

The Kentucky Press

January, 1949

X

Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



VOLUME TWENTY
NUMBER THREE

Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington

1949 Convention Edition

Table of Contents

80th KPA Anniversary	Page 1
Minutes Of Convention	Page 4
Dr. Donovan's Address	Page 6
Resolutions Adopted	Page 6
Wickliffe Advance-Yoeman	Page 10
Perry Company Sues	Page 10
Stanford Paper Sold	Page 11
Straw Paper Newsprint	Page 12

Official Publication Kentucky Press Association

The Kentucky Press Association

is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

Hutton Reviews Events In KPA History

OUR EIGHTIETH ANNIVERSARY

When called on to look as far as we could into the past of the Kentucky Press with our memory and present it to you it will be for only a possible 50 of its 80 years as an organization. Some of that history is colorful and some too drab to present.

We believe you will speak of this today, if you mention it at all, as Hutton's desultories.

One can scarcely imagine our emotions today when we look over this press meeting. Many old cherished faces are missing and the new ones confuse us. We can not fit your faces to the papers you represent.

Do not expect us to say that we remember where a farmer paid for his paper with chestnuts, turnips or walnuts. That kind of bartering did not happen in our knowledge. Neither have we ever known of a Kentucky editor getting horsewhipped. True they have been promised one in a bluff but threatening never silenced an editor's pen. However we once saw in a printing office a towel that was almost able to stand alone. Now that should take care of printing office traditions — and we may proceed.

A comprehensive study of Kentucky Journalism would be revealing. It would embrace the years of the Kentucky Press Association and more. We expected Tom Clark in his recent book to explore this field. We were disappointed. It is left for another, some day, to do a better job.

You will pardon us in starting back 59 years before the K.P. organization was started in 1859 for our background.

Journalism in our County of Mercer dates from 1810. At that time we had had one war with England. Another one was coming up. Newspapers then printed only foreign news correspondence. The acts of foreign governments were noted. The visits of representatives of one country to another were closely watched and studied as to alliances and their possible relation to America.

In a paper issued in Harrodsburg in 1816 the editor actually apologized for a local item taking up space. He wrote: "We can not refrain from mentioning the death of a local citizen, General." He then used about ten lines on the most important man of the community. Seems that for some 20 years after the Treaty of Ghent political slant went in the direction of Mexico. While we were having our war with that country news from the front took on local

Mr. President, members of the Kentucky Press Association and guests:

"The men who build the future are those who know that greater things are yet to come — and that they themselves will help bring them about. Their minds are illumined by the blazing sun of hope. They never stop to doubt. They haven't time." Such men are the Kentucky Press Association — and such a man is our next speaker, who down through the years has held to that belief.

He has been given the subject, "Our Eightieth Anniversary," and who could speak with greater authority than he, the oldest living former President of the Kentucky Press Association?

It is very difficult for the individual who edits a newspaper ever to get away from it. It haunts him like an old melody; it remains with him like the memory of his mother; it is the warp and woof of his life. And so his paper has been the warp and woof of the life of the editor of The Harrodsburg Herald. For sixty-one years he has been in the printing business and has owned The Herald for fifty years. He wrote the Kentucky Press Code of Ethics and furnished the scoring plan to judge newspapers that is widely used over the states.

But this man needs no introduction to this group — for every member of this association knows him and respects him for his integrity, his honesty of purpose and his courage in standing up for his convictions — Mr. D. M. Hutton.

Introduction of Mr. D. M. Hutton by Mrs. George A. Joplin, Jr., at the 80th Annual Mid-Winter Meeting.

coloring. We had two military companies at the front. Human interest ran high in news from the battle line. Soldiers' letters sent home were printed.

The same was true of the Civil War. At the close of that war our papers developed more and more into local newspapers. Foreign news faded out. Love stories and poetry began to disappear. This in turn gave rise to what has been known as country correspondence. This feature bringing hundreds of names each week into the paper and names you know make a paper. This is our background.

We have had 64 presidents from George D. Prentice to our present capable Fred D. Wachs. Of the 64 presidents, only 24 are living. We made a rather uncomfortable note when going down the list. All are

dead down to our name. The next name is our dear Ben F. Forgey. Of our former secretaries only one is living, Vernon Richardson.

We are indebted to Editor Orval Baylor of the Woodford Sun for this detailed story of the first meeting of our organization. He located this account in newspapers in the Louisville Public Library during our session, on its 80th Anniversary. He found, using his words: "At 9 a.m. on Wednesday, Jan. 13, 1869, editors and publishers of 19 outstanding Kentucky newspapers of the time assembled in The Yoeman office in Frankfort. Col. A. G. Hodges of The Frankfort Commonwealth was called to the chair and James R. Marrs of The Danville Advocate was appointed secretary.

Newspapers represented at this initial session included the Frankfort Commonwealth, Harrison Democrat, Paris Citizen, Owensboro Monitor, Georgetown News, Lexington Observer & Reporter, Mt. Sterling Sentinel, Cynthia News, Clark County Democrat, Lexington Gazette, Paris True Kentuckian, The Kentucky Free Mason, Frankfort Yoeman, Farmers Home Journal, Stanford Banner, Lebanon Clarion, Louisville Daily Democrat, Kentucky Intelligencer, Louisville Courier-Journal, and Maysville Eagle.

Various committees were named at the first session and on motion the assembly adjourned to meet in the Senate Chamber at 12 M. At that hour the second session was called to order by Col. Hodges, and the committee on permanent organization submitted the following nominations which were unanimously approved: George D. Prentice of the Louisville Courier-Journal, president; Col. A. G. Hodges of the Frankfort Commonwealth, vice president; W. H. Perrin of the Louisville Democrat, secretary, and J. R. Marrs of the Danville Advocate, assistant secretary.

The election of officers seems to have exhausted the mental and physical qualities of the editors and publishers in attendance. Or, perhaps it was the knowledge that a bountiful lunch awaited them, furnished by the hospitable Col. S. I. M. Major of Versailles, that prompted an adjournment till 2:30 p.m.

