

NEWSPAPER PUBLICITY STORY
AND EDITORIAL

In most cities there is no better way to get people interested in the Firepower Caravan show than to break a big story about it in the local papers a few days before the Caravan arrives.

And there is no better way to make the community conscious of the need for munitions workers than to have the local papers run editorials on this subject during the same week.

The committee should arrange to have reporters interview the Caravan crew, when it arrives in town the day before the show.

If a newspaper man is chosen by the committee to head up the sub-committee on newspaper publicity, such publicity will be considerably easier to arrange.

Material for the news story and the editorial will be furnished by Sunflower Ordnance Works.