

# The Kentucky Press

December, 1948

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

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University of Kentucky  
Lexington

Behold, the days come, saith the Lord that I will raise unto David a righteous Branch, and a King shall reign and prosper, and shall execute judgement and justice in the earth.

In his days Judah shall be saved, and Israel shall dwell safely: and this is his name whereby he shall be called, THE LORD OUR RIGHTEOUSNESS. — Jeremiah 23rd Chapter, verses 5 and 6.

Unselfishness and good will are ingendered in the average human heart by the birthday of this King, now about to be observed. As this spirit flourishes throughout the weeks and months of each succeeding year, then shall all mankind indeed "be saved and dwell s a f e l y," then indeed will justice prevail.

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.

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## 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.

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



## Plans For 80th. Anniversary Meeting Of KPA At Louisville Near Completion

Plans are rapidly maturing for the 80th Anniversary Mid-Winter meeting at the Brown Hotel, Louisville, on January 27-29. The committee promises "not a dull moment" for the 250 or more persons who plan to be present.

The meeting will officially open Thursday afternoon at 4:00 o'clock with registration in the South Room. The first dinner will be held at 6:30 o'clock with Major Cecil Bates, Leeds, England, well-known lecturer and traveler, as guest speaker. His subject is, "So This Is America!" A friend of Churchill, serving two terms in Parliament, Intelligence gathering material for a book. His address will be one of the high-lights of the meeting.

Following the dinner, the guests will inspect the new Courier-Journal building, followed by a general reception in the C-J cafeteria.

The traditional opening morning breakfast will start at 8:30 on Friday morning, with the business session being called to order by President Fred B. Wachs at 10 o'clock. The invocation will be pronounced by Rabbi Herbert S. Waller, Temple Adath Israel, Louisville. Mayor Charles B. Farnsley will give a rousing address of welcome, with the response by Joe LaGore, chairman of the KPA Executive Committee.

President Wach's annual address will be given, followed by the annual report by the secretary-manager-treasurer on Association affairs. A second report will be presented on the advertising department, followed by a discussion on national advertising problems and rate adjustments by Gus Robbins, News, Hopewell, Virginia, long a member of the Executive Committee, Newspaper Advertising Service, and former KPA president. Reports on the KPA Crippled Children's Fund by Thomas L. Adams, and by the legislative committee will close the morning program.

All will return to the South Room for luncheon at 12:30. B. J. Lenihan, president, Kentucky Chamber of Commerce, will open the afternoon session. He will discuss development of the state. A report will be presented on the KPA Library Fund for the U.K. Department of Journalism.

At 2:40 p.m., W. H. Roberts Jr. Eastman Kodak Company, Rochester, New York, will discuss "Press Photography" with an interesting exhibit to illustrate his talk. Prize winning pix will also be shown. The colored film of the 1948 American Press Tour of Ontario, Canada, will be shown.

The Courier Journal and Lexington Her-

ald-Leader will be hosts to their annual cocktail party on the Roof Garden at 5:30 o'clock. The traditional banquet, floor show, and dance will be held in the Ballroom at 7 o'clock. The KPA award to the outstanding citizen of the state will be presented. Efforts are being made to procure an outstanding speaker on this program.

The general breakfast at 8:30 o'clock will open Saturday morning program. After call to order by President Wachs, D. M. Hutton, Harrodsburg Herald, oldest living former president, will present a paper on "Our 80th Anniversary." As smaller newspapers, who have not been able to participate in group insurance because of a small number of employees, have been interested in group insurance, Starling Holloway, Madisonville, will discuss the possibility for both small and large newspapers. His topic is "Group Insurance for State Associations."

Reports of committees will follow: Memorial, Resolutions, Old Business, New Business, and Nomination. Election of officers will follow.

The Kentucky Associated Press will meet in the South Room, Saturday afternoon, at 2:30 o'clock, according to President Hager.

Through the courtesy and efforts of the U. of K. Athletic Department and Department of Public Relations, a special KPA section directly behind Coach Rupp, for the outstanding basketball game, Notre Dame vs. Kentucky, has been set aside. The game is scheduled for Saturday night, January 29, at the Armory. Ten tickets for the game, five pairs, will be awarded by the Program Committee as door prizes at 8:45 o'clock at each of the Friday and Saturday Breakfasts.

Eighty tickets for the KPA section are available through your Central Office at \$2.00 each. The secretary will be happy to receive your orders for these tickets on the "first come, first served" basis. If you wish to see the Kentucky team in action and an outstanding basketball game, get your orders and checks into the Central Office at once.

As your committee must be able to inform the Brown management as to the number of plates to be set for the Thursday night dinner, your secretary would appreciate your advance registration. Reply cards have been forwarded you; others will reach you soon. Please send these cards in at once.

The committee is making every effort to make this Anniversary meeting the most outstanding program of years; you cannot afford to miss the three days of interest and entertainment. The convention fee has been set

## Newspapers Responsible For Supplement Material

The following item is reprinted from the Hoosier State Press Bulletin:

Apparently, the comment on Nowadays shed a new light on newspaper responsibility. The following letter to the State Office is interesting:

"Did Item 8 in Bulletin 47 mean that we can be sued on account of an ad in Nowadays over which we had no control and which might prove to be misleading as you inferred might be the case in the extension law school ad? If that is the meaning, we take issue with it. After all, it's not our affair if an advertiser's copy is misleading. We don't print Nowadays so how can we be held responsible for what is in it?"

The fact that Nowadays is not printed in the plant of the newspaper which distributes the supplement does not lessen the responsibility of the paper for what is published in the supplement. Not that Item 8 stated that newspapers are legally and morally responsible for any news or advertising content they publish. Leading cases hold that newspapers are not legally responsible for publishing misleading advertising, if they are not aware it is misleading. But there is a moral responsibility to those readers who act on the advertising contained in any section or supplement bearing the name of the newspaper which distributes it. It should be noted further that every copy of Nowadays bears the name of the newspaper distributing it; otherwise it could not be mailed as a supplement of the paper. Hence, Nowadays is as much a part of the newspaper as Page 2 of its regular edition. Legally, a newspaper which distributes Nowadays would be liable for any libelous matter contained in the supplement just as it would be for libelous matter in the regular edition. So, it is definitely the affairs of newspapers which distribute shipped-in supplements, bearing the name of the paper to scrutinize the news and advertising contents.