The lunch provided by Col. Major must have been a delightful affair. Press items of the time stated that there was food and drink in abundance and oratory in profusion. Chief among the editor-orators at the lunch was Col. J. Stodard Johnson of

The Yoeman, who later (1871-84) served as president of K. P. A. In a toast, Colonel Johnson said:

"If any state has reason to look with greater pride than another upon its press, we claim that distinction for Kentucky. In the composition of its editorial corps we claim that it takes RANCK (of the Lexington Observer) with the foremost, while whenever an alarm is to be sounded in defense of principle, we have a BELL (of the Georgetown Times) whose ringing notes proclaim the approach of danger; in personality we have few editors who rival the classic PARIS (of the Clark County Democrat), and on the score of open-handed generosity we can point with pride to our liberal GIVAN (of the Horse Cave Intelligencer); we confess that every one of us is not an apt 'PRENTICE' (of the Courier-Journal); that at least one of us is GREEN (of the Maysville Eagle), but we claim all the WEST (of the Harrison Democrat) for our own acknowledge a just pride in the fact that we have royal BOURBONS (of the Paris papers) among us. Devoted to peaceful pursuits, we yet have among our number a very MARRS (of the Danville Advocate), and while we have many colonels, we are not without a MAJOR (S. I. M. of The Yoeman)."

After the lunch, the editors and publishers assembled for the third and final business session of the day. At this session a constitution was adopted, article by article, 15 in all. Article I stated that "This organization shall be known as The Kentucky Press Association." The constitution also provided that the association should hold annual meetings and the meeting for 1870 was fixed for January 13, at Lexington."

This was our organization launched and here we are today to commemorate.

We can see many changes in men and operating methods. These changes have meant real progress.

We have seen the Washington hand press give way to the drum cylinder press powered by a stout Negro man. In turn this power gave way to the proudly announced "Steam Print." Then the electric power marked another advance. Now we are passing, in many instances, to the web press. All offices now employ the composing machine instead of typesetting by hand.

Fifty years or so ago \$450.00 would equip a county shop. Today it takes \$50,000.00 to set up a good weekly plant.

Our press meetings have changed much in character. In former days our Association took junkets over the whole country and even out of its bounds. The main lure

in those tours was free entertainment in cities and rail transportation and it got the crowd. Yes, and many hangers on who had never seen inside a print shop were taken along. In those days Bob Morningstar was our great tour master. There was no time allowed for practical programs as we have today.

By and by the time came when newspaper people had to learn to make money, or quit as production costs began to rise. Shop talk was introduced into our programs and be it said to our profit.

We are glad that economical conditions came in to help force out the wicked piratical practices that once bedeviled the publishing business.

Somehow some newspaper men in the past were willing to punish themselves while aiming to punish or destroy a contemporary. You young newspaper men today can not understand such a condition as existed in some towns. Today a newspaper must make a good profit or go out of business and that right early. Most newspaper executives today figure cost on a job and add a legitimate profit. Production costs today are as high in a country shop as in a city shop. All of us, more or less, have become cost conscious.

Some years ago we were called to check over a paper and see if we could find the weak spot in the business. There proved to be one and a serious one. We showed the editor where a splendidly organized job shop making money was carrying the newspaper on its back free and in another town we found a profitably conducted newspaper had the burden of a job shop on its shoulders. The corrective plan they used was to suspend their job work business for a while to resume work with correct prices.

Looking back from our present substantial condition we can see the press has taken a long step forward in 80 years. Part of the progress was due to aims developed by our organization. Perhaps this picturing the past is what the program committee really wished brought out in order for you to make comparison between the then and now. A retrospect is merely interesting unless it can be made use of as a guide to the future.

Right here we should give credit to our schools of journalism. Along with the instruction in the art of writing has been the training they give in good sound business methods.

The Porte and other price books are being opened before the customers as law and gospel on prices. The psychology of seeing the prices in print gives your customer the im-

pression of correctness.

At one time we had Congressional District Associations. We belonged to the Old Eighth District. We pooled our buying of all paper stock. We accepted bids and made award to the best bidder. Plan worked well for a time.

In years past so firmly a part of the country press was the tramp printer before the advent of the Linotype, that he was always considered as certain help in time of need. They came through in an endless procession. They were birds of passage. Moving south when the first cool blasts of winter reminded them of the change of season. When the bluebirds started northward in the spring the tourist printer followed them. Some tramps travelled in circuits. In the central part of Kentucky we had our big fat Johnnie Caldwell, Campbell, the lawyer, Woodhouse and others. They were usually put to work distributing type and cleaning up generally as the editor had to put out some money on them anyway. Editors according to custom were expected to be host to every tramp printer.

Among the lot was an occasional barnstormer claiming to be a printer. We were once caught by one of them. He was placed at distributing type. His awkwardness was noted by one of the force. It was discovered that he was just sprinkling the type in just any box and was stopped.

Some of our papers have been outstanding in the field of journalism. Their editors have influenced their communities for good to an extent that their papers became to be regarded as county institutions.

The first paper in the State was the Kentucky Gazette run by John Bradford. The files of his paper are rich in Kentucky history. The Frankfort Youman and the Kentucky Advocate have been rich sources of historic interest. This has been true of many other papers down the years. The Paris Kentuckian was a very widely known newspaper because of its roving editor, Col. Craddock. He was sure to show up at almost every large function not only in Kentucky but out of the State. He never was known to pay a cent for transportation, food or bed anywhere. He was never a remunerative guest. He carried stories of conventions and receptions where he was a novel individual in and out of the State. He was known personally to every prominent person in the State. He had a wide area of subscribers because his personal column took in a large range of territory.

At one time it was the custom to have at each session of the press a person named

(Please Turn To Page Eight)

DOLLARS ARE BALLOTS



Circulation figures are more than a series of digits. They are the sure measurement of the popularity of a newspaper.

The same type of a yardstick exists for banks and theaters and retail stores.

Every day the people of America cast their vote for or against the thousands of business enterprises that make up this nation's economic life.

The polling place is the market place. The ballot is the dollar that the shopper spends.

The success or failure of any business establishment depends upon the extent to which its operations satisfy the public need and meet with public approval. And nowhere is that approval or disapproval more clearly expressed than in the ballot of the dollars.

The consumers of America can get rid of any business that displeases them at any time by the simple expedient of spending their dollars elsewhere.

For more than 89 years the chain stores have been meeting and surviving this daily test in the market place.

