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KENTUCKY PROGRESS

MAGAZINE



VOL. I



SEPTEMBER 1928

NO. I

Official Publication of the Kentucky Progress Commission



Why they come to Louisville

IN six years and without spending a dollar for national advertising, Louisville has added to its payrolls more industrial workers *than any other city east of the Mississippi*. In six years Louisville's industrial output *has doubled*.

In six years the population of Louisville (latest estimate over 320,000) *showed a larger percentage of gain than any city of approximate size*.

And Louisville is still growing—*growing as much each year as it did in the entire ten-year period of the last census. Why?*

The Reasons Are Obvious

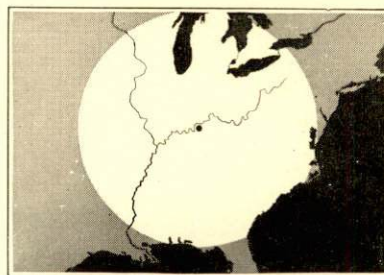
Louisville's steady industrial advance reveals no mushroom characteristics. American industry is simply discovering that Louisville combines to an exceptional degree *all the essentials for efficient, low-cost production and distribution*

for all branches of manufacture.

Market Center of America

Virtually the center of population, Louisville is the focal point of *all market centers east of the Rockies* . . . Within a radius of 500 miles, 47% of the population of this great eastern area; 41.5% of its taxable incomes—within a radius of 1000 miles, all its principal markets.

Abundant power from the largest automatically-controlled hydro plant in the world . . . *Coal, oil, timber and a wide variety of raw materials in outlying districts* . . .



Midway between Boston and Denver; on the very threshold of the rich, growing South—yet nearer Canada than it is to Memphis

Contented, willing labor (97.3% native-born) . . . *Low-cost plant sites with five-year exemption from city taxes* . . . *Fast, economical transportation over eight major rail systems, river packets and interurbans.*

To Far-Sighted Manufacturers

Send for a copy of the newly-published book, "LOUISVILLE, Center of American Markets." In it you will find convincing, unembellished facts about Louisville and its rare combination of advantages for plant, branch plant or warehouse.

Address Louisville Industrial Foundation, Incorporated, 400 Columbia Building, or Louisville Board of Trade, Incorporated, Board of Trade Building, Louisville, Kentucky.

— and a Wonderful Place to Live

To those who feel that life is not all business and that business is not everything in life, the genuine hospitality of Louisville people will be a refreshing revelation . . . *Golf in America's most beautiful civic natural parks* . . . *Riding* . . . *Boating* . . . *Clubs* . . . *Fifteen minutes, in your own car, from office to home and the hills.*

LOUISVILLE

CENTER OF AMERICAN MARKETS

Announcing the Opening
OF
*Kentucky Shearman
Concrete Pipe Co.*

FRANKFORT, KENTUCKY, PLANT



Manufacturers of

CONCRETE PIPE
for Permanent Drainage

ALL SIZES, FROM 4 TO 96 INCHES

CORBIN, KY.

Fastest Growing Town in Southeastern Kentucky

AN IDEAL LOCATION

CORBIN offers exceptional advantages as a manufacturing and distributing center. Located at the intersection of four divisions of the Louisville & Nashville Railroad, it affords excellent service, North, South, East and West. It receives second morning freight delivery from points as far distant as Chicago.

An abundance of labor is available. Corbin now has a population of 11,500 and several small towns and villages lie within a radius of fifteen miles. It is estimated that 1,000 women and girls could be secured for factory work within thirty days. A large number of men can also be secured on short notice.

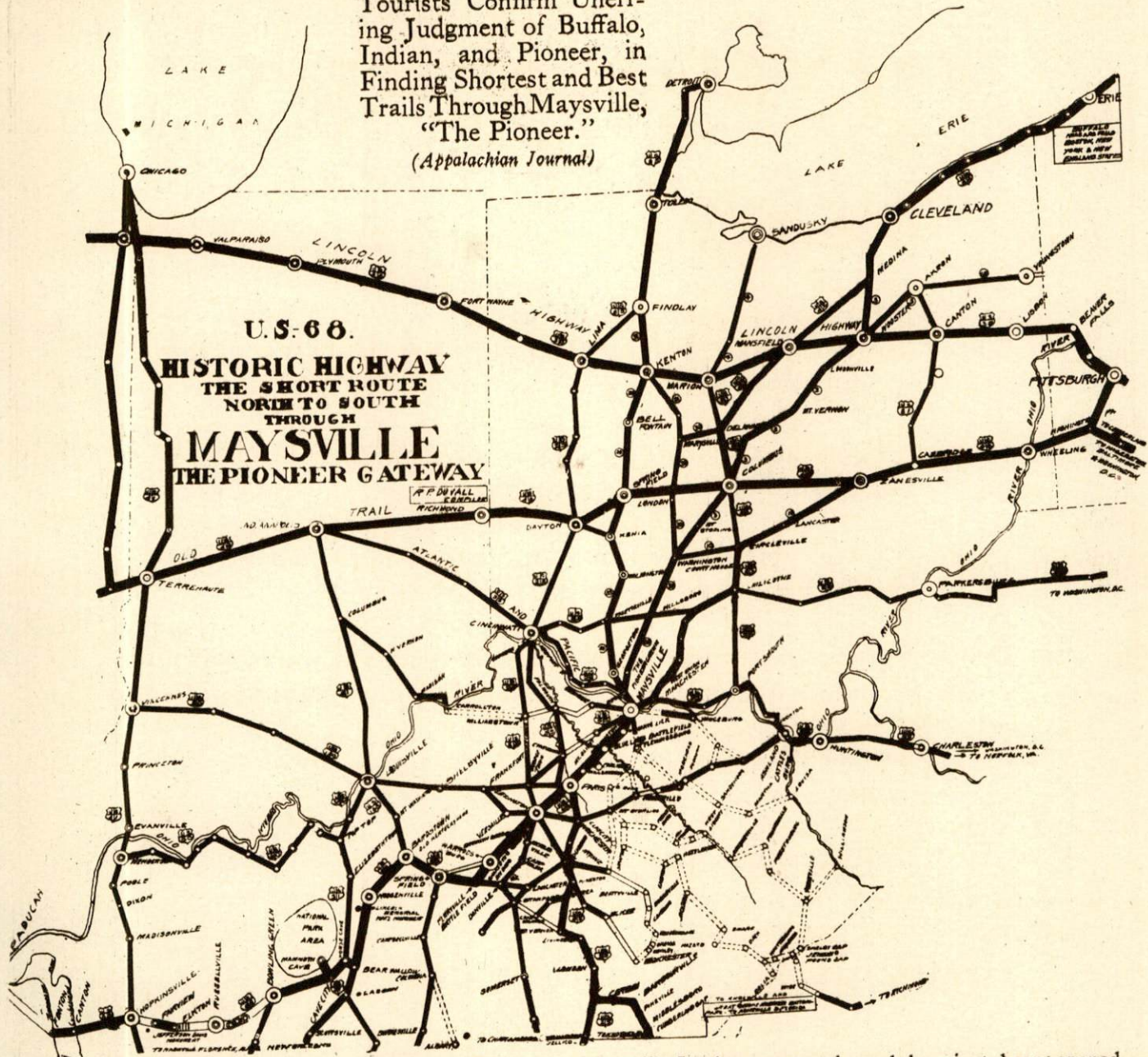
The Large Coal Fields of Southeastern Kentucky are close by, which insures fuel at a low price. Power development in Kentucky has reached the point where power is available in almost an unlimited quantity and is readily accessible at Corbin. The City offers FREE TAXATION for a period of years. Community spirit is good and citizens offer their best co-operation in the securing of factory sites, etc.

*We Invite Your Correspondence and Extend a
Cordial Invitation to Visit Us.*

Address All Inquiries to:
J. W. STAMPER, *Chairman*, CORBIN PROGRESS CLUB
CORBIN, KENTUCKY

Great Gateway on Direct North-South Automobile Route

Tourists Confirm Unerring Judgment of Buffalo, Indian, and Pioneer, in Finding Shortest and Best Trails Through Maysville, "The Pioneer."
(Appalachian Journal)



DRAW a straight line south from Detroit and Toledo to Maysville, Kentucky, thence to Lexington, Kentucky, and you will find this the shortest highway route between Detroit and Toledo to Lexington, and, of course, the shortest route from all points east of the Detroit-Toledo and Maysville line, to Lexington, and on to Florida and the Gulf, via the Cumberlands, Knoxville, the Great Smoky Mountains National Park Asheville, or Chattanooga, likewise the shortest route to Dix River Dam, Lincoln's Birthplace and Mammoth Cave National Park.

Maysville is the gateway to U. S. 68, historic highway, running from Maysville to Lexington, Mammoth Cave and Paducah, which crosses every other north-south Kentucky Federal Highway running south from the Ohio River to Tennessee, toward Florida and the Gulf. A number of Ohio good roads lead to Maysville, and the

Maysville-Lexington paved road has just been opened.

The buffalo, Indian, and pioneer, with their unerring judgment, found Maysville the gateway of the shortest trail between north and south, and, now the rising tide of automobile travel finds the same true.

From the Ohio River south through the Appalachian Region, during the past year, a vast network of good roads has been completed and connected up, so that it is safe to predict, that from now on, a great tide of automobile tourist travel will flow south through Maysville to this Appalachian Section all the year, as well as to Florida and the Gulf.

First-class steam ferry service is now maintained, day and night, at Maysville, and Congress has authorized a combined railroad and automobile bridge at Maysville, survey and soundings for which are now under way.

U. S. 68 Historic Highway Association---Maysville, Ky.

What Progress Are You Making?

Have you made sure that your children will have the Educational advantages so necessary to success in this competitive age?

Have you made sure that your home will be your family's home—unencumbered?

Have you made sure that immediate funds will be available, when needed by your widow?

Have you made sure that your family's monthly income will continue, when your earnings cease?

Have you arranged matters so that you may enjoy life with your family, during your later years?

Have you anticipated the disabilities that reduce earnings, as you grow older?

PROGRESS with KENTUCKY

and insure with

FRANK I. ENGLER

General Agent



National Life and Accident Insurance Co.

Incorporated

1022 Heyburn Building

LOUISVILLE, KENTUCKY

Kentucky Progress

MAGAZINE

GOVERNOR
FLEM. D. SAMPSON
CHAIRMAN

Official Publication
Of the Kentucky Progress
Commission, Created by the
1928 Legislature to Advertise
Kentucky to the World.



VOL. I

SEPTEMBER, 1928

NO. I

Kentucky Progress Commission

- JAMES C. STONE, Lexington, First Vice-Chairman
- J. ROBERT KELLEY, Covington, Second Vice-Chairman
- L. B. SHOUSE, Lexington
- C. F. RICHARDSON, Sturgis
- EDMUND W. TAYLOR, Frankfort
- J. C. MILLER, Ashland
- JAY W. HARLAN, Danville
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- W. S. CAMPBELL, Louisville
- J. GRAHAM BROWN, Louisville
- T. RUSS HILL, Middlesboro
- W. H. BRIZENDINE, Mayfield
- C. FRANK DUNN, Executive Secretary
- S. FRENCH HOGE, Treasurer

Address all correspondence pertaining to editorial contents to C. Frank Dunn, Kentucky Progress Commission, State Capitol Building, Frankfort, Ky.

All correspondence pertaining to advertising should be addressed to Kentucky Progress Magazine, 1100 West Broadway, Louisville, Ky.

Table of Contents

The Present Job in Kentucky	Page 9
<i>By GOV. FLEM D. SAMPSON</i>	
Editorial - - - - -	11
Personnel of the Commission -	13
The Beautifying of Kentucky	
Highways - - - - -	17
<i>By THOS. H. STARK</i>	
The Romance and Charm	
of Kentucky - - - - -	21
Kentuckians are Challenged -	25
Progress Commission Launches	
Broad Programme - - -	31
<i>By C. FRANK DUNN</i>	
The Sky's the Limit for	
Kentucky Progress - - -	35
<i>By J. ROBERT KELLEY</i>	



GOV. FLEM D. SAMPSON
Chairman
KENTUCKY PROGRESS COMMISSION

The Present Job In Kentucky

By GOVERNOR FLEM D. SAMPSON

USUALLY a job has larger possibilities for profitable results than most of us realize.

Some people are disposed to think about a task a long time before they get down to business seriously trying to bring success out of a mere prospect for success.

This has been the situation for more than a century in respect to the job of developing the resources of Kentucky, bringing more industries into the State, increasing the size and profitableness of those industries now here, and thus multiplying the places of employment for our men and women and opportunities for our boys and girls.

Kentuckians are progressive. But people in other states as a rule have not thought so. It is true, citizens of other sections of America have shown, in many instances, a more aggressive attitude towards their undeveloped business opportunities than have Kentuckians. But, Kentuckians, like the people of other states, desire to prosper and enjoy the fruits of profitable business enterprises. They can, if they will, display just as great a spirit of progress and enterprise as the people of the other states. They can do this now, or they can put it off.

The numerous letters of approval which have come to me since the origin of the Kentucky Progress Commission convince me that our people are now ready to work together for the advancement of the State, NOW.

Let us put the NOW into all our thoughts and plans for State advancement. Kentuckians wish to prosper NOW. Kentuckians are ready to work together NOW for the mutual welfare of our citizens NOW.

The Progress Commission is the instrumentality or the vehicle through which all of us can work. But the members of the Commission can not do all the work. This is stating a very important fact in a somewhat ordinary way. I wish I could give it greater emphasis. Co-operation—team work, is the need of the hour in Kentucky. Can we have it?

It would be a source of encouragement to me and a means of great help to the members of the Progress Commission, if our citizens would give serious thought to the fact, that the Progress Commission can not do all the work of furthering the welfare of the State under this great program. The Commission can, at best, furnish only the means or channel or machinery through which the citizens can work co-operatively and profitably for their own good.

In recent years there have been organized commercial clubs and other civic organizations in our larger cities in Kentucky. These usually have started out with admirable programs for the welfare of the Community. In some instances these promising organizations have not entirely fulfilled the whole program.

There have been reported instances in which business men and others, in entire good faith, have blamed the officers of the local chamber of commerce for the failure to carry out the entire program announced.

A little study of the matter seems to convince fair-minded persons that no half dozen local citizens can do all the civic work of the community without aid from the whole body of citizens.

So with the Kentucky Progress Commission.

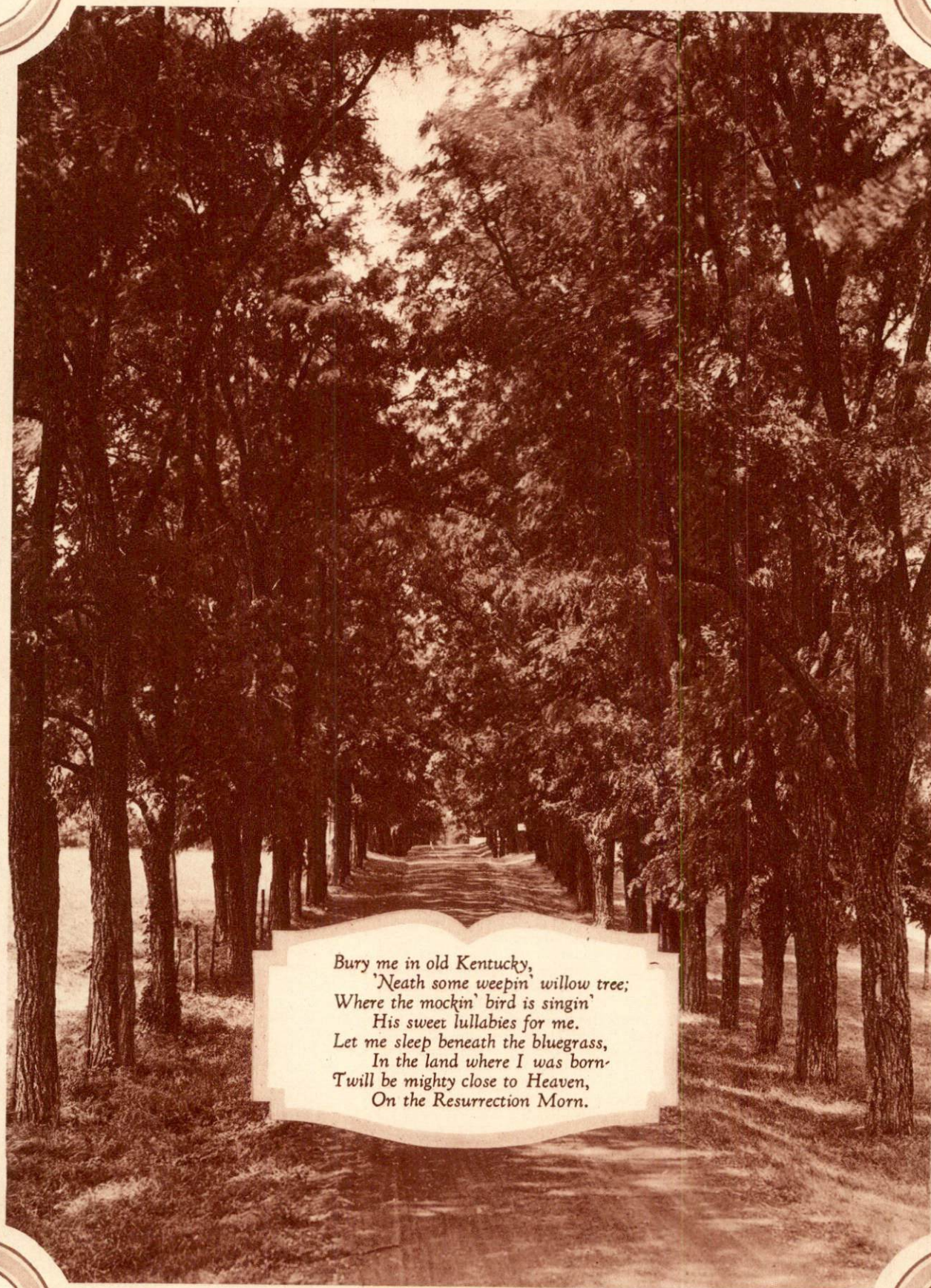
People throughout the State must lend their hearty co-operation to the members of the Progress Commission in order for it to secure the results which will place Kentucky in a position to be ranked alongside other states in the matter of progressive people.

