
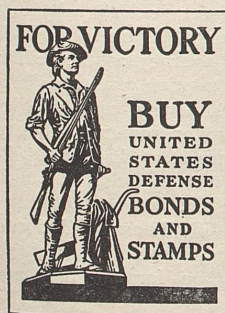


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The Kentucky Press



Published In the Interest of Community
Journalism - - Of, by, and for
Kentucky Newspapers



June, 1942

Volume Thirteen Number Eight

73rd Mid-summer Meeting Declared Best In Many Years

Over 130 delegates registered for the seventy-third annual mid-summer meeting at Lafayette hotel, Lexington, June 11-13, and all agreed that it was the best meeting in years, both from the standpoint of the two business programs and the entertainment.

The program was augmented by a meeting of the circulation managers of the daily newspapers on the Thursday afternoon preceding the regular scheduled program. The managers received first-hand information on federal regulations governing use of trucks and then formed their own organization as a part of the Kentucky Press Association.

F. S. Crawford of the Louisville Office of Defense Transportation told the group that all trucks used to distribute newspapers must reduce their mileage 25 per cent.

In addition, Crawford said, trucks exceeding a fifty-mile roundtrip daily, must, in order to continue operation, carry a 75 per cent total load on return trips.

The circulation men decided in a round-table which followed Crawford's talk that, while they would do their utmost to see that no one was deprived of his newspaper, customers would have to cooperate by making arrangements to collect their papers from main routes without making long, costly side trips necessary.

Dawson Manley of the Ashland Independent was elected president of the circulation managers section of the K. P. A. Fred Varga of The Courier-Journal and The Louisville Times, was named vice-president, and Victor R. Portmann, K. P. A. field manager, was elected secretary.

Alvis Temple of the Park City Daily News, Bowling Green, said he may have to give up his job as chairman of the newspaper carriers' war stamp sales committee because he may be called into military service shortly. If he is, Varga was selected to take over his duties. Charles S. Gibbons of the Paducah Sun-Democrat was named vice-chairman of the stamp sales committee.

Friday Morning Session

The Friday morning session opened with an address of welcome by Mayor T. Ward Havely, Lexington, who, after

extending the freedom of the city to the delegates, presented President Harry Lee Waterfield with an official key to the city. Vice-President Vance Armentrout responded for the Association and pointed out that Lexington was a favorite convention city of the Association.

President Waterfield announced the establishment of a permanent Necrology Committee that would report at every convention. He named Vice-President Armentrout as chairman, Lawrence W. Hager, and John L. Crawford as members of the committee. J. LaMarr Bradley, chairman, J. Earle Bell, and T. T. Wilson were named as members of the Resolutions Committee.

Gene Alleman, president of the National Managers Association and field secretary of the Michigan Press Association, following his introduction, emphasized that:

"Only the newspaper that puts its house in order now will survive this greatest of all fights."

Mr. Alleman, who said hopes of an early victory in the war seemed absolutely unfounded urged the newspapermen to make preparations for a long period in which advertising revenues would be reduced.

As a possible substitute for this loss in revenue, he suggested that many newspapers had increased circulation rates, and declared that "a paper still is a bargain compared with the value the public finds in it."

By aid of a comprehensive chart, the speaker explained that the community publisher could augment his advertising considerably by promotion and development of classified advertising. He gave many pertinent points of interest and counsel of procedure in this worthwhile discussion.

Underwood Discusses Censorship

Thomas R. Underwood, editor of the Lexington Herald, and state representative at the Washington Council on Censorship, urged the delegates to use good judgment and discretion as to war news publication "to forestall governmental control of news". He told of his attendance at Washington and emphasized the problems that were there discussed. He explained that the censorship regulations were designed to prohibit only that news that would give

aid and information to the enemy, and asked the cooperation of all Kentucky editors in keeping within the provisions of the regulations. He added, as far as he knew, "No Kentucky newspaper has violated wittingly these regulations." The newspaper awards in the Production Contests were presented by Mr. Lee Spalding.