Ever since the first A & P Store was opened in New York City, pioneering more efficient and less costly distribution, the people of the United States have been casting their votes for chain stores.

It is for this reason that the men and women of A & P take real pride in the job they are doing . . . for they have tangible, day-by-day evidence that they are the choice of millions of American families who rely on them for better living at lower cost.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Twenty, Number Three

Kentucky Press Association

James M. Willis, *President*
Messenger, Brandenburg
Joe La Gore, *Vice President*
Sun-Democrat, Paducah
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committeemen

Chairman, Douglas Cornette, *Courier-Journal*,
Louisville (*Third*); *First*, Frank Evens, *Mes-*
senger, Mayfield; *Second*, John B. Gaines, *Park*
City News, Bowling Green; *Fourth*, Albert S.
Wathen Sr., *Standard*, Bardstown; *Fifth*, Charles
E. Adams, *Gallatin County News*, Warsaw; *Sixth*,
Enos Swain, *Advocate-Messenger*, Danville;
Seventh, Thomas Holland, *Pike County News*,
Pikeville; *Eighth*, J. W. Hedden, *Advocate-Sentinel*,
Mt. Sterling; *Ninth*, Martin Dyche, *Sentinel-*
Echo, London; *State-at-Large*, William Caywood,
Sun, Winchester; *State at-Large*, Bennett Roach,
Shelby News, Shelbyville; *Immediate Past Presi-*
dent, Fred B. Wachs, *Herald-Leader*, Lexington.



In the selection of our neighbor editor, James M. Willis, of the Meade County Messenger, by the Kentucky Press Association as its president for the year 1949, the newspaper editors have honored themselves in honoring Mr. Willis.

Jim Willis is one of those unassuming fellows who is a natural newspaper man by instinct, heritage and adaptability. Being an editor of a weekly paper in a small county seat calls for all the ability and personality, coupled with business sense and application, that can be found in the human. There is never a day in the life and activities of the small-town newspaper man that does not call for all the capabilities that one can possess. Jim Willis has all these and takes what comes in his natural stride. He publishes a good paper and is a marked asset to his community.

He has had a trying situation, in his steady climb in the affairs of the KPA, and because of circumstances peculiar to the usual routine of the Association, he served a double length term as vice president to

The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

finally reach the goal that every editor of Kentucky longs to achieve. To be president of the Kentucky Press Association is an honor and a recognition that is to be cherished by every one of the "Fourth Estate," and to be listed among those of the illustrious past who have headed this historic association of newspaper men, from the distinguished George D. Prentice to that of Fred B. Wachs, over a period of four score years, is an honor that is to be held in the highest esteem.

Jim Willis carries with him into the new year of the Kentucky Press Association the best wishes and the highest regards of every newspaper man in Kentucky, and even beyond its borders where he is known and his fine personality recognized by all. The editor of The Clarion is especially proud of the elevation of Mr. Willis to the top position in the KPA. He is our close neighbor, he is our friend, and we are proud of him and happy in the honor extended him.—Roscoe I. Downs, Hawesville Hancock Clarion.

Anniversary Meeting Pronounced 'Best Ever'

James M. Willis, Brandenburg Messenger, was advanced to the office of president of the Kentucky Press Association at the closing session of its 80th anniversary mid-winter meeting at the Brown Hotel, Louisville, climaxing the three-day session, Jan. 27-29, which broke all records.

Joe LaGore, Paducah Sun-Democrat, was elected vice-president, Douglas Cornette, Louisville Courier-Journal and Times, was elected Chairman of the Executive Committee, and Victor R. Portmann, was re-elected secretary-manager for his eighth consecutive term of office.

From the opening dinner on Thursday evening, attended by 156 members, to the closing business session on Saturday noon, there was not an idle moment for the 210 registered delegates. The opening dinner

was enlivened by a humorous address by Art Breeze, Little Rock, Arkansas, on the subject, "So This Is America."

Following his custom, Mr. Breeze was programmed and introduced as Major Cecil Bates, English traveler-lecturer, and speaking in clipped English accent, kept his audience alternately in laughter and indignation with his sly digs at American customs. Just as his audience were ready to leave in a body, he introduced himself as plain Art Breeze.

The delegates were taken for an extended tour of the new, modern Courier-Journal building, and then to a dutch lunch and reception in the cafeteria.

Following the traditional Friday morning breakfast, the meeting was called to order by President Fred B. Wachs who called upon Rabbi Herbert S. Waller, Temple Adath Israel, for the invocation. Allen Snyder, director of Public Relations in the mayor's office, presented the traditional key of the city to the group in the absence of Mayor Farnsley. Joe LaGore accepted the key with a brief response.

Introduced by Barry Bingham, Robert Magidoff, internationally known author and lecturer, now making his home in Louisville, gave an interesting and enlightening address on the Russia of yesterday and today. Mr. Magidoff, foreign correspondent, was thrown out of Russia after serving there for seven years and is recognized as an authority on that country's situation. He held his audience enthralled and its interest was expressed by the barrage of questions that were hurled at him. His address was one of the highlights of the program.

Because of the printed annual reports with the programs, President Wachs did not read his address but reported on that phase that dealt with the legislative report. He stated:

Mr. Harry N. Jones, state auditor, has assured the President he will not accept from public officers financial reports which

national rating of the University's work in journalism.

Now, finally, you have come forth with a most gracious and opportune offer to assist in building a reference library in the Department of Journalism. The building of the library facilities in journalism has been under way for the last ten years, and I am informed by the staff of the Department of Journalism that the journalism facilities of the general University Library compare favorably with those of other ranking schools. A study made during the accreditation program revealed this.

Within the Department, however, there is a steady need for more reference books—books for checking the accuracy of information—and this is the service to which the KPA's book offer is being assigned. The \$350 fund which you have collected is being carefully apportioned to the purchase of basic reference works—from Who's Who to the City Directory—and the orders are being placed through the University Book Store which is giving us full benefit of all discounts so that the money will go as far as possible. The books will be in use, with your name plate on the first page, early this spring.