In the beginning it looked like an easy task to write a program. It has not proved to be so easy. When one considers that there are one hundred and twenty counties in this great state, some of them with interests and conditions not well understood by the citizens of other sections, the reason is clear.

Developing a definite program has been carefully, deliberately, cautiously approached.

Our Kentucky situation in this respect is much like that of other states, endeavoring to carry through a like program of state development. The other states have seriously tried state advancement and have succeeded. We are just laying out our program and beginning the work. We should have begun years ago but procrastinated. We know from experience of other states that through co-operation, pulling together as true Kentuckians, we can and will do the job.

In the work of developing a program and in carrying it through, the members of the Commission not only need, but seek the help of everyone who has a worthwhile suggestion. Let them have yours. Personally, I would appreciate receiving frank letters, telling me briefly just what our citizens believe should be undertaken first in the State or in your town or community. I hope, therefore, that Kentuckians will write to me personally in the spirit of co-operation, briefly giving me the benefit of their suggestion.



Bury me in old Kentucky,
'Neath some weepin' willow tree;
Where the mockin' bird is singin'
His sweet lullabies for me.
Let me sleep beneath the bluegrass,
In the land where I was born-
Twill be mighty close to Heaven,
On the Resurrection Morn.

EDITORIAL

C. FRANK DUNN, Editor

The Magazine's Name

THERE is only one name that fits its purpose. That name was naturally adopted unanimously. It came into being as a result of the creation of the Kentucky Progress Commission. Kentucky had to "tell the world" what she has and what she hopes to be, and to the Progress Commission was delegated the job.

The commission had to adopt a medium to get the message across and a new magazine came into being—KENTUCKY PROGRESS. Like it or not, it's named.

There have been many Kentucky magazines—some successes, more failures. None has started so auspiciously, or with so many ambitions and hopes probably, though ambition and hope undoubtedly started the predecessors of this, the latest.

KENTUCKY PROGRESS is to be issued monthly beginning with this number. The first four issues will be rotogravure throughout and well illustrated with Kentucky scenes, whose charm is known to some sections of the State but possibly not to others, and at least little known to outside states.

With the first issue of KENTUCKY PROGRESS goes an invitation to Kentuckians to visit and know each other better, to acquaint themselves with a better knowledge of what they have and prepare to tell outsiders about it. If every Kentuckian would add one line like "See Mammoth Cave" to each letter he writes, the invitation which we now extend in this magazine to the outside world to visit the "Old Kentucky Home" from one end to the other would be returned for a "better address," as the "outside world" would be already here reveling in the beauties of your State.

For and Forward

(Editorial from The Lexington Herald)

THE Kentucky Progress Commission has asked for a pledge of allegiance to the State, which prompts the following:

"I am FOR my State; FOR the development of her resources; FOR comprehensive inventory of her buried wealth; FOR advertising her advantages; FOR new industries that will add to her payrolls and her progress; FOR education of her children with an equal opportunity for all; FOR completion of her roads giving an outlet from the farm to the school and to the market and an inlet to outsiders to come to visit or to stay; FOR making her highways safe; FOR the preservation of her game and the protection of her streams; FOR agricultural development through improved methods and diversification; FOR reclaiming wasted acres with timber; FOR utilizing the energy of restless waters for power; FOR protection of what she has; FOR a future in keeping with her history and traditions; FOR observance of her laws; FOR

elimination of her sectional barriers; FOR understanding among her citizens that will lead to co-operation and advancement in keeping with the motto that has stood throughout the years calling to her sons and daughters to join as a happy family dedicated to her tasks, 'United We Stand; Divided We Fall.'"

Tom, you have evolved a program as well as a pledge. How's this for Kentucky evolution: Pledge, Program, Press, Progress, Prosperity.

More Kentuckians For Kentucky

THOSE responsible for KENTUCKY PROGRESS, and this, its initial appearance, are not assuming the role of knightly crusaders and do not expect to begin removing mountains immediately. Whatever promising or boasting they do will be when they put their armour off, and not now while it is so shiny and new. We start out hoping that our fellow Kentuckians feel as we do about what we and they owe the State.

The Commonwealth of this Commonwealth is theirs and our affair. The State's welfare is our welfare. We are all a part of it. The question is not so much whether we are proud of Kentucky; is Kentucky proud of us? What are we doing for its betterment when at home and what sort of exhibit do we make for it when we go away?

We never knew a really effective churchman who did all of his work on Sunday morning. Individual effort on behalf of Kentucky should not be confined to a few minutes of enthusiastic talk at Club luncheons, once a week or semi-occasionally. It should be a religion, prayed over and practiced daily, until the grand old Commonwealth is completely cured of a too retiring disposition, and takes her place not intellectually and spiritually alone, but commercially and industrially in the fore-front of American progress.

The purpose of this publication, frankly, is the better advertisement of Kentucky—her resources and her attractions. The present State Administration, the Progress Commission, the State Progress Association, the Boards of Trade, Chamber of Commerce, Commercial Clubs and Civic Organizations of all kinds, are marshaling their forces into an army that intends to wage war on narrowness, bigotry, self-satisfied lethargy, lack of enterprise and the "old order" generally. All of them, however, can do little unless there be added to their army the rank and file of the best citizenry, intellectually and morally, that ever constituted any state in the world.

And when this war is over, the cause will still be lost unless united Kentucky and Kentuckians go forward preaching to the outside world the gospel of their State's glories and beauties, half of which may have been told, but is not known beyond our own borders. The world on wheels is already pouring in endless streams over the splendid new highways that they are helping to build and maintain. These visitors need to be shown, and those who have not yet come need to be told of the endless lure this most distinctive Commonwealth in the Union has for the

Know Kentucky

tourist, the prospector, the investor and the home seeker. Our really unequalled, wondrous variety of soil and scenery and our limitless buried treasure, are practically unknown. Silvered by moonlight and dusted with the gold of summer sunrise our terraced, green mountains, bluegrass pastures and fragrant pennyroyal lowlands smile broad welcome to the tourist, not only all summer long, but through the golden harvest time, the Indian summer haze, and sparkling winter days. Here the waters ripple even under ice. Here the red bird and the robin linger the year round, and the rhododendron and the jonquil never die.

What it means to have the State thus better known to the world and to have the world know Kentucky better; the priceless worth of the advertisement of the State's resources and attractions already done, is emphasized in some striking figures—some startling statistics furnished by the State Highway Department.

It is almost beyond belief, in the middle of the summer season when the two great North and South thoroughfares, U. S. No. 25 and U. S. No. 31 are supposed to be almost free of the Fall and Spring North and South travel, that of the thousands of automobiles passing each way each day, *many more than half are foreign cars.*

The Highway Department had taken on July 18 and July 21, 26 and 27 a traffic census in which a careful accurate count of vehicles passing each way from 6 a. m. to 6 p. m., was made on three great highways.

These statistics which we are permitted to reproduce from advanced proof sheets of KENTUCKY HIGHWAYS, for September are given elsewhere for the purpose of showing what a marvelous start the re-awakened Kentucky has already made through its Progress Program through State publications, the Mammoth Cave Drives, the radio broadcasting and because of better roads, in attracting tourist traffic, tourists and potential investors to Kentucky.

When two of the main highways of the State on successive days in July contain more visitors than they do home people, some idea of what part of the six million dollars a year gasoline road fund comes from having Kentucky better known to the world, may be gained, as well as some idea of what sort of splendid future system of highways is possible from revenues collected from visitors, many of whom may in addition become investors and valued residents.

Already mammoth industries are also on the way to take advantage of resources, cheaper raw materials and the lesser taxes offered them through the efforts of the Progress Commission and progressive State officials. If what has been done—a mere scratching of the surface of this great field of opportunity—brings these millions to Kentucky, what should be and will be done will bring them here by the tens of millions. And these millions will be invited and welcomed not alone for what they will leave behind, but because each one may become a new partaker of Kentucky hospitality; may develop into a Kentucky investor—into a progressive Kentucky citizen—into an honest Kentuckian—the noblest work of God.

Thanks For Photos

The Progress Commission desires to thank the Lafayette Studio of Lexington; Kentucky Geological Survey, Frankfort; and others who generously furnished photographs free for this publication of the KENTUCKY PROGRESS Magazine.

THE progress commission was criticised by one newspaper in the State because it was bold enough to declare for a policy of "selling Kentucky to Kentuckians" while selling it to the outside world, and to urge that "Kentuckians Know Kentucky."

There will be criticism, of course, no matter what is said or done by the progress commission, notwithstanding its members are leading business men of the Commonwealth serving without pay or expenses.

Opinion differs and misunderstanding arises in any movement for the public good. Who was it said—

To Avoid Unkind Criticism—

Say Nothing,
Do Nothing,
Be Nothing!

Admitted, it is a little tough when a loyal Kentuckian, "Bob" Kelley, commissioner from Covington, makes an expensive tour by airplane across the continent and back advertising Kentucky, and another Kentucky newspaper or two charge the commission with "reckless expenditure of the taxpayer's money." Col. Kelley paid all of his own expenses, the State of Kentucky paid none. Besides, "Bob" was generous enough to stay up day and night en route to throw Kentucky advertising literature out of the plane.

Possibly Kentuckians should know Kentuckians a little better while they are also learning more about Kentucky.

Recently a representative of the commission, in addressing clubs and gatherings in various parts of the State, asked how many present had been to Mammoth Cave, how many to Carter Caves, how many to Cumberland Falls.

In some instances there was a complete lack of raised hands, in others a response that ranged from zero to a half dozen on the three questions asked. In most places no one had ever heard of Carter Caves, where are the two largest natural bridges in Kentucky, a grapevine the size of a tree and cave formations that equal those to be found anywhere.

The result of the test seemed to prove that a large part of Eastern Kentucky knew nothing about the noted historic and scenic attractions of Western Kentucky, and vice versa.

It is not lack of highways now that keeps Kentuckians from visiting the outstanding attractions in neighboring sections of the State.

It is not lack of automobiles, either.

It is lack of knowledge.

There is no more attractive spot east of the Mississippi River than Kentucky Natural Bridge State Park, yet Kentuckians in general do not visit it as they should.

There is no more beautiful capitol in the United States than the one at Frankfort, yet this building, which should be a mecca for Kentuckians, just as the national capitol at Washington is for the entire country, does not draw its just quota of sight-seeing, to say nothing of patriotic Kentuckians.

Why don't we visit, see Kentucky and get better acquainted?

Personnel of the Commission

A Close-up of the Members and Other Officials as Seen by the Editor.

THE Kentucky Progress Commission is composed of 'twelve apostles' who not only have faith in Kentucky, but have the ability and experience as well as the inclination and initiative to convert pessimists into optimists and an embryonic State into a dynamic Commonwealth.

The act creating the commission says they "shall be appointed without reference to their party affiliation" (and Governor Sampson himself does not know or worry about their politics) and "shall be men of high standing and reputation, who have been active and experienced in some form of civic work, and by reason of such work and experience are known to be vitally interested in the progress and development of the Commonwealth of Kentucky."

They draw no salaries and no expenses. Their traveling and other expenses attending meetings (and they have met more than fifteen times since their appointment) will average nearly \$50 each at their respective meetings.

They represent different sections, but recognize no sectionalism.

Governor Flem D. Sampson, chairman, was elected governor on a platform of progress, and besides having a vision and ambition to do something for Kentucky, he has a will to do it and an iron constitution that stands fifteen hours work every day. With such an indefatigable leader, it is little wonder that the members of the progress commission, and all others with whom he comes in contact, are inspired to labor unceasingly for their beloved State.

James C. Stone, first vice chairman, Lexington, has demonstrated his ability to deal with big problems as head of the Burley Tobacco Growers' Co-operative Association. Kentucky is fortunate to have the public-spirited services of an executive of such capabilities to direct the program outlined by the Legislature for the Progress Commission.

J. Robert Kelley, second vice president, Covington, is president of the Kelley-Koett Manufacturing Co., the largest X-ray machine manufacturers in the world. Commissioner Kelley is a loyal and enthusiastic Kentuckian, and devotes more time to planning and executing plans to advertise Kentucky than he does to his own big business. He attends all meetings of the commission, broadcasts interesting radio stories of Kentucky's attractions and resources, and recently at his own expense made a trip across the continent by airplane as "Envoy Extraordinary for

KENTUCKY PROGRESS" to boost the plans of the commission.

Edmund W. Taylor, Frankfort, devotes his entire time and fortune to public-spirited endeavor. Commissioner Taylor was recently elected for the third time president of the Frankfort Chamber of Commerce, but never fails to answer the many calls from the organizations with which he is so prominently connected, and years of trained experience specially fit him for the unselfish tasks he so generously assumes for his city and State.

C. F. Richardson, Sturgis, is head of the Western Kentucky Coal Operators' Association, but his activities are known and recognized far beyond the domain mentioned. In addition to other outside movements with which

he is identified, Mr. Richardson is a leading factor in the broad development program launched by the Mississippi Valley Association and he contributes both time and money to every progressive move that is worth backing.

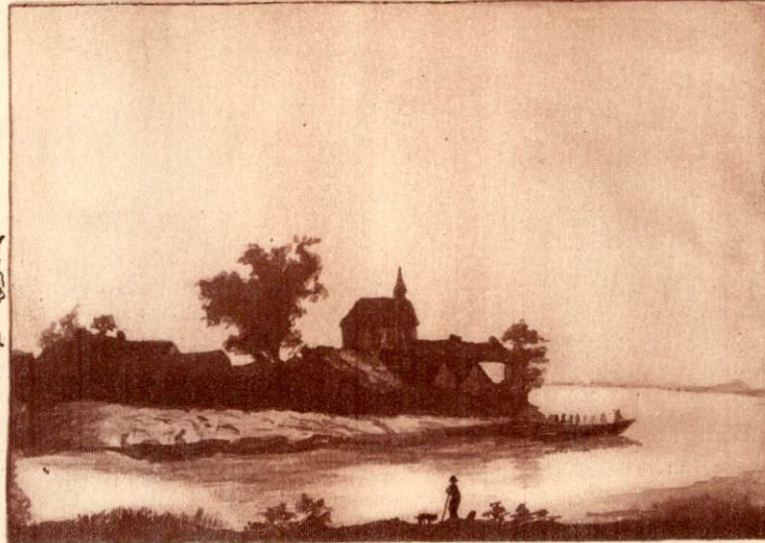
L. B. Shouse, Lexington, is a director in several national highway associations, an outstanding civic worker and president of the National Fox Hunters' Association. Mr. Shouse has a host of friends in every

state in the Union, and as for Kentucky—well, it's like taking the census to enumerate his friends. The several hundred employes of his hotel company started the local drive for the Mammoth Cave National Park by subscribing one hundred per cent when they heard "Len" was boosting it.

Jay W. Harlan, Danville, is a leading member of the legal profession and a former State Senator, but this must be a hobby of his. His "business" is rendering service to the chamber of commerce of his enterprising city while devoting the profits of his legal work, or at least the remunerative income therefrom, to the development of his beloved State of Kentucky. Judge Harlan devoted several months of arduous voluntary labor to the organization of a Kentucky Chamber of Commerce, which later crystallized into the Kentucky Progress Commission.

