 188 W. Randolph Street, Chicago.

Beattyville Newspapers Adopt Victory Dashes For Duration

Both the Beattyville Enterprise and Owsley County Courier adopted a "Victory Dash" immediately following the declaration of war and have declared that these dashes will remain in use for the duration. A jim-dash was made from three hyphens and an em-dash, (---) and the regular end dash with two of these in combination with the "V" for victory in combination (---V---). Not a bad idea for all to follow, says the originator (not copyrighted) Bob Smallwood.

Delmar Adams Buys Interest In Jessamine Journal, Nicholasville

Delmar Adams, former associate editor of the Campbellsville News-Journal and recently employed on a newspaper in Louisiana, purchased the interest of Stansel Fain in the Jessamine Journal, weekly newspaper published in Nichol-

asville, and took immediate possession on March 24.

Mr. Adams, native of Lexington, attended the University of Kentucky where he was sports editor of the Kentucky Kernel, student semi-weekly newspaper, and also was employed by The Lexington Herald as a sports reporter.

Mr. Fain, who several months ago purchased an interest in the paper here from Mrs. Harry McCarty and son, L. Y. McCarty, will enter the armed service as a member of the reserve officers corps.

Circulation Manager Group Chooses Adams

Thomas L. Adams, circulation manager of The Herald-Leader, was elected vice president of the Central States Circulation Managers Association, at a recent meeting of the group in Chicago.

By tradition Mr. Adams will succeed to the presidency next year.

The association is composed of newspaper circulation managers from Kentucky, Indiana, Michigan, Illinois, Wisconsin, Iowa, Minnesota, North Dakota and South Dakota.

Civilian Defense

Police and medical services are among the units that should be set up in all factories, large business establishments and public structures in war time, the United States Office of Civilian Defense advises in an official pamphlet on "Protection of Industrial Plants and Public Buildings." Very likely these pamphlets can be obtained through local defense councils. They are important for publishers and contain valuable suggestions which may be presented to entire communities.

Censorship Director States "Do's and Don'ts"

Byron Price, director of censorship, has announced the following classifications of information which newspapers are not to publish unless made available officially:

"TROOPS—The general character and movements of United States Army units, within or without the continental limits of the United States—their location; identity or exact composition; equipment or strength; their destination, routes and schedules; their assembly for embarkation, prospective embarkation, or actual embarkation. Any such

information regarding the troops of friendly nation on American soil.

"NOTE: The request as regards location and general character does not apply to troops in training camps in continental United States, nor to units assigned to domestic police duty.

"PRODUCTION—Specific information about war contracts, such as the exact type of production, production schedules dates of delivery or progress of production; estimated supplies of strategic and critical materials available; or nationwide 'round-ups' of locally-published procurement data except when such composite information is officially approved for publication."

Circulation Tonic

Weekly publishers who want to get more money from circulation can get profitable tips from big newspapers and magazines.

Pick up any copy of *The Saturday Evening Post*, for example, and you will find half a dozen or so offers that get *The Post's* own readers to secure new subscriptions. Or it may offer a dust mop or some similar prize to any woman reader who gets a "club" of subscriptions.

Big daily newspapers and farm papers get subscriptions the same way.

From the publisher's viewpoint, subscriptions from reader's are profitable. With merchandise prizes, you can give twice the value of cash commissions. Here's an example:

A weekly newspaper publisher had been paying 60 per cent commission to a full-time solicitor. Rate was \$2.00 a year. The solicitor got \$1.20 out of each subscription, the publisher only 80 cents. Later, this publisher offered a dust mop, costing 80 cents, to every reader who secured two new subscriptions. On this offer, the publisher got each subscription at a cost of only 40 cents, and netted \$1.60 on each sub. In other words, the publisher exactly doubled his revenue from each subscription by using the prize offer.

If you want more net circulation profit, offers of prizes to readers for obtaining subscriptions will get it for you.

George A. Joplin Jr., editor of the Somerset Commonwealth, was elected president of the Somerset Chamber of Commerce at the organization's annual dinner held at Hotel Beecher. He succeeds W. H. Ramsey Jr.