During the next two or three years while we are constructing a new building of the Department of Journalism and the printing facilities of student publications, the reference works you are purchasing will be more in demand than ever since the Department during these years will be moved into temporary quarters across the campus from the University Library. Therefore, I say your offer is most opportune as well as helpful. I want you to know that your generosity is deeply appreciated by all of us.

We at the University of Kentucky are very proud of the large number of graduates of the Department of Journalism who are occupying responsible positions with the Press of Kentucky. It is a distinguished group in which any institution would have pride. When we see the services of so many of our graduates of the Department of Journalism being requested by Kentucky newspapers, we have a realization that the University is serving the people of the state as a university should.

I do not believe that a university could have a better press than the University of Kentucky has had. We are deeply grateful for the fine cooperation you give your state university. We make an effort to furnish the press with everything that has any news value and we have found the press exceedingly anxious to inform the people of our state of the activities of the University.

May I take just a minute to say to you that the University of Kentucky is your university whether you have ever attended it or not. The University of Kentucky belongs to the people. It is a service agency of the state. It is engaged in the cultural development of the youth, in an adult education program that will satisfy the needs of our people, and in research that will discover new knowledge that will increase the wealth of the state. The only limitation we have is that of sufficient funds with which to carry on these important tasks. The attendance of the University of Kentucky has more than doubled since the close of the war. This is due very largely to the number of G.I.'s that have been enrolled. With the graduation of the veterans, the enrollment of the University will decrease because of the lack of dormitories at the institution to take care of the needs of young students who wish to come to the Univer-

sity but can find no place to reside while in attendance. The enrollment of the University would not decrease if we had sufficient dormitories. Each year we turn away approximately 1,000 girls because there is no place for them to live. Parents will not let their daughters live in private homes where they will have little supervision, and I can concur in this point of view. But if we had dormitories to take care of these girls, they would offset the loss of the G.I.'s as they drop out of the institution. I hope something can be done in the very near future to give all of the young women of the state who would like to attend the University of Kentucky a place in which to live while they are securing their education.

On many an occasion I have stated that money spent at the University is an investment. I could prove to you, if I had the time, that the University of Kentucky returns to the people every year, in the ser-



Linotype's ONE-TURN SHIFT

Simplifies Magazine Shifting

One quick turn of the One-Turn Shift brings the next font of matrices into keyboarding position. Just three turns—in four seconds—shifts from the No. 1 to the No. 4 magazine. And easy! The weight of your hand operates the shift. There's no wasted effort—no lost production time.

Reduces Maintenance Time!

No motors or complicated mechanisms. The powerful, flat spiral springs which counterbalance the magazines are factory-sealed in sturdy castings. Roller- and ball-bearing construction guarantees years of easy magazine shifting. An occasional oiling is the only maintenance normally needed.

The One-Turn Shift is standard on all multiple-magazine Linotype models. It's another exclusive feature which makes Linotypes more efficient and more dependable.

LINOTYPE • BROOKLYN 5 • NEW YORK

Linotype Erbar and Spartan Families

TRADE MARK LINOTYPE

VICES that it renders to the people, many times the annual cost of this institution. And I would say to you without exaggeration in the least, that if the state would double the expenditures of the University, we would increase the wealth of the Commonwealth far more than any investment the state has ever made. Those states that have made the largest investments in their state universities have become the wealthiest states in our nation. I cite such examples as Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, California, North Carolina, and Texas. Again may I repeat an axiom I have recited on many other occasions: You cannot have a great state without a great state university.

(Continued From Page Two)

as poet laureate. Near the close of the session the poet's effusion was read. The take-offs on several members was always an enjoyable number. Tim Needham as we recall was a star at this satire.

Louise Babbage among the young ladies was very clever with unoffensive humorous sketches of members.

The Kentucky Press adopted its Code of Ethics at a summer meeting at West Baden Springs.

We can recall when the legal rate law was passed by the Legislature in 1902 fixing 50c per inch for weekly and semi-weekly papers that it was considered a high rate. Today many weekly papers have a higher rate than 50c for open display matter. Here is a matter that should be referred to the Legislative Committee to get the law amended to read \$1.00 per inch for weekly and semi-weekly papers.

At one time what was so-called "free" tickets was expected to pay for a lot of publicity. We now demand cash for all publicity and we purchase our tickets with cash.

Most publishers today ask cash in advance for all political advertising and job work.

Prior to 1890 some newspapers carried Louisiana Lottery ads. Ads for the Old Frankfort Lottery in Louisville and others. When Congress forbid the mail privilege to papers carrying any phase of lottery news the law was respected and lived up to strictly. Some violate this law now.

The country weekly newspapers can boast of more subscribers than years ago. More people are literate and there are now better mail facilities. Papers today are on the cash in advance basis. There was an old custom of building up a list with various forms of contests. Now a paper runs on its merits.

In looking back it must be mainly at the personnel of the Kentucky Press for our greatest interest. If it were not too long it would be worth a roll call. Some have played the stellar role in the great drama of the Statesmanship in our Commonwealth. The men of the press have composed the "Third House in the Legislature." Their influence has been a powerful force in the halls of the Kentucky Legislature for good advanced measures, and in turn they have stung to death most of the baneful measures offered in that body.

It has been our observation that while the press has influenced legislation in many matters it has exercised itself little in its own behalf. Then only when some evil legislation aimed at the press was proposed. Like Banco's Ghost a bill bobs up in each session of the Legislature to repeal the compulsory law to advertise property to be sold by law in a newspaper. The newspapers are always able to defeat it without using any self-interest argument.

About 1916 the Association issued a loose leaf Press Reference Biographical Book with pictures of each member with his life sketch. It was not followed up with new members as was promised. However, it is a highly interesting volume. Particularly so when looking at our then youthful faces.

Some time we hope the profession will erect a marble hall on whose walls may be inscribed the names of those editors who have performed outstanding service to our State by promotion of thoughts that have led to the advancement of Kentucky.

In the ministry of the Kentucky Press have been a stream of leaders of thought, each of whom practiced the profession's high ethical code. They seemed to have been seized with an inner driving force that directed their efforts in behalf of their community's major needs. They fell to work with precept upon precept, week in and week out, until they finally saw their dreams come true.

In this stream of leaders we can only mention a few here. Each of different characteristics.