R. E. Cooper, Hopkinsville, was formerly managing director of the Western Kentucky Dark Tobacco Growers' Association, a capitalist and philanthropist. Mr. Cooper is at present devoting much time and money to have the United States Government build a memorial highway from the Lincoln Memorial, birthplace of the

(Continued on page 16)





EDMUND W. TAYLOR
Frankfort



J. C. MILLER
Ashland



L. B. SHOUSE
Lexington

MEMBERS
of
KENTUCKY
PROGRESS
COMMISSION



J. ROBERT KELLEY
Covington



C. F. RICHARDSON
Sturgis



JAMES C. STONE
Lexington



W. H. BRIZENDINE
Mayfield



R. E. COOPER
Hopkinsville



J. GRAHAM BROWN
Louisville



T. RUSS HILL
Middlesboro

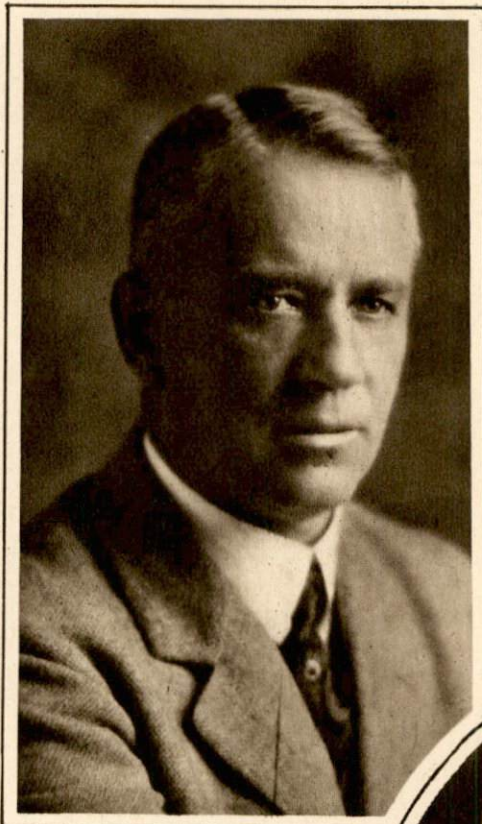
MEMBERS
of
KENTUCKY
PROGRESS
COMMISSION



JAY W. HARLAN
Danville



W. S. CAMPBELL
Louisville



S. French Hoge, Treasurer, Kentucky Progress Commission.

tucky in the forerank of the forty-eight states.

W. S. Campbell, Louisville, is manager of the Kentucky & Indiana Terminal Railroad Company, and holds the unique record of having procured single-handed more than 250 substantial industries for Kentucky that would be operating elsewhere today but for his able and energetic initiative. Mr. Campbell's born industrial sales ability is a valuable asset to the program of the Progress Commission, and his personality has won a legion of friends in Kentucky and almost every other State.

T. Russ Hill, Middlesboro, leads in everything which he undertakes, and he undertakes more than most leaders refuse. He is one of Kentucky's most pleasing orators, operates a large wholesale house, teaches the largest Sunday-school class "in the world," numbering 2,200, is president of the Middlesboro Chamber of Commerce, officer in Cumberland Tours and director in numerous financial and civic organizations. Mr. Hill's speeches and services are in constant demand outside as well as in Kentucky.

W. H. Brizendine, Mayfield, has made a record in the clothing industry that has no parallel. However, the golden rule principles which characterized his business success have not been confined to industry alone. He has applied them to the office of Mayor and many other offices, which he has accepted as a medium of rendering service. Judging from his record of public-spirited work, the first initial in his name evidently stands for "Wheelhorse."

S. French Hoge, Frankfort, treasurer, was selected by the commission, in accordance with the legislative Act, to direct the financial affairs of the Kentucky Progress Association. Mr. Hoge is head of the Capital Trust Company, one of the leading banking institutions of the capital city, and has been treasurer of practically every public movement in Frankfort for many years, all of which have been more than successful. As may be suspected, his treasurership with the commission is another labor of love.

C. Frank Dunn, executive secretary
(Continued on page 61)



C. Frank Dunn, Executive Secretary, Kentucky Progress Commission.

(Continued from page 13)

immortal emancipator, at Hodgenville to the birthplace of Jefferson Davis, head of the Confederacy, at Fairview. His counsel is highly valued by his fellow members of the Progress Commission and he never fails to attend a meeting.

J. Graham Brown, Louisville, is not only owner, but active operator of properties exceeding ten millions of dollars all of which are working for the advancement and growth of Kentucky. His properties include hotel, office building and lumber enterprises and he may be found at any or all of them at any time of the day or night. No worthy public movement ever lacks his substantial backing and help, and as a result he does not have to seek success—it runs into him.

J. C. Miller, Ashland, is head of the Ashland Steel Mills, one of the mammoth plants of the American Rolling Mills Co. Mr. Miller's plant keeps one Ashland bank busy every day paying off his army of employes, as the pay roll has to be segregated into six daily divisions to keep from stopping the plant. Mr. Miller's industrial experience and standing, supply another of the many requisites in the big field of specialized development now under way that is expected to place Ken-



Geoffrey Morgan, Agricultural Secretary, Kentucky Progress Commission.

The Beautifying of Kentucky Highways

By Thos. H. Stark

THE charm of rural England lies chiefly in its magnificent trees, the hedges along the highways, its perennial shrubs and velvet green turf always fresh and green on account of the moist climate. Every ivy-clad cottage has its rose garden and rose walks and accompanying flowers, larkspur, pinks and hollyhocks.

The highways are old—some of them very, very old and the trees and hedges lining them have had long opportunity to develop into magnificent growth.

The same thing is true on the continent. The highways are lined with ancient Lombardy Poplars now possibly one hundred and fifty feet high. They call them *Napoleon Soldaten*, Napoleon's Soldiers. There they stand in regular formation, straight, erect and look very much like soldiers on parade. Every possible inch of ground in France and Germany is cultivated. There are no washouts, rendered barren by the washing away of the productive top soil. Steep hillsides are terraced to prevent this and many fields and vineyards remind the visitors of traveling up and down a stepladder. There are no weedy fence corners and there is no waste. Everywhere in season blooms the scarlet poppy and other flowers.

Rural Kentucky is not unlike rural England. There is here the same opportunity for highway beauty. Just a little effort, just a little expense and it can be done in which case, future generations will surely rise up and call us blessed.

Of course, this effort will take proper organization and the intelligent planting of trees, hedges, shrubs and flow-



A typical Blue Grass Highway near Lexington, Ky. Here is a fine opportunity for English Ivy on the old stone walls with hollyhocks, or annuals in front.

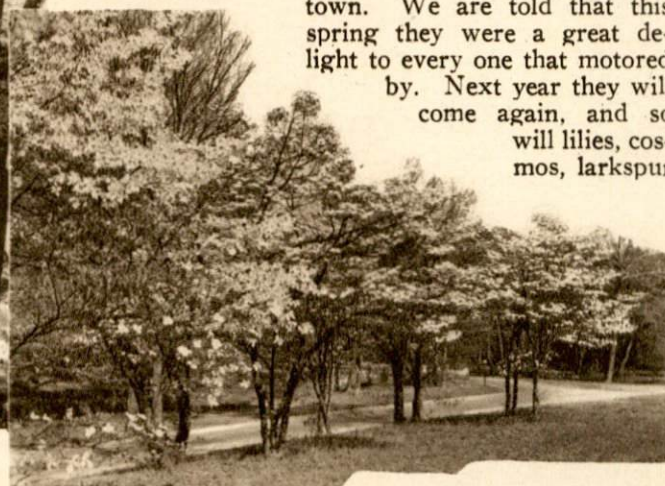
ers such as English ivy along the old stone walls or the rocky sides of some of the pikes, honeysuckle over the washouts and so on. Trees—Elms, Maples, Chestnuts, Walnuts, etc., should be planted as the situation requires. Shrubs should be considered as to their time of blooming. For instance forsythia which comes out with its yellow flowers before the leaves appear in very early spring. Scarlet japonica and bridal wreath (*spirea*) follow shortly after, *wiegelia*, orange blossoms, *althea*, and later *hydrangeas*, *golden glow*, *michaelmas*, *daisies* and many many others. A judicious arrangement in planting would supply beautiful blooms along our highways from very early spring until the frost comes.

There are, too, many annuals that require little care and attention, that re-seed themselves and come up year after year in glorious beauty.

Robert L. Elkin, editor of the Central Record at Lancaster at his own expense planted a mile and a half of daffodils on one of the highways near his town. We are told that this spring they were a great delight to every one that motored by. Next year they will come again, and so will lilies, cosmos, larkspur



This is just a road in Kentucky, intelligently planted when completed years ago. Any Highway in Kentucky could be just as beautiful in time.



When the dogwood is in bloom. Possible on any highway in Kentucky.

and many others if only given a start. Imagine a half mile here and there of hollyhocks along the highway. Year after year they will appear in many colors, white, pink, red and purple in glorious array.

California buys poppy seed by the ton to plant along its highways. Florida plants Australian pines, mangoes, palms, hibiscus and many other fruits and flowers along their roads. This is not done by the State, but individually by the small towns on the highway. The effect is beautiful and will be cumulative, getting bigger and better every year.

Most of our Kentucky roads are new, many of them are actually barren of trees and shrubs. Those living along these highways with the small towns adjoining could organize and do this planting with little effort and expense. Care of course, should be taken that if the roads should be widened, which will eventually become necessary, plantings should be far enough back so as not to be destroyed when this widening becomes necessary.

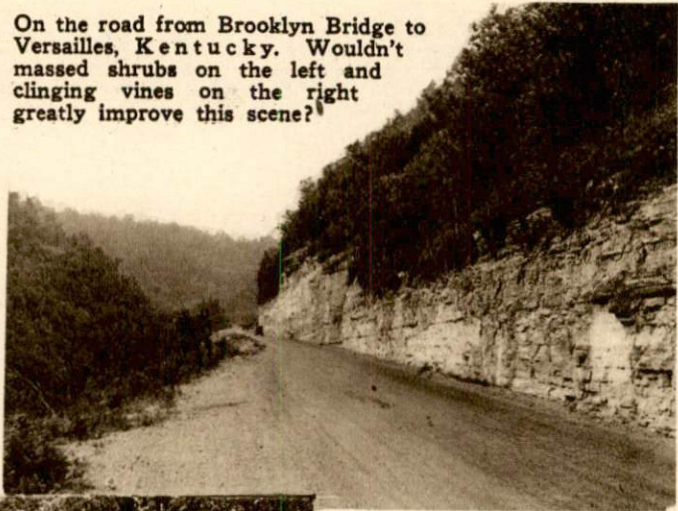
The State Horticultural Society just recently has suggested the planting of trees along the highways, particularly those producing nuts. It has also recommended Forest Reservations adjoining each town wherever possible. It is interesting to note that one town which did this years ago now pays no taxes whatever, because the revenue from their own Forest Reservation pays all municipal expenses.

Another expert, H. N. Wheeler of the United States Forest department plainly states that Kentucky has ten million of acres denuded of forest with its good soil washing away and rapidly becoming a barren waste. The remedy he suggests is tree planting everywhere. Why not at least along the highways?

Governor Sampson, of Kentucky, heartily applauds the idea of Highway Beautification. He says, "It is a matter about which he has been doing a good deal of thinking." So has the Kentucky Progress Commission.—Frank Dunn, Executive Secretary.

—Photos Copyrighted, Caufield & Shook.

On the road from Brooklyn Bridge to Versailles, Kentucky. Wouldn't massed shrubs on the left and clinging vines on the right greatly improve this scene?



The road to Clifton from Versailles, Ky. Looks like Rural England but the sign board wouldn't be there.

Let's beautify the highways now.

The writer offers the following suggestion which he thinks practical.

Let us organize in Kentucky, a Highway League for the purpose of beautifying the highways.

Every town and village in the State should have membership chapters to help this idea along.

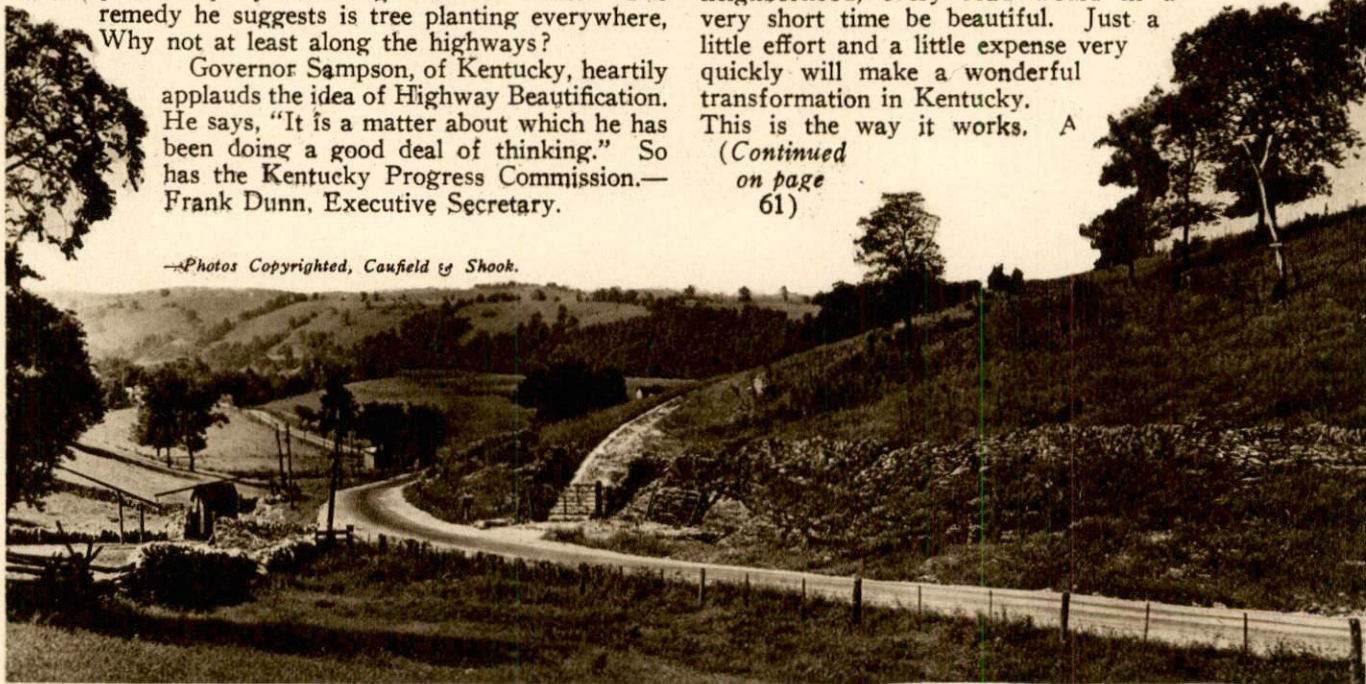
This organization could be completed through the schools, churches, Parent-Teacher Association, civic clubs and the newspapers.

Local pride will compel a competitive interest everywhere, in making each neighboring highway the most beautiful.

The effect would be magical. Every neighborhood, every road would in a very short time be beautiful. Just a little effort and a little expense very quickly will make a wonderful transformation in Kentucky.

This is the way it works. A

(Continued on page 61)



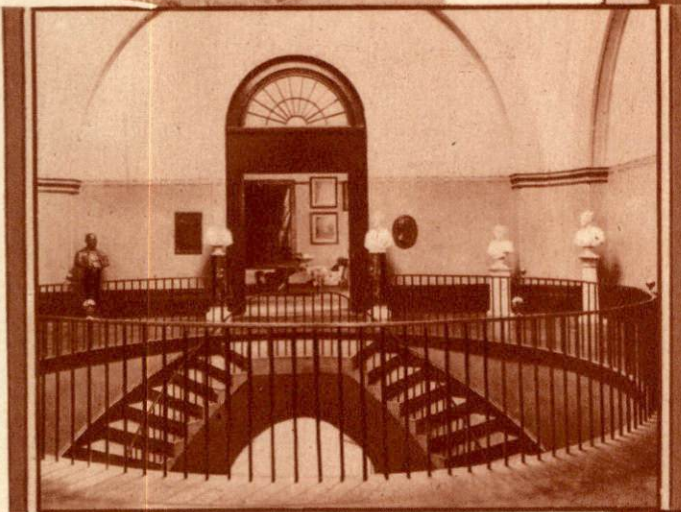
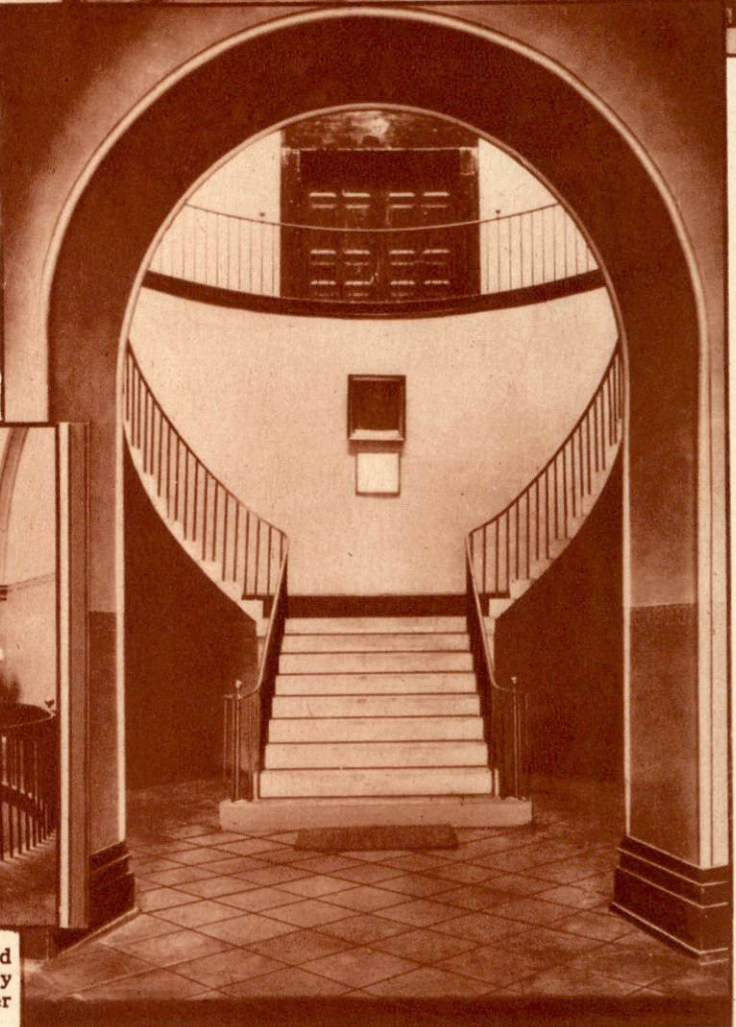
Road from Winchester, Ky., to Boonesboro. Trees properly planted along this stretch would make it more beautiful.

