

# The Kentucky Press

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NUMBER NINE

## Wartime Advertising Changes Procedures

Merchandising and advertising in times of war present many varied and perplexing problems.

In the first place, merchandise is very hard to get, which makes merchandising doubly difficult—the merchant HAS to sell what he has. It's a continued hard fight of ordering and buying, ordering and buying, searching the markets for something, anything to sell. After placing an order, comes the problem of slow deliveries. There are substitutes, inferior quality and skimpy cuts to worry with—and then the problem of closing resources. War production always comes first in times like these—but when mills convert to war production, it adds to the merchants' retailing problems.

Besides the difficult merchandise picture, there's the problem of help turnover and training new, inexperienced help in the art of service. One thing we insist on in our store is service—WITH A SMILE. Our customers have troubles of their own and are not interested in ours. So, we try to make them forget their worries for the moment, feel at ease in our store and feel that we appreciate their business. Yes, I know that people will take a lot right now and will wait for you to get to them even if the service is poor. But the time is surely coming when all this will change, and the store that has the customer at heart, with that friendly smile of service, will reap the reward. Yes, service will pay big dividends. Therefore, we insist on service first.

We know that if we are not wide

awake and on the job today, that tomorrow we will be out. It's a survival of the fittest, a test of a man's real fortitude and ability, and the person who gets up and goes after business today is the one who will be here when this is all over.

That's as true in advertising as it is in merchandising. It is a bad thing when a town or an individual thinks things are running along well enough and therefore decides to quit advertising for the duration. That town or that individual will wake up to the fact that business has gone elsewhere, and will be faced with the problem of double expense of trying to get it back—and then will probably fail.

It's like the farmer who, finding his cotton field doing very well, thought, "It does not need a thing. There are just a few weeds and small grass, but they won't amount to anything, so I'll go on my vacation." While he is away, the storm clouds rise, and the rain descends, and the weeds and grass begin to prosper and grow. When the farmer returns, the crop he left growing so nicely is all choked out, and what little there is left looks pale and sickly. So it is with the business that forgets to keep its name before the people with a story of values and service.

You might as well drop your advertising when business is good as to drop your insurance because you are feeling well today. The time is coming when you will not feel so well and you will want that feeling of security that comes

with being protected. The time to get protection is while you are in a healthy condition. So it is with your business. If you want to keep it healthy and growing, let's don't neglect advertising now.

My Dad was a pioneer in every sense of the word. He was reared back in the hills of southern Illinois, and as the country grew up around him, he moved on — Missouri to Texas and then to western Oklahoma, where he followed the cow trails and chuckwagon trails to pick a place and build a home. Today on that home place stands a town, Vinson, Oklahoma, a monument to his foresight.

What was the lure that made him move on? Advertising—the stories of the glorious opportunities of the golden west, not only for the present but for the future. That is what we must do in our advertising. We must make it so real, so appealing, so attractive that people will be just like my Dad. They will want to go and see for themselves. And when they do, let's make it our business to see that they find it just as we advertised it. I believe that if you have something good, and you know it is good and believe in it, tell it to the world. But be sure it is what you say it is.

We must face the facts. Advertising is changing. Yesterday we advertised with one thing in mind—to increase sales for the time being. We did not think we could have a sale if we did not cut deep into the price of an article. But today our advertising looks far beyond

today's sales, building for the future. It is a wonderful opportunity to build quality into our stores by adding better lines of merchandise, nationally advertised lines that build for prestige.

Then there is the ever-changing population in our towns, new customers who have to find a place to trade. Who is going to reap the harvest of these new customers? It stands to reason that the business that advertises is going to get them, for all they know about a town is what they see in the newspapers. So, let's not overlook the new customer. And when they come into our store, let's make it so very easy and pleasant for them to trade that we will tie them to us.

Again there is a double opportunity for the wise advertiser in that there is so much money to spend just now and fewer things to spend it on. Since many lines we have been in the habit of buying are now out of production, the money will be spent somewhere. Who is going to get this increase?

May I predict that you will see a decided trend away from heavy advertising days? We have concentrated our advertising on two or three days of the week with the result that now, with point rationing, we are unable in many cases to give the service the customer is entitled to. So we are going to be forced to spread our business out over the week. This will result in better, more even distribution of linage for the newspapers, better service to the customer, and more business at less overhead to the merchant.—C. E. Worthen, Manager, The Burr Store, El Reno, Okla.