University Host At Luncheon

The delegates adjourned to the Student Union on the University campus where they were guests of the University at luncheon. Dean Henry H. Hill presiding, introduced President Herman Lee Donovan, who gave an interesting and forceful address on University financial problems, the duties and scope of the educational functions, and the service of the Agricultural extension service to the farmers of the state.

He described the University as "service institution" and pointed out that the institution was sending out "engineers of social service", as well as engineers in other branches, to enter into community service and citizenship. As one example of the service to agriculture, Doctor Donovan explained that the amount of money made the past year by the farmers who followed the Experiment Station's suggestion that they grow hybrid corn would more than four times pay for the University building program. He gave the editors a deeper and more thorough insight into the functions of the University and how it could serve them and their communities. A tour of many important buildings on the campus followed under the direction of Elmer Sulzer, Director of Public Relations.

A few delegates made a tour of the Bluegrass stock farms under the management of Dan M. Bowmar, promotion manager of the Lexington Herald Leader. Eleven enthusiasts played in the golf tournament at the Ashland club during the evening banquet, John H. Horne, male, Irvine, was awarded three golf balls for low net, George S. Tatum, Winchester, three balls for low gross, Russell Scofield, Lexington, received one ball for most strokes on one hole as did Thomas Underwood for the highest gross score, and Governor Knott Johnson for the best newsman-official golfer.

Banquet At Ashland Club

The day's sessions were climaxed by the banquet at the Ashland club where the Lexington Herald Leader as host, Thomas R. Underwood presided in his usual gracious and capable manner

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and, following the floor show, introduced the Rt. Rev. H. P. Almon Abbott, bishop of the Episcopal Diocese of Lexington, who spoke on "The Four Children."

"There are but four children in all the whole, wide world," the clergyman said, "the child that was, the child that never was, the child that is and the child that is to be."

"It is to the child that is to be that we owe most," he said, "since in his hands lie the destiny of the whole world."

Gov. Keen Johnson was among guests at the banquet. Introduced by Toastmaster Tom Underwood, Herald editor, as Governor-Editor Keen Johnson, he limited his comment practically to the remark:

"We're trying to leave the records of the governor in such a state that if any of you other country newspaper fellows want to run for governor the records of the first country newspaper fellow who was elected governor won't be in your way."

A social dance followed the speaking program.

Saturday Morning Session

Following a breakfast meeting of the executive committee where routine business was transacted and reported later on the floor, the convention was called to order by President Waterfield.

Francis X. Jahn, special F. B. I. agent, Lexington, told of the work of that organization under wartime difficulties. He gave many interesting examples of their activities, especially in the search for enemy espionage agents and the prevention of sabotage in our production plants. He thanked the press for the cooperation given the F. B. I. in every request for assistance and publicity.

Major William Slater, chief of the liaison section of the Bureau of Public Relations, War Department, gave an interesting address on the duties and functions of that Bureau, explaining the various sections and the work for which each was responsible. His address was interesting and timely, and emphasized the important part that the press was taking in wartime effort.

Alvis Temple, Bowling Green, gave an inspiring account of the sale of war stamps as undertaken by the daily newspapers of the state through the carrier boys. These boys have sold over one million dollars worth of stamps during the first few months of 1942 and will continue to carry on that good

work, hoping that the total sales for 1942 will reach over the two million mark.

During the meeting, the lady guests present were taken on a tour of the U. S. Signal Depot at Avon.

The Necrology and Resolutions Committees made their formal reports, which were adopted by unanimous vote. These reports are published in another column. Secretary Portmann read proposed amendments to the constitution for the first reading. These amendments must lay over for final adoption at the mid-winter meeting.

New Members Elected

Following recommendation by the Executive Committee, the following newspapers were elected to KPA membership by unanimous vote: The Green-up News, William H. Ward, editor; The Hancock Clarion, Hawesville, John W. Maston, editor; The Jackson County Sun, McKee, James Tompkins, editor; The Gallatin County News, Warsaw, Charles E. Adams, editor; The Earlington News, Emil Calman, editor; The Jessamine Journal, Nicholasville, Delmar E. Adams, editor; and the Carter County Herald, Olive Hill, W. F. Fultz, editor.

