

The
Kentucky Press

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Journalism - - Of, by, and for
Kentucky Newspapers

December, 1940

Volume Twelve Number Two

Milline Formula Inadequate For Advertising Economy

By Charles L. Allen

Advertising pays, but it pays in direct proportion to the efficiency of the medium, the attractiveness of its layout and the persuasiveness of its copy. With the artistic and mechanical problems of writing and displaying advertising we are not at present concerned, and for the purposes of this discussion we may assume that the same advertisement will be published, that it will be given the best possible position on the page, that it will appear on any page the advertiser cares to select except page one, and that the editorial matter in both publications will be equally potent in reader interest. We will assume that we are interested in learning the advertising economy of two comparable media, both using visual presentation, in this case printed advertising.

Exactly what does the advertiser want? What does he hope to buy when he schedules an advertisement in a newspaper or a magazine? It is obvious that he is not fundamentally or primarily interested in white space, or type faces, or the cost of a column inch or agate line. What he wants is assistance in delivering his sales message to the greatest number of people for the least cost per person. Fortified with the utmost confidence in the value of his product, in the attractiveness of his layout, in the persuasiveness of his copy—all the advertiser wants from a publication is the delivery of his message to human beings with normal needs and desires, and his sales message will bring the customers. It logically follows, then, that the publication which can deliver this message to the greatest number of people at the least cost per person will have the greatest advertising economy.

Using essentially this theory of advertising economy, some one a number of years ago decided that he could invent a mathematical formula which would determine the advertising economy of every publication, and, lo, when he had finished he called in the "Milline." You may recall that Alexander Pope once said: "A little learning is a dangerous thing." Well, a little figuring is also a dangerous thing, and the repercussions of this calculation which produced the milline rate have been

most destructive of basic values in advertising efficiency. We regret that the inventor of this handy, but inaccurate, device stopped figuring too soon. He quit when he had taken into consideration only *two* of the factors that affect a publication's ability to deliver an advertising message. He went no farther than the number of copies distributed and the cost of an agate line of space. And for 30 years or more all advertising men and publication staffs have been enslaved by this vicious little bit of mathematics.

The Milline needs an examination. As far as it goes it deals with thoroughly sound principles. But you will find that it completely ignores many of the most important factors which operate to place an advertiser's message where people are most likely to read it. There was no argument about the value of circulation, which is the first factor recognized by the milline rate. Neither is there argument about the agate line cost which definitely must be considered in ascertaining advertising economy. Both are good, but they are only two of the necessary basic factors, and in no sense tell the complete story. If you want a mathematical formula which will do justice to every publication and at the same time show the advertiser just how much he gets for each penny expended, it must take into consideration several determinative factors which the Milline completely ignores.

Let us take two hypothetical cases. One will be a small publication with 2000 circulation, and an inch rate of .50 cents. The other will be a paper with 50,000 circulation and an inch rate of \$3.00. The Milline, which is the cost per agate line for 1,000,000 circulation will show the big paper to be a much less costly medium. Milline rate for the big paper is about \$4.20; for the small paper about \$17.85. Certainly it needs no further proof that an advertiser is not going to pay \$17.85 for something he can buy for \$4.20 and we would be naive to expect it. If the small paper has nothing more to sell, it is a poor bargain. But that's only the start of the story.

I submit to you that there are many other significant factors to be considered. For example, we know that a news-

paper which has only one reader per copy will have a less chance to deliver the advertiser's message than a poor paper which has 3 readers per copy. That is to say, if all other things are equal, the more people who read a copy of a newspaper, the better chance an advertisement has to be seen by somebody. We will call this factor "R" or the number of readers per copy. Actual house-to-house interviews have shown us that city newspapers have an average number of readers per copy of 3, in the north shore communities above Chicago. This study was made in February by a class in Circulation Management consisting entirely of graduate men students at a Northwestern University. It is very likely that further research among commuters will show the average to be less than 2 persons per copy for these papers that are bought to read on the train or in the office. But for the moment we will assume that all of the large paper's copies are read by 3 adult people.