Miss Patricia Snyder, editor of the U. of K. Kernel, 1942-43, and for three years editor of the Greensburg Record-Herald, has joined the news staff of the Princeton Leader. This graduate of the U.K. Department of Journalism has quickly demonstrated unusual ability, after only two weeks in covering the local news beat in a superior manner, states Editor Gracean M. Pedley.

at \$12.00 per person which includes all meals from Thursday afternoon to Saturday noon—a real bargain in these times of high prices. The committee expects you to be present.



### Complete Appraisals Are Urgently Needed

At a recent New York Press Association meeting, Dean M. Lyle Spencer of the Syracuse University School of Journalism suggested that publishers should have an evaluation made of their plants as a safeguard against incomplete insurance coverage. Several suggestions were made as to how and by whom these evaluations should be conducted, but the general opinion that a private company, like the American Appraisal Co., should be called in to do the appraising.

One New York publisher sent his central office two appraisal reports by the Standard Appraisal Company to indicate the thorough job done by that company. "It is the most complete thing of the kind I have ever seen and cannot recommend the Standard Appraisal Company too highly to any publisher interested in finding out what it would cost him to replace his building and equipment were they destroyed by fire," he stated.

The complete appraisal as made by the company consists of nine distinct features which include the valuation of all buildings, structure and improvements including plumbing, heating, gas, steam, electrical, and sprinkler systems, elevators and other items that form part of the building equipment, and the valuation of major units of equipment including itemized listing of all units such as general machinery, motors, engines, boiler, pumps, furnaces, etc. This appraisal is summarized so as to show totals by floors, by buildings, and by classifications. It is completely indexed, accompanied by a blueprint map showing the location and relative sizes of various structures of the plant. All foundry type is listed by fonts and pounds; electrotype and plates are given a lump valuation; and monotype and linotype metal appraised on the pound basis.

The appraisal schedule, when it is completed, lists the following breakdown: Buildings, structure and improvements; general machinery; power transmission; galleys and chases; extra linotype equipment; metal; type; printer's furniture; office machines; office furniture and fixtures; miscellaneous tools and effects; cuts and delectros; newspaper files.

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In following the same line of thought, Manager Gene Alleman, Michigan Press Association, stated that the pressure at Washington for continued federal revenues, needed to finance the Marshall Plan, new lend-lease arms aid to western Europe and possibly new Truman welfare programs, has put a damper upon hopes of business men for some liberalizing of depreciation policies in the 1949 tax bill. The present policy of bas-

ing the tax-free allowances on original costs is under fire on two counts: (1) It fails to cover inflated replacement costs, and (2) it forces firms to use or set aside an undue portion of after-tax profits just to replace plant and equipment, funds that would otherwise be available for dividends. The second factor is one reason for present difficulty of raising new capital.

This problem has been discussed at several of the regional meetings for M.P.A. weekly member newspapers. As an example of current depreciation problems, suppose a machine cost \$10,000 pre-war, had an estimated useful life of 10 years, and has been fully depreciated as \$1,000 a year under existing tax policy. This equipment today costs \$20,000. To replace it, a newspaper must put up \$10,000 additional capital in order to maintain an existing physical asset.

If insufficient depreciation is taken, the newspaper is in effect giving away part of its productive assets with every sale or dividend by understating true costs and overstating profits.

This problem of high replacement costs, together with higher costs of inventory, has forced many industries to divert a substantial amount of profit earnings into reserves for equipment and inventory supplies. The newspaper which has retired its capital investment entirely and has depreciated fully most of its equipment is in an enviable position with regard to production costs as compared with the publisher who has purchased much new equipment which requires depreciation at higher rate than former old equipment. The first publisher can get along nicely with existing retail and national advertising rates, while the second publisher faces a higher operating cost and consequently must adjust his rates accordingly.—Michigan Press Association.

### Tom Wallace Honored

Tom Wallace, editor emeritus of the Louisville Times, has been made a distinguished member of the American Society of Newspaper Editors, in a resolution prepared by N. R. Howard of the Cleveland (Ohio) News, a former president of ASNE. It was unanimously adopted by the Board. It follows:

Resolved, that the Society recognizes Tom Wallace's years of distinction as a great American editor, a past president of this Society; that we are grateful for his stimulating the Society's interest in Latin-America; that we salute his lifelong fight for conservation of natural resources, for which he has been widely recognized; that, in addition to Mr. Wallace's membership in the ASNE we designate him also as a distinguished service member for the honor he has brought on himself and this Society.

### Plans Being Made For U. S. Bond Drive

Plans for an extensive state-wide advertising campaign to promote sale of U.S. Savings Bonds are being perfected by the State U.S. Savings Bonds Advertising Committee, it was announced by Martin K. Specter and Victor R. Portmann, co-chairmen of the committee.

At the same time, the co-chairmen announced that the Spring U.S. Savings Bonds drive would open May 16 and continue through June 30. Material for the advertising campaign is being prepared, and will be distributed to all newspapers and radio stations in the state as rapidly as it is completed.

More than a score of newspaper editors and publishers have volunteered their services as members of the State U.S. Savings Bonds Advertising Committee. They will guide the bonds advertising campaign in Kentucky, and made decisions on permanent policies for bond sales promotions.

The U.S. Savings Bonds Division of the Treasury Department in Kentucky is sponsoring the bond sale drive in co-operation with a national campaign. The Savings Bonds drive is designed to bolster the financial security of citizens of every community in the nation, and, at the same time, offer them an opportunity to buy a share in the financial structure of their country.

### Editor Hadon J. Lacy

#### Dies At Owingsville

Haden Jouett Lacy, 56 years old, editor-publisher of the Bath County News-Outlook at Owingsville, died December 8 after a long illness.

He was a native of Bath county, son of the late John Jouett and Bessie Brother Lacy pioneer residents of the county.

Mr. Lacy acquired the News-Outlook 23 years ago and had since operated the paper as publisher and editor. Prior to entering the newspaper field he was associated with Lacy, Coons and Company in the drygoods business. He was a graduate of Centre College, where he was a classmate of Chief Justice Fred M. Vinson. He was a director of the Farmers bank.