At the close of the morning session, the delegates were guests of the Kentucky Utilities Company at a luncheon at the hotel. President Robert Watts, of the Company, in a short address, emphasized that the personnel and the relationships between the administration and its 1,200 employees scattered throughout the state, was the biggest and best asset that the company possessed.

Following the luncheon, a number of editors gathered with Major Elbert Nelson, Publicity Officer for the Fifth Corps Area, Fort Hays, Columbus, Ohio, and discussed various phases of wartime news and censorship, including the news possibilities and how news should be handled following an enemy air raid. Information and regulations from his office will be published later in the Kentucky Bulletin.

Resolutions Unanimously Passed

With a theme of the KPA's place in wartime effort, the seventy-third annual mid-summer meeting was held at the Lafayette Hotel in Lexington, June 12 and 13, 1942 and

WHEREAS, the program for this meeting had been geared to the emergency and of such unusual merit, we recommend that a vote of appreciation

be given the program committee for their efforts and wisdom in preparing such an interesting and instructive program. We also commend President Harry Lee Waterfield and other officers of the association for their fine leadership and Victor R. Portmann for the splendid service he is rendering as secretary-manager.

The program of the Legislative Committee and the Executive Committee, as announced at this session, is hereby approved by the Association.

Members of the Kentucky Press Association, thoroughly realizing their obligation in the present emergency, are cooperating to their utmost ability with the government in matters of censorship, the constructive use of publicity for morale building and to keep the public as well informed as is possible, in the sale of war stamps and bonds, civilian defense, and other matters of public interest. We respectfully urge the continuance of this splendid work.

We heartily approve the organization of the circulation managers section of the KPA with Dawson Manley of the Ashland Independent as president, Fred Varga of the Louisville Courier-Journal and Times as vice-president, and Victor R. Portmann as secretary. We express appreciation to Alvis Temple of the Park City Daily News, Bowling Green, for his untiring efforts to promote the sale of newspaper carriers' war stamps.

The Lexington Herald, the Lexington Leader and the Louisville Courier-Journal have been delivered to the members of the KPA during this session through the courtesy of the publishers of these papers, and we appreciate this service.

The Lexington Herald and Leader staff have been gracious hosts and have attempted to do everything within their power to make this session one of the best in the history of the association. Our special appreciation is extended to Editor Underwood, Manager Wachs, Jewell Mann, and Promotion Manager Dan M. Bowmar. The dinner-dance at the Ashland Country Club will be long remembered. The management of the Lafayette Hotel has been gracious indeed to the members and the Lexington Board of Commerce has furnished every assistance possible.

The privilege of visiting the Blue Grass stock farms and the courtesy of the owners in keeping the farms open and the visit to the Lexington Signal Depot at Avon provided real treats and

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The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

Harry Lee Waterfield ... Hickman Co. Gazette, Clinton
President

Vance Armentrout ... Courier-Journal, Louisville
Vice President

Victor R. Portmann ... U. of Ky., Lexington
Secretary-Treasurer

District Executive Committee

J. Curtis Alcock, Advocate-Messenger, Danville, (State-at-large), chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, Tyler Munford, Union Co. Advocate, Morganfield; Third, John H. Hoagland, Courier-Journal, Louisville; Fourth, Joe Richardson, Times, Glasgow; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, W. W. Robinson, Herald, Paintsville; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Whitley Republican, Williamsburg; State-at-large, Chauncey Forgey, Independent, Ashland.

Legislative Committee

Tyler Munford, Union Co. Advocate, Morganfield, chairman; George A. Joplin, Commonwealth, Somerset; Egbert C. Taylor, Record Herald, Greensburg; Thomas R. Underwood, Herald, Lexington; H. A. Ward, Allen Co. News, Scottsville; Henry Ward, Sun-Democrat, Paducah; Cecil Williams, Journal, Somerset.