The same kind of personal interviewing in smaller communities in Illinois, Virginia, Iowa and New York has shown that the community newspaper, both daily and weekly, has an average of more than 4 persons per copy. Therefore, the factor "R" is 3 for large city dailies and 4 for smaller county papers.

It is also evident that the amount of time a person spends on a copy of a newspaper determines the likelihood of his seeing an advertisement in a paper. That is to say, the same reader, if he has only five minutes to spend on the paper is much less likely to see any certain advertisement, than he is if he can spend 30 minutes. Personal interviews to determine the average amount of time spent by men and women reading newspapers have shown that all old ideas about this matter were erroneous. From a recent survey made by graduate students at Northwestern we can safely say that metropolitan newspapers receive from 25 to 45 minutes of each reader's time. Other research in community daily or weekly spend more time on each copy than the readers of large dailies do. But to avoid argument even though we can support our contentions by solid figures, let us assume that the two papers we are considering each have the same reading time factor, which we call "T". The average for all papers is 30 minutes, so we will take "T" as 30.

The size of an advertisement is sure to exert a powerful influence on its readership. A full-page advertisement

is much more likely to be seen than a 2 col. 5, no matter where the smaller ad is placed, and we are assuming comparable position in this discussion. Just to avoid complications, however, we will assume that the advertisement with which we are working is only one column inch. The factors of the advertisement's size we will call "A", which in this example is 1 inch.

It is equally true that the number of column inches on a page with which our one inch advertisement has to compete, will affect the probability of its being seen. Here we have a factor which we will call "I", and we find that it varies for each different publication. For the big newspaper (with 8 columns each 22 inches long total inches per will be 176. For a smaller paper, with 7 columns each 21 inches long total inches per page will be 147.

If a reader spends 30 minutes on a 48-page paper, he is not as likely to see any certain advertisement as if he spends 30 minutes on a 12-page paper. In fact, all other things being equal, the probability of an advertiser's message being

delivered is 4 times as great as if the reader concentrates on 12 pages than if he scatters his time over 48. This factor, the number of pages in a paper, we will call "N".

To complete our mathematical equation, we shall take the two factors which the old milline rate recognized, that is, circulation, which we will call "C", and the cost of the space, which we will call "E", for expenditure.

The relationship between circulation, number of readers per copy, and average time per person spent on each copy, is a direct relationship, and so can be shown by simple multiplication. That is: if 1000 copies are read by 2 persons the total readership is 2000 as compared with only 1000 copies if each copy is read by only one person. In the same manner, the average time spent on a copy may be multiplied by the number of persons reading each copy and number of copies. So we have a formula that begins like this: C x R x T.

Next we must show the proper relationship of a 1-inch advertisement to all he column inches in the paper. That can

be done by the fraction $\frac{A}{I \times N}$

Combining this fraction with the first part of the formula we get: $\frac{C \times R \times T \times A}{I \times N}$

which, if properly figured will tell us the probability of a 10 inch advertisement being seen in any publication. The result of working this formula through, therefore, is a number which will faithfully represent the "Visibility" of the medium under consideration.

Using the hypothetical cases given above, we find, first that the "visibility factor" of the 50,000 circulaion newspaper is 532, and of the 2000 newspaper only 136. That is correct. The big newspaper with its 50,000 copies will have 532 chances to deliver the advertiser's message to the 136 of the smaller paper. But that is not all the story either. The 50,000 circulation paper costs 3.00 per column inch. The 2000 paper costs only 50 cents a column inch. To see just how much "visibility" the advertiser will get per penny invested, we must divide each "visibility factor" by the cost of the 1-inch advertisement. We find that 532 divided by 300 equals 1.77. But 136 divided by 50 equals 2.72.