The name Henry Watterson leads them and adds luster to the Kentucky Press. His name ranks with the immortals in journalism. He was for a long period editor of the Courier-Journal. That paper gave us for president W. B. Haldeman in 1911. It gave us Col. E. Polk Johnson, Bernard Platt, Johnnebeck, and other valuable workers.

In 1918 we were presiding at the mid-winter session. We had William Allan White and Walt Williams as speakers. Col. Johnson came to our side and whispered

that our friend Bob Bingham had just entered the room. We promptly asked Mr. Bingham to stand and we introduced him as a new member and asked him a pointed question—Why he chose to enter the profession of journalism and what his ideals were. In short response he gave up as high conception of the "Fourth Estate" as we have ever heard expressed. We said to ourselves, "Is he big enough man to carry these concepts out?" He later proved he was. At the conclusion of his remarks he invited us to lunch with him. For thirty-one years since this invitation by the Courier-Journal has been repeated and accepted. Bob's death was lamented by all, especially by the farmers of Kentucky. His worthy son, Barry, carried on with his editorial and business staff to help our meetings.

Because we liked him so much the name Harry Sommers comes before us now. He was the editor of the Elizabethtown News. He was for a long period one of our most prominent members. His editorial column was the feature of his paper and his editorials were reproduced throughout the State. He was an early advocate of good roads. Many papers in the State followed him in the fight. If you drove to this meeting over a good road, thank him. He believed in clean politics and often chastised his party for ill deeds. He possessed a lovely lofty character. He served his county well and the State at large. After he became almost totally blind he continued to attend our meetings. The paper is still in the family.

My business partner for 16 years was John G. Pulliam, editor, printer and mayor of Harrodsburg. Here was a man eminently fitted for a newspaper office. The best reporter we ever knew. He never took a note, yet speakers were amazed at the accuracy of his reports. We recall he asked what the newsprint cost in our first issue in our partnership in January, 1901. When told it was \$10 he said, "By gum how will we stand it?" Newsprint was then \$2.28 per hundred. Twenty years later after we had bought him out he asked what the stock in the issue cost and we told him \$100. He again said how do you stand it. We were paying then \$10 per hundred.

Two men of beaming friendly countenances, much beloved, Dan and Archie Bowmar, grew up in their father's Woodford Sun office. They exemplified the finest relation as brother to brother. Dan was the outside man while Archie remained inside. Dan served a term as our Secretary and was widely known as a National tour master. Archie's editorials were of a high moral order and widely copied. Dan is dead and Archie

has retired. Orvie Baylor ably edits and conducts the paper now for its owner, A. B. Chandler. The paper was in the Bowmar family 80 years.

Some will recall Col. R. R. Perry of Winchester in our meetings and his daughter, Miss Goldie. She is now on a West Virginia paper. Col. Perry was a lawyer and was sure to start an argument in our sessions. He added spice.

Fresh in your memory is that noble personality so long our efficient secretary, Curtis Alcock. He left his name in the Advocate-Messenger office with his son, Chauncy Alcock. Vividly we recall our first meeting with the Alcocks. It was at the Estill Springs meeting. We at once liked them. We would go and sit apart with them. Just imagine our surprise and embarrassment at learning they were on their honeymoon and we had been "horning in."

It is indeed rare for a person to be both a good writer and speaker. Such was the case with Thomas C. Underwood, editor of Kentucky Daily New Era, Hopkinsville. He was undoubtedly the best after-dinner humorous speaker we ever heard. No press gathering was complete without him. He left a son, Tom. The first time we heard Tom attempt to make a speech we wondered how it was he could be such a son. But he has improved so much it has gotten him in Congress. Speaks now as if he has had a lot of fertilizer spread on him.

At every press meeting a number of years ago was Editor Babbage of the Breckenridge News at Cloverport. He always brought to our meetings his lovely wife and charming daughters, Louise and Mildred. The paper was truly conducted to serve the people of Breckenridge County. He was a gentleman of the old school and admired by everyone. When he was called up higher in 1934 after serving his God and community so long his mantle fell on worthy shoulders. His daughter, Mildred, with keen business acumen, runs the paper and the name Babbage remains at the masthead.

Our Ben Cozene, of Dutch ancestry, succeeded to the Shelby News upon the death of his father. Besides being an able editor touching on state matters, he was one of the early editors who brought to the operation of his plant business principles that made his shop remunerative. His services on our legislative committee proved him to be a powerful advocate for our press rights.

In the same town was that noble character, Mike O'Sullivan, who ran the Shelby Sentinel and the paper was what its name implies—a sentinel to guard the interests of Shelby county. His sons are running the

paper upon his standard. Other Shelby editors that have passed on have been Ed Shinneck, Charlie Lewis, Truman Vance, and Fletcher Pointer, who served the community.

There was Louis Landram. Three cities knew him. He was once editor and owner of the Central Record at Lancaster; then became editor of Richmond Climax. His last work was the establishment of the Danville Messenger. He was popular in the Association and served as its president.

Robert Elkin of the Lancaster Record divided his time between his newspaper and the horse division of the State Fair. Splendid in both places. Bob's chief work with his paper was to pull his County out of the mud. He did so and Garrard county has good roads everywhere. Served as K. P. president. He and his wife were a charming couple at our sessions. At their county estate they made ideal host and hostess. We wish Bob were standing here now while we tell a joke on him. Mrs. Elkin wanted a sundial for the lawn. Bob found one on an eastern trip. He did not ask for which longitude it was made, but just bought it for wife. His wife had a standing joke on him for his watch and the shadow cast by the gnome on the dial were always an hour apart.

It was said of Col. W. C. P. Breckinridge, editor of the Lexington Herald and Congressman, that in addition to being an inspiring word painter in his editorials that on the platform he was known as Kentucky's "silver tongued orator." Of Warren Fisher of the Carlisle Mercury it could be said the wording of his editorials shown as burnished gold. In his writing he eschewed politics. He loved nature. He saw beauty in the most prosaic country-side. He used the power of words to make others see vividly what he saw. Probably one of his outstanding editorials was a descriptive one of an early morning drive to the Press meetings at Pineville. He caught the musical notes of the birds announcing a new born day. The laughing waters of the brook. Saw the capers of the squirrels. The husbandman faring forth for his daily task. He thanked God that he, too, was witnessing this morning what the farmer saw each morning—the unfolding of a new day in gorgeous sunrise. Warren Fisher, Jr.'s name is at the head of the Mercury. Now and then he reprints one of his father's classics.