Newspaper Exhibit Committee

Mrs. Lee Spalding, Kentucky Standard, Bardstown, chairman; J. LaMarr Bradley, Enterprise, Providence; Mrs. John S. Lawrence, Record, Cadiz; Miss Lillian Richards, Russell Co. Banner, Russell Springs; Miss Jane Hutton, Herald, Harrodsburg.

Kentucky Press Women's Club

Miss Mary E. Hutton, Herald, Harrodsburg, President; Miss Mildred Babbage, Breckenridge News, Cloverport, First Vice President; Mrs. J. O. Young, Journal, Dixon, Second Vice President; Mrs. Mary Henderson Powell, Record, Stearns, Third Vice President; Mrs. J. R. Wallace, Advertiser, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise, Providence, Treasurer.

NATIONAL EDITORIAL
1942 ASSOCIATION
Active Member

MEMBER
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume Thirteen, Number Eight

KPA Welcomes Seven New Members

Seven Kentucky progressive newspapers were admitted to membership in the Kentucky Press Association at the convention Saturday. The editors desired to receive the services that the Association could render them, and to participate in cooperative effort to

make the Association stronger and better. The papers were:

Greenup News, William H. Ward, editor; Hancock Clarion, Hawesville, John W. Maston, editor; Jackson County Sun, McKee, James Tompkins, editor; Gallatin County News, Warsaw, Charles E. Adams, editor; Earlinton News, Emil Calman, editor; Jessamine Journal, Nicholasville, Delmar Adams, editor; and Carter County Herald, Olive Hill, W. F. Fultz, editor.

We congratulate and welcome them to the KPA—the only association “that gives a hang about the Kentucky newspapers”.

Small Town Manual Available

Those editors at the convention, and all others who could not attend, that did not receive a copy of the “Small Town Manual” can have a copy by dropping a post card to the Central Office. This manual, an excellent piece of work, will assuredly help you in your business as editor and help to promote community growth and enterprise. You should have a copy of this for everyday study. Also ask for a copy of the Office of Defense Transportation's rules in regard to transportation problems of the newspaper. These are yours for the asking.

N. E. A. Convention

Your secretary is leaving this week to attend the National Editorial Association convention in Eastern Canada, and will return for your service on June 28. President Harry Lee Waterfield will be the official KPA representative at the convention, and will be accompanied by Mrs. Waterfield. Other state publishers who have made reservations include Miss Mildred Babbage, Cloverport, Mr. and Mrs. Herndon Evans, Pineville, J. G. Denhardt, Bowling Green, and Mr. and Mrs. Fred B. Wachs, Lexington.

Suit Filed To Show If Fayette County Must Publish Statements

The Fayette County Fiscal Court filed suit last week to determine whether Fayette County is required to publish an annual financial statement.

The court also instructed County Attorney Samuel Cole to ask the Court of Appeals to say, should it be found publication of a statement is mandatory, what data the document should contain.

The court action resulted from an

opinion of Assistant Attorney General Guy Herman that a financial statement must be published and that a mandatory injunction could be obtained to require its publication.

In recent years, the court and individual county officials, including the sheriff, county clerk and jailer, have not published annual statements, although the county board of education has done so. Last year Cole advised the county that publication of a financial statement was not required so long as the county posted budget figures at the Court House door every three months.

Watch Censorship Regulations

A serious lack of understanding of wartime news censorship exists among some weekly newspaper publishers in many parts of the country. We are asked to reiterate some of the cardinal points of censorship to be applied by newspapers in the news of the armed forces:

Do not identify home town boys in the armed services in the following cases:

Soldiers or sailors with the names of ships.

Soldiers on their way to embarkation points.

Soldiers and sailors in combat areas or coastal defenses.

Location of soldiers in coastal or aircraft forces.

To identify a home town boy is to print the name of his military unit. A combat area is any point over-seas or a strategic area in the United States controlled by the military.