Surviving are his wife, Mrs. Louise Gudgel Lacy; two sisters, Mrs. Coleman Elliott and Miss Louise Lacy, both of Owingsville; a nephew, John Haden Elliott and a niece, Mrs. A. R. Robertson, Lancaster.

The Press joins all his fellow members of the Kentucky Press Association in extending sympathy to the surviving members of his family.

Write your Central Office for ABC applications, or 165 West Wacker Drive, Chicago.



# HE TASTES TEA FOR A LIVING



**In the aromatic heart of New York City's sugar, spice, coffee and tea trade section sits a man at a revolving table who sips tea all day long.**

**He is Joseph Vaskas, official tea taster and blender for A & P, one of the nation's leading importers and distributors of tea, and his activities are of great importance to the nation's consumers who drink 20 billion cups of tea a year.**

**To test a sample, Vaskas weighs out an exact amount of tea, puts it in a porcelain cup and pours briskly boiling filtered water over the leaves. He steeps the tea for exactly five minutes, watching the way the leaves unfold. Then he smells the tea, sips it, and finally smells and feels the leaves.**

**All of these tests, which he has carried out a million times, enable him to identify about 1500 varieties and blends of tea. He can tell the type of tea, where it was grown, at what season of the year, how it was processed, and how it should be blended to assure top quality and uniform flavor.**

**Vaskas is only one of the many experts in bakeries and milk condenseries, factory laboratories and coffee roasting plants, who safeguard the quality of food sold in A & P stores.**

**It is this constant devotion to quality as well as price that has enabled the men and women of A & P for 89 years to do the nation's most efficient job of food distribution.**



## 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 Two

### Kentucky Press Association Officers

Fred B. Wachs, *President*  
*Herald-Leader, Lexington*  
James M. Willis, *Vice President*  
*Messenger, Brandenburg*  
Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky, Lexington*

### District Executive Committeemen

*Chairman, Joe La Gore, Sun-Democrat, Paducah (First); Second, John B. Gaines, Park City News, Bowling Green; Third, Douglas Cornett, Courier-Journal, Louisville; Fourth, Albert S. Wathen, Sr., Standard, Bardstown; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, News, Pikeville; Eighth, J. W. Hedden, Advocate, Mt. Sterling; Ninth, H. R. Chandler, Mountain Advocate, Barbourville; State-at-Large, Earle J. Bell, Advocate, Morganfield; State-at-Large, William Caywood, Sun, Winchester; Immediate Past President, Tyler Munford, Advocate, Morganfield.*



## Newsprint Restricted; Demand Increasing

Newsprint supply for Southern newspapers will grow tighter in the years to come unless some unforeseen force unravels the gray-market tangle of production, demand and supply, avers Roy Roddy, agricultural editor, Dallas News.

Almost everything — including population and per capita newsprint demand — is increasing rapidly in the Southern States. In 1941 the South used 450,000 tons of newsprint. The figure jumped to 600,000 tons in 1947, and would have gone higher if more paper had been available. This year the total is heading toward 750,000 tons, which is about 55,000 tons less than the United States will produce. National consumption, moreover, also is increasing approximately 500,000 tons annually. But the point is that the South in no way has approached its saturation point.

Regional demands — with no war anticipated — will reach 1,125,000 tons in 1958,

*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.*

## No Room For Improvement

You can stare at a typewriter for hours, ideas can come to you by the millions, but the best way to say it is still —

**Merry Christmas  
Happy New Year**

to you, your family, your staff employees, from the officers, directors, and Central Office staff of your own Kentucky Press Association.

newspaper executives believe. The South has only two newsprint mills — the Southland Paper Mills, Inc., near Lufkin, and the Coosa River Newsprint Company at Childersburg, Ala. Southland is producing around 120,000 tons annually. The Coosa mill will have the same output when it begins to operate shortly after the first of 1950. By 1958 it is possible that both mills may be producing a total of 280,000 tons. This, like present production, will be hardly a drop in the bucket.

Last year, the United States had 4,830,000 tons available for consumption. The nation produced 826,000 tons, exported 8,000, got 212,000 from Newfoundland, 125,000 from Europe and the remainder 3,675,000 tons — from Canada. The Canadian mills, then, are the ones to which the South looks for solution of the price problem and stabilization of newsprint supply. Most Southern newspapers already are printed on Canadian stock.

The alternative is for more mills to be located in the South — where a vast source of raw material can be made available. That is the desirable solution. But it is not immediately practicable. It takes a long time to raise enough Southern capital to build a paper mill. Cost of the Coosa plant — which is almost a duplicate of the Southland mill — is running around \$32,000,000. And by the time it gets into production it will be approximately ten years from the time Southland entered production.

W. L. McHale, mill manager and vice-

president of Southland, believes the pinch may be lessened somewhat by increasing capacities of all mills. He does not favor extensive construction of mills.

"There is always the danger of overexpansion in building new mills," he explained at Lufkin recently. "Canada ran into that trouble in the late twenties and early thirties." He said that Southland had doubled its production this year — "but it takes time," he added. "Frequently, it takes as long as it does to build a new mill."

The present pinch lies, of course, in the gray-market. Offerings are made regularly by brokers at prices ranging from \$155 f.o.b. New York to \$210 a ton, whereas the New York contract price is \$100 a ton. Many newspapers have had to buy gray-market newsprint during the last two years. Their advertising and circulation price structures are keyed to regular market price of newsprint and to contract wage scales. Gray-market prices seriously upset that balance.

So Southern newspaper executives are looking to Canada, with its vastly superior export tonnage, to take a firm stand and to remedy the market condition. This condition has been created largely by European speculation and some Canadian and United States producers have fallen in line. Unless Canadian mills do take the lead, producers are going "to kill the goose that lays the golden egg." Caught between the impossibility of raising rates any higher and of paying gray-market prices on present rates, newspaper after newspaper will fold.

And in the years to come this country is going to need every available paper for news transmission — from smallest weekly to the colossal dailies. They are all essential to the American scene.

The Berea College Press has replaced a Cleveland folder with a larger Baum folder. The Cleveland folder is for sale; contact Mr. Schumacher. The Press has just completed a new and modern stock room, 20 by 50 feet, to its present building.