That is the end of the story. It is a conclusion that the proponents of milline measurement have refused consistently to consider for many years. It shows that the advertiser has 2.72 chances of delivering his message, for every penny expended in the smaller paper, to the 1.77 chances of delivering his message, per penny expended, in the larger publication. In no sense does it do violence to the known strength of publicatins with large circulation; but it does emphasize the importance of several basic, determinative factors in arriving at the advertising efficiency of the small paper. In the last analysis, the ability to deliver an advertiser's message at small cost is the true test of advertising economy.

Bourbon News to Celebrate 60th Anniversary in January

On January 1st, the Bourbon News will begin its 60th year of continuous operation. Launched in Millersburg, Bourbon county, in 1881, it was moved to Paris after two years where it has continued down to the present. In that time the News has been owned by but three men—Bruce Miller, Swift Champ, and, for the past fifteen years, by Carl L. Johnson.

Applying the Formulas:

By taking into consideration every factor that all newspapers have in common, it is found that the return for every penny interested in the Home-Town Newspapers is greater than the metropolitan newspapers. This is shown by applying the formula to three newspapers:

	Newspaper "A"	Newspaper "B"	Newspaper "C"
1. Circulation	5,000	4,000	1,000
2. Number of readers per copy	3	4	4
3. Time in minutes spent reading	30	30	30
4. Size of advertisement, inches	1	1	1
5. Inches per newspaper page	176	164	140
6. Number of pages in newspaper	40	12	8
7. Expenditures per col. inch, cents	\$2.52	.56	.35

Formula for Newspaper "A"

$$50,000 \times 3 \times 30 \times \frac{1}{176 \times 40} = 639 \text{ Visibility Factor}$$

$$639 \div 2.52 = 2.54 \text{ the Value Factor per penny of advertising expenditure.}$$

Formula for Newspaper "B"

$$4,000 \times 4 \times 30 \times \frac{1}{164 \times 12} = 243 \text{ Visibility Factor}$$

$$243 \div .56 = 4.34 \text{ The Value Factor per penny of advertising expenditure.}$$

Formula for Newspaper "C"

$$1,000 \times 4 \times 30 \times \frac{1}{140 \times 8} = 107 \text{ Visibility Factor}$$

$$107 \div .35 = 3.05 \text{ The Value Factor per penny of advertising expenditure.}$$

	Circulation	Milline Rate	Visibility-Economy Value
Newspaper "A"	50,000	3.60	2.54
Newspaper "B"	4,000	10.00	4.34
Newspaper "C"	1,000	25.00	3.05

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Gracean M. Pedley, President, Eddyville Herald; Russell Dyche, Vice-Pres., London Sentinel-Echo; J. Curtis Alcock, Sec.-Tres., Messenger, Danville

Executive Committee

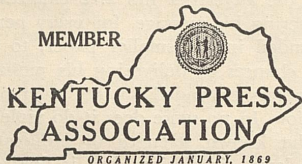
Harry Lee Waterfield, Clinton Gazette, chairman; Tyler Munford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; Edward Hamlett, Columbia News; Vernon Richardson, Danville Advocate; Fred B. Wachs, Lexington Herald-Leader; Victor R. Portmann, Kentucky Press, Lexington; T. T. Wilson, Cynthiana Log Cabin; Frank Bell, Bedford Democrat; Walker Robinson, Fainville Herald; Chauncey Forgey, Ashland Independent; Robert L. Elkin, Lancaster, Honorary.

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Tyler Munford, Morganfield Advocate, chairman; Harry Lee Waterfield, Clinton Gazette; Thomas R. Underwood, Lexington Herald; Harry Ward, Paducah Sun-Democrat; George R. Joplin Jr., Somerset Commonwealth; Cecil Williams, Somerset Journal.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, chairman; Vaughn Spencer, Kentucky Farm Journal, Louisville; Robert Simpson, Frankfort Journal; Mrs. Harold Browning, Williamsburg Republican; Miss Jane Hutton, Harrodsburg Herald.



Volume 12, Number 2

Printing Education Week To Be Celebrated, January 13-18.