Old and New
State Capitols
Impressive
Kentucky Edifices



(Above)—
Interior State
Capitol.

(Left)—Lincoln
Statue—State
Capitol
Interior.



View showing keystone of unique stairway in the old capitol at Frankfort. This stone stairway, conceived by Gideon Shryock, the architect, has no support other than the arch action of each step upon the other.

The unique stone stairway in the old capitol at Frankfort.

—Photos Copyrighted, Canfield & Shook.



The Romance and Charm of Kentucky

California Has Her Climate; New York, Niagara Falls; But Take Me
To Kentucky Where The Song Bird Sweetly Calls

NEVER in the history of Kentucky has the glorious Blue-grass State presented such a picture of majestic beauty as is unfolded this season.

Blue-grass or Mountains, Pennyryle or Purchase—every section of this tourists' treasure chest seems to be crowned with nature's masterpieces.

The flowers, the shrubs, the trees, the vines that drape the stone fences along the highways and the blue-tinted grass that gives to the State its name—all blend into a panoramic production that baffles the artist, the photographer and the movie maker.

The spring showers painted the background for the scenic ensemble and nature added the finishing touches, with a chorus of Kentucky Cardinal songbirds, cooling breezes that put life into the beckoning fields of bluegrass and an irresistible lure that only romantic Kentucky possesses.

Truly, the "sun shines bright in the Old Kentucky Home."

Every highway has its super-attractions. Tourists planning a "week-end trip" to Kentucky find a veritable Pandora's box at every hand, and an expanded itinerary soon calls for weeks and months of continuous jaunts to new and unexplored fields.

Tourists wander and wonder as they behold here the fairy-like creations of mammoth caverns and hear there the awe-inspiring roar of a great cataract. Yonder they

see spirited thoroughbreds nodding a welcome from the show-farms of the blue-grass, and in the distance looms historic Cumberland Gap. The palisades of the Kentucky River vie with the lofty Natural Bridge for the tourists' favor, while the solemnity of the birthplace of a Lincoln shares shrine honors with the home that inspired Stephen Collins Foster's song.

Enough poetic description—how do you get there, the tourist asks. And "the tourist" probably includes many Kentuckians who have not "seen Kentucky first."

All of the maps now show the numbered United States Highway routes across the State and, for convenience sake, plan your trip by U. S. Highways, making side trips as noted in the following itineraries:

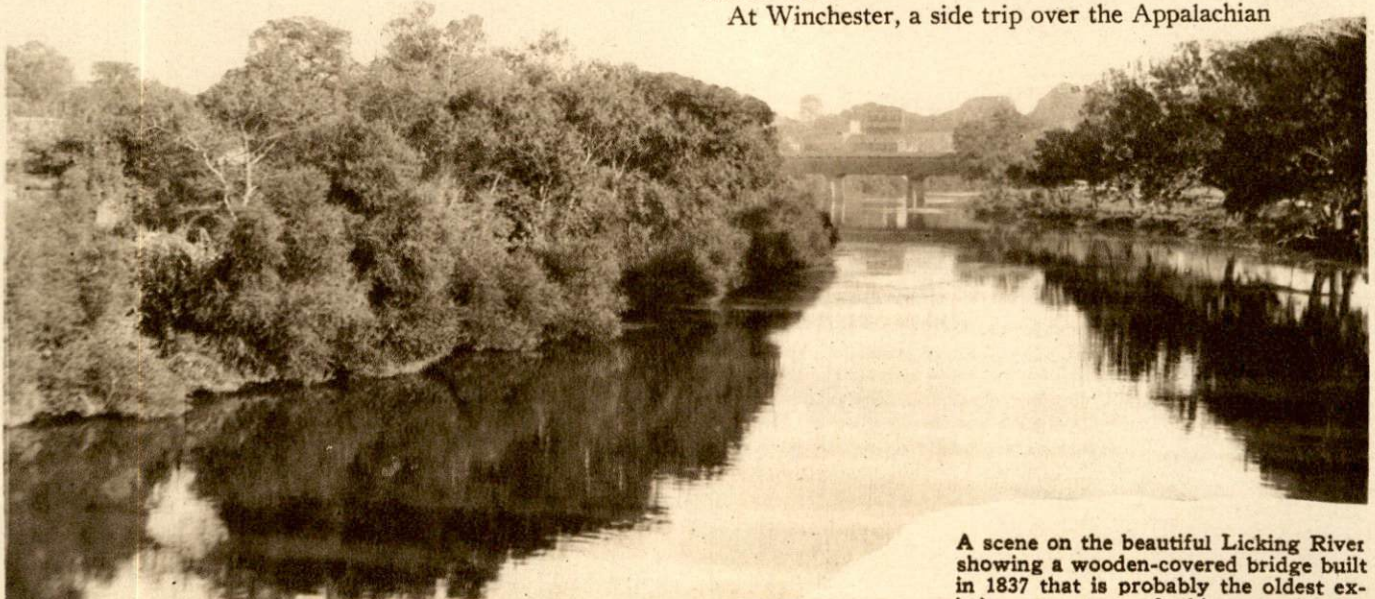
U. S. Highway No. 60, the Midland Trail, from Washington and the east coast, enters Kentucky at Catlettsburg and Ashland, where the Big Sandy flows into the Ohio River. Massive rock formations jutting out

from the sides of the mountains flank the highway through the eastern Kentucky mountains almost to Olive Hill, where a side road takes the tourist to Cascade Caves and to Carter Caves, the latter noted for the two largest natural bridges in Kentucky in addition to the several caverns. At Owingsville, is the historical Owens House and nearby the old Slate Run furnace where cannonballs were made and shipped to New Orleans for the use of Andrew Jackson in 1812.

At Winchester, a side trip over the Appalachian



Fern Creek, a delightful recreational spot near Middlesboro, Ky.



A scene on the beautiful Licking River showing a wooden-covered bridge built in 1837 that is probably the oldest existing structure of this type in the state.

Way goes to Kentucky Natural Bridge State Park and another to Boonesboro, the site of Daniel Boone's fort, on U. S. 227. The highway passes the horse graveyard, where Nancy Hanks and other famous racers are buried, as it approaches Lexington, the heart of the Blue-grass region, and in and near this interesting city are to be found the homes of Henry Clay and Mary Todd Lincoln, noted thoroughbred farms and the great Man o' War, beautiful colonial homes and many shrines, including the Bryan Station Memorial and in addition the University of Kentucky and old Transylvania University.

At Frankfort, the visitor will see the beautiful new State capitol, the old capitol with its priceless State historical exhibit, Daniel Boone's grave overlooking the picturesque Kentucky River, and Liberty Hall, designed by Thomas Jefferson. Along the highway from Lexington to Louisville, through Fayette, Franklin, Shelby and Jefferson counties, are some of the leading stock farms of the world and they present an indescribable picture.

Louisville, the Falls City and metropolis of the State, has the finest park system in the United States, with splendid roads through them, and an Ohio River front that is a scenic asset unequaled. Modern buildings, a spirit of progressiveness and a Southern atmosphere retained today by this wide-awake metropolis tell their own story to the visitor. Here, as practically everywhere in the State, are to be found splendid hotels, beautiful golf courses and sight-seeing facilities. All Kentucky is a thriving bus center and every section has smart looking busses operating in all directions.

The State Fair to be held this month—September 10 to 15—will bring thousands of Kentuckians to Louisville, and, unlike many similar expositions, is a veritable "home-coming" for ex-Kentuckians who can not resist the

opportunity to again see the "old Kentucky home."

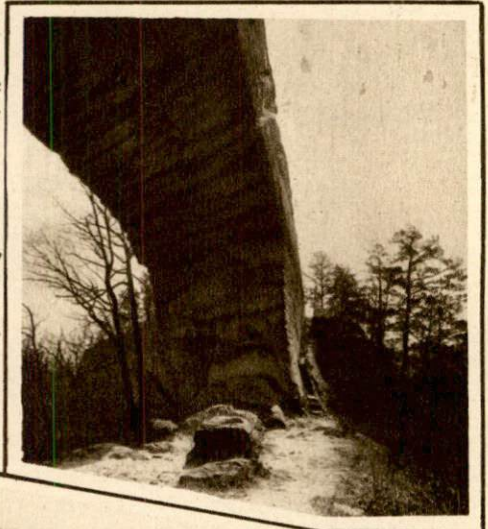
U. S. Highway No. 60, leaving Louisville, passes through Camp Knox and follows the course of the Ohio River past such scenic sights as Indian Lake, to Owensboro, Henderson, Paducah, and Wickliffe, where it crosses the Mississippi River on its westward course across the continent.

U. S. Highway No. 25, the East Dixie Highway, enters Kentucky from the north at Covington, and at present passes through Cynthiana, Falmouth and Paris to Lexington on its way south. After this season, the State Highway Department will change the numbering of this section of the route to U. S. No. 27 and number the parallel route from Covington to Lexington, through Walton, Williamstown and Georgetown, which is now under construction, as U. S. No. 25.

The present route enters the Ohio River hills at the very edge of Covington and a wealth of scenery is disclosed every mile as the motorist follows the pretty Licking River through Cynthiana and Falmouth almost to Paris, where the terrain levels out into the Blue-grass plateau and an altitude of 1,000 feet. The noted thoroughbred farms of Joseph E. Widener, Harry Payne Whitney, Mrs. Payne Whitney, Col.

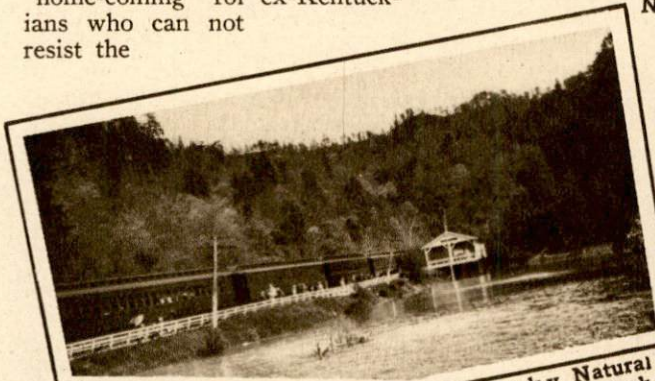
Phil T. Chinn and others present an artist's picture as the highway ap-

(Continued on page 50)



(Right)—Kentucky Natural Bridge at Natural Bridge State Park.

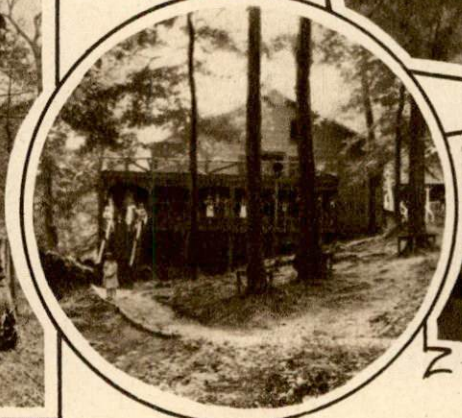
(Below)—The natural bridge at Kentucky Natural Bridge Park and surrounding scenery.



Kentucky Natural Bridge State Park attracts thousands each week.



Pedestal Rock, a freak formation at Natural Bridge State Park.



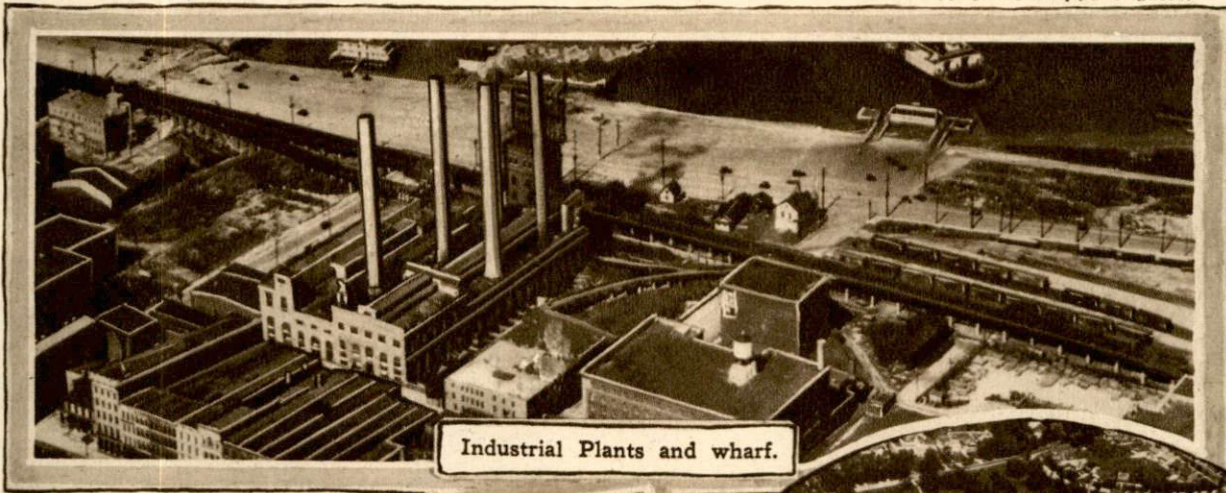
The rustic hotel at Kentucky Natural Bridge State Park.



The lake at Kentucky Bridge State Park.

Louisville - The Nation's Gateway

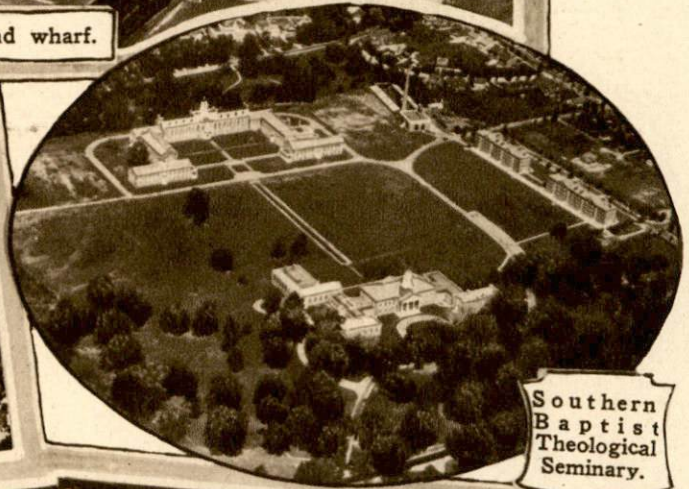
—Photos Copyrighted, Caufield & Shook.



Industrial Plants and wharf.



(Above)—
Heart of Louis-
ville.



Southern
Baptist
Theological
Seminary.

(Right)—
Business
District of
Louisville.



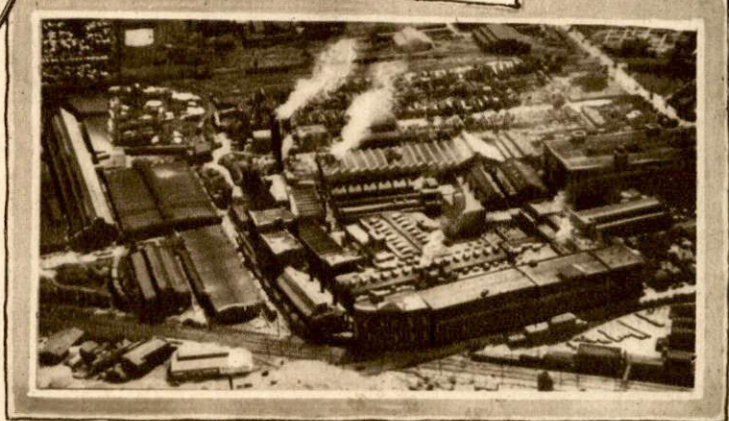
(Below)
View of Ken-
tucky State
Fair Grounds.



University of Louisville.



Standard Sanitary Mfg. Co.



*Inspiration
of the Song
that reaches
all Hearts*

*Scenes at
"My Old Kentucky Home"
Near Bardstovvn*

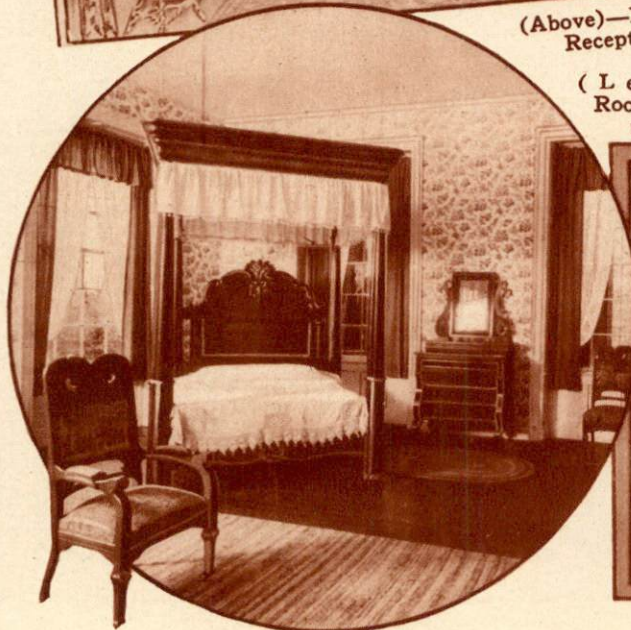
*—Photos Copyrighted, Caufield & Shook.
(Right)—Bedroom, 2nd floor, rear.*



*(Above)—Federal Hill,
Reception Hall.*



*Stephen Collins Foster Portrait and Mantel in
Kentucky Home.*



*(Left)—Bed-
Room, 2nd floor
right front.*



Federal Hill, Living Room.