More and more as the weeks go on, it is evident that the larger advertisers, who have been the mainstay of newspapers, are reducing the space used to an extent that the advertising salesman must look elsewhere for copy or drastically reduce the size of his newspaper.

The average newspaper has only begun to tap sources of advertising in its city. If you have the courage to list all business establishments in your town, you will find that you have never discussed advertising with perhaps 25 to 50 per cent of them, or at least have not tried to do a real selling job with that many or more.

In the past, spending time with the smaller business houses probably hasn't been profitable enough to be worthwhile. A little discouragement has put you in the frame of mind that "Oh, Jones doesn't do enough business to pay

him to advertise—and he's too tough a nut to crack, anyway."

But the time has come, or will soon be here, when you will need to scratch a good deal more among the pebbles for your advertising instead of pecking up what is on top of the ground in open sight.

To begin with, it won't pay you to read this article unless you make up your mind that it will take hard work to develop the small advertiser. It will take some talking, and some study of his problems.

Secondly, it won't pay you to call on him unless you are willing to sit down in advance and write out copy for not one, but a series of advertisements. It costs you as much to make a call on a small advertiser as a big one, and unless you can sell him several ads at the same time, the revenue from small advertisers isn't enough to justify your time—you'll make more money by closing up shop early and going home to raise chickens.

If you aren't sold on small advertising, consider this fact: the average news story in newspapers, by actual survey, is only 100 lines, or seven inches long. Unless you believe people don't read the news, you are almost forced to the admission that a small advertisement has a good reader-interest, as well as a large one. Naturally, your banner story on page one will get more readers than a two or three-line paragraph on page four. But the small news item gets attention, and the small advertisement gets readers, just as the large news story and the large advertisement.

Carrying on the analogy of news in advertising, Frank Fehlman, noted advertising expert, believes that advertising can and should be sold as news.

This gets back to the basic point that merchants—and especially smaller merchants—don't understand advertising. They neither know what it's for nor how to use it. They do, however, understand news stories and believe in news stories.

Since your prospect understands news, put his story for him first in news form. Write out the item just as though it were going into your newspaper on page one. Write the headline after your news story is completed, just as you would in any news story.

When the news story has been written, translate the same copy into display advertising. You might want to use the same headline and some of the same wording. In some cases it might involve only putting a border around

the copy you have already written, but good advertising practice would dictate that you condense and dramatize beyond the news form.

What you have left, of course, is exactly what you would have had if you had gone to the merchant with display advertising in the first place. But your merchant friend is prejudiced against advertising because he doesn't understand its functions, and undoubtedly would have turned you down. Because he has been approached on the wrong angle first, he knows what he is doing.

It is becoming more and more obvious to intelligent advertising salesmen that it doesn't pay to write copy and to spend time in selling a small merchant a single advertisement.

Lay out a series of 13 "news story" advertisements before you call on the merchant. Once you have sold him on the idea of buying "news story" ads in your newspaper, it won't be any more difficult to get him to sign up for 13 ads than it would to get him to sign for one. In addition, you should explain to him that one advertisement will not really pay out the way he should expect—it takes a series of messages to sink into the minds of the public. Thirteen weeks should be the minimum schedule.

If you can sell one merchant 13 seven-inch ads, of course, you have equalled selling one merchant a single 91-inch ad. And you are in a better shape financially, for you are building a steady income for the newspaper without wondering each week where copy is to come from. The ads can all be set up in advance at odd times, too, instead of all coming to the shop at the last minute before deadline.

No matter how small the merchant—even if you can only sell him one-inch copy—by selling a series of 13 advertisements, it will pay you for your time. But you can't sell the average small merchant on "advertising"—he doesn't know what "advertising" is. Put "news" copy in his hands and approach him from that basis to do an effective job.—James Seymour, Georgia P. A.

### Woodford Sun Incorporated

The Woodford Sun, Versailles, was incorporated this month for \$12,500 by Senator A. B. Chandler, J. Dan Talbott, and Robert Humphrey. The Sun is the only newspaper in Woodford County, having recently consolidated the Sun and the Blue Grass Clipper formerly printed at Midway.

**Large Groups Attend State Linotype Clinics**

The series of Linotype clinics, held in Kentucky this month, were the most successful conducted in the midwest, according to Charles Blanchard, production engineer in charge. More than 200 editors, operators and machinists, representing Kentucky newspapers and printing plants, were in attendance. The clinics were held in Evansville, Ind., July 11, Louisville, July 17, and Lexington, July 18.