Printing Education Week will be celebrated by the schools which offer printing instruction and many others interested during the week of January 13-18. This interval was selected in honor of the birthday of Benjamin Franklin, pioneer colonial printer and publisher, who was born on January 17, 1706. The sponsors express hope that this date will soon be made a national holiday, according to Roy N. Walters, printing instructor, Berea College, president of the association of printing instructors in the state. Schools are requested to display products of their plant, hold open house, and present

special Franklin editions of their papers. It would be worthwhile for community newspapers to join in this celebration by displaying their printed products in their show windows and make special mention in their editorial columns. Good self-advertising can never be amiss.

Holiday Greetings to All

It is only an old custom, always new, to extend greetings and best wishes to one's friends at the Christmas holiday season and the beginning of the new year. It brings friendship and mutual respect and understanding nearer and clearer to all, and, like the spirit of Santa Claus, we hope such cherished custom will never pass away. The editor, sincerely and heartily, extends to you and your families best wishes for a happy and merry Christmas, and peace, health, and prosperity during the year 1941 and all years to come.

Special Editions Prove Interesting

Many state newspapers have issued special tobacco and Christmas editions during the past month that reflect credit and enterprise on the part of the editors and their associates. Not only do these special editions bring augmented revenue to the community newspapers, but advertise the towns and their citizens to the highest degree and create added good will and respect for the newspapers and their publishers.

Editor D. M. Hutton Honored

D. M. Hutton, editor, Harrodsburg Herald, an authority on early Kentucky history, has been honored in his selection as chairman of a committee to cooperate with the Goodwill Industries in sponsoring an educational and financial campaign to restore Shakertown. The campaign is planned to restore the buildings and the field and household crafts for which the Shaker sect was noted.

The committee, including Barry Bingham, Louisville, H. V. McChesney, Frankfort, and Judge Charles A. Hardin, Harrodsburg, with Mrs. Frank L. McVey, Lexington, and Mrs. L. G. Davidson, Lancaster, heading the women's division, will endeavor to acquaint Kentuckians with the "work and ideals" of the Shakers.

Blue Grass Clipper Has Youthful Editors

Among Kentucky's most youthful newspapermen are Lynn C. Barrett, 20 years old editor, and Eldon G. Barrett, 18 years old, associate editor of The Blue Grass Clipper, Midway. The boys, who have practically grown up in the country newspaper office, assumed their more responsible duties in September when their father, Lynn G. Barrett, accepted a state supervisory position with WPA. Lynn, a former journalism student in the University of Kentucky, conducts a column "Blue Grass Clippings", containing local human interest items and comments, while the father continues to contribute his column, "Bursts O' Five" which now deals with comment on interesting things he sees in his constant travels throughout the state.

High School Press Convention Held At The University

More than 285 delegates, representing 50 high schools, met in the annual convention of the Kentucky High School Press association at the University, December 6-7, to attend a series of roundtables on phases of newspaper, magazine, and yearbook production. These young people, many of whom will be potential printers and newspaper writers of the future, and whose newspapers are produced in their local newspaper plants, should be given every encouragement by our community editors in this important extra-curricular activity of the high school program.

LaGore Re-elected AP Chairman

Joe LaGore managing editor of the Paducah Sun-Democrat, was re-elected chairman of the Associated Press newspapers in Kentucky at the annual meeting in Louisville, November 17. He was elected a member of the executive committee of the national Associated Press Managing Editors Assn. at Louisville during the annual meeting November 18-20. Heartiest congratulations to Joe!

A new paper, the Elliott County Times, Sandy Hook, Kentucky, is being published for that town from the plant of the Sandy Valley Enquirer, Grayson. William R. Bagby, editor.

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Program Of Mid-Winter Meeting

Kentucky Press Association
Brown Hotel, Louisville

Thursday, January 16

5:00 P.M.—Registration in Foyer of Roof Garden. Registration fee \$1.00 Per Person.

7:00 P.M.—Buffet Supper in Roof Garden, complimentary the Brown Hotel
Friday, January 17

9:00 A.M.—Registration in Foyer of Roof Garden.