KENTUCKIANS ARE CHALLENGED

For the First Time in History, an Awakened Kentucky is Challenged by its Legislature to Adopt a Definite Program of Development and Get Behind It.

KENTUCKY and Kentuckians have been challenged. The challenge is not from a competitive State, but from Kentucky itself.

The 1928 General Assembly formulated the challenge, and to remove all doubt as to its official status, enacted it into law.

No Legislature in all the history of Kentucky had dared thus to challenge its constituents, but it was a friendly, serious, patriotic, progress-seeking challenge.

During the session of the Legislature, more than a thousand representative men and women from every section of Kentucky crowded the House of Representatives at the State Capitol at a meeting heralded as a "Progress Party."

Kentucky's wealth of undeveloped resources, her rare scenic attractions, her noted historic shrines and her newly-awakened spirit of progressiveness furnished the theme for many resounding speeches.

Governor Flem D. Sampson was requested to appoint a committee of fifteen to recommend suitable legislation for a great forward Kentucky movement under the guidance and with the help of the Legislature.

More than two hundred leading chambers of commerce, clubs and civic organizations pledged by name the membership and resources of their respective bodies during the meeting and gave a rousing vote of co-operation to the voluntary movement.

The General Assembly was asked to appropriate \$50,000 a year for two years to launch a program commensurate with Kentucky's rich opportunities, this amount to be supplemented by funds to be subscribed throughout the length and breadth of all Kentucky—funds that would measure up in potential strength to the funds that wide-awake boosters in other progressive States had invested in development programs.

Then came the challenge from the General Assembly.

The Legislature voted the appropriation and accepted the offer of the members of the "Progress Party" to share in the Forward Kentucky movement by volunteering funds for the purpose.

The legislative body went a step further. It prescribed for what the appropriation was to be spent—"publicity only." No overhead, no salaries, no preparation for the big program, no bureaus to carry on the work—forward-looking Kentucky had gladly pledged itself to furnish the

funds for these essentials and the Legislature acted, or rather enacted, accordingly.

Kentucky was taken at its word. The act provided for a commission of twelve outstanding men to be appointed, and these men were clothed with the privilege, power and plan to organize the necessary funds to carry out the program outlined in the bill—and it was very apparent that substantial supplemental funds would be needed.

The plan outlined by the Legislature is well expressed in the act itself: "The said Kentucky Progress Commission is empowered, authorized and directed to organize a Kentucky Progress Association, to be composed of individuals,

partnerships, corporations, associations, organizations and any other character of business interest within the Commonwealth who shall subscribe to membership therein through annual membership dues, and the funds so received shall be used by the Kentucky Progress Commission for paying its overhead expenses and for furthering the purposes of said Commission and supplementing the appropriation provided herein."

Kentuckians, you're challenged — we're challenged!



The beautiful valley scene approaching the Cumberland River at Burnside on the Cincinnati-Lookout Mountain Highway, U. S. No. 27.

Make It Unanimous

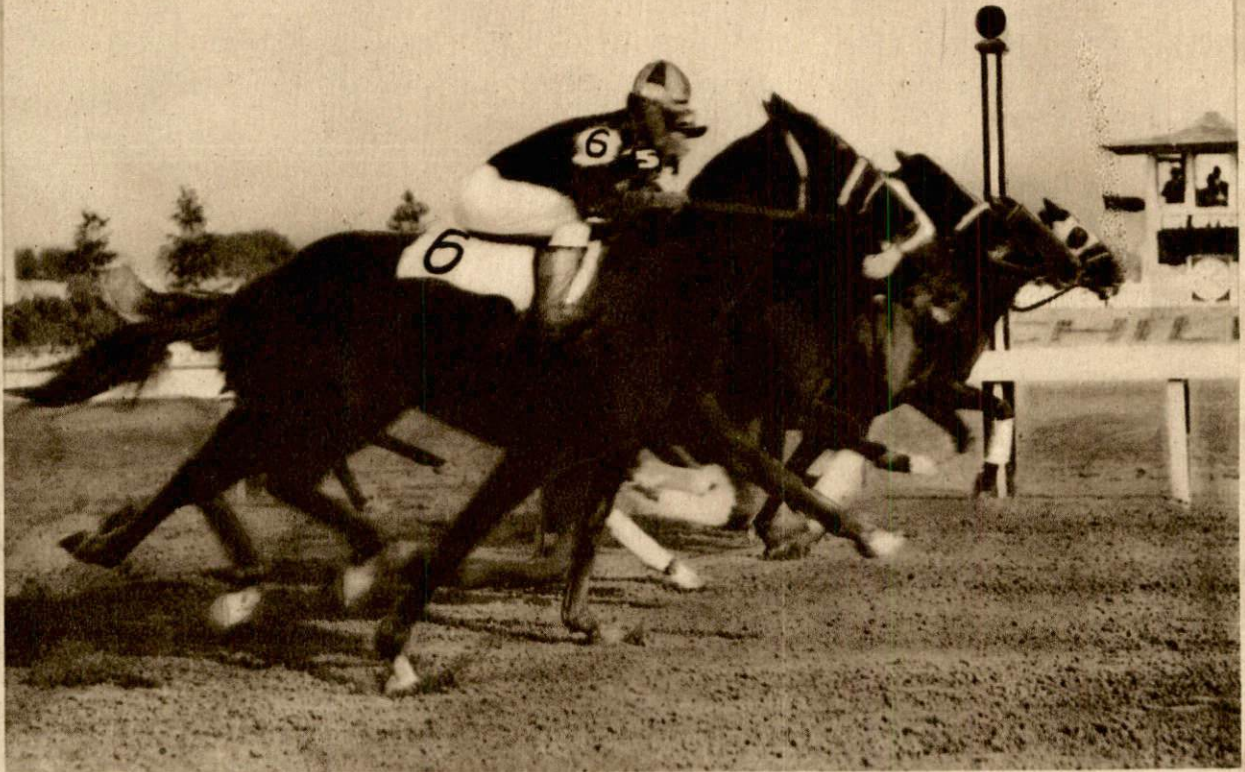
VARIOUS organizations in the state have voluntarily voted support to the work of the Progress Commission and endorsed the plans to advertise Kentucky.

There has been no co-ordination of this pledged spirit for a "Forward Kentucky" movement and it is to this end that the Progress Commission is laying definite plans, hoping to have eventually a complete unit in every community, equipped to deal with the industrial, commercial, agricultural and other development in the state-wide program, and to unify the work under the head of the Progress Association. Kentucky will then be prepared to "vote unanimous" in the struggle for state supremacy.

One of the colored brethren of a Kentucky church called at the local prohibition headquarters. He said he wanted to make application for some "sacriligious wine" for church use.

"Has your church taken formal action in this matter?" asked the revenue official.

"Yas, sir. It was put up before the congregation last Sunday and they voted unanimous for gin."



MONDAY
NOV. 12

Armistice Day

1928
THIS FALL

ONE DAY RACE MEETING

For the Benefit of the

ORPHANS OF KENTUCKY

Under the Auspices of

IDLE HOUR FAIR ASSOCIATION

Incorporated

At

IDLE HOUR STOCK FARM

LEXINGTON, KENTUCKY

Entire Proceeds to Go to the

ORPHANS OF KENTUCKY

ASHLAND, KENTUCKY

*Where the Hospitality of the South
Meets the Industry of the North*

A modern City of more than 32,000 inhabitants offers everything industry needs and wants

Labor:

Intelligent pure Anglo-Saxon stock; all native born. They are loyal and thoroughly industrious.

Raw Materials:

In quantity and diversity the natural resources of the Ashland District are unequalled. The finest coking coal, oil and natural gas in unlimited quantity at a very cheap rate; limestone, clays and shale for cement, brick, tile, etc., are here in abundance and located within the corporate limits of the city.

Transportation:

Railroads, paved highways and navigable rivers offer the best that the world can supply. The all-year around navigable Ohio River leading on to the Gulf ports means much to industry of any description.

Inter-Connected Power:

There never will be a question of power in the Ashland District. The Great American Gas and Electric Company which serves this section has the largest hook-up of any power company in America. In the Kentucky, Ohio, West Virginia district there are about 30 power stations, with Ashland almost in the center. Power available in any amounts at most reasonable rates.

Ideal Climate:

A climate which makes for good working conditions every month in the year. If seeking a real location you will come to Ashland where conditions are different.

Write to the

ASHLAND CHAMBER OF COMMERCE

W. A. GINN, *President*

B. F. FORGEY, *Secretary*

LOUISVILLE,
second city in
the South, is proud
to be known as the
First City in the great
State of Kentucky

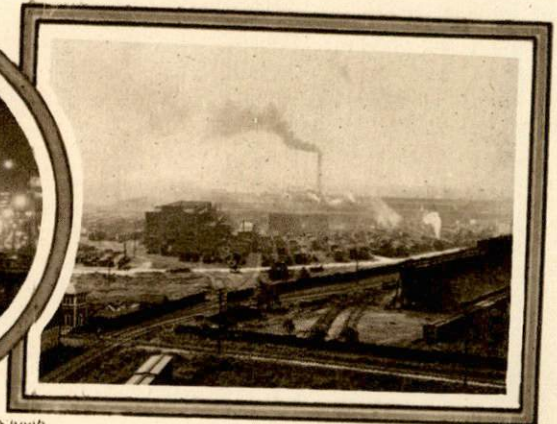
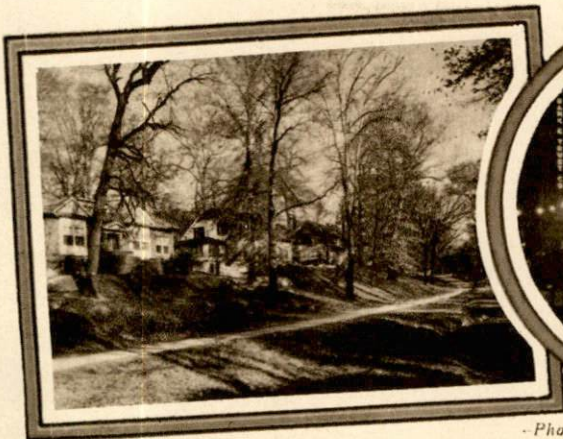


—Photos Copyrighted, Caufield & Shook.



THE CITY OF LOUISVILLE, rapidly forging ahead into its rightful place as one of the first cities of America, is ever mindful of the important place it holds as the first city in the great Commonwealth of Kentucky, and to this end is constantly co-operating in the task of broadcasting to the world the romantic story of the new Kentucky. Louisville is growing with Kentucky, and the interests of the Commonwealth and its metropolis are inseparable. Louisville is actively interested in the welfare of Kentucky, and Kentucky is proud of the fact that Louisville is the largest industrial center south of the Ohio and Potomac Rivers; the second city of the South in population; the logical trade and industrial center of the section which it dominates; that its increase in industrial wage earners is larger than any city of over 300,000 population in the country; that it is building two great new highway and railroad bridges; that it is one of the largest cities on the new deep waterway from Pittsburg to Cairo; that it possesses a \$1,000,000 municipal air port, one of America's finest and busiest; that it is expending millions for public improvements of every description; that it now has more than 325,000 population and is growing greater every year, and that it is one of the most desirable cities in the United States in which to live, to work, to do business, to own property and to make money.

This Advertisement Published By The CITY OF LOUISVILLE, William B. Harrison, Mayor

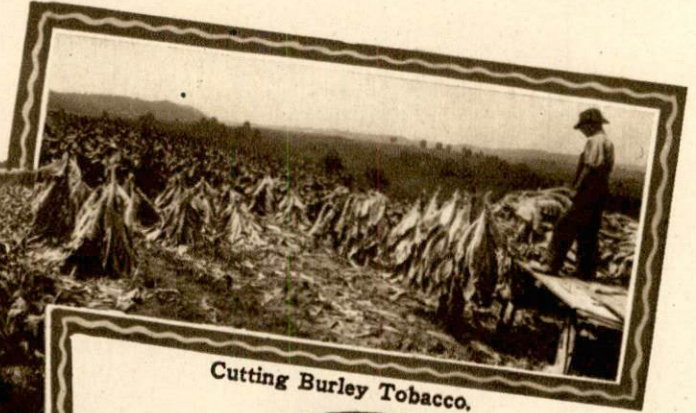


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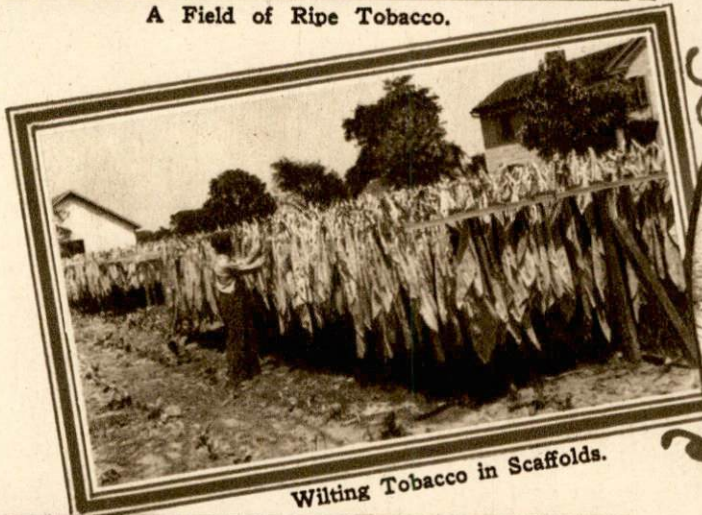
Kentucky Tobacco - The World's Solace



A Field of Ripe Tobacco.



Cutting Burley Tobacco.



Wilting Tobacco in Scaffolds.



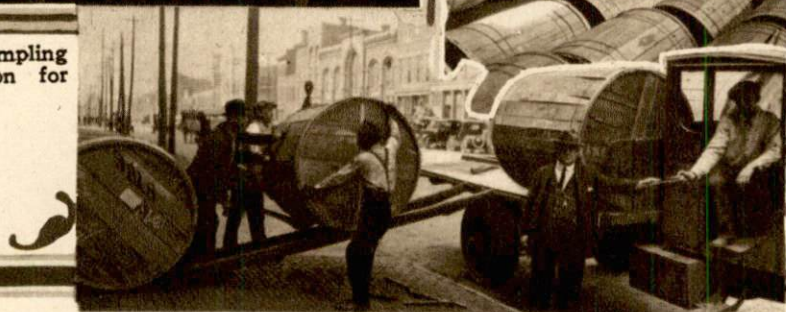
A bunch of samples of Louisville Market.



Louisville Market Sampling tobacco in preparation for sale.



Interior of a tobacco warehouse.



Louisville Tobacco Market Removing tobacco after a sale. Photos Copyrighted, Caufield & Shook.

Progress Commission Launches Broad Program

Legislature Cites Limitless Field for Kentucky Development and Commission Gamely Tackles It.

By C. FRANK DUNN

Executive Secretary, Kentucky Progress Commission

THE preamble to the legislative act that created the Kentucky Progress Commission tells in no uncertain terms the many and varied opportunities that Kentucky has for growth and advancement:

"Whereas, the Commonwealth of Kentucky, by reason of the natural resources, geographical location, transportation facilities, American-born labor supply, developed and potential electrical power, and favorable tax law offers advantageous locations for industries, and

"Whereas, its varied and fertile farming lands offer opportunities for agricultural development, and

"Whereas, its unusual and varied scenic attractions and historic setting should attract tourists in large numbers, and

"Whereas, a dissemination of this and other similar information regarding Kentucky through said Commission and through the local civic organizations in various cities and towns of the Commonwealth would promote its growth and development."

The Commission carefully scrutinized the act to see if anything had been left out of this broad program, but finding it complete, except as to the amount of money appropriated for such a big job, set about formulating plans for the organization of the State's resources to do battle with the live competitive States which had already gotten a good start on Kentucky.

Substantial Industries Landed

Governor Sampson, chairman of the Commission, started the ball rolling with a speech broadcast from Chicago, inviting capital to invest in Kentucky, where an abundance of undeveloped resources were to be found, including coal, oil, gas, fluorspar, barites, clays, limestone rock and asphalt. "We have the materials for cement plants, asphalt industries, clay refractories and wood-working plants. We have a land specially adapted to the development of milk products," Governor Sampson said.

In short order the Commission brought into Kentucky a two million dollar cement plant, two \$2,000,000 asphalt plants, two \$1,000,000 milk products plants and is busily negotiating for industries in several other lines.

Facts for an industrial folder now being distributed by the Commission brought out the startling information that Kentucky ranked second in point of favorable taxes to incoming industries and had more sites for cheap power development than any other State, with its almost limitless miles of river.