Boys may be identified by units which they are still at training camp. Names of units should not be published after the boys leave training camp and enter a combat area.

Remember the main point in news censorship is to withhold vital information from the enemy.

Scrap Rubber Campaign Started

The scrap rubber campaign has started in Kentucky. We urge that every KPA editor, representative of the county or city salvage committee, will cooperate to his fullest extent, both personally and thru the columns of his newspaper. The state newspapers have given splendid support to the salvage campaign during the last few months and, we know, will not make an exception now. The State Salvage Committee has highly commended the newspapers

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for the support and publicity given on this desirable wartime campaign. This praise had indeed been merited as every editor has enlisted in the all-out campaign for a complete and speedy termination of the war.

The scrap rubber campaign began Monday, June 15, and will continue until Tuesday, June 30. This campaign will be conducted in each county and city under the general direction of the county or city salvage director and his committee. The nation's oil industry is called upon to play a major role in this drive in cooperation with all others who participate. Each filling station and garage handling gasoline and oil and each bulk station will be notified by the petroleum industry of Kentucky that during this two weeks period they will purchase rubber at one cent per pound. The oil industry will provide trucks to haul the scrap rubber to the bulk stations or other concentration points which will then turn it over to the Rubber Reserve Company, a subsidiary of the Reconstruction Finance Corporation.

Proposed Amendments Read

In accordance with Article VIII, Section 1, of the Constitution of the Kentucky Press Association entitled "Amendments", the following amendments are proposed at this mid-summer meeting to lay over for final action at the mid-winter meeting in January, 1943:

To add to Article II, "Membership", the following section which shall hereafter be known as Section 5.

Section 5.—Sustaining Memberships. There shall be eligible to sustaining membership in the Association individuals or business firms who are connected with the newspaper business or allied businesses who desire in this method to contribute to the welfare of the Association and to assist in the promotion of better newspaper practices and to the extension of such services that may be rendered through the office of the secretary-manager. They shall be elected to membership in the same manner as is provided above for newspaper members, and shall be entitled to all privileges of the Association, except the voting privilege.

That the words "Secretary-Manager" shall be substituted for the words "Secretary-Treasurer" wherein and wherever these occur in Article II and Article III.

That Article IV, Officers, shall be amended as follows:

Section 1. The officers of the Association shall be a President, Vice-President, Secretary-Manager, Treasurer, and an Executive Committee. No person shall hold office who is not a duly qualified representative in this Association.

Section 2. The President, Vice-President, Secretary-Manager, Treasurer, and Chairman of the Executive Committee shall be elected by ballot at the regular annual winter meeting and shall enter upon the discharge of their duties at the close of that meeting. With the exception of the Secretary-Manager their term of office shall be for one year only.

Section 4. The Executive Committee shall consist of eleven members, the Chairman of the Committee to be elected by ballot in the same manner as the President, Vice-President, Secretary-Manager, and Treasurer, and eight other members of the Committee to be appointed by the President immediately after his election, one from each of the Congressional Districts of Kentucky, except the district from which the Chairman of the committee has been elected, and two from the state at large, to hold office until their successors are chosen. The President, Immediate Past President, Vice-President, Secretary-Manager, and Treasurer shall be ex-officio members of this committee.

That Article V, Duties, shall be amended as follows:

Section 3. The Secretary-Manager shall keep a record of the proceedings of the Association and collect all money due from the members, recording payments as made. He shall keep an account with each member of the Association showing at all times said member's standing with the Association. The Secretary-Manager shall have authority to contract for and make expenditures in performing the duties of his office and in conducting the business of the Association in the sum not exceeding \$100, and he shall submit to the executive committee all matters involving expenditures in excess of \$100. Whenever such expenditures shall have been approved by the executive committee the secretary shall authorize them and upon execution of the work or services for which said approval is given, he shall order the Treasurer to pay for them out of association funds upon presentation of itemized vouchers, which shall be received and filed with

the Association's records. He shall make reports of his acts, showing the amount of money and from whom received and the amount and to whom disbursed, with vouchers therefor attached, at the annual meeting of the Association succeeding his election, which report shall be in writing and read to the Association and published in the report of the annual proceedings of the Association. The salary of the Secretary-Manager shall be fixed by the Executive Committee.