## 1948 U.K. Graduates Scattered Over World

The University of Kentucky's 1948 journalism graduates, now scattered from New Mexico to Switzerland, are doing all right.

Dr. Neil Plummer, head of the department, reports that of this year's crop of 53 graduates 33 have entered journalism or closely allied fields; eight have taken positions not closely related to journalism; four are doing graduate work; four of the women are married, and four, though known to be employed, failed to answer the department's query as to their present work.

Figures contained in the report indicate that men were able to find satisfactory jobs in journalism more readily than women. Twenty-four of the 26 men graduates are now employed in newspaper, radio, magazine, or public relations work, while only 11 of the 27 women graduates have entered the journalistic field.

More women would have gone into journalism, Dr. Plummer explained, but for the fact that many of the jobs open to them offered lower initial salaries than did those in other fields.

More than half—33 out of 53—of the graduates are working in Kentucky. Jobs in other states attracted 11, one is doing graduate work abroad, and the addresses of the remaining eight are unknown. West Virginia and Ohio were the only states to draw more than one of the graduates within their borders, each attracting two. Indiana, Virginia, North Carolina, Pennsylvania, Tennessee, Texas and New Mexico got one each.

Positions accepted by the graduates show a wide variation—from proofreader to managing editor, from flight training to teaching.

Radio, psychology, English literature, and European history and languages are the subjects in which four of the graduates decided to do graduate work.

Names of the graduates, their present positions, and addresses follow.

Jack Adams, reporter, Bluefield, W. Va., Sunset News; Mary P. Armstrong, editorial assistant, The Religious Herald, Richmond, Va.; Judith Johnson Babbage, married; Peggy Bachman, proofreader, The Blood Horse, Lexington; Lewis C. Bondurant, unreported; Martha Jane Brown, unreported; Roy Cavanaugh, reporter, Bluefield, W. Va., Daily Telegraph; Imogene Combs, teacher, Hazard; Suzanne Concannon, Station WKLX, Lexington; Paul Crowdus, public relations, University of Kentucky; Stacy Davenport, teacher, Henderson; Charles De Spain, reporter, Shelby News, Shelbyville; James Donovan, Advertising, The Blood Horse, Lexington; Helen Dorr, unreported; Martha Evans, graduate student, University of Kentucky; T.

J. Eversole, graduate student, University of Kentucky; Crawford Ferguson, graduate student, University of Geneva, Geneva, Switzerland.

Randall Fields, city editor, Richmond Daily Register; Garnett Gayle, flight training, Lexington; Fred Granneman, advertising and merchandising, Montgomery Ward, Columbus, Ind.; O. C. Halyard, announcer, Station WVLK, Versailles; Jane Hamersley, advertising, Carter County News Tribune, Morehead City, N. C.; Charles W. Harbaugh, advertising, Gettysburg, Pa., Times; Helen Henry, reporter, daily newspaper, Oak Ridge, Tenn.; Mary Hillenmeyer, advertising manager, Fayette Furniture Co., Lexington; Barbara Hysinger, married; John Irvin, public relations and promotion, Joyland, Lexington.

Jocelyn Kilham, continuity editor, Station WLEX, Lexington; Tevis Laudeman, sports editor, Portsmouth, Ohio, Times; Cecillia Meers, married; Patricia Mullins, married; Martha Myers, reporter, Public Ledger, Maysville; Paul Owens, Mt. Vernon Signal; Jane Jameson Parrish, continuity writer, Station WVLK, Versailles; James Peavley, insurance inspector, Lexington; Amy Price, unreported; Robert C. Rogers, advertising manager, Pikeville News; Clayton Roland, advertising, Standard Publishing Co., Cincinnati.

Ann W. Sheehy, editor of employees magazine, Lexington Telephone Co.; Alfred Shire, reporter, Texas City, Tex., Sun; Haskell Short, reporter, United Press, Frankfort; George Smith, reporter, Station WHAS, Louisville; John Sorrelle, city editor, State Journal, Frankfort; Barney Stanley, advertising manager, Danville Messenger; Albert Stubbs, managing editor, Roswell, N. Mex., Morning Dispatch; Anne Taylor, assistant budget manager, Taylor Tire Co., Lexington; Matilda Thompson, clerk, selective service board, Paris; Donald Towles, public relations, Dept. of Conservation, Frankfort.

Bettie Tuttle, receptionist, Lexington; Jean Vance, secretarial work, Roy C. Wayne Supply Co., Paducah; Mary Bartley Wanchic, service manager and music librarian, Station WKLX, Lexington; Brown Lee Yates, editor, Cynthia Democrat; Martha Yates, graduate student, University of Kentucky.

Paul Owens, recent U. of K. graduate, resigned from the Princeton Leader staff, and joined the Mt. Vernon Signal, his hometown newspaper.

Mack Newman, co-publisher of the Greenville Leader, was painfully injured when his clothing was caught in a press, November 30. He is now back at work after his enforced "vacation."

## New Postal Rates Effective January 1

Deficits in the Post Office Department continues to mount. And management continues to eye second class matter as the chief red ink. Some even condemn the effort of our postal pioneers to make public information readily available to all and sundry citizens everywhere, as a subsidy of the press!

Regardless of what may happen hereafter in Congress, these postal changes are slated to become effective January 1, 1949.

In first and second class matter, no change. Airmail from 5c to 6c per ounce or fraction, and airmail postals instituted at 4c each.

Third class from the traditional 'cent-and-a-half for each two ounces or fraction thereof' to 2c for the first two ounces or fraction, 1c each additional ounce. Third Class "bulk" (PL&R 562) has been 12c lb. minimum 1c per piece of not over 1 1/3 ounce; will be 14c lb., minimum 1c each, limit 1 1/7 ounce; books have been 1c each 2 oz. or fraction, now 1 1/2c; bulk books from 8c to 10c lb., minimum per piece from 2 oz. to 1 3/5 oz.; catalogs have been 5-11c first lb., 1/2-7c additional pounds, by zones, will be 7 1/2-15c first and 1-6c additional pounds; non-advertising books go from 4c first pound 3c each additional pound, to 8c first pound 4c each additional regardless of zone. Third class mail that can't be readily faced in bundles will be 3c per piece minimum regardless of weight.