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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Legislative Committee

Tyler Munford, Union Co. Advocate, Morganfield, chairman; George A. Joplin, Commonwealth, Somerset; Egbert C. Taylor, Record Herald, Greensburg; Thomas R. Underwood, Herald, Lexington; H. A. Ward, Allen Co. News, Scottsville; Henry Ward, Sun-Democrat, Paducah; Cecil Williams, Journal, Somerset.


Newspaper Exhibit Committee

Mrs. Lee Spalding, Kentucky Standard, Bardstown, chairman; J. LaMarr Bradley, Enterprise, Providence; Mrs. John S. Lawrence, Record, Cadiz; Miss Lillian Richards, Russell Co. Banner, Russell Springs; Miss Jane Hutton, Herald, Harrodsburg.

Kentucky Press Women's Club

Miss Mary E. Hutton, Herald, Harrodsburg, President; Miss Mildred Babbage, Breckenridge News, Cloverport, First Vice President; Mrs. J. O. Young, Journal, Dixon, Second Vice President; Mrs. Mary Henderson Powell, Record, Stearns, Third Vice President; Mrs. J. R. Wallace, Advertiser, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise, Providence, Treasurer.

NATIONAL EDITORIAL
ASSOCIATION
1942  Active Member

MEMBER 
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume Thirteen, Number Five

Mid-Summer Meeting To Be Held
In Lexington, June 12-13

The KPA executive committee at its spring session in Louisville, March 21, unanimously decided to hold its mid-summer meeting in Lexington, June 12-13. This decision came after discussion of several other possible localities.

Precedent is broken to the extent that the traditional three-day meeting will be cut this year to two days.

Chairman J. Curtis Alcock, who was unable to be present at the session, has since appointed Fred B. Wachs, chairman, Thomas Underwood, and Russell Dyche, as members of the program committee with the officers ex-officio.

Announcement of the program will be made in the April issue of the Press. The committee is emphasizing that every state newspaper is invited to participate in the program regardless of its affiliation with the Press Association. Every newspaper is invited.

State Printing Can Be Done By Others Than Frankfort Company

The state's contention that its departments and agencies can do their own duplicating and minor printing without violating the commonwealth's printing contract with the State Journal Company of Frankfort was upheld by the Court of Appeals, March 13.

The high tribunal refused the firm's request for an injunction prohibiting the departments from using "multilith" and "multigraph" processes in turning out forms, pamphlets, envelopes and other lesser printing work.

The State Journal Company asserted in its suit, pending nearly two years in the court, that it was entitled to all state printing under a contract it has held for thirty years. The latest four-year contract began in 1940.

Assistant Attorney General Jesse K. Lewis, who represented the state in the case, estimated an adverse ruling would have cost the state between \$100,000 and \$200,000 a year.

He expressed belief that the University of Kentucky and state teachers colleges were affected by the decision besides such governmental agencies as the finance, education, revenue and welfare departments and the unemployment compensation commission.

Wage-Hour Hearing At Washington

At the Wage-Hour hearing on job classification in Washington March 2, newspaper associations cooperated in their presentations on behalf of small daily newspapers and weekly newspapers.

The formal presentations were made. The first was by Raymond Howard,

NEA president. Howard's arguments buttressed by evidence in the form of letters, were chiefly to the effect that arbitrary job classifications were impractical for weekly newspapers because of the overlapping of duties.

Howard was followed by Linwood Noyes, Ironwood Daily Globe publisher and ANPA vice-president. Noyes filed the presentation together with evidence rather than reading it or making an oral statement. The ANPA arguments were similar in vein to the NEA. That is they pleaded the needs of small daily newspapers and why arbitrary definition as to whom would be non-exempt or exempt from a 40-hour week and overtime payments would not be practical and consequently would inflict further hardship on publications.

The American Newspaper Guild asked for 30 days' additional time in order to answer in rebuttal the presentation and exhibits of the publishers. Elisha Hanson, ANPA counsel, asked for the same privilege—an opportunity to file further exhibits and arguments in reply to the Guild's rebuttal within 30 days following the filing of the Guild case with the examiner.

It was evident that newspaper associations had done an outstanding job in working together in effecting a so-called "united front" of their needs for newspapers and not any one group.