Section 4. The Treasurer shall receive and secure all monies received from the Secretary-Manager, and shall pay out, upon proper voucher from said Secretary-Manager, all expenditures so ordered. He shall keep a record of all monies received and paid, and shall make a written report of his acts, showing the amount of money received and the amount and to whom disbursed at the annual meeting of the Association succeeding his election. This report shall be published in the annual proceedings of the Association. All disbursing checks shall bear the signatures of both the Secretary-Manager and the Treasurer.

Section 4. Executive Committee, shall hereafter be known as Section 5, Executive Committee.

To change Section 3 of the By-Laws which reads, "The membership fee shall be \$5.00 and annual dues \$7.50", to read as follows:

"The Executive committee shall have power to set and establish the membership fees and the annual dues. Said action to be presented to the membership at any regular meeting and shall be concurred in by a vote of three-fourths of the voting members present".

Rate Book Under Way

Over forty per cent of the editors have returned the data requested that will be incorporated in the Kentucky Rate Book to be published in July. Their information is also being forwarded to the National Editorial Association for the National Rate Book that will soon be published. It should be pointed out that every state newspaper should be represented in these two rate books, but, unless the required and necessary information is sent to the Central Office, that information cannot be included. If your newspaper has not received the necessary information blanks, a card to the Central Office will bring these by return mail.

Continued from Page Three

the courtesies extended are sincerely appreciated.

The luncheon furnished by the University of Kentucky and the privilege to tour the campus was deeply appreciated. The address of President Herman Lee Donovan was highly instructive and gave the visiting editors a clear-cut understanding of the vital work being done at the University.

To Mayor T. Ward Havely for his true Kentucky welcome; to our vice-president, Vance Armentrout, for his response; to Gene Alleman, president, Newspaper Managers Association, for his highly entertaining and instructive talk; to Thomas R. Underwood, editor the Lexington Herald and State Representative on the Washington council, for his explanation of the Press Censorship; to Victor R. Portmann and Mrs. Lee Spalding of the Bardstown Standard for their work in selecting the prize winners and awarding the trophies; to Francis X. Jahn, special agent of the FBI; to Major William Slater, Chief Liaison Section, Bureau of Public Relations, War Department, Washington; to Bishop H. P. Almon Abbott, bishop of the Episcopal Diocese of Lexington; to Governor Keen Johnson; to the Kentucky Utilities Company and its ever gracious officials; and to all others who aided in any way in making this session the outstanding success that it was, we express our appreciation.

J. L. Bradley
J. Earle Bell
T. T. Wilson

Nobody ever accomplished anything who was half-hearted, that's why it is so heartening to see our nation throw its full might into the war effort.

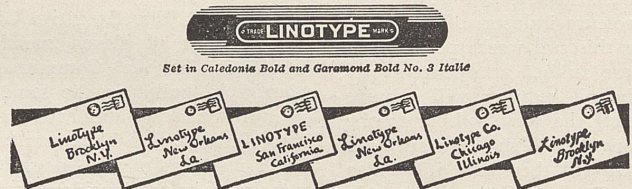
Newspapers are being tempered today on the anvil of wartime service and effort. What we do today, what effort and sacrifice we make, will result in better, finer newspapers of tomorrow. We shall not fail!

More than ever is the need of cooperation between newspapers today. You can join in this vital need thru the KPA.