Controlled-circulation publications have been third class to 8 oz., 9c lb. over 8 oz., will now be 10c lb., 1c minimum per piece.

Parcel post 8-16c first pound, 1/2-11c each additional pound according to zone, will be 10-18c first pound, 1-11 1/2c each additional pound to 10, 3/4 to 11 1/2 each additional pound from 10 to 70.

Special delivery now 13-35c, will be 15-45c. Special handling from 10-20 to 15-25c. Money orders 6-22 will be 10-35c, postal notes (what the heck they are) from 5c to 8c, registered mail now 20c to \$1.35 will be 25c to \$1.50, insurance now 3-25 will be 5-30c, COD now 15-60c will be 20-65c.

Better overhaul your subscription rates preparatory to an almost inevitable boost in second class rates at a fairly early date.

A ton of coal seems mighty small if you have to pay for it, but it's quite a pile if you have to shovel it.

J. Parnell Johnson, foreman of the Whitesburg Mountain Eagle, recently completed his thirty-first year on the mechanical force. He joined as "a barefoot boy of eleven" to "turn the old hand-press and odd jobs." He then learned to feed job presses; now has charge of all mechanical production.



Advertising Briefs—

The 125th annual meeting of the Baptist General Association of Virginia meeting in Norfolk on November 3rd appropriated \$5,500 for a campaign to ban advertisements of alcoholic beverages.

"No Advertising" can cost a lot more than the "savings" it appears to create. It's like refusing to provide coal or oil to run the locomotive. It's like failing to lubricate a piece of valuable machinery. You save the cost of the lubricant, but eventually you pay the big repair bill, not to mention the production losses while the machinery is idle.

In 1947 Sears-Roebuck increased their newspaper advertising over 25 percent. A newspaper executive said: This increase is not due to any historical reasons.....the pulling power is great.....we are continuing our heavy advertising schedule.

A noted business and sales psychologist says: The average retail store must increase its customer list by one-seventh each year to merely replace those lost by inept clerks. The salesman's main liability is—discourtesy coupled with an unpleasing personality.

HOTEL AD CLASSIC

A forgotten classic of advertising concerns the manager of the Hotel X, says Orville E. Reed in his IMP. The hotel boss told a newspaperman he'd like to use his paper but couldn't afford more than an inch ad, and "nobody would see that."

The newspaperman said, oh, yes, people would even see a single-line ad. To prove it, he continued, he'd be willing to run this single-liner free:

"Hotel X, Famous for Bedbugs."

The hotel man was horrified, but the newspaperman said it would be such a little ad, nobody would see it.

P.S.—He got an order.—"The Pocketbook."

Newspaper Advertising Executives Association has questioned every daily newspaper in the United States and Canada as to whether they have adopted the Standard of Measurement rule. This rule, recommended by NAEA, is to overcome all space doubts brought about by mat shrinkage, space required by locally set-in names or other data. It provides that all ads be measured from cut-off rule to cut-off rule, which space, regardless of shrinkage or other factor, shall be the same as specified in the agency order.

Advertising CAN Be Waste

Misunderstanding and over-estimation of the selling power of advertising is responsible for a great waste of effort and money. Advertising authorities have long pointed out three limitations of retail advertising.

1. Advertising cannot sell merchandise that people do not want to buy. Retail advertising cannot create demand. Effective demand is dependent upon the desire of people to buy merchandise and also their ability to buy.

2. Retail advertising cannot sell merchandise without the backing of every division of the store. Results from retail advertising do not come alone from the sale of advertised goods but from the sale of other goods in the store following the visit of customers originally induced to come through the newspaper advertisement.

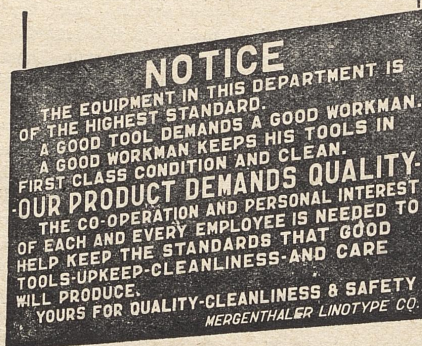
3. Advertising cannot succeed unless it is used continuously. Irregular advertising is not sufficient to win new customers or to

hold the favor of old. Recognition of this principle emphasizes the value of a continued program of advertising either by a campaign or a package.

A lengthy code of ethics has been adopted by the Association of Newspaper Classified Advertising Managers. Points in the code: (1) Causing the loss of money to readers directly or indirectly; (2) Causing injury to health or morals of readers; (3) Evading or fostering the evasion of law; (4) Attacking or criticising race, creed, religion, organization, institution, business or profession; (5) Destroying confidence of either or both readers and advertisers.

Soap operas are written with bawl-point pens.

It is said that marriage brings a lot of change into a man's life—but not into his pockets.



Signs such as this have hung in every Linotype manufacturing department for 20 years. They are signs of precision manufacture. . . . Quality production on our part means minimum maintenance on your part.

LINOTYPE · BROOKLYN 5 · NEW YORK

Set in Linotype Spartan

TRADE MARK LINOTYPE



## Newspaper Management Faces 1949 Efficiency

With the prospects that present retail trends will bring a full-fledged buyers' market in 1949, while production costs continue to steadily climb, newspaper management faces the likelihood of an economic squeeze between cost and revenue in the coming year. If the volume of advertising decreases in 1949, while production costs again rise in the fourth post-war year, management may find diminishing and possibly vanishing profit during the year with the result of smaller and fewer newspapers and fewer jobs for newspaper personnel.

The penny newspaper of the distant past has turned into a nickel, dime and fifteen cent paper of today, so reports the Associated Press from a survey conducted across the nation. The reason behind the nation-wide jump in the cost of newspapers to readers is the rising spiral of higher cost. In only one city—Chicago—was this reversed in any way. There the Chicago Sun-Times reduced prices of daily editions from five to four cents and Sunday editions from twelve to ten cents when the two papers were combined. The Chicago Herald-American cut its Saturday edition from ten to five cents.