The Commission adopted a unique plan that brought quick results in preparing for the cement plant. Notices of the requirements, including materials, labor, transportation, etc., were sent to all of the 120 counties and a day set for representatives from the various counties to present their briefs at the headquarters of the Commission. Fifty-four communities responded, each with a well-prepared brief, and many for the first time not only learned what they had in their own counties but were introduced to the proper method of procuring industries.

All of the railroad companies in the State joined hands with the communities along their lines which were seeking the industry and aided them in preparing and presenting their claims. The same plan is to be carried out in locating a large milk products industry at a meeting called for September 20.

An industrial survey, extending into every county in the State, is needed and planned by the Commission, but funds must be raised for this purpose, according to the legislative act, as well as for the operation

of industrial, agricultural, commercial and touring development bureaus essential to the big program.

Agricultural Work Started

The Commission opened its own clipping bureau, subscribing to all Kentucky newspapers and keeping in touch with local county development. This department soon showed that more than twenty counties were anxious to procure milk products plants.

Large industries were communicated with and the commission now has five prominent concerns ready to send representatives to Frankfort, September 20, to meet with representatives from various counties who are now busily engaged in making a local survey requested by the Commission to determine their qualifications for development along this line.

Governor Sampson, at the request of the Commission, went to Western Kentucky to study the mortgaged farm situation in that section, and plans have been worked out that are expected to furnish relief to this section of the State and at the same time put local farming on a profitable basis. Immigration to take part of the lands and introduce intensive diversified farming is contemplated under the plan.

The Commission, when increased funds are available, plans to conduct inspection tours to be made by farmers

(Continued on page 77)



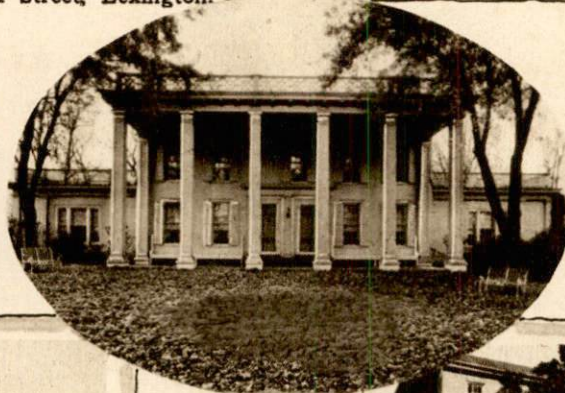
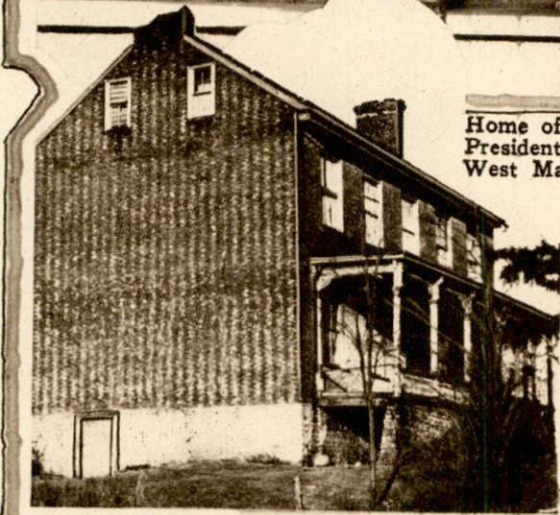
The scenic Kentucky River near Camp Nelson.

*History Clusters
Around Many
Kentucky Homes
and Places*

Oldest House in Kentucky, Crab Orchard.



Home of Mary Todd, wife of President Lincoln, located on West Main Street, Lexington.

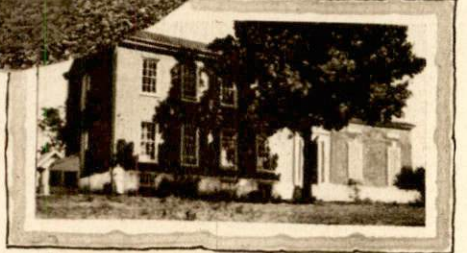


(Left)—
"Keeneland,"
near Lexington.
It was
here General
Lafayette
stopped over
night on his
memorable
visit to Lexington
in May,
1825.

(Above)— The Thomas Kennedy home near Lancaster where Harriet Beecher Stowe gathered the material for her story, "Uncle Tom's Cabin."



(Left)—Site of Fort Harrod, Harrodsburg, Ky.



"La Chaumiere du Prairie," located south of Lexington. This home was built more than a century ago.



Boonesboro, the site of Daniel Boone's old fort. Note the summer cottages. This place is visited by thousands of tourists each summer.

*Kentucky Shrines
Hold Immortal
Memories of
Great Americans*



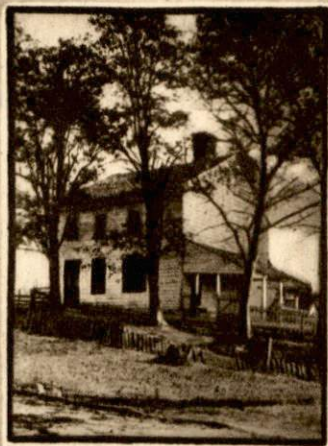
Lincoln Memorial at Hodgenville, which houses the original log cabin in which Abraham Lincoln was born.



Quaint old Shakertown, which is now one of the most famous tourist resorts.



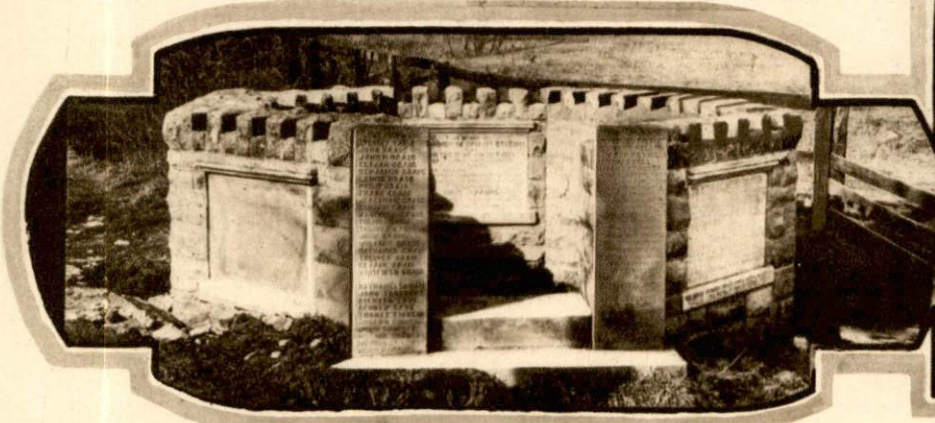
Daniel Boone Grave.



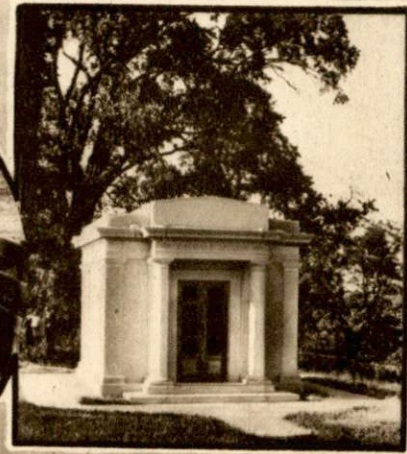
Birthplace of General Albert Sidney Johnston, the Confederate leader, at Washington, Ky.



Home of Dr. Ephriam McDowell, Danville, now a shrine.

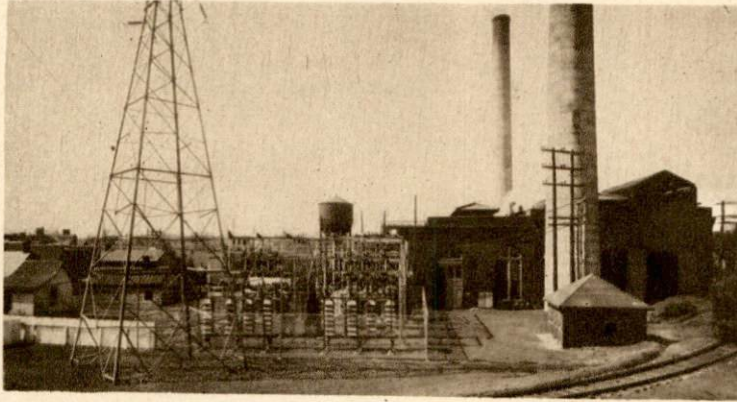


Bryan Station Memorial at Lexington, erected to the memory of the brave women who carried water to the besieged fort at Bryan Station under the rifles of several hundred Indians.



Zachary Taylor Tomb.

ELECTRICITY—THE GREAT SERVANT FOR HOME, FARM AND INDUSTRY!



OUR MODERN AND EFFICIENT POWER STATION

An Abundance of Cheap Electric
Power

IDEAL CLIMATIC CONDITIONS

Fine Schools, Colleges and
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Industries seeking location
would do well to consider Lex-
ington, Kentucky, and sur-
rounding territory.

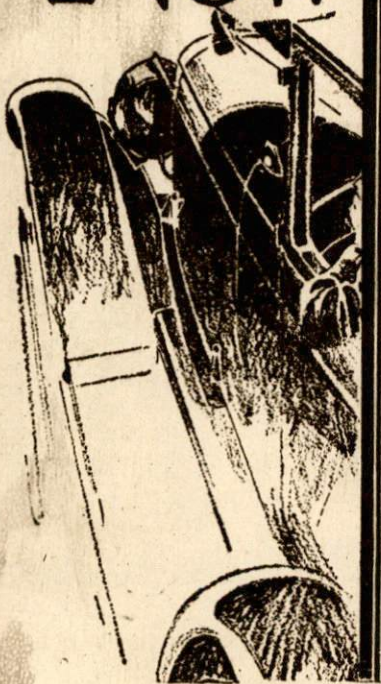
For Fuller Information Write—

LEXINGTON UTILITIES COMPANY

INCORPORATED

LEXINGTON, KENTUCKY

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You Can Know Real Gasoline Satisfaction

Compression Is Power

NO-NOX is the ideal motor fuel for high compression engines and gives a wonderful motor efficiency---Knocks, pings or detonations disappear as if by magic---no retarding of sparks on grades or in traffic.

Vibration is reduced to a minimum as well as repair expense.

Gulf No-Nox Motor Fuel

GULF REFINING COMPANY

"The Sky's the Limit for Kentucky Progress"

—Says "Bob" Kelley

Vivid Account of Air Envoy's Trip to Coast and Return Advertising Kentucky —
Night Flying, Fogs, Mountains Furnish "Free Thrills"

By J. ROBERT KELLEY

Vice Chairman, Kentucky Progress Commission

ALL MY life I have been too timid to climb mountains, buildings or trees, so it seems strange that I should undertake a 5,000-mile air trip.

My first experience with airplanes was in California some eight years ago, while traveling with my intimate friend, the late Dr. Russell D. Carman, famous Roentgen diagnostician of the Mayo Clinic, who induced me to go with him on his first plane trip, but who weakened at the last moment, leaving the plane, and me to occupy the cockpit alone, very much to the amusement of a large crowd of physicians who had gathered to see the famous doctor fly.

On our return, in a small Minnesota town we visited a vacant lot where a young man was barn-storming with a dilapidated old plane; in answer to a question propounded by the doctor as to what this young man would do in case his plane should go into a tail spin and he had forgotten how to bring it out, he produced a long strip of paper and said, "I would simply refer to these instructions, which give full information." The name of this young fellow was Charles A. Lindbergh.

When one takes his first flight and when high above the clouds he says to himself "never again" but when he lands safely: pinching himself to find that he is still alive, he has the courage to do it again. Flying about an aviation field at so much for a five or ten minute flight does not give one the right conception of aviation—you must do cross country flying, across mountains, rivers and the like, enjoying the ever-changing landscape below to really appreciate this new method of transportation.

A trip to California and return by train is looked upon as a real hardship to those of us who travel that way frequently. To be able to step into an airplane in Cincinnati at 5:00 in the evening and be in San Francisco by 4:00 o'clock the following afternoon, avoiding the heat and dirt incidental to the older methods of transportation, appeals strongly to one, especially when time is limited.

A great National Convention of hospital superin-

tendents was to be held in San Francisco, an appeal came from our branch offices on that Coast that I attend this important Convention, it was too late to get there in time by train—hence the airplane as a means of quick transportation was chosen.

At a meeting of the executive committee of the Kentucky Progress Commission the matter was mentioned, Secretary Dunn suggested the "advertise Kentucky" feature, the Governor was consulted and approved, a commission issued and we embarked on an Embry-Riddle Waco mail plane at the Lunken Air Port, Cincinnati, Saturday afternoon, August 4th, for Chicago and the West. (5:15 P. M.)

The take-off was witnessed by a few personal friends, together with some newspaper reporters and photographers, my flying companion to Chicago, a very charming young lady, a novice on her "last worldly trip," to enter a convent near Chicago—this information by correspondence, the plane being too noisy for conversation.

The start westward was without incident except that when fifty miles out we observed an electric storm meeting us from the west. The aviator attempted to dodge this disturbance by bearing this to the south but the storm area was large and we had to go right through it—not so pleasant in an open plane.

however. We crouched well under the wind shield and the upper wing protected us somewhat from the rear. Anyhow we didn't mind getting a little wet but rather relished the novelty of flying in a storm.

The plane touched at Indianapolis where we were met by a number of friends—flying time one hour and ten minutes; flying time Indianapolis to Chicago, one hour and forty-five minutes. Chicago was reached after dark and heavy fogs over the city were encountered. We were met at the air port by representatives of our Chicago office.

The west bound plane—a "cabin" ship—was all ready to start but had to await the arrival of the Eastern plane with mail from New York, due at the same time but delayed and forced to make a landing at the Ford air port at the southeastern edge of the city because of inability to land in the heavy fog, the mail being transported between air ports by truck.



J. Robert Kelley, good will flyer, lands at Lunken Airport.

[Editor's Note—Mr. Kelley made this remarkable trip to the Coast and back entirely at his own expense. Governor Sampson commissioned him "Envoy Extraordinary for Kentucky Progress" and the Progress Commission prepared printed "Greetings" which Mr. Kelley dropped from the air en route from his home at Covington, Ky., to California.]

I was given sleeping accommodations in an aviator's bunk in the hangar. The mail truck arrived at 3:00 o'clock and at 3:15 we made our take-off but encountered heavy fog over the city, forcing us to return and await daybreak. At 5:00 o'clock Sunday morning we were again on our way but soon ran into heavy fogs which the aviator did his best to avoid, zig-zagging forty miles off his course in both directions, finally landing in a pasture field somewhere in Iowa, but at the foot of a beacon light provided by the Government and stationed at 25-mile intervals as far west as Salt Lake City.

From this point the aviator telephoned the Iowa City air port, where he learned that landing conditions were perfect, and with this information he determined to ascend above the clouds and fog, which is entirely practical so long as the aviator is sure of a landing place beyond.

So, we took the air—up, up and still further up, through fog and rain, no visibility whatever, impossible to see one inch beyond the glass enclosure of our cabin but finally emerging into the beautiful sunlight of day, not a cloud in sight but 100 feet below us to the right, to the left, in all directions, the rolling billowy fog glistening in the sunlight, the most marvelous sight I had ever beheld. Two hours of this heavenly vision between earth and sky and the earth was again visible, meadows, brooks, rivers and woodland with beautiful white roads, like tiny threads, winding in all directions. A perfect landing at Iowa City, a hearty welcome by the air route officials, some newspaper reporters and other persons to whom we distributed our Kentucky pamphlets. Some oranges, hot coffee, rolls and butter hurriedly served, mail transfer attended to, plane refueled and in fifteen minutes from time of earth contact we were again in the air for Omaha, Nebr., via Des Moines. We flew over many small cities, dropping our Kentucky literature into space, which would be sucked forward for a considerable distance in the wake of the plane, finally fluttering to the earth below.

We flew quite high between Omaha and North Platte, stopping at the latter city only long enough to exchange mail bags and place in the hands of each one present copies of our Kentucky literature.

Cheyenne was reached about the middle of the afternoon; here an appetizing lunch was served and the at-

taches of the Boeing Air Transport Company were especially solicitous regarding our comfort while traveling over their lines. Cheyenne is an air mail junction point connecting with the Western Air Express to Denver, Colorado Springs and Pueblo, which we were to use in making Denver on our return trip.

Our next stop was Rock Springs, Wyoming, a beautiful little city built astride the Great Continental Divide, the highest point above sea level on the Boeing air system but approached by such a gradual ascent that the high altitude is not noticeable. At this point our plane was met by a large number of young people, as well as older ones, and judging from the curiosity manifest they were doubtless tourists or people from the surrounding neighborhood, to whom air planes were yet a novelty, certainly not local townspeople to whom the frequent arrival and departure of planes has long since ceased to be a novelty. Among the crowd was a number of very pretty lassies, not entirely averse to casting a pleasant smile to the young aviator and his passenger, highly acceptable by both, it goes without saying. Our Kentucky literature was accepted with thanks by all present and soon we were in the air again bound for Salt Lake City, our next stop.