The Press regrets, that due to lack of space and time, the excellent report of the Necrology Committee and the story of the prize winners must be published in the July issue.

proof of the pudding

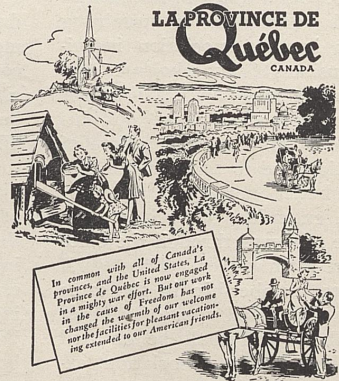
Letter after letter to Linotype testifies to the quality of Linotype-produced composition for both newspapers and commercial plants. Linotype ease and versatility assure economy in time and cost on every job. There's the proof of Linotype. Ask your Linotype representative.



LA PROVINCE DE Québec

If you're Vacationing this Year... come to

LA PROVINCE DE Québec CANADA



Helping To Keep The "Main Line" Open

Today the nation must make full and effective use of every available truck and railroad car for carrying troops, munitions and other necessities of war.

Since food normally constitutes more than 10 per cent of all the freight carried in this country, the more efficiently foods are handled, the less is the danger of a critical transportation bottleneck.

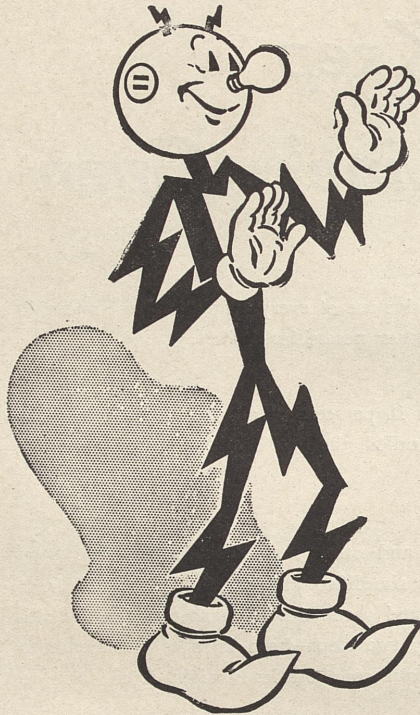
Efficient distribution of the kind that A&P and other mass distributors have been developing since long before war broke out is simplified and direct. Instead of from five to ten steps involved in getting fresh fruits and vegetables to market under the old-fashioned systems, A&P's method involves only two steps—from farm to warehouse to store. And in some instances it is possible to haul commodities straight from farm to store—reducing distribution to *one* step.

Every railroad man knows what such efficient handling of large amounts of foods means to America now. It means that foods flow swiftly and economically to consumers. It means that valuable freight cars are not sent "meandering" hundreds of miles out of their way, looking for markets. It means that the railroads and the truckers are able to devote more of their time and more of their facilities to the pressing job of carrying other necessities of war.

The A&P Super Market in your community is thus more than a symbol of efficient low-cost distribution of food. It is also a symbol of effective and full use of precious transportation facilities today, when America needs these facilities more urgently than ever before in history.

A & P FOOD STORES

REDDY KILOWATT says . . .



21c

Out of Every Dollar Comes Back to You In Government Benefits

● Out of every dollar that you pay us for electric service we pass 21 cents on to Government in taxes. And Government passes them back to you in benefits—National Defense, Schools, Police and Fire Protection, Highways, Hospitals and Health Service, Charity Institutions, Courts. . . .

Last year (1941) our total tax bill was about \$2,265,000. That was \$6,200 every day including Sundays and holidays. It was \$18 for each electric customer, and \$1,997 for each regular employee.

If our company didn't pay any taxes your electric rates would be much lower—but you would pay higher taxes. Do you want to do that?

Whenever and wherever Government goes into business political management replaces business management. It offers lower prices because it pays no income taxes on the business.

A nationally famous fact-finding service reports that aggregate taxes in this country have risen about 800% in the last 25 years—prior to Pearl Harbor. In the same period the electrical industry lowered its service rates an average of 55%—and improved the service immeasurably.



Do You Want the Government to Take Over Your Business?



Invest in America! Buy Defense Bonds and Stamps

KENTUCKY UTILITIES COMPANY
INCORPORATED