Elsewhere prices were up. When ITU annual contracts expired early this fall in a number of Michigan large cities, wage increases to all newspaper employees were granted by management, and the result was a five cent per week increase in the carrier rate of many daily newspapers. The Associated Press survey, covering 120 newspapers in 44 cities, showed more than 42 per cent increased prices to readers during 1948. Mail or home delivery rates were upped by 34 per cent.

Following the lead taken by a majority of Los Angeles newspapers the raise in single copy rates from five to seven cents, four daily newspapers in San Francisco and two in Oakland have also raised to seven cents.

The "Retail Memo", bulletin of the A.N.P.A. Bureau of Advertising, Retail Division, reminds advertising executives that retailers are in the midst of a competitive battle for sales, as fierce as any they have experienced, and that aggressive selling will soon replant the prosperity tendency to make orders rather than to sell.—Michigan Bulletin

The latter part of November and the month of December account for approximately 21 percent to 25 percent of the annual sales volume of department stores, specialty shops and the like. This looks like another great season for all stores that go after the business with plenty good advertising.

## Handling Plastic Plates

Three Iowa publishers, in reply to a Bulletin request, gave their methods in handling plastic plates, File for reference:

B. D. Lindvall, Griswold American: "From a local cabinet shop I secure several pieces of 13/16 plywood, which in this case happened to be birch, upon which we mount the plates. This thickness proved slightly over type-high but which we plane down on our regular planer to correct height and which has given us complete satisfaction. After the adv. has been printed we strip the wood base of the plastic plate and it is ready to have another plate mounted, tacking with short brads. It is true a piece of wood will be consumed after several printing by reason of the change in size but a small supply of this plywood will last us many months."

Bob Melvold, Maquoketa Community Press: "We mount them on regular 3/4" pine board that we secure from the lumber yard. We back up the wood with two layers of 4-ply cardboard to bring it up to the proper height. They have all given a good impression. We prefer the plastic. Usually you can pick up a few pieces of the wood at the lumber yard that are dry and not warped, and are planed smooth. We keep pieces cut for the more standard sizes and use them over and over."

George Woolson, Clarinda Herald-Journal: "We sent to the agencies with request for MATS and received reply they will hereafter send mounted plates!"

## Cost Of Social Security

On the basis of figures used by government statisticians, the New York Times reports that payroll taxes required to finance health, disability, unemployment and old-age and survivors' insurance would total about 12 billion dollars a year at the start. This would represent a levy of 8 per cent to be divided between employers and employees. As the programs reached full size, this payroll taxation would double in the judgement of many social security experts, including Professor William Haber of the University of Michigan. Professor Haber is quoted as estimating that "the eventual cost of comprehensive social security program will average between 15 and 20 per cent of payrolls." What would happen to consumer prices under this scale of state socialism is apparently another matter. Obviously, production costs must be added to process, and further payroll deductions can only mean higher prices for the national economy.

When you rise in the morning, form a resolution to make the day a happy one to a fellow-creature.

## Check P. O. Deposits

The following order was recently issued by the Third Assistant Postmaster General: "It has been decided that the use of Form 3545 "Notice to Replenish Deposit" as well as any other form or circular letter used to request publishers to renew advance deposits to cover postage on second-class matter shall be discontinued. Therefore, postmasters will inform the publishers to whom they have been mailing notices to renew deposits that such notices will no longer be furnished and that it is expected publishers will themselves maintain careful check of their deposits and withdrawals and promptly replenish them so that the amount on hand will be sufficient to pay the postage on their mailings, as provided by paragraph 6, section 541, Postal Laws and Regulations, in order to avoid the necessity of withholding the mail from dispatch because the amount on deposit may be insufficient to cover the postage chargeable."

## No Liability In Purchase

An out-of-state newspaper publisher recently had an experience which will be of interest to Kentucky publishers who contemplate buying, selling or trading newspaper properties. About 18 months ago, the publisher purchased a newspaper, assuming, at the time, all assets and liabilities of the publication. Subsequently, he discovered that about a year prior to his purchase, the former owner has experienced some difficulty with an employee over wages, and no settlement had ever been reached. Now the employee, through his attorney, claims that the new publisher must settle with him, since he has assumed the liabilities of the former owner. The employee threatens to sue under the Wage-House law. The answer to his problem is that wage-hour claims do not pass with a change of ownership, unless the business is a corporation. In addition, the Portal-to-Portal Act, enacted by the 80th Congress, fixes a limitation for bringing wage suits. If the employee had any cause for action, it should have been filed within 120 days after enactment of the Portal-to-Portal law. After expiration of the 120-day limit, all suits involving wages and overtime pay must be brought within two years from the date the alleged violation occurred.

The Marion Falcon, Lebanon, Leon Keeling, editor, made many improvements recently in the installation of a 12x18 Kluge automatic, drill press and router, Addressograph and plate cutter, and converted their Linotype burner to one operated by bottled gas.



## Binding News Files

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

## 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.

## Easy as N.A.S.



**NEWSPAPER**  
68,953,378 people in the U. S. devour  
the highly localized weekly news-  
papers, hunting for their own names.



**ADVERTISING**  
Reach this \$44 billion market—best  
—by advertising in these weeklies.



## SERVICE

One order places your ad in thou-  
sands of papers, or your selected  
group. N. A. S. handles all details.  
Write today for a real sales help—FREE  
booklet, "A 1000 to 1 Easter Way."

**Newspaper Advertising Service**  
INCORPORATED  
N. Y., 70 E. 45th St. • CHICAGO, 222 N. Michigan  
SAN FRANCISCO • 58 Sutter Street

Editor Schumacher, Berea Citizen, states, "If any editor likes to make visits into his rural section, he should take a bicycle and visit every home. Get a story from every family and run one or two each week; one will be surprised how much news is gobbled up and its influence in building good will. I tried in some time before the war and it has not only created much good will, but has created a substantial increase in rural circulation. One of the rural mail carriers, who has been on the road for 27 years, came in today to give us a story of his retirement, and, incidentally, remarked about my ramblings some years ago." Editor Schumacher recently completed his twenty-fifth year as editor and manager of the Citizen and College Press.