Dignified and austere Jim Allin was the owner and editor of the Cynthiana Democrat. He was without question a wonderful short paragraph editorial writer. Such an accomplishment is rare. No one to our knowledge has risen to equal him in this art.

He served as our president one term. The press loved him. His paper was a neat, well balanced journal. His last lines penned might be called his valedictory editorial. Realizing his coming end and turning from looking out of his room from his death bed a few days before his passing he wrote down in choice words his regret at leaving the people he loved and the beautiful scene to him of the lovely hills of Harrison County.

We must not fail to mention his one great obsession in his hope to find a lost umbrella. Perhaps since he has awakened in the New Jerusalem he has found his new good handled umbrella he left in the bank.

Shelton M. Sautley, handsome, gallant and cheery gentleman, had an interesting career. Starting in the Interior Journal as a printer's devil. Col. W. P. Walton carried him to the Lexington Morning Democrat as a linotype operator. Later he transferred him to the Kentucky State Journal at Frankfort and made him the paper's managing editor. He returned to Stanford and bought the Journal of the Waltons. He served Lincoln a term in the Legislature. Leaving Stanford he formed a partnership with Keene Johnson on the Richmond Register. Upon his death his son assumed his place on the paper.

Col. Vernon Richardson, with us yet, has had that rare faculty of always "saying something nice" about everyone. It has made him a host of friends and no enemies. He conducts his own column in the Boyle Independent. A lot could be said of him nice besides his newspaper career. To our opinion he and his business partner, Owen McIntire, contributed more to Danville's progress than any other citizen. Colonel is his military title but he is also a real "Kentucky Colonel" of the old school. A Chesterfield in manners. He had lead many Germans over the State.

Prof. J. M. B. Birdwhistle was for a long time editor of the Anderson News. He was an educated gentleman and conducted a clean paper. He had an outstanding character rarely seen with editors. That of keeping a clean orderly office. It was said of him that if a person came in and spat upon the floor he would do two things—promptly clean up the spot and teach the man a lesson in cleanliness.

It was said of Col. W. P. Walton that he forced the bankers in Stanford to be fairer men. That Somerset Citizens revere the memory of Civil Williams. That Ryland music strove to make Eastern Kentucky less illiterate. We can recall Charlie Meacham as one of the strong men of Western Kentucky. Al Thompson of Paris is fresh in our memory. E. A. Gullion always gave wise

counsel in our meetings.

Some will recall Major Lou B. Brown, once our president, who forsook a city reporter's desk in Louisville to become a country editor in Harrodsburg. We esteemed him highly and worked together to profit. We bought him out and he in turn bought the St. Petersburg, Florida, Independent. Being a lawyer he codified all Kentucky publicity laws in book form and presented a copy to each member. His going to Florida was a loss to us but he amassed a large fortune there in real estate, and built up a big daily. His son, Chauncy, succeeded him in the Independent.

Col. Clarence E. Wood of Richmond was for a number of years master of ceremonies at every meeting of the Kentucky Press. We can see him now, tall and handsome with long handlebar mustache standing up and saying, "Attention please, I have an announcement to make." Back in those days we put on stately Germans. Clarence, as we called him, always chose Mrs. Harry McCarty of Nicholasville as his partner to lead the Germans. She, too, was tall and a queenly looking woman—a beloved woman in the Association. They made a stately looking couple. Mrs. McCarty's husband, Harry, and Jim Steens were the editors of the two Nicholasville papers. They were never competitors. They were contemporaries. In their relations they were as brothers in devotion to each other.

Here we must stop. You see we could only mention a few in our roll call.

In conclusion, it has been our observation over the years that the paper with a virile editorial column has a better hold on the public than a paper void of opinion. Our experience has been that it is best to maintain your ethical standards once set up than to yield a fraction. The persons opposing you because of your stand today, you will find, will fight for you tomorrow.

The NEA monthly mat service will please you, and give you service plus.

A record of 34 years and 15 days was established when a letter bearing a January 20, 1915 postmark arrived at the office of The Owensboro Messenger from Los Angeles, California. It contained an order for a 30-word classified advertisement and 21 cents in stamps to pay for it. The letter was found at the Owensboro Post Office atop a wooden frame. The ad gave young men the opportunity to learn the "automobile business" by mail in 10 weeks.

Wickliffe Yoeman-Advance Moves Into New Building

The Advance-Yoeman, Ballard County's paper, published by Mr. and Mrs. A. J. Magee, recently moved into a new building. The Yoeman had been located in the same building for 25 years, but increased operations since the two papers were combined made the change necessary. The two county newspapers were combined in September, 1947.

The new structure is of cinder block and is painted white. An additional thirty square feet of floor space was secured by the move. The structure is a story and a half, 22 x 80 feet. While not built by the publishers, the building was erected from their specifications and planned to meet the needs of the printing shop. All equipment was chalked out on the floor and measured before moving and the move was accomplished in three days without missing an issue.

Glass brick was used to provide a decorative front and extra illumination. Natural lighting has been combined with fluorescent lighting so that no dark spots hinder production. A marquee of raised wood letters further enhances the appearance of the building.

The interior of the building has been designed for continuous production. An office supply line will be added and shelving has been built for storage of this merchandise and fine papers. A private office and a business office are being constructed in the front of the building. One side of the building has been given over to the job presses, linotypes, and newspaper press and folder. The other side of the building is divided into type cabinets, makeup tables, and ad and job storage cabinets. The stereotype department and its equipment have been separated from the rest of the room.

Due to an increase in business, a four page press has been installed in the new building. Formerly the paper was run on a two page press and hand folded. A new folder will be delivered soon. The paper is now 8 columns, 12-ems with the column length to be increased from 20½ to 21½".

The Courier-Journal and the Louisville Times have announced increases in their home-delivery rates. The rate on the daily Courier-Journal was raised from 25 cents to 30 cents a week, as also the daily rate for the Louisville Times. The Sunday Courier-Journal will remain at 15 cents. The rate for the combination of morning, evening and Sunday papers has been increased five cents, to 60 cents a week.