10:00 A.M.—Business session called to order in the Roof Garden by President G. M. Pedley, Princeton Leader, Princeton, Ky.

Invocation by Rev. Dr. George S. Wood, pastor Trinity Temple Methodist Church, Louisville, Ky.

Response by Harry L. Waterfield, Chairman K.P.A. Executive Committee, Gazette, Clinton, Ky.

10:00 A.M.—President's Annual Address.

10:45 A.M.—Report of NEA Council Meeting by Harry L. Waterfield.

11:00 A.M.—Annual Report of Secretary-Treasurer, J. Curtis Alcock, Advocate-Messenger, Danville, Ky.

11:15 A.M.—Address by Bert Johnson, Kroger's, Cincinnati.

11:30 A.M.—Address by W. W. Thompson, General Manager Mammoth Cave National Park

11:45 A.M.—Address, "The Kentucky Sesqui-Centennial," by Samuel M. Wilson, Lexington, Ky.

12:00 Noon—Adjournment.

12:30 P.M.—Luncheon in Brown Hotel Ball Room, complimentary the Kentucky Utilities Company.

Luncheon followed by an address by Carl Gazley, Executive, Audit Bureau of Circulations, New York City, who will discuss audits for weekly newspapers.

4:00 P.M.—Meeting of K.P.A. Executive Committee

6:30 P.M.—Banquet Dinner in Roof Garden Brown Hotel, complimentary Louisville Board of Trade.

Saturday, January 18

9:30 A.M.—Business Session in Roof Garden, called to order by President Pedley. Report of K.P.A. Legislative Committee by Tyler Munford, Morgantown, Ky.

9:45 A.M.—Address by Mrs. Mark Ethridge, Prospect, Ky.

10:15 A.M.—Address, "Developing State and National Advertising for Kentucky Newspapers," by Warwick Anderson, of Doe-Anderson Advertising Agency, Louisville, Ky.

10:45 A.M.—Round-Table Discussion on "Newspaper Circulation," led by Norman Allen, Floyd County Times, Prestonsburg, Ky.

11:15 A.M.—Round-Table Discussion on "The Job Printing Department," led by Fred Hughes, The Gazette, Leitchfield, Ky.

11:45 A.M.—Report of Committee of Resolutions.

11:50 A.M.—Annual Election of Officers.

Adjournment.

12:30 P.M.—Luncheon at Pendennis Club, Complimentary the Courier-Journal and Louisville Times.

Embry Newspapers Install Linotype

The Embry Newspapers Incorporated, Beaver Dam, recently installed a Model 8 Linotype equipped with 8 and 12 point Excelsior with Memphis Bold and 24 point Erbar Bold, caps and lower case. With this selection of type faces the newspaper will have a comprehensive and flexible headline schedule as well as a legible and popular body face. We commend this step, especially in the

decision to install an upper and lower headline type for major heads, instead of the ugly and much-abused all-caps headline.

To encourage his readers to contribute letters to the popular editorial page feature, "Letters To The Sun," Hurdon Evans recently announced he would pay \$1 each week for the best letter published.

Robert Worth Bingham Memorial Established As A 4-H Camp

In memory of his father, Barry Bingham, publisher of the Louisville Courier-Journal and Times, presented a gift of \$10,000 to the University of Kentucky which will be used to purchase and develop the old Tatum Springs hotel property in Washington county. The property includes 10 acres of land, a 40-room hotel building, and several out-buildings. The hotel, which is 100 by 172 feet, will be remodeled for use as a community center and 4-H club headquarters. The University will have direct supervision of the camp which will be named "The Robert Worth Bingham Memorial."

Editor Lane Receives Appointment

Ratliff H. Lane, editor and publisher of the Sentinel-Democrat, Mt. Sterling, was appointed to the public relations division of the Kentucky Selective Service with Administration offices in Louisville on December 16.