Sixth District Editors Invited To Lexington, Saturday, April 4

An informal meeting of editors and business staffs of the sixth district newspapers will be held at the Lafayette hotel, Saturday, April 4. All newspapers in the sixth district are invited to participate in the informal round-table discussions on problems relative to circulation, advertising, and other business topics. No formal program is planned. The Lexington Leader-Herald will host at a luncheon at noon. Editors from other districts than the sixth are also invited to join in the round-table

New Editor Of Central Record

Billy Hudson, Versailles, has joined the Central Record, Lancaster, and has taken over the duties of editor. He has been correspondent at Versailles for the Lexington Herald for some time.

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Five Kentucky Editors Die During Month Of March

The ranks of Kentucky newspaper folk, in active duty or retired, were sadly depleted during the month of March. Active editors, those deaths are mourned by their fellow editors, include J. S. Van Winkle, co-editor of the Danville Messenger-Advocate, Dan M. Bowmar, co-editor of the Woodford Sun, Versailles, and James M. Pendleton, managing editor of the Owensboro Messenger-Inquirer. Former editors who passed to their final rest include W. Reed Embry, five years editor of the old Danville News and Advocate, and Mrs. Mary Alleen McCarty, former owner of the Nicholasville News.

The Press joins their many friends of the Fourth Estate in extending condolences to their surviving families, and know, that in their passing, their works and their newspapers will always remain fitting monuments to their memory.

W. Reed Embry

W. Reed Embry, 64 years old, died March 3 at his home in Naples, Florida. He was a graduate of Center College in 1897 and from the former Center Law School in 1902. He served Boyle County in the state legislature and was former trustee of the University of Kentucky. For five years he was publisher and editor of the Danville News and Advocate.

John S. Winkle

John S. Van Winkle, part owner of the Danville Advocate-Messenger, died Wednesday, March 4, at his home in Danville after a nine-day illness resulting from a heart attack. He was also director of the Dawson Daylight Coal Company and the Dawson Collieries of Hopkins county. He owned extensive land holdings in Texas and Kentucky and in Canada.

Born here Oct. 12, 1870, the son of Judge J. S. Van Winkle, he was educated at Centre College. He started his newspaper career as a reporter at Somerset. Later he was business manager of the Knoxville, Tenn., Journal.

Meantime, he became interested in coal mining and developed many mining properties. In late years he again became associated with the newspaper business.

Mr. Van Winkle also was connected with Dix Power Company, which developed Dix dam in Kentucky, and later became a director of the Kentucky Utilities Company.

He was a member of the Methodist church, Sigma Chi fraternity and the Anaconda Club of Danville.

Survivors include his wife, Mrs. Watson Van Winkle; four daughters, Mrs. Gardner Fox, Morristown, N. J.; Mrs. William Hutchings, Jacksonville, Fla.; Miss Ruth Van Winkle, and Miss Josephine Van Winkle, student at Mt. Holyoke College, South Hadley, Mass.; two brothers, Julian P. and Arthur C. Van Winkle, Louisville, and a sister, Mrs. W. B. Newsberry Cleveland.

Dan M. Bowmar

Dan M. Bowmar 72 years old, co-editor of the Woodford Sun, Versailles, weekly newspaper publisher continuously for more than a half century, and a proprietor of Bowmar's Tours for more than 35 years, died suddenly at his home on March 8.

Returning from the postoffice, Mr. Bowmar suffered a heart attack as he stepped through the door of his residence on Maple street. He did not regain consciousness.

A son of the late Dan M. and Maria Smith Bowmar, he was born in Chicago. Soon after the famous Chicago fire of last century, his father moved to Versailles and bought the Woodford Sun. Mr. Bowmar and his brother, A. A. Bowmar, succeeded their father in the management of the Sun.

In addition to his newspaper work, Mr. Bowmar conducted a tour business that took him throughout North America annually until he retired from the field five years ago.

A long-time student of Woodford county and Kentucky history, Mr. Bowmar was the author of many articles covering early history of Woodford county. He was a former secretary of the Kentucky Press Association, a Mason, a Knight Templar and a former potentate of Oleika Temple Shriners.

He was a member and former vestryman of the St. John's Episcopal church here.