Instruction on the care and operation of the Linotype was given by M. J. "Marty" Leonard, assistant manager, and Carl G. Meyers, chief service engineer, from the Chicago office. Starting at nine o'clock in the morning, the clinics, touching on 21 different parts of the machine, ran thru until after four o'clock in the afternoon, all present taking an active part in the question-roundtable that followed each section. The Linotype company are complimented on the purpose and instruction offered our newspaper folk who were loud in praise of the opportunity thus presented.

Manager Fred A. White, Chicago office, also attended the Louisville and Lexington clinics. Fred, a Lexington product, took the opportunity of visiting the familiar bluegrass scenes and old friends. Forty-five Hoosiers also attended the Evansville and Louisville clinics. Kentuckians in attendance were:

**EVANSVILLE CLINIC**

Bardwell, Ralph W. Graves, Carlisle County News; Benton, W. J. Myre, Tribune-Democrat; Clinton, Paul Jett, Hickman County Gazette; Henderson, J. D. Cleavinger, William Hape, Gleaner & Journal; Hopkinsville, Boyd Reeder, New Era; Louisville, Ed Weeks, Bush-Krebs Company; Murray, Ralph Wear, Ledger & Times; Owensboro, Arthur Elliott, Lawrence W. Hager, Bruce Hager, Messenger-Enquirer; Paducah, O. H. Ruthenberg, Sun-Democrat; Providence, J. L. Bradley, Hocket Cole, Journal-Enterprise.

**LOUISVILLE CLINIC**

Bardtown, J. A. Cissell, B. J. Wathen, Standard Publishing Company; Beaver Dam, C. B. Embry, Ohio County Messenger; Bedford, Jean B. Hayden, Keith H. Hood, Trimble Democrat; Brandenburg, J. M. Willis, Meade County Messenger; Campbellsville, Hallis Wilcoxson, J. P. Gozder, News-Journal. Cloverport, Frank Smith, Mildred D. Babbage, Mrs. Frank Smith, Miss Peggy Anne Smith, Breckinridge News; Ft. Knox, Lt. J. Q. Bullard, Kenneth B. Small, Paul S. Cheshelin, Reproduction Department; Glasgow, W. T. Potet, Mrs. William T. Potet, Glasgow Republican; Hawesville, John W. Maston, Hancock Clarion; Irvington, J. W. Willis, Herald; Jeffersonton, Frank L. Miller, H. B. Martin, The Jeffersonian; La Grange, F. S. Cunningham, Oldham Era; Lebanon, H. M. Warren, H. Dolphus Rogers, Lebanon Enterprise. Louisville: Harry L. Beauerie, Ahrens Trade School; C. Frank Mann, Charles W. Hood, J.

C. Kane, Spruce Heffield, G. W. Roth, Frank Guadinger, Otto Peklenk, Thos T. Shircliff, Chris Ellison, William H. Embrey, Courier-Journal & Times; Herb Ritz, Harry H. Boetler, R. J. Clarke, E. C. Davis, Harry Blanchard, W. O. Pope, Melvin J. Weber, W. Robert Warren, Jr., Archie Thomas, Jimmie Hughes, A. E. Parsons, V. W. Lockhart, Henry C. Connell. C. T. Dearing Printing Co.

Louisville: Joseph S. Dickson, William J. Schwarzer, I. D. Wood, R. M. Kimmel, Fred L. Ott, John P. Finck, Stanton Brown, Joseph J. Hugh, The Dickson Company; Benjamin D. Kaiser, General Printing Co.; J. C. Soete, Luther H. Emmons, Gibbs-Inman Company; Henry W. Birkelbach, W. F. Scharre, Leon J. Chevalier, Grieb Printing Co.; L. M. Leach, Jobson Printing Co.; N. C. Blair, Louisville Typo. No. 10; Edward A. Skaggs, Miller & Bauer; Maurice Seibert, Publishers Printing Co.; Herbert Graham, Bernard Schneider, Ronald W. Reed, V. G. Reed & Son; Carl Schifferdecker, Edward N. Schumann, Schumann Printing Co.; Ben F. Jennings, Smith & Dugan; William S. Stahl, Stahl Printing Co.; R. L. Corby, Ernest Hacker, John M. Krebs, Standard Printing Co.; John J. David, Westerfield-Bonte Co.; Mack M. Meadows, Western Recorder.