Former Richmond Editor Dies

Thomas C. Adams, 70 years old, founder of the Richmond Pantagraph, died December 18 at his home near Lexington. He founded the Pantagraph in 1889 and served as its publisher-editor for 11 years. He has been engaged in real estate and farming the past few years. He is survived by his wife, Mrs. Nellie Peyton Adams, three brothers, and a son, Delmar Adams, editor of the Campbellsville News-Journal.

Scottsville Citizen Times Publishes 50th Anniversary Edition

Publishing 5,000 copies of its fiftieth anniversary edition of 40 pages, Editor R. R. Pitchford, Scottsville Citizen Times, presented his readers with a historical review of that enterprising city and its development as chronicled by the newspaper during one half of a century. Congratulations.

Job Plant For Sale

E. T. Jones, West Point, offers a complete job plant for sale for \$250 cash, Invoice value \$700. Equipment consists of 10 x 15 jobber with motor and switch box, 26 in. paper cutter, type, and miscellaneous type equipment. If interested, write him at West Point.

*Carrollton News-Democrat
Purchased By Virgil Sanders*

Virgil P. Sanders, Madisonville, purchased the Carrollton News-Democrat from Mrs. R. G. Smith, taking possession on December 1. The News-Democrat is in its 74th year of publication. The new owner is a native of Pike county, but spent his early life in Danville, where his father is a well-known physician.

Robert E. Cummins, circulation manager of the Corbin, Ky., Daily Tribune, has been ill for several weeks. He is expected to be back on the job shortly.

Correspondents of the Corbin Daily Tribune and Sunday Times were recently given a banquet, at which time members of the papers' rural news writing force presented the program. A feature of the day's activities was a gourd show, with prizes for various types of gourds.

Publisher John L. Crawford of the Corbin Daily Tribune recently caught a wall-eyed Pike in Norris Lake which he alleged was 25 inches long and weighed more than five pounds.

The McCreary County Record's subscription campaign this year is being conducted by the Boy Scouts of that county. The paper is giving a liberal commission on all subscriptions to the organization in order to help the youthful good citizens to raise necessary funds. The Press is certain that the boys will cover the territory thoroughly and the Record should expect an almost complete coverage.

Frank Starks, editor of the Shively Gazette, will leave his editorial duties the first of the year for service with the Kentucky National Guard at Camp Shelby, Miss. Allen P. Harvey Jr., Lou-

isville, will take Mr. Starks' position as editor during his absence.

Editor Williauw R. Bagby, Sandy Valley Enquirer, Grayson, has informed us that he has augmented his newspaper staff with a new assistant editor and writer. He said, "I was married on Sept. 3, 1940 to Miss Mary Carpenter of Catlettsburg. She has studied journalism and has had numerous magazine articles published." We extend congratulations!

Charles K. Steele, a 1940 graduate of the U. K. department of journalism, is making quite a hit with the front page feature on the Pineville Sun. He says, "it is a lot of fun to write this bit of verse, and it is easy enough if the writer keeps a list of every story that goes in the paper. He can find the rhyming lines when he has enough material with which to work." A reprint of a recent offering, box-headed "Rime o' the Time", says:

Lions prep for basketball;
Volunteers respond to call.
Library asks for many books;
Winchell likes Luise's looks.
Nurses plan to meet in Bell;
Crippled kids try to get well.
Two are held in a fight with knife;
Two from Bell depart this life.
Senate starts election huff;
Jail door wasn't strong enuff.
Kiwanians boost for training plan;
Seal Sale battles scourge of man;
Gaddie gives a talk on square;
Here's hoping auto tags will wear.

Mats for Meat—Mats of attractive advertisements that may be sold local meat markets are offered free by the National Live Stock and Meat Board, 407 South Dearborn Street, Chicago. They may be free publicity; we don't know.

Send in that news item today.

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"

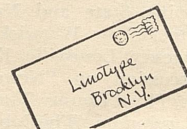
**Permanized Bond Papers — Howard Bond —
Maxwell Bond—Cherokee News (Blue-White)**

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 W'HOUSE
7 W. Front St. Cincinnati, O.**



"It takes the stress out of living"

"Since installing the new Linotype we have been so busy taking care of the upswing in our printing orders, that I have delayed writing and expressing my elation over the purchase." So writes an enthusiastic user.