Mrs. W. P. Nolan, Whitesburg Mountain Eagle, writes, "One thing that we overlooked for many years was the possibilities in handling office supplies. We have a complete stock now, and not only does it bring many people into our office, but tends to keep so many peddlers out of our county. These peddlers invariably carry some line of printing with their office-supply line. We also learned that our ad, 'Keep your printing at home', has increased our local production. Our circulation averages around 2,600 without solicitation; this means that readers readily respond when a local paper prints all the local news."

Give what you have. To someone it may be better than you dare to think.—Henry W. Longfellow.

Since organization, we have main-  
tained paid subscriptions to every  
Kentucky newspaper.

Central Press Clipping  
Service

309 North Illinois St.  
Indianapolis, Indiana

In affirming a postal fraud order, the United States Supreme Court has laid down five sound rules for the government on guidance of advertising:

1. Advertising as a whole must not create a misleading impression even though every statement separately considered is literally truthful.
2. Advertising must be written for the probable effect it produces on ordinary and trusting minds, as well as for those intellectually capable of penetrating analysis.
3. Advertising must not obscure or conceal material facts.
4. Advertising must not be artfully contrived to distract and divert readers' attention from the true nature of the terms and conditions of an offer.
5. Advertising must be free of fraudulent traps and stratagems which induce action which would not result from a forthright disclosure of the true nature of an offer.

The Oregon legislature in 1947 prohibited advertising of set prices by beauty parlors in an effort to curb "misleading" advertising of cut-rate services.

The California State Board of Accountancy recently adopted a rule prohibiting a certified public accountant from advertising "in any manner whatsoever."

Proposals are pending at Washington to limit advertising of patent agents to a simple professional business card as a substitute for display advertising.

All these legislative or administrative restrictions are prompted by a belief that advertising has been "misleading," under certain conditions, and a desire by the parties involved to limit competition by those who are willing to offer their services for less money. Newspapers fail to police advertising copy by censoring misleading and exaggerated statements, states the Michigan Press.

## IMPORTANT

Weekly publishers have been receiving requests with increasing frequency from business enterprises—stores, manufacturers, etc.—for "present advertising rates." Many of these requests come from companies located in the state and sometimes close to the publisher's newspaper. To prevent possible confusion over local and national advertising rates, it is suggested that publishers, unless they are personally familiar with the company, comply with requests by returning national rate card figures.

Early to bed and early to rise and you'll never meet any of the regular guys.

Too many old-line politicians are using the same old line.



## 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



# Progressive Members Of The Kentucky Press Association

Today we boast of 100% membership; 100% strong and united.

## Weeklies

Adairville, Enterprise  
 Albany, The New Era  
 Auburn, The Auburn Times  
 Augusta, The Bracken Chronicle  
 Barbourville, Mountain Advocate  
 Bardstown, The Kentucky Standard  
 Bardwell, Carlisle County News  
 Beattyville, Enterprise  
 Beaver Dam, Ohio County Messenger  
 Bedford, Trimble Democrat  
 Benton, The Marshall Courier  
 Benton, Tribune-Democrat  
 Berea, The Citizen  
 Brandenburg, Meade County Messenger  
 Brooksville, Bracken County News  
 Brownsville, Edmonton County News  
 Burkesville, Cumberland County News  
 Burlington, Boone County Recorder  
 Cadiz, The Cadiz Record  
 Calhoun, MeLean County News  
 Campbellsville, The News-Journal  
 Campton, Wolfe County News  
 Carlisle, Carlisle Mercury  
 Carlisle, Nicholas Co. Star  
 Carrollton, The News-Democrat  
 Cave City, Cave City Progress  
 Central City, The Messenger  
 Central City, Times-Argus  
 Clay, Tribune  
 Clay City, Clay City Times  
 Clinton, The Hickman County Gazette  
 Cloverport, The Breckinridge News  
 Columbia, Adair County News  
 Corbin, Tri-County News  
 Cumberland, Tri-City News  
 Cynthiana, The Cynthiana Democrat  
 Cynthiana, The Log Cabin  
 Danville, Boyle Independent  
 Dawson Springs, Progress  
 Earlington, News  
 Eddyville, Lyon County Herald  
 Edmonton, Edmonton Herald-News  
 Elizabethtown, Hardin County Enterprise  
 Elizabethtown, News  
 Elkton, Todd County Standard  
 Falmouth, The Falmouth Outlook  
 Flemingsburg, The Fleming Gazette  
 Flemingsburg, Flemingsburg Times-Democrat  
 Franklin, The Franklin Favorite  
 Fulton, Fulton County News  
 Georgetown, Georgetown News  
 Georgetown, Georgetown Times  
 Glasgow, Glasgow Republican  
 Glasgow, Glasgow Times  
 Grayson, Journal-Enquirer  
 Greensburg, Record Herald  
 Greenup, News  
 Greenville, Leader  
 Hardinsburg, Breckinridge Banner  
 Harrodsburg, Harrodsburg Herald  
 Hartford, Ohio County News  
 Hawesville, Hancock Clarion  
 Hazard, Plaindealer  
 Hazard, Union Messenger and News  
 Hickman, Hickman Courier  
 Hindman, Hindman News  
 Hodgenville, Herald News  
 Horse Cave, Hart County Herald  
 Hyden, Thousandsticks  
 Irvine, Estill Herald  
 Irvine, Irvine Times