Princeton, C. Rogers, G. M. Pedley, Leader; Scottsville, G. Guy Cook, Allen County News; Shelbyville, J. M. O'Sullivan, Sentinel; Springfield, H. L. Smith, Springfield Sun; Warsaw, Charles E. Adams, Gallatin County News; Wilmore, Harold Sharp, Asbury Press.

**LEXINGTON CLINIC**

Berea, A. D. Trusty, Ray N. Walters, Berea College Press; Carlisle, W. L. Morris, Mercury; Cincinnati, Ohio, H. L. Felix, Imperial Type Metal Co. Corbin, James L. Spuelach, Joseph M. Carr, H. A. Howard, Tri-County News; Danville, W. L. Simpson, Lloyd T. Case, Marvin Matherly, Edwin Wilder, W. H. Alley, Advocate-Messenger; Danville, Charles A. Thomas, Kentucky School for the Deaf; Flemingsburg, Ransom Todd, Mrs. Franklin Fleming, Fleming Gazette.

Flemingsburg, William Davis, Mrs. William Davis, Times-Democrat; Georgetown, Robert Mitchell, J. W. Mitchell, Georgetown News; Georgetown, Taylor Simpson, Georgetown Times; Glasgow, William H. Jones, Jr., Glasgow Republican; Hazard, Dan B. Roberts, Daily Herald; Hazard, F. D. Tristy, Plainedealer; Irvine, Al Hovermale, Estill Herald; Jackson, M. H. Holliday, Jr., Mrs. M. H. Holliday, Jr., M. H. Holliday, Sr., Mrs. M. H. Holliday, Sr., Jackson Times; Jamestown, Buel E. Gaskin, Russell County News; Lebanon, D. B. Spragens, George E. Bandy, The Marion Falcon.

Lexington: F. L. Byron, Sr., Byron-Page Printing Co.; Raymond Glass, E. C. Cox, Commercial Printing Co.; I. S. Stevens, Charles F. Fritz, Fritz Printing Co.; A. W. Johnson, W. O. Tevis, Walter Riddell, Sr., T. B. Hubbell, A. E. Kappa, Taylor Bowman, Claude R. King, Everett Bryant, Stuart A. Page, Roller C. Mulen, Edwin Clark, John H. Scanlon, W. W. Adams, J. S. Shropshire, W. E. Waters, C. E. Stephens, Robert L. Jackson, J. P. Britt, W. Z. Thompson, S. M. Felton, J. W. Wilkinson, Knox M. Gravett, Alex N. Warren, Herald-Leader.

Lexington: Ralph J. Graybrook, Jack West, Arnold Abercrombie, Hurst Printing Co.; N. B. McMillian, Kentucky Kernel; Victor R. Portmann, Kentucky Press Association; J. E. Strong, Willmott Winfield McChord, The Keystone Printery; John Bryant, William L. Taylor, Transylvania Printing Co.; Raymond Redd, C. L. Russell, W. S. Welsh Printing Co.

Maysville, W. O. Davis, Mrs. W. O. Davis, Daily Independent; Maysville, George McClanahan, Raymond A. Dora, Ledger Publishing Co.; Mt. Sterling, Enis Elam, Sentinel-Democrat; Paris, D. V. Snapp, The Kentucky Methodist; Prestonsburg, James E. Golle, Floyd County Times; Richmond, Lewis Traugott, Daily Reg-

**Limitations Are Placed On Display Advertising**

Limitations on display printing have been ordered by the WPB as a paper conservation measure. Frequently this material is used as collateral advertising to merchants' newspaper promotion programs. The order requires that during the balance of 1943 and thereafter printers and producers of displays may utilize only 66 2/3 per cent of weight of paper or paperboard used by them during the corresponding period of 1941. They are also directed not to use paperboard containing any virgin pulp or fibre, or easels, backing or bracing made of kraft stock, or reinforcements made of wood, metal or plastic except such materials as are in inventory as of July 7. One of the chief reasons for the curtailment of display printing is to insure more paper for functional printing, including forms, checks, bill and letter heads.

Displays cover any laminated combination of printed matter and paperboard or other material, with or without easels or braces, when employed to convey a message or advertise a product of service. Displays include, but are not limited to, point-of-sale advertising (used on the premises where calls are made), window, counter, floor, wall and shelf display printed matter.