The voyage from Rock Springs to Salt Lake was without incident; however, the aviator had advised that part of the flight would be in the darkness of night, consequently we regarded this part of the trip of especial interest, having had no previous experience in night flying. The high peaks of the Rocky Mountains were reached just as the sun was setting and from our lofty altitude, as we gazed westward toward California and the Golden Gate, a most beautiful panorama spread before us; darkness came on very soon after the sun had disappeared behind the mountains and for more than an hour we sped along at a high rate of speed, through a moonless night, with only the jagged peaks of mountains ghostly outlined beneath, the faint golden rays of the sun reflecting dimly on the heavens above.

It was very lonely away up there between heaven and earth and quite naturally the sight of a Government beacon light from the summit of a mountain peak thousands of feet below was even more welcome than were the smiles

(Continued on page 44)



This is not Lindbergh's "dilapidated old plane" mentioned by Mr. Kelley, but is a replica of the famous "Spirit of St. Louis," snapped at Halley Air Port, Lexington, when Lindbergh suddenly arrived unannounced from Washington a few months ago.

Frankfort - Fair Capital of Kentucky



The old capitol at Frankfort, and the old administration building adjoining. The old capitol today houses the exhibit of the Kentucky Historical Association and attracts hundreds of visitors each day.

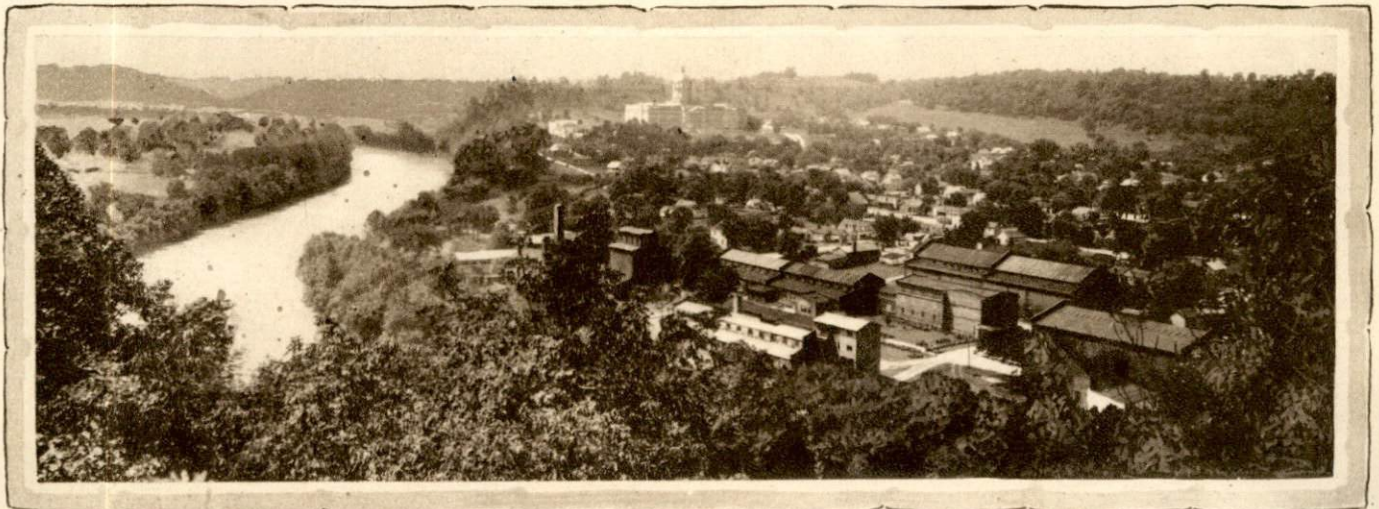


Frankfort from Capitol Dome—Looking North.

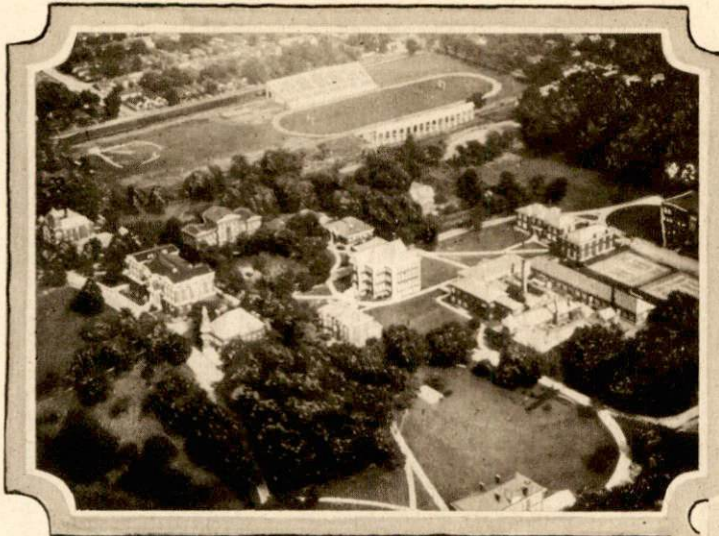


Governor's mansion—From Capitol Dome.

—Photos Copyrighted, Caufield & Shook.



A view of the new state capitol taken from Daniel Boone's monument on the cliff overlooking the Kentucky River



University of Kentucky taken from the air.

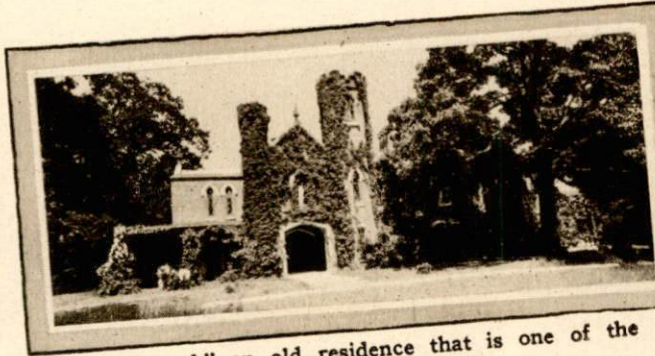


Lexington, Courthouse Square, Looking Up Main St.

Lexington Pearl of the Bluegrass



The noted mansion of J. B. Haggin, deceased, on Elmendorf Farm near Lexington.



"Castlewood," an old residence that is one of the show places of Lexington.



"Ashland," the home of Henry Clay, Lexington.



Lexington, Main Street, Looking North.

—Photo Copyrighted, Caufield & Shook.



Old Transylvania University at Lexington, taken from the air. This is the oldest institution of higher learning west of the Allegheny Mountains.

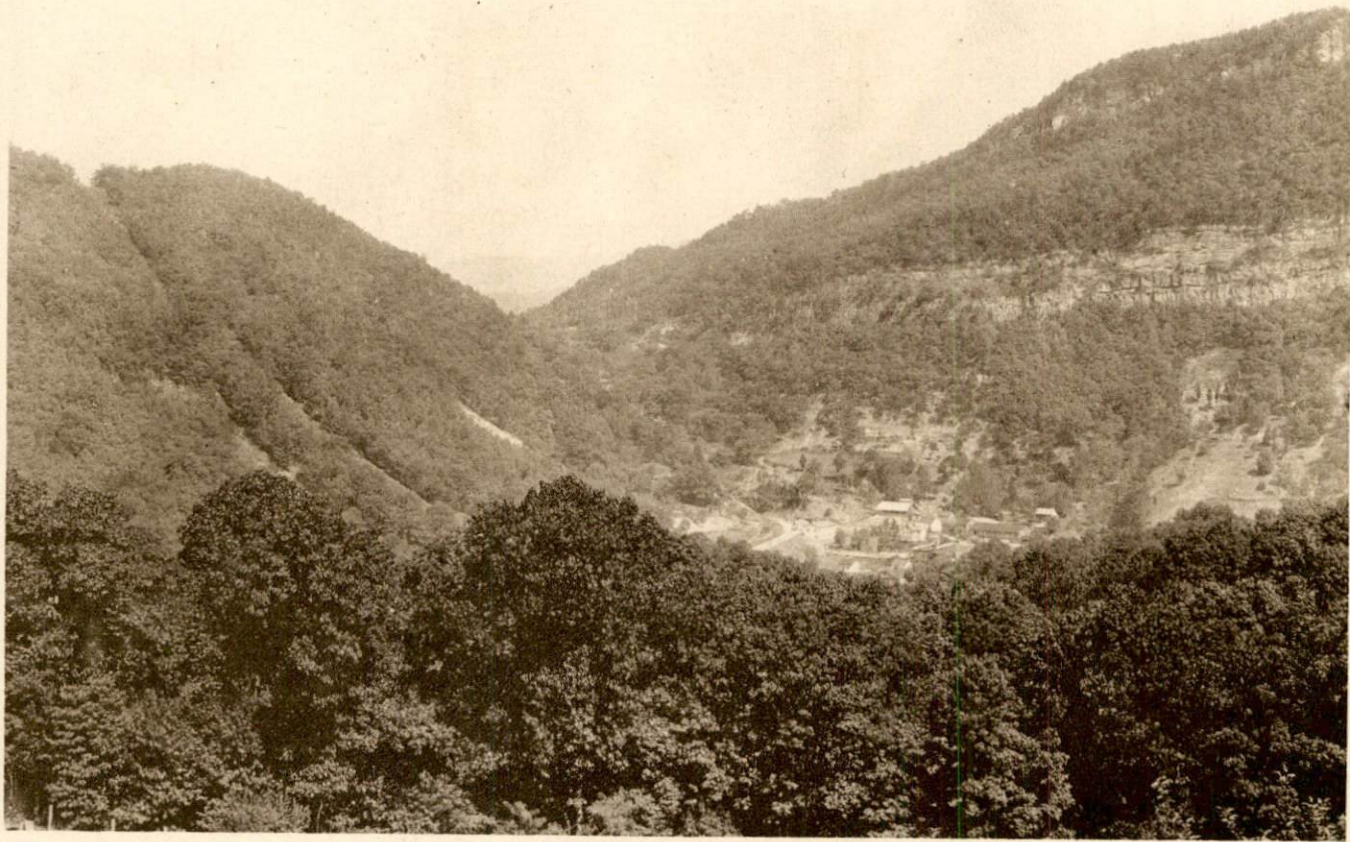
LEXINGTON, the best known city in Kentucky and the best looking of its size in America, owes both its popularity and progress to the fine type of citizenship it has always enjoyed---comrades in work and in play---and that's what goes to make a great City, State or Nation.

You Will Like Lexington.



Photo—Copyrighted, J. A. Estes.

COME UP TO



THE NEW OPPORTUNITY COUNTRY! Highways at last now stretch into the mountains which are rich in natural resources, timber, soft water, minerals, coal, etc. Then native anglo-saxon labor makes for low cost production to those seeking enlarged industrial facilities.

YOU SHOULD KNOW MORE ABOUT IT. During a few days stay you will gain the rest that mountains alone can give, and at the same time catch up some information about a new country on the verge of wide development ---a land that can figure to your advantage in your future planning.

Won't you let us send you facts about this region—prepared by our Chamber of Commerce?

This advertisement is paid for by the City of Middlesboro
H. H. Hutcheson and John Bates, Commissioners, Ray Moss, Mayor

MIDDLESBORO, KY.

Near Cumberland Gap On Your Trip This Fall

YOU'LL ENJOY a few days rest **UP IN THE CUMBERLANDS---** not only because here is an ideal stop over point on your thru trip; but because **UP IN THE MOUNTAINS** at this time of year beauty is most lavish. Then too, cool night sleep up here brings real rest and truly invigorates.

Fragrant, clean days burst forth with nature's loveliness and soft autumnal colorings spread over this vast ruggedness--making this a delightful time for a trip to the mountains.

For a hundred miles from the North along the Dixie Highway, you'll be delighted with the scenery. Everything is at its best at this time of year. We have at Middlesboro Fern Lake, three miles long and three quarters of a mile wide, high up in the timbered Cumberlands, a placid mirror for overhanging mountains, a rare beauty spot, a fisherman's paradise. Then there is the Pinnacle overlooking historic Cumberland Gap with its wonder breath-taking panorama. You just must take a few vacation days here this fall.

WRITE FOR
OUR
LITERATURE

City Officials and Chamber of Commerce are co-operating in building up this region.



The COAL HOUSE, Home of the Middlesboro Chamber of Commerce, at Middlesboro, Ky.

This advertisement is paid for by the City of Middlesboro.

H. H. Hutcheson and John Bates, Commissioners, Ray Moss, Mayor

Kentucky Pro
"The Sun Shines Bright in
Federal Hill, At Bardstown Where Stephen

Photos Copyright



ress Magazine

My Old Kentucky Home"

Collins Foster Wrote His Immortal Song.

L. Caufield & Shook.



As Kentucky has progressed so has the

BELKNAP HARDWARE & MANUFACTURING CO., Incorporated
at LOUISVILLE

Growing in size and reputation since 1840 — Regarded as the *Most Dependable Source of Supply* for all lines carried, including:

Mechanics' Tools, Farming Implements, Plumbing Supplies, Builders' Hardware, Electrical Supplies, Portable Lamps, Radio, Household Goods, Incubators, Paints, Oils, Glass, Toys, Sewing Machines, Shoe Findings.



Primble Cutlery, Silverware, Talking Machines, Pianos, Sporting Goods, Ammunition, Automobile Tires and Sundries, Harness, Collars, Saddles, Strap Work, Heavy Hardware, Roofing, Fencing, Furniture, Rugs, Floor Coverings.

Twelve huge buildings, covering several city blocks. Designed for economical handling of our lines. Over 37 acres of floor space.



Unsurpassed facilities insure quick service. Quality merchandise, right prices, sound policies.

WE INVITE OUR CUSTOMERS AND FRIENDS TO VISIT US

The Sky's the Limit

(Continued from page 36)

of that beautiful maiden we had left at Rock Springs a few hours before. These beacon lights may not be of great importance to the experienced aviators who fly these mountain passes nightly but they are surely a friendly sight and most welcome to the novice flier on his first trip across the Rockies.

Finally in the distant west appeared an apparition, a transformation of nature's handiwork; what appeared to be millions of heavenly stars were in evidence, but instead of being in the heavens as all respectable stars ought to be, they were of the earth below. Could it be possible that the aviator's compass had gone wild and we were actually flying upside down? Surely this must be so, otherwise the milky way would be above and not below, but these were not stars but the millions of flickering lights of Salt Lake. At the summit of these mountains, at an altitude of about 8,000 feet, the motor was silenced and down, down, we glided; for more than ten miles there was not a sound or tremor of our ship. When at an altitude of 3,000 feet and apparently directly over the center of the city we wondered how the pilot, however expert and experienced he might be, would be able to guide this mammoth ship of the air into a safe haven among those myriads of flickering lights below, without fatal contact with obstacles, such as church spires, cable and telegraph wires, that one less experienced might encounter.

But these aviators who carry Uncle Sam's mail as well as passengers, are the most perfect specimens of American manhood, both physically and morally; they are jealous of their records and it is a matter of record that in the fiscal year ending July 1 no fatality or serious accident occurred



The spillway at Dix Dam in action.

year ending July 1 no fatality or serious accident occurred on any licensed air route in this country. A perfect landing was made, and a warm greeting was extended us by the air route officials.

Already ten hours late on account of our missing connection with the New York mail plane at Chicago, we were advised that since Government beacons are not yet installed west of Salt Lake, it would be necessary to spend the night there, continuing our trip in the early morning. The superintendent of the air port escorted us in his own automobile to a splendid hotel where we partook of a good dinner sent telegrams to certain newspapers in the east and to our friends at home. At 3:30 the next morning this gentleman returned us to the air port where our journey westward was resumed with change of planes and aviators.

The flight over Salt Lake and the level plains to the westward was without incident but thoroughly enjoyed, flying at an altitude of 500 feet in the bracing morning air: the sun rising beggars description, but soon the foot hills were reached and as we flew low across low mountain ranges, paralleling great canyons, viewing the craters of extinct volcanoes and the scampering of mountain lions, and an occasional bear or deer, our minds wandered back to the days of '48 when our forefathers made this trip by covered wagon and ox-cart and we were thankful that we live in this progressive age.

A brief stop was made at Elko where the plane was re-fueled and again we were on our way, ever plowing forward to the golden west and Reno, the haven of mis-mated men and women, but of no particular interest to a bachelor.

Reno was reached about 7:00 o'clock in the morning; a wholesome breakfast, change of planes and aviators and again we were in the air with only one more stop between there and the end of our westward journey. Up to this point our pilots had seemed to us quite timid, most unassuming and anything but reckless, and while this new aviator on the ground seemed to be no exception to the rule, when we were in the cockpit and he had assumed the controls and waved the braces away we were convinced that we were at the mercy of an unusual condition; no longer did the plane ascend gradually and on a perfectly level keel, but instantly her nose was in the air, upward we shot at what appeared to us to be a reckless incline and not the graceful curves, spiraling for altitude, but with her nose to the west at an angle of near 45 degrees.

(Continued on page 48)



Famous High Bridge of the Southern Railway System which crosses the Kentucky River below Lexington.