Why not ask your Linotype man today to show you how a new Blue Streak Linotype will ease your composing room burden? Its many exclusive time-saving features are giving cost-conscious printers and publishers new ideas of efficiency and productive economy.

Blue Streak Linotypes

Mixer Models 29 and 30 · Master Models 31 and 32 · Extra Range Model 33

Linotype Baskerville Bold and Poster Bodoni Compressed

Bush Krebs Co.
INCORPORATED
LOUISVILLE, KY.

*Everything for PRINTERS
except paper*

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

ED WEEKS

VITAL STATISTICS ABOUT SOME OF YOUR TOWNSPEOPLE

Chain stores are justifiably proud of their employes because they comprise the conscientious, industrious part of their local communities. Being well-paid and steadily-employed, they are part of the stuff of which every sound, progressive community is built.

The United States Census shows that chain store employes average 14% higher wages than do people employed in comparable jobs elsewhere.

A recent survey of 52,000 chain grocery store employes shows that over 65% have lived for more than ten years in the cities where they now work. More than one-fifth have lived in their present cities for more than twenty-five years.

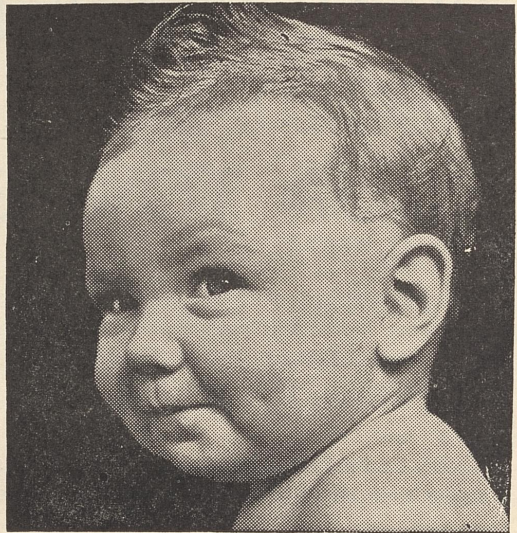
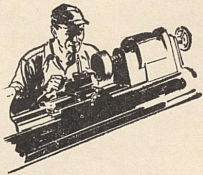
Three out of five are married. The average employe supports two other people. Nearly 22% own their own homes and over 50% own automobiles. Besides group insurance provided for them by their companies, four out of five carry additional insurance. Nearly 2,500 hold offices in local civic and fraternal organizations.

Employes contribute an average of \$15 a year each to charity and pay \$40 in taxes to local, state, and Federal governments.

These responsible people are the type who make up the backbone of any business organization, and of any live community. They make possible the smooth-working, time-saving, waste-saving chain stores which vitalize shopping centers, raise customers' standard of living by providing quality merchandise at economically low prices, and inspire all merchants to use modern, forceful merchandising, newspaper advertising, and sales promotion methods.

THE GREAT ATLANTIC & PACIFIC TEA COMPANY

I'M A
LUCKY GUY



MY POP is just an ordinary hard-working fellow and he and mom don't live fancy. But they're happy.

The other night mom was showing pop my new electric bottle warmer, and he said we're lucky to have such handy electric things. That got him started talking about his job and he said American workmen are much better off than workmen in other countries. He said a big reason is because American factories use so much more electric power and that means men like my pop can turn out more work and therefore make more money

for his boss, Mr. Hardy, and more for himself, too. And Mr. Hardy can sell his products cheaper, so more people can buy them and that helps everybody. That's why people like my pop and mom are really rich—rich in the things that make life more enjoyable.

Pop said, just think mom, a business man like Mr. Hardy has to invest about fifteen or twenty thousand dollars for every man he has working for him. Golly. But it's men who are willing to take risks like that who keep our wheels turning around, pop said.

KENTUCKY UTILITIES COMPANY

INCORPORATED