**Boys Sell 35,015,027 Stamps**

Congratulations to the newspaper carrier boys of the Louisville Courier-Journal and Times, who since Pearl Harbor have sold 35,015,027 ten-cent War Stamps, and are leading the national contest in which 925 daily newspapers are participating. Jasper E. Rison, circulation manager of the two papers, is director of the local contestants.

**Let's Think This Over**

Contract for printing ballots in McCracken County was awarded a Paducah job printing establishment on a bid of \$730, the third lowest bid. Murray K. Rogers, publisher of the Paducah (weekly) Press, submitted the lowest bid of \$624.50, but the fiscal court declined to award Rogers the contract because it was not entirely a job printing establishment. Rogers claims the decision was made because his establishment was not a union shop.

ister; Somerset, W. A. Reese, The Forerunner; Winchester, O. B. Tolin, Roger D. Whitson, Winchester Sun.

# The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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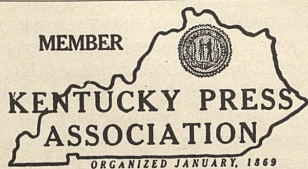
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Volume Fourteen, Number Nine

## National Newspaper Week Set For October 1-8

"The Newspapers: Guardians of the Home Front" is the slogan adopted for 1943 Newspaper Week by representatives of the National Editorial association and other publishers' organizations who met in Chicago recently, according to Vernon T. Sanford, secretary-manager of the Oklahoma Press association, who is national chairman of Newspaper Week, and who attended the meeting.

October 1 to 8 is the time set for the event this year. The story of what the press has done for the war effort on the home front will be told to the readers

of the nation, according to Sanford's report. He said that each paper in the country will be asked to compile information on what it has done in its community to promote defense and the war program.

An 8-page clipsheet containing general information on the home-front work of the press throughout the country will be put out again this year by Medill school of journalism at Northwestern university for publication in local papers, in connection with the week. An "idea kit" will be furnished to editors as advance promotion data.

Co-operating in distributing information to editors will be the 30 field managers, National Editorial association and American Newspaper Publishers association.

## Does This Mean A Free Press?

The Agricultural Adjustment Agency has forbidden its 200,000 field employees and state, county and local farmer committeemen to distribute information about A.A.A. farm programs to the press, radio and other mass means of communication.

The Agriculture Department disclosed this on July 20 in making public an interpretation by its solicitor of a provision of the new department appropriation act prohibiting the use of federal funds in paying salaries and expenses of any A.A.A. regional, state or county information employee.

The field employes and committeemen also were told that they must not carry on any promotional activity for the A.A.A. as an institution or for the A.A.A. policy of crop control, or to build public pressure for or against Congressional action on farm measures.

The distribution of A.A.A. information, the department instructed, must be left to the state and county agricultural extension services. In the past the A.A.A. and extension services and the American Farm Bureau Federation have been closely connected—in some cases both contributing to salaries of county farm agents.

## Promotional Book Reprints 4,800 Ads

About a year ago the Carlisle (Pa.) Evening Sentinel published a book containing 4,800 reproductions of a four-inch advertisement, as a promotional stunt, according to a story in the Linotype News.

This book, writes Lester L. Day, advertising manager of the Sentinel, "contains 4,800 reproductions of a four-inch advertisement, four of the ads appearing on each page. It makes quite a sizeable volume. Each ad reads: '4,800 ads you receive when you insert a single advertisement in the Evening Sentinel. The space used here (one column, four inches) if billed to you at fifty cents, less ten per cent, thirty days, would cost \$1.80 net. Where else could you possibly secure so much advertising for so small an investment!'"

"So this is another way of showing the big money's worth in newspaper advertising to a small-space user who is sometimes unable otherwise to grasp the picture."

## "We Are Sorry But . . ."

Under the caption "We Are Sorry But," The Willard Times has printed a 3 x 3 sticker which is mailed to persons asking for free publicity. The notice reads:

"The calls for free publicity and propaganda seem to be almost unlimited. We have space for more advertising and must get it if we are to keep on publishing a newspaper but we do not have much free space for any cause.

"It is time some one begins to pay for some of it if it is to be printed. The ad writers, advertising agencies, stereotypers, artists, paper houses, postal department and every one else gets paid but the newspapers which are asked to run the publicity!