Perry Printing Company Sues To Change Contract

The Perry Publishing Company, Frankfort, asked the Frankfort Circuit Court, on January 7, to order the State to allow for increased labor costs in its four-year printing contract.

The Frankfort firm said these costs went up \$17,000 last year and will rise \$14,000 this year. The first-class printing contract became effective early in January, 1947, and was approved by the Republican Administration of former Governor Simeon Willis. It expires early in January, 1951.

Contentds Pact Adjustable

The company contends the contract has a clause allowing the State to meet higher labor costs on the basis of rates in the Franklin catalogue, referred to as the standard manual of labor costs in the printing field.

But Democratic Finance Commissioner John W. Manning and Attorney General A. E. Funk have taken the stand that the State Constitution prohibits any adjustments in contracts once signed.

The publishing company also asked the court to forbid the State to contract for original-and-three carbon forms made by out-of-State printers. These forms are used by typists in government work.

The forms should be produced by a Kentucky firm, the company said. Perry prints them, too, but uses a hand system of gluing them together at the top. The company said that the mechanical method of putting the sheets together at the top is copyrighted and can not be duplicated here. Kentucky now buys the mechanically clipped forms.

'That's State's Business'

The court was asked to compel the State to pay for increased labor costs and to buy the carbon forms from Perry. The petition said if both points can not be upheld, the entire contract should be struck down as null and void. It added if the points are not sustained, then the contract was entered into with a mutual mistake in interpretation of the law.

In the petition, the company said that during contract negotiations, it agreed to reduce the contract's value by \$20,000 in exchange for any increases in labor costs during the four years. It contended it would not have made the contract if the escalator clause had not been included.

Manning said the company is obliged to work on first-class printing jobs sent to it by the State. If the State wants to buy carbon "snap-out" forms from a foreign corporation, that's the State's business, not the company's Manning said.

**Kentucky Appointees
On SPNA Committees**

Committees appointed by the Southern Newspaper Press Association to serve during 1949, include representatives from each state served by the Association, Kentucky committee assignments include: Advertising—W. B. Hager, Owensboro Messenger-Inquirer; Business—J. W. Mann, Lexington Herald-Leader; Circulation—Thomas Adams, Lexington Herald-Leader; Editorial—Barry Bingham (Chairman), Louisville Courier-Journal and Edwin J. Paxton Sr., Paducah Sun-Democrat; Legislative—Frank Newell, Frankfort State Journal; Mechanical, M. George Martin, Courier-Journal and Times; Schools of Journalism—Keen Johnson, Richmond Register; Newsprint—T. A. Corcoran, Courier-Journal and Times; Postal—John L. Crawford, Corbin Tribune; Public Relations—John B. Gaines, Park City Daily News, Bowling Green.

Neil Dalton, director of public relations, Courier-Journal and Times, has been named Director of Information for the Economic Cooperation Administration. During the war he served as director of the domestic branch of the office of war information.

Mark Ethridge, publisher of the Courier-Journal and Times, Louisville, was appointed U. S. Representative on the United Nations Conciliation Commission for Palestine, and left by plane January 30 for his duties.

**Stanford Interior-Journal
Sold By E. C. Walton**

The Stanford Interior Journal, semi-weekly, published since 1860 was purchased January 1 for \$46,100 by a local syndicate from E. C. Walton who published the paper for a good many years.

Mr. Walton retired several years ago because of ill health and leased it to his son, Claiborne Walton, who had operated it until recently when his health also failed. Since then the paper has been published by Mrs. E. C. Walton and her step-daughter, Mrs. Lucy Lee Carter.

The new owners, S. F. Matheny, cashier of the Lincoln County National Bank, City Attorney Harris C. Rhodes, and County Attorney Pat Rankin, stated that every effort would be made to improve the format of the newspaper and to build up a modern printing plant.

Allen Terhune, Danville, journalism student at the University, has assumed editorship of the semi-weekly.

Moves To Washington

Clyde Watson, associate editor of the Owensboro Messenger and Inquirer, has been named administrative assistant to Senator Virgil Chapman. Watson, who handled Chapman's campaign publicity last summer and fall, will head a staff of five persons who will handle the work in the new senator's office suite. Watson was formerly editor of the Central City Times-Argus and associate editor of the Russellville News-Democrat.

Re-Up Scheme Works

Jimmy Britt, carrier for the Lubbock Avalanche-Journal in Muleshoe, Montana, devised an ingenious plan for bringing 55 delinquent subscribers back into the fold—and it paid off. He folded a stamped, self-addressed envelope containing a check for the amount due, into newspapers. He then delivered the newspapers to his 55 delinquents, requesting them to fill in the name of the bank and add their signatures. Eleven complied by return mail. More than 40 brought their subscriptions up to date within three days.

Russell E. Scofield, advertising manager of the Lexington Herald-Leader, was honored by his recent appointment to the Executive Committee of the National Advertising Executives Association.

"100 Books On Advertising," an annotated bibliography, has been published as University of Missouri Bulletin, Journalism Series, No. 116. This bulletin is being made available as a contribution to advertising, and copies are available without cost upon request to the School of Journalism, University of Missouri, Columbia.

National Advertising dropped 12% in November, 1948, over the previous month, but showed a 22% increase over November, 1947, the Printers' Ink Index for the month showed. Radio and outdoor advertising also showed monthly drops, but continued to improve over last year, the index indicated.

Cameras and photo supply sales have been upped by one drug store which runs a "photo column for shutterbugs" as a part of its weekly newspaper advertising. The column answers questions sent in by readers, gives tips to camera fans and contains selling copy handled in an editorial manner. The column contains information of interest to both professional and amateur camera fans.

Robert Wisner Dies

Robert Davis Wisner, photographer and former member of the news staff of The Lexington Herald and the Cincinnati Enquirer, died December 27 at the home of his parents, Mr. and Mrs. John Wisner. He was police reporter and photographer for The Lexington Herald for three years.

Mrs. Vreeland Dies

Mrs. Annie Crutcher Vreeland died at her home, January 24, after a long illness. She was the widow of Graham Vreeland, who went to Frankfort from Louisville in 1908 and established The Frankfort News, an afternoon paper. It later was merged with The Frankfort State Journal, owned then by the late James L. Newman. They operated the merged paper and bought the C. T. Dearing Printing Company of Louisville, which was sold after Newman's death in 1938.