Surviving him are his wife, Mrs. Cicely McCaw Bowmar; two daughters, Mrs. Eloise Bowmar McMurtry, Versailles, and Mrs. F. W. Woodrow, Washington, D. C.; a son, Dan Bowmar Jr., of Versailles and Lexington and head of the promotion department of the Lexington Herald-Leader; two brothers, A. A. Bowmar, Versailles, and Herman Bowmar, Webster Groves, Mo.; a sister, Mrs. W. U. James, Fort Worth, Texas, and five grandchildren.

James M. Pendleton

James M. Pendleton, for nearly forty years an employee of Owensboro newspapers and for the last thirteen years managing editor of the Owensboro Messenger-Inquirer, died at the Davies County Hospital on March 10.

Mr. Pendleton was stricken in his office at 2:20 p.m. shortly after the afternoon edition of the Owensboro Inquirer went to press.

For more than twenty-five years Mr. Pendleton was connected with the old Owensboro Messenger, much of the time as managing editor.

When the Messenger, published by the late Urey Woodson, and the Owensboro Inquirer, owned by the Hager family, were consolidated in 1929, Mr. Pendleton became managing editor of the new papers.

For many years he was Owensboro correspondent of The Courier-Journal.

Mr. Pendleton is survived by his wife, Mrs. Janet Pendleton; two daughters, Mrs. Carl Weideman, Bristol, Va., and Mrs. W. K. McCulloch, Jr., Owensboro; two sisters, Mrs. Mary Olmsted, Brooklyn, N. Y., and Mrs. Stephen Powers, Cornado, Calif., and a brother, Dr. Edward Pendleton, Clarksburg, W. Va.

Mrs. Mary Alleen McCarty

Mrs. Mary Alleen McCarthy, 71 years old, for many years publisher of the Jessamine Journal, Nicholasville, widow of Harry M. McCarthy, died at her home in Nicholasville on March 25 following a long illness.

After the death of Mr. McCarthy 21 years ago she assumed the management of the Jessamine Journal, weekly newspaper, which she retained until four years ago when her health failed.

Mrs. McCarthy had served as superintendent of the women's department of the Kentucky State Fair for 18 years and was state president of the United Daughters of the Confederacy for several years.

She was a member of the Nicholasville board of education and had been worthy matron and held various other offices in the local chapter of the Order of Eastern Star; was secretary of the Methodist church, where she also served as teacher of adult classes; was a member of Trabue Chapter, Daughters of the American Revolution, and was president of the Nicholasville Parent-Teachers Association.

Mrs. McCarty, daughter of the late Mr. and Mrs. Leving Young of Fayette

county, is survived by two sons, Harry M. McCarty, Murray and Leving Y. McCarty, Nicholasville; three sisters, Mrs. Emma Bateman and Mrs. James D. Stevens, Lexington, and Mrs. John F. McKinney, Cynthiana; two brothers, Tipton Young Cincinnati, and Minor E. Young, Lexington.

News And History

Floyd Shoemaker, secretary of the Historical Society of Missouri, who knows what he is talking about, says that the American newspaper is the best guide to what happens in American life. It is better even than the official record as a basis for historical research.

Speaking before an audience in New Orleans last week, Mr. Schoemaker made the following statement:

"The 'official record' in most cases is far less reliable than an intelligent study of the newspapers. It is often biased, written to conceal something, and highly inaccurate. If I had to choose between the newspapers and the official records in writing current American history, I'd take the papers."

That is a high tribute, and we hope a deserved one from an unbiased and informed observer who speaks with authority. Certain it is that most newspapers deserve credit for their efforts at objectivity.

It is true that anything in which the human factor exists cannot be 100 per cent fair. But the newspapers can claim a very high percentage of fairness—a percentage higher than any other medium. For actually, by this historian's findings and still others, the newspapers are on the whole the most reliable record of events and the personalities behind them.—Kansas City Times.

Improving Personals

Some weekly publishers have been experimenting with devices to give their personals better play, says Bruce McCoy in a recent Louisiana Press Association bulletin. Some of the devices have been successful; others have not. But anything that will focus more attention on and increase readability of your name columns is certainly worth a try.