"You will save expense to some one and our time if you will remove this paper from your mailing list for any free material."

## Waldo F. Fultz, Editor Carter Co. Herald, Dies

Waldo F. Fultz, editor and publisher of the Carter County Herald, Olive Hill, for more than thirty-five years, and long a valued member of the KPA, died July 1 at his home after a long illness. He was a native of Carter County and was always active in civic affairs and for the good of his native county and city. He is survived by his widow, five sons, and two daughters. Mrs. Fultz and the family will continue to publish the Herald. The sympathy of the Kentucky Fourth Estate is extended to the family in their bereavement.

WPB An On Clot

Following between rep and retail vilian Reson, WP July 13 a nate nec and other points an (1) Incre and adeq "volume" of materi creased i Proper ca On Jul ration of into effect ald Nels

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### WPB Announces Code On Clothing Advertising

Following a series of conferences between representatives of the wholesale and retail trades and the Office of Civilian Requirements, Donald M. Nelson, WPB Chairman, announced on July 13 a six-point program to eliminate necessity for rationing clothing and other textile products. The six points announced by Mr. Nelson are:

- (1) Increased production.
- (2) Orderly and adequate distribution.
- (3) More "volume" merchandise.
- (4) Allocation of material to essential needs.
- (5) Increased imports of burlap, and
- (6) Proper care by consumers.

On July 15 WPB announced a declaration of policy which, it is stated, puts into effect the second point of the Donald Nelson program.

This policy, agreed upon by retail merchants in the conferences, follows:

The War Production Board has established the fact that there is an adequate supply of textiles to meet essential civilian needs. In order to provide for their proper retail distribution, and to assure the civilian population an even flow of textile products, the Chairman of the War Production Board has adopted the following promotion and distribution policies, and request retailers to conform to the same.

1. Retail Promotion Policies and Practices with Respect to Textiles and Textile Products.

A. The use of fear of scarcities as an appeal in promotion and selling efforts shall be eliminated. This means elimination of such practices as:

1. "Scarce" advertising.
2. "Buy now" advertising
3. Selling statements, such as "We may not be able to get more."

B. Reference to quantities in promotion, except in the case of bona fide clearance sales, shall be eliminated. This means such practices as:

1. Mention of small or large quantities as an urge to buying.

C. Promotion featuring "sale" prices shall be limited to bona fide clearance sales of not more than the approximate volume and frequency of the past performance of the particular retailer. This does not mean that retailers should change their customary merchandising policies of reducing prices of certain items periodically. Price comparisons of specific items in advertising shall be bona fide and shall be limited to clearance sales. This provision means the elimination, except in the case of bona

fide clearance sales, of such statements and practices as:

1. "Our price is \$8.95, formerly (or usually) \$10.95."
2. "Our price is \$8.95, elsewhere in town \$10.95."

3. Use of "special value" appeals, such as "These values, prices or quantities may never again be equalled," or "These prices are good for a short time only."

4. Use of the word "sale."

This provision does not mean the elimination of comparisons of particular prices with ceiling prices for particular items.

D. It is suggested that advertising and sale promotion appeals, in all media, including newspapers, magazines, radio, car cards, and all other media, previously used for efforts of the types eliminated, could be diverted to such purposes as the following:

1. Item advertising of regular merchandise at regular prices (as restricted by A, B, and C above).
2. Institutional copy.
3. Conservation and care of goods.
4. Repair service departments.
5. National and local war efforts.

E. Additional attention shall be devoted to training, checking and supervision of sales force by such subjects as the following:

1. Elimination of "scarce" appeal by sales personnel.
2. Elimination of special commissions for multiple sales.
3. Knowledge and promulgation of methods of conservation and care of merchandise sold.
2. Equitable Distribution by Retailers.

It is declared to be the policy of the War Production Board that textile products be distributed equitably by retailers, that no retailer discriminate in the acceptance or filling of orders as between customers (provided that the extension of credit by a retailer shall be at his discretion), and that no retailer sell to any customer a quantity of merchandise in excess of the reasonable needs of such customer, taking into consideration other customers to be served from the limited quantities available.

3. Effective Date.

This declaration of policy shall become effective immediately, July 15, 1943. It will exempt only such sales or promotions as already have been scheduled prior to the date of this declaration, provided that they are completed prior to Aug. 1, 1943, and restricted to merchandise in stock or on order prior to the date of this declaration.