**DOES YOUR
PAPER
HAVE
POWER?**

**Lasting power to attract
advertisers? Staying power
to hold readers?**

**WNU FEATURES
are packed with the power
you need to make your
newspaper better and
more profitable!**

**WNU FEATURES
always represents your
best interests and serves
you best!**

**Our success depends
upon a powerful and pros-
perous American commu-
nity press.**

**WNU FEATURES
For better newspapers**



ONE OF KENTUCKY'S TRADITIONS

Breeding fine horses

Whether it is a spirited king of the turf like Citation, or an American Saddlebred winner like the celebrated stallion, Wing Commander, you'll generally find the blood of the Bluegrass coursing through his veins.

The breeding of fine horses is a tradition of which Kentuckians are justly proud.



Yes, and beer is a tradition in Kentucky, too!

Like the breeding of fine horses, BEER BELONGS in Kentucky. Since the days when fine horses were first bred in the Bluegrass, Kentuckians have enjoyed beer, the beverage of moderation.

Copyright 1949, Kentucky Division, U. S. Brewers Foundation

Spring showers of oratory bring a flood of votes on election day.

A life without a purpose is like a ship without a rudder.

Extra Profits

FOR YOU, MR. PRINTER
Send Us Your Orders

for

- ADMISSION TICKETS
- COUPON BOOKS
- LICENSE STICKERS
- SCALE TICKETS
- NUMBERED FORMS

WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

Since organization, we have maintained paid subscriptions to every Kentucky newspaper.

Central Press Clipping Service
309 North Illinois St.
Indianapolis, Indiana

Binding News Files

Is Our Specialty
Write for Information
O. J. Forman Company
Monmouth, Illinois



In This Age of Speed

thousands of printers value every job with certainty, speed and accuracy, by using the

FRANKLIN PRINTING CATALOG

as their guide. They are keeping abreast of increasing production costs by using modern estimating methods. Investigate this service.

WRITE TODAY FOR FREE TRIAL

PORTE PUBLISHING COMPANY
P. O. BOX 143 SALT LAKE CITY 5, UTAH

Straw Paper Can Be Made Cheaply

Stories reporting the development for the manufacture of paper entirely from straw instead of wood pulp have been printed for the last 25 years. The latest is that the Kinsley Chemical Company of Cleveland, Ohio, claims it has licked the old problems of expense and dissatisfaction by producing a long fiber that gives strength, endurance and quality to straw paper.

The process was demonstrated recently for the first time on a commercial basis at Chemical Paper Manufacturing Company of Holyoke, Mass., with a run of several tons of newsprint.

H. Lee Kinsley, president of the Cleveland company, emphasizes that the new straw paper is not a substitute. "Straw pulp is a new source of fine paper fiber," he declares. He reports plants built to use the process — and he says it calls for standard equipment — can turn out paper to sell 40 to 60 percent below wood pulp paper. "For instance," he says, "straw newsprint would cost about \$65 a ton compared with the current price of around \$100 for wood pulp newsprint, and straw cigarette paper would sell for \$120 to \$130 a ton against \$480."

Kinsley is so enthusiastic that he is laying plans for construction of a \$500,000 addition to his own plant to provide space for manufacture of the secret chemical used in the process. Developer of the new process is Edward R. Timlowksi, who began experiments in 1942 as an auxiliary to the company's interest in chemicals for the paper industry.

Send the Press your personal news items.

Distribution of its new 200-page Specimen Book Supplement is announced by Mergenthaler Linotype Company. The new book includes more than 130 faces in over 300 point sizes, as well as considerable new equipment in figures, fractions, special characters and decorative material for every purpose which have ever been produced since issuance of the Company's comprehensive Specimen Book.

While the comprehensive Specimen Book was complete when published in 1939, new typographical developments then in process and additional faces produced in the intervening years have made the new Specimen Book Supplement necessary.

The constant additions to Linotype's extensive typographical resources are continuing evidence of Linotype's progressive policy in serving the industry's expanding needs.

Pro

Adairville
Albany, T
Auburn,
Augusta,
Barbourv
Bardstow
Bardwell,
Beattyvil
Beaver D
Bedford,
Benton, T
Benton, T
Berea, TH
Brandenb
Brooksvil
Burkesvil
Burlington
Cadiz, TH
Calhoun,
Campbell
Campton,
Carlisle,
Carrollto
Cave City
Central C
Central C
Clay, Tri
Clay City
Clinton,
Cloverpor
Columbia
Corbin, T
Cumberla
Cynthian
Cynthian
Danville,
Dawson
Earlington
Eddyville,
Edmontor
Elizabeth
Elizabeth
Elkton, T
Falmouth
Flemingsb
Flemingsb
Franklin,
Georgetov
Georgetov
Glasgow,
Glasgow,
Grayson,
Greensbu
Greenup,
Greenville
Hardinsb
Harrodsb
Hartford,
Hawesvil
Hazard, I
Hazard,
Hickman,
Hindman
Hodgenvi
Horse Ca
Hyden TH
Irvine, Es
Irvine, Ir
Irvington
Jackson,
Jamestow



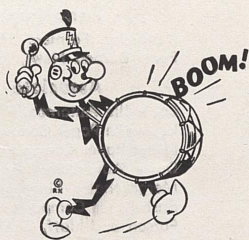
Some Notes About Your Electric Company



On January 27, 1949, K.U. became an independent operating company, with no holding company ties. Its common stock is now owned by some 20,000 stockholders. Seven of the nine members of its board of directors are Kentuckians.



Last year a new record was established when 472,000 tons of Kentucky coal were used in K.U. generating plants.



The employees of K.U., and their families, would make a city large enough to require 19 physicians and dentists, 125 retail stores, 17 churches of all denominations, and about 50 school rooms.



Last year 21 new industries located in the 73 county area served by K.U. When in production, these industries will employ more than 1,200 men and women, and have annual payrolls in excess of \$2,000,000.

KENTUCKY UTILITIES COMPANY

Incorporated

Striving To Be a Good Citizen in Every Community It Serves