Here's a list of devices that have worked successfully in many weeklies:

1. Use boldface, caps or upper-lower, on all names.
2. Liberal use of sub-heads.
3. Liberal leading of items themselves and more leading between paragraphs.

4. Variation of type in column. For example: set first item usual body type, next item indented and boldface, another item body type, then one indented and italics, and so on down the column.

5. Use of stars, astrisks, jim dashes and all sorts of "gadgets" between paragraphs to break up the solid mass.

6. Instead of using a standing head, pull out the best items and use them in a boxed head or give them regular display heads.

Important Information

Some publishers are still omitting the name of their paper and date on all pages of their paper. It is quite important that this information be carried throughout the paper, first, from the standpoint of correct form; second, readers often look for the date for a specific purpose; and third, in sending tear sheets to national advertisers or agencies it is of vital importance, in order that payment may be made for the advertising.

Single Wrap Circulation

There are two sound reasons for charging a higher rate to subscribers living outside of the local trade area: First, the outside reader contributes nothing to the advertising value of your circulation for local merchants. Second, counting the labor and wrapping materials in preparing the single wrap and

the higher postage rate you pay to send the paper to the outside subscriber. No publisher with a \$2 subscription rate need apologize for a rate of at least \$2.50 to subscribers outside the local trade basin. And with mounting newspaper production costs and dropping revenue from other departments this is certainly a good time to announce the change. Many papers have been following the policy for a number of years and other have adopted it in recent months.

For Publishers Of Weeklies

In checking a number of weekly newspapers, P. N. P. A. has noticed that some of them do not carry the name of their newspaper and town over the top of each page. This should be printed together with the date of publication and the page number, so that when tear sheets are sent to the advertisers they will know immediately the name of the newspaper printing the advertising. Otherwise, it will be necessary to send the entire newspaper. It is also good advertising for the newspaper itself and is a convenience to readers.

Keep This Date in Mind!

Mid-Summer Meeting, Lexington

June 12-13

Sixth District Meeting

Lexington, April 4

*If in any way, your
Linotype representative
can help you improve the
service and efficiency of
your present equipment,
call him in. His job is to
be of assistance to you.*



Removing A Barrier To National Strength

THE armed forces of the United States are today receiving more and better food than ever before in our national history. It is equally important that the people working behind the lines—the families in your own community—be better fed and better nourished than ever before. For today good health is an essential of war.

To achieve good health, it is not enough that the nation *produce* more food. This food must also be *distributed* so efficiently that all who need it can afford to buy it.

Today millions of American families, according to nutritionists, should double their consumption of fresh fruits and vegetables. They should have larger quantities of meats, and of dairy and grocery products.

The reason they can not now obtain these additional foods is that nearly two-thirds of the average family's food money must go *not* for food but for *distribution charges*—for high costs resulting from needless steps, wastes and inefficiencies in food-gathering and selling.

Is more efficient distribution possible?

The experience of A&P and other chain food stores proves that it is. *A&P today, through progressive elimination of unnecessary wastes and costs in distribution over a period of 82 years, is able to distribute foods at the lowest gross margin of profit ever achieved by any retail institution anywhere, at any time.*

This means that the average family's food dollar buys more food and less distribution charges. It means that millions of families are able to eat more of the nourishing foods they need for better health, because efficient distribution has reduced the barrier that previously stood in the way. Every new efficiency in food distribution contributes directly to the growing strength that is carrying America to ultimate victory.

A & P FOOD STORES



Soup's on!

UNCLE SAM's paratroopers, going "downstairs" on business, carry three square meals in one small pocket of their uniforms.

It's very special food—powdered, concentrated—calories carefully counted—but complete from soup to coffee. It gives husky men the *reserve power* to keep going when other supplies are cut off.

Reserve power is as vital in industrial as in military emergencies. When defense plants began to eat up more and more electric power, *reserve rations* were ready.

Reserves built up in advance by the business men who manage America's power companies.

Reserves that met almost every defense demand overnight.

But *no* power reserves could continue to satisfy hungry machines indefinitely. So the electric companies have been working fast to keep ahead. They put over 2½ million more horsepower into production during 1941.

Here is a basic defense industry, able and willing to do its part

—glad to pledge all-out co-operation with government and industry—until the skies and seas around America are free forever!

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