### Providence Enterprise And Dixon Journal Consolidated

Because of wartime shortages of labor, machinery and materials, The Dixon Journal and The Providence Enterprise were consolidated into one paper on July 1. The last issue of The Dixon Journal as a separate paper was published the last week in June. Editor Bradley stated:

"The new medium will be known as The Journal-Enterprise and an effort will be made to make it outstanding in the state. A real effort will be made to make it a county paper equal to the best. A complete county coverage of news is being inaugurated and the best of features will be presented each week.

"While the new Journal-Enterprise will continue to be printed in the Providence office where one of the best mechanical plants in the state is located, the plant at Dixon will be maintained in its present location. Commercial printing will be produced at this plant and all will be in readiness to resume publication of the Journal as a separate paper if this is deemed advisable at the close of the war."

### Little Chats Series

Are you running, or planning to run, the series of short talks on public notice printing? The series, "Short Chats On Public Notices," was made available to KPA members in the last Bulletin. This is our chance to "sell" our readers on the doctrine of public advertising. Start the series at once. The first seven "Chats" were included in the Bulletin.

### Mother Of Publishers Dies

The sympathy of the Kentucky Fourth Estate is extended to Editors Fred and W. J. Hughes, Leitchfield Gazette, on the death of their mother, Mrs. Mary Ellen Hughes, the first of this month. Mrs. Hughes was 71 years of age and was the widow of D. L. Hughes, for thirty years publisher of the Gazette.

### Tom Underwood In Washington

Thomas R. Underwood, editor of the Lexington Herald, was given a leave of absence to accept the merited appointment as assistant to Justice Fred M. Vinson, economic stabilization director, in the national capitol. Tom has the sincere good wishes of every Kentucky publisher who sees for him new and higher achievement in this broader field. But remember, Justice Vinson, we have only loaned him to you.

### Law Protects Advertising On Trade, Brand Names

Congress amended the Emergency Price Control Act definitely prohibiting any attempt to eliminate or restrict the use of trade and brand names. The amendment prohibits any requirement for grade labeling of any commodity as that term is defined in section 302 (c) of the act. This definition embraces all commodities and products, including hosiery and wearing apparel.

Another statutory limitation requires that before any commodity may be standardized, the Administrator must determine that no practicable alternative method exists for securing effective price control of the commodity. The fourth clause prohibits the tying of maximum prices to specifications or standards under any circumstances unless such specifications or grades have previously been in wide, general use in the affected industry, or have previously been lawfully required to be used, in the sale of commodities, by some other Government agency acting pursuant to congressional authorization.

Thus price ceiling may be based only on grades and specifications which are wide, general use in an industry or may be based on legal standards or specifications promulgated under the Food, Drug and Cosmetics Act or the Federal Meat Inspection Act. But requirements that standards or specifications be used in manufacturing or ceiling, or that such standards appear on the invoice, are prohibited except where such standards or specifications are in wide, actual commercial use, or are lawfully required by some other Government agency, acting pursuant to statute, to be used in the sale of the affected commodities.

This specific limitation will curb tendencies of OPA policy-makers to upset established business sales promotion methods and substitute government grades for advertised brands, a move which seriously threatened local and national advertising. The original amendment sponsored by Representative Andresen (Minnesota) prohibited the use of OPA funds for arbitrary projects of this kind generally considered anti-advertising techniques. Subsequently, the amendment revised by Senator Taft was adopted so that the prohibitions were incorporated into statutes.

That the proponents of grade labeling and other anti-advertising devices will continue their campaigns is endorsed in the public announcement that a new bloc has been established, described

as the Congressional Committee for the Protection of Consumers now numbering about 50 members of the House. Significantly, the first meeting (June 25) of this unofficial "Committee" was held with several hundred representatives of labor and consumer organizations from all over the country. (Note: Two resolutions of NEA Cincinnati Wartime Conference June 20, read—"Be it resolved that the National Editorial Association, representing the home-town daily and weekly newspapers, looks with disfavor on any and all attempts of Federal agencies to impose restrictions on legitimate advertising: Be it further resolved that this association renew its pledge for the continuance of its efforts to retain the established brand names and to oppose mandatory grade labeling through regulations and orders."

The President on July 16 signed H. J. Res. 147 extending the life of the Commodity Credit Corporation and including a prohibition against grade labeling and standardization by the Office of Price Administration.