Irvington, Herald  
 Jackson, Jackson Times  
 Jamestown, Russell County News  
 Jeffersontown, Jeffersonian  
 La Grange, Oldham Era  
 La Grange, La Grange Times  
 Lancaster, Central Record  
 Lawrenceburg, Anderson News  
 Lebanon, Lebanon Enterprise  
 Lebanon, Marion Falcon  
 Leitchfield, Gazette  
 Leitchfield, Grayson County News  
 Liberty, News  
 London, Sentinel-Echo  
 Louisa, Big Sandy News  
 McKee, Jackson County Sun  
 Manchester, Manchester Enterprise  
 Marion, Crittenden Press  
 Middlesboro, Three States  
 Monticello, Wayne County Outlook  
 Morehead, Rowan County News  
 Morganfield, Union County Advocate  
 Morgantown, Republican  
 Mt. Olivet, Tribune-Democrat  
 Mt. Sterling, Advocate  
 Mt. Sterling, Sentinel-Democrat  
 Mt. Vernon, Signal  
 Munfordville, Hart County News  
 Murray, Murray Democrat  
 Neon, News  
 New Castle, Henry County Local  
 Nicholasville, Jessamine Journal  
 Nicholasville, Nicholasville News  
 Olive Hill, Carter County Herald  
 Owenton, News-Herald  
 Owingsville, Bath County Outlook  
 Paducah, Paducah Press  
 Paintsville, Paintsville Herald  
 Paris, Kentuckian Citizen  
 Pikeville, Pike County News  
 Pineville, Pineville Sun  
 Prestonsburg, Floyd County Times  
 Princeton, Princeton Leader  
 Princeton, Caldwell County Times  
 Providence, Journal-Enterprise  
 Richmond, Madison County Post  
 Russell, Russell Times  
 Russellville, News-Democrat  
 St. Matthews, Sun  
 Salyersville, Salyersville Independent  
 Sandy Hook, Elliott County News  
 Scottsville, Allen County News  
 Scottsville, Citizen Times  
 Sebree, Sebree Banner  
 Shelbyville, Shelby News  
 Shelbyville, Shelby Sentinel  
 Shepherdsville, Pioneer News  
 Shively, Kentucky Gazette  
 Smithland, Livingston Leader  
 Somerset, Commonwealth  
 Somerset, Somerset Journal  
 Springfield, Springfield Sun  
 Stanford, Interior Journal  
 Stearns, McCreary County Record  
 Sturgis, Sturgis News  
 Taylorsville, Spencer Magnet  
 Tompkinsville, Tompkinsville News  
 Vanceburg, Lewis County Herald  
 Versailles, Woodford Sun  
 Walton, Walton Advertiser  
 Warsaw, Gallatin County News  
 West Liberty, Licking Valley Courier

Whitesburg, Mountain Eagle  
 Wickliffe, Advance-Yeoman  
 Williamsburg, Whitley Republican  
 Williamstown, Grant County News

## Dailies

Covington, Kentucky Post  
 Covington, Enquirer  
 Covington, Times Star  
 Lexington, Herald-Leader  
 Louisville, Courier Journal & Times  
 Ashland, Independent  
 Bowling Green, Park City News  
 Bowling Green, Times Journal  
 Corbin, Tribune  
 Danville, Advocate-Messenger  
 Frankfort, State Journal  
 Fulton, Leader  
 Harlan, Enterprise  
 Hazard, Herald  
 Hazard, Times  
 Henderson, Journal-Gleaner  
 Hopkinsville, Kentucky New Era  
 Madisonville, Messenger  
 Mayfield, Messenger  
 Maysville, Independent  
 Maysville, Public Ledger  
 Middlesboro, News  
 Murray, Ledger & Times  
 Owensboro, Messenger-Inquirer  
 Paducah, Sun-Democrat  
 Paris, Enterprise  
 Richmond, Register  
 Winchester, Sun

## Collegiate Section

Kentucky Kernel, University of Kentucky, Lexington  
 College Heights Herald, Western Teachers College, Bowling Green  
 College News, Murray State College, Murray.  
 Trail Blazer, Morehead State Teachers College, Morehead  
 Alumni News, University of Kentucky, Lexington  
 The Progress, Eastern State Teachers College, Richmond  
 The Stub, Nazareth College, Louisville  
 Orange And Black, Union College, Barbourville

## Farm Papers

Kentucky Farmers Home Journal, Louisville  
 Farm Bureau News, St. Matthews

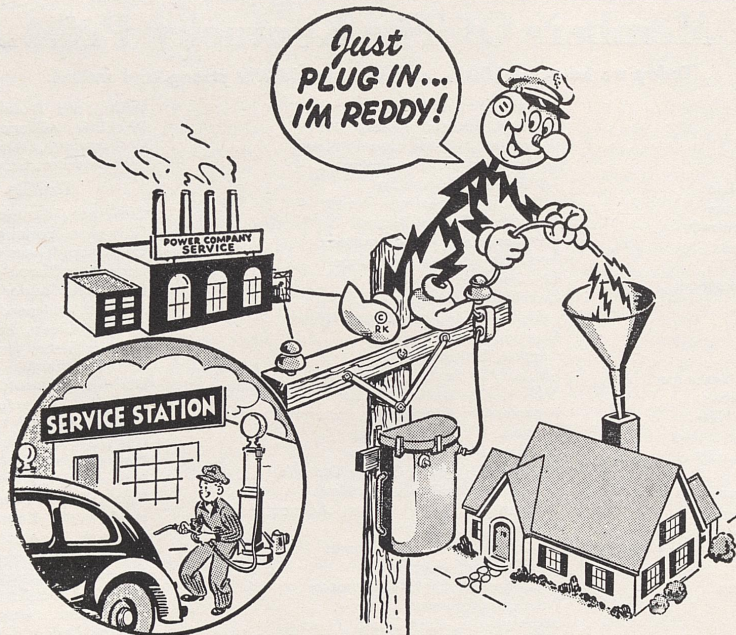
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Louisville Automobile Club  
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 Paducah, Kentucky Jaycee  
 Atlanta, Ga., The War Cry, Salvation Army

## Sustaining Members

U. S. Brewers Foundation, Louisville  
 Kentucky Chamber of Commerce, Louisville  
 Highway Traffic Magazine, Louisville





## FILL 'ER UP!

East, west, north, south — throughout the 72 counties Kentucky Utilities Company serves — the cry in 1948 was "Fill 'er up!" Mines, factories, farm, and homes increased their use of electricity faster than during any previous year in K.U.'s history.

It was K.U.'s job to be there with the power — whenever and wherever it was needed. To meet 1948 and 1949's increased demands, Tyrone plant was built, and its 1,500,000 kilowatt hours of daily output provided Kentucky with another source of dependable electricity.

By the end of 1949 the Green River plant in Muhlenburg county is expected to begin operations to take care of increased demands in 1950. And then as rapidly as the system requires them, more generators will be added, and more transmission lines built.

As Kentucky's electrical demands increase, K.U. plans to meet them. K.U.'s objective for Kentucky is to bring more dependable electric service to more and more people, and to help the people of Kentucky in their search for more jobs, greater production, and better living.

# KENTUCKY UTILITIES COMPANY

Incorporated

VOLU  
NUME  
  
Public  
Room  
Univer  
Lexing