A provision contained in H. J. Res. 147 repealed the provision contained in the War Agencies Appropriation Bill.

This provision in H. J. Res. 147 is actually an amendment to the Emergency Price Control Act and amends Section 2 of that Act by a new subsection (j) containing the language quoted in Federal Laws Bulletin No. 24 - 1943.

### Mark Ethridge Named To OWI Committee

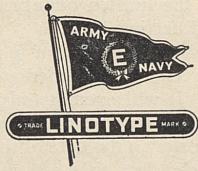
Palmer Hoyt, domestic director of the Office of War Information, announced July 6 the appointment of nine prominent newspaper editors and managing editors as an advisory committee. Mark Ethridge, publisher of the Louisville Courier-Journal and Times, was named on this important committee.

Simultaneously Hoyt announced that O.W.I. would "work entirely through the accepted media of information," had suspended issuance of all pamphlets and posters and scrapped its field service entirely. O.W.I. will not issue any printed matter directly to the public," he said.

"Within the next ten days, therefore, we will discuss our problems with representatives of the press, radio, outdoor and car-card advertising, and with magazine and book publishers. We want to get their views on what we can do. Until we have completed these conversations, we can't tell what O.W.I.'s program will be."

The Paris Daily Enterprise, J. M. Alverson Sr and Jr, editors and publishers, has joined the Southern Newspaper Press Association. This brings the membership in that active association to 303. The editors of the Enterprise believe thoroughly in the value of membership and cooperation in a strong press association.

DO  
YOUR  
SHARE!



—Save while serving on the home front.

Your Linotype will help you

**Buy Bonds**

for the

**Defense of America**

**Keep Your Equipment**

in

**Good Condition**

More than ever America needs a strong Press!

## The Cost of Food Distribution--- and the Winning of the Peace

**T**HE recent United Nations Food Conference pointed up the need to "take all practicable steps to reduce marketing, processing, storage and distribution costs and margins between producers and consumers.

This is just what A&P has been doing for 84 years — consistently cutting the cost of food distribution, to the point where during the past fiscal year we provided food for our customers at the lowest gross profit rate in the history of the retail grocery business.

In distributing fresh fruits and vegetables, for example, we have been able to introduce efficiencies that have cut operating expenses to a point one-fourth less in 1942 than in 1937. Five years ago we were able to pass back to producers 46.8 cents of the A&P retail dollar. By 1942 this return had been upped to 56.3 cents, a return considerably higher than the national average.

Here, in tangible terms, is what such increased efficiencies mean to the entire nation:

By speeding perishables from farm to dinner table, loss from damage and spoilage is cut down and more actual food gets into the hands of consumers. Foods are delivered so quickly that there is little chance for nutritional values to be lost. Unnecessary in-between handling costs are eliminated and food prices are thus kept lower. Substantial amounts of manpower, transportation facilities, gasoline, oil, rubber are saved and released to produce and distribute other war essentials.

These benefits are vitally important to every family, to "win the war and write the peace." They are among the major objectives outlined by the world food conference — and they are the achievements that make the men and women of A&P so proud to be doing the nation's most efficient job of food distribution.

## A & P FOOD STORES



### May I Suggest? . . . .

My Company celebrated the Fourth of July by publishing in a hundred newspapers an advertisement entitled "How Long Since You've Read the Constitution of the United States?" Whereupon several friends (patriotic, intelligent people, too) confessed they had never read it until the ad prodded them into doing so.

And reading the ancient document gave them a great lift . . . a new and deeper understanding of the importance of the precious freedoms we Americans enjoy . . . the rights to worship, to vote, to work, to speak, to meet, to go and come, as we please . . . to own property, to engage in private enterprise.

Menaced by dictators abroad and by collectivist trends at home, we must seek revival of our strength in the spiritual foundations which are the bedrock of our republic. Democracy is the outgrowth of religious conviction of the sacredness of every human life. On the religious side, its highest embodiment is the Bible; on the political, the Constitution. As has been said so well, "The Constitution is the civil bible of Americans." Next to the Bible, the best book on the Constitution should be in every home, school, library and parish hall.

Maybe your subscribers would like to read the Constitution by installments in your paper.

—REDDY KILOWATT

*Your electrical servant*

**KENTUCKY UTILITIES COMPANY**  
Incorporated

**A Tax Paying Utility Under Federal and State Regulation**