Ferd F. Schupp

*Sheet Metal
and Roofing
Contractor*

938 LOGAN STREET

Telephone East 1719

Louisville, Kentucky

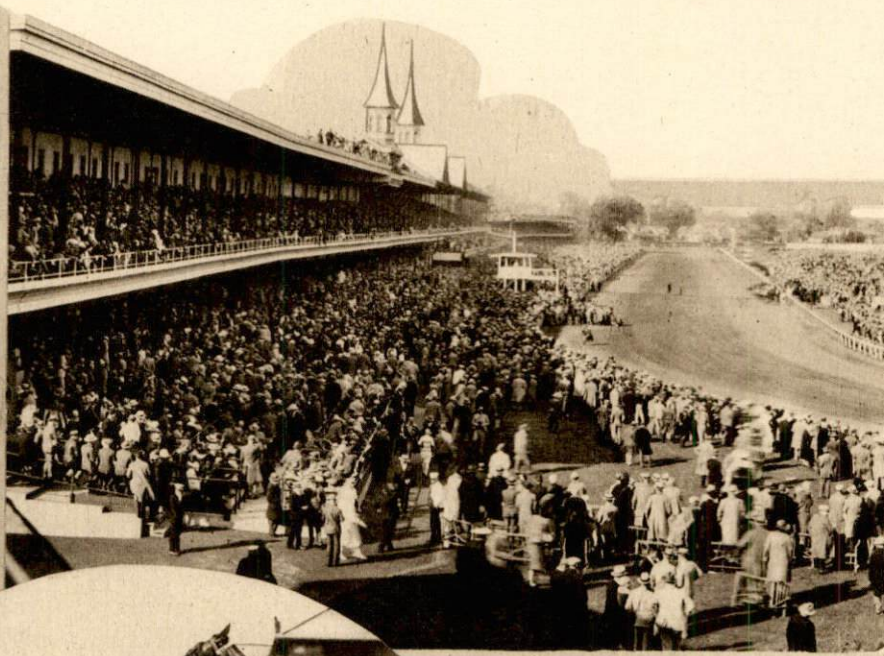
*“My Old
Kentucky Home”*

is made beautiful
by charming interior
effects arranged by

**LOUISVILLE
WALL PAPER COMPANY**

528 West Main

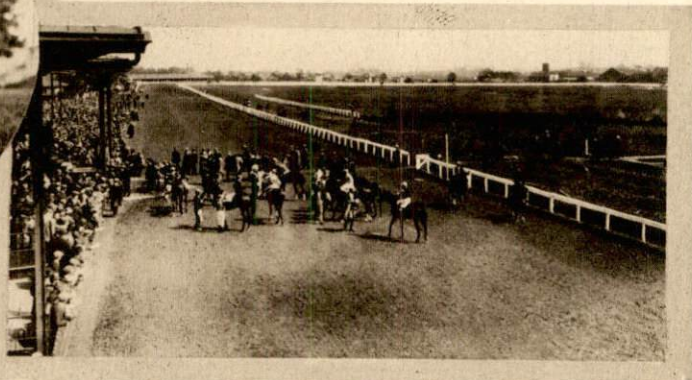
Historic Kentucky Racing Plants



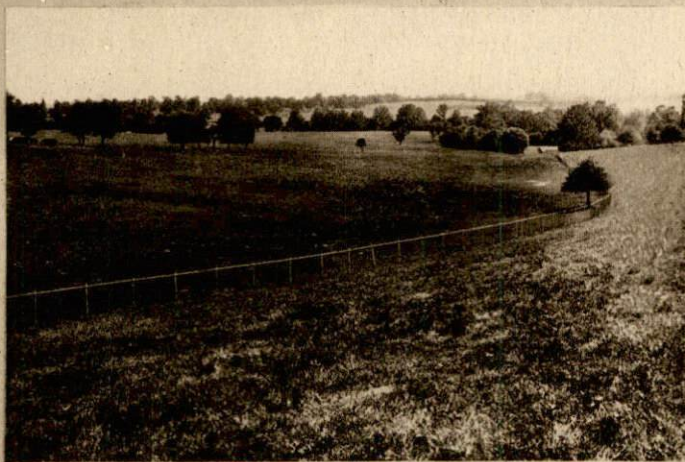
Derby Day at Churchill Downs, Louisville.



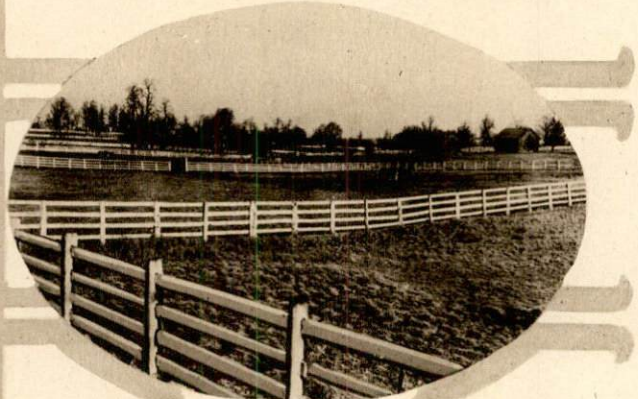
"Rosewald Prince," a saddle horse bred by Bob Shropshire of Paris, which was sold to a Californian for \$10,000 a few years ago.



Scene at the Kentucky Association track at Lexington, the oldest running race course in America.



Scene on Elmendorf Farm, one of the largest thoroughbred farms in the Blue Grass region.

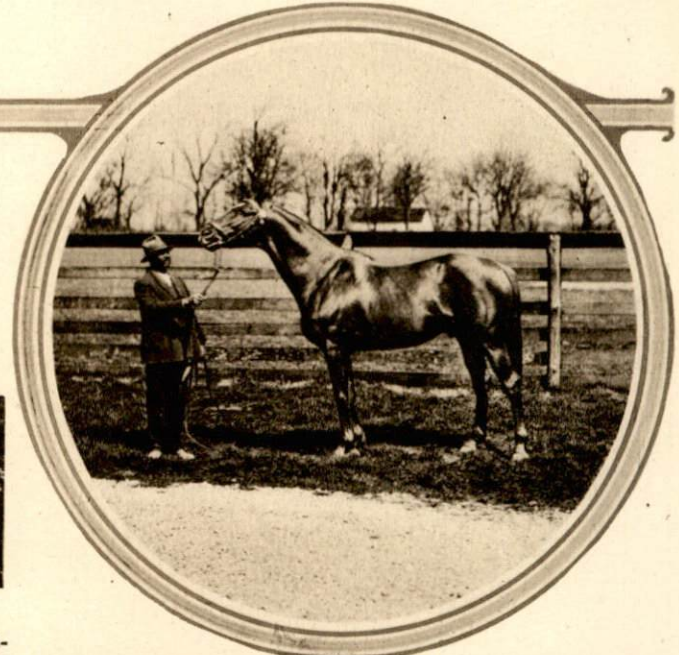


Paddock scene on a thoroughbred farm in the Blue Grass region.

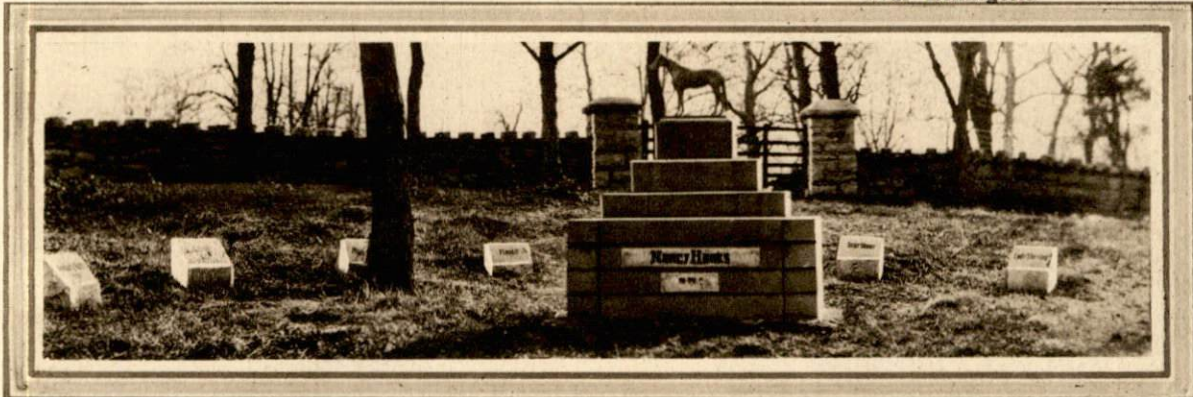
In Kentucky the Horse is King



Monument to Domino, famous racer of the past. This monument is located at the roadside on the route to Man o' War.



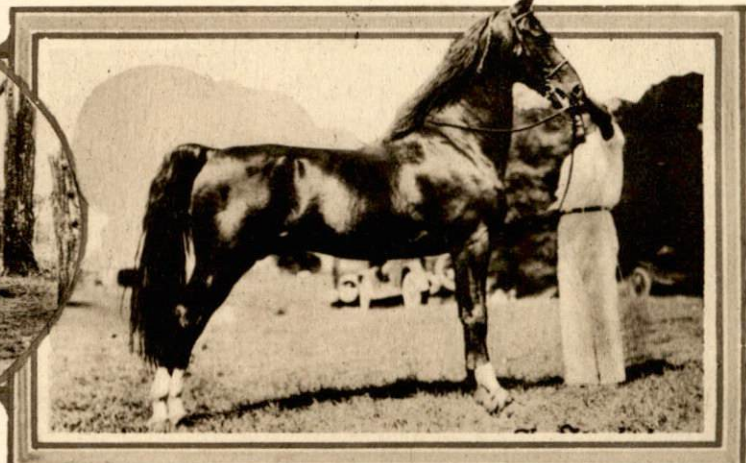
Man o' War, the horse of the century, on Faraway Farm near Lexington.



Unique horse graveyard on Hamburg Place near Lexington. Here are buried Nancy Hanks and other noted kings of the turf who have gone to their happy hunting ground.



The burial places of Longfellow and Ten Broeck, noted racers of the past. These horses are buried on a farm near Lexington.



"The Feudist," owned by the Minton Hickory Mountain Stables at Barbourville.



The Lafayette

LEXINGTON, KY.

*Absolutely Fireproof
Every Room with Bath
Circulating Ice Water throughout
Unexcelled Service
In the Heart of the Shopping and theatrical District
On U. S. Highways Nos. 25, 60 and 68
Official A. A. A. Tourist Headquarters*

300 ROOMS

300 BATHS

Fireproof Garage Adjoining

L. B. SHOUSE,

President

GOES FORWARD WITH
KENTUCKY PROGRESS

The Sky's the Limit

(Continued from page 45)

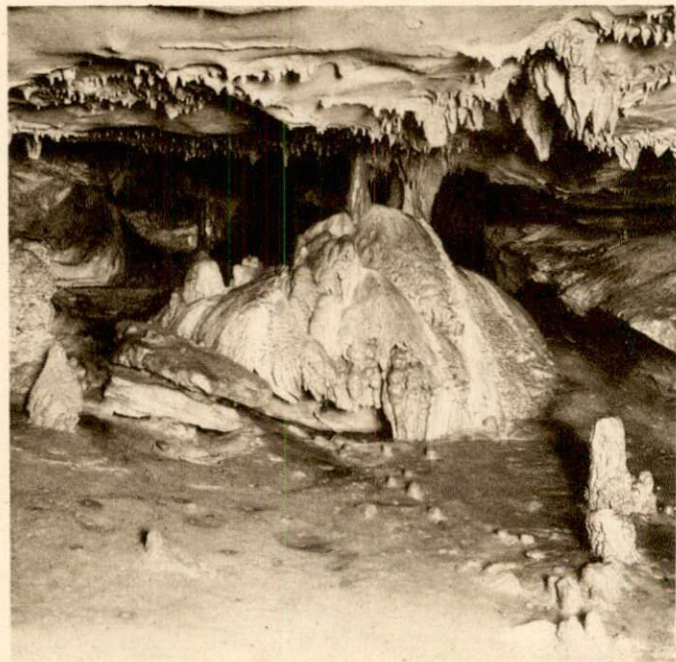
The reason for this steep climb was soon apparent—mountains ahead, 10,000 feet high, below us as many perpendicular feet intervening, forward and upward, maintaining this steep angle. Below us the earth was dim, nothing seemed distinct; in front of us, apparently but a few thousand feet away, the rugged precipices of the great mountain range, the peaks of which seemed to reach the clouds above. This mountain was drawing nearer—would it be possible for our ship to make the summit—surely the aviator had erred—we seemed to be making directly toward those rugged cliffs on the mountain side just in front of us, and when a crash seemed inevitable the mountain crest was reached with a liberal 500 feet to spare. Here we had hoped to breathe a breath of relief but the ship continued to ascend still a thousand feet higher before finally coming to an even keel.

Heretofore I had deemed the view from the south rim of the Grand Canyon of Arizona to be the most awe inspiring sight human eye would ever behold, but from this point 2,000 feet above mountain ranges towering 10,000 feet above sea level and from this dizzy height to look down upon an endless sea of mountain ranges, peaks, canyons and rugged gorges extending as far as the eye could reach, in all directions, surely there is nothing to compare with it.

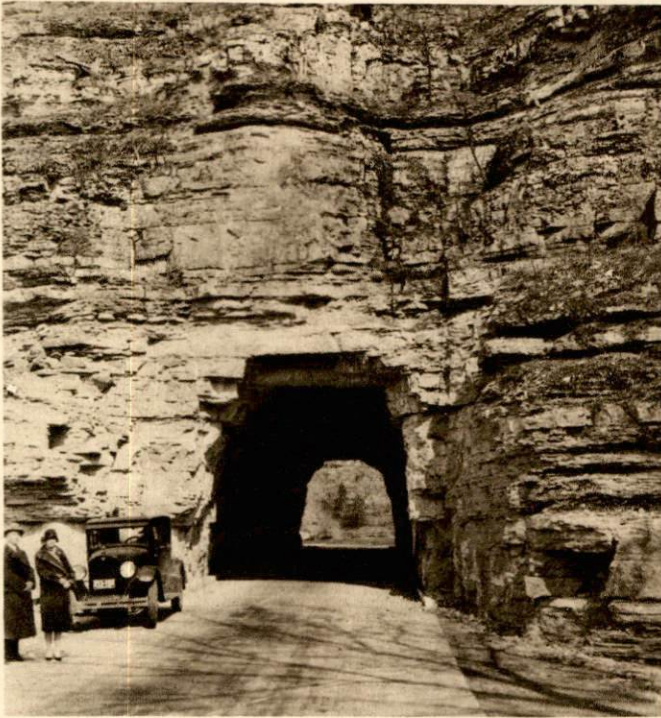
When we had finally volplaned to the lowlands of California and had made a perfect landing on the concrete driveway leading to the Naval Aviation field at Sacramento, I asked the aviator why he found it necessary to fly so high above the mountains we had just crossed. He asked me if I had observed any good landing places up there, stating that the high altitude was necessary to en-

able the ship to land safely at either Sacramento or Reno in the event of engine trouble.

Five minutes at Sacramento and we were off on the last leg of our flight to Oakland; some rain and considerable fog was encountered, rendering it necessary to bank at very steep angles to maintain visibility, and it was here that we realized by practical demonstration how impossible it is for one flying blind to be at all conscious of horizontal



Formations in one of the Carter Caves in Carter County.



Boone Tunnel, the only highway tunnel in Kentucky, at the Kentucky River crossing on the route to Shakertown.

levels. Flying blindly one may tilt to more than a 45 degree angle to the earth's surface and not know it, and even fly in a vertical circle without being conscious of it. When coming out of a fog bank at a steep banking angle, one believing himself in a vertical position and looking along the surface of the plane's wing, presumably on a horizontal plane, but seeing the earth at right angles to it, has the impression of flying on a level keel, the earth appearing as a nearly vertical hillside or mountain, and in event of a reverse bank curve another mountain appears on the opposite side, with the illusion of flying in a deep canyon.

The return trip was made via Los Angeles—Pacific air route, large tri-motored passenger planes, carrying ten passengers, serving meal enroute—Salt Lake, Cheyenne, with side trip from Cheyenne via Western Air Express to Denver. Mail and passenger traffic on the East and West air routes is now so heavy that it is almost impossible to make bookings, except as through passengers from the Pacific Coast to Chicago or New York, consequently I could get only tentative reservation at Cheyenne for my home voyage.

From Denver to Cheyenne the flight is made in one hour flat, this plane making close connection with the San Francisco plane on the Boeing line for Chicago. The trip from Cheyenne to Chicago was started at 7:35 P. M. in a blinding thunderstorm, the aviator navigating entirely by instruments, reaching Chicago 4:00 o'clock next morning.

The trip from Chicago to Cincinnati is made in three hours with a fifteen minute stop at Indianapolis. My traveling companion on this last leg was a gentleman who said he would prefer to ride on the right hand side of our open Waco plane if I had no objection. I could not understand why he should be so particular as to this—but when we were on the way I learned that the door latch was broken on the left side! And this was an open plane!

LOUISVILLE ART GLASS COMPANY

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Leaded Glass and
Church Windows



123 SOUTH TWELFTH STREET

City 6998—TELEPHONES—Belmont 1594-J

Louisville, Ky.

JONES-DABNEY COMPANY

Incorporated

LOUISVILLE, KENTUCKY

Manufacturers of

JODAB
LACQUERS, VARNISHES
AND ENAMELS

for

*ALL INDUSTRIAL
PURPOSES*



Scene on a Jefferson County Dairy Farm.

Romance and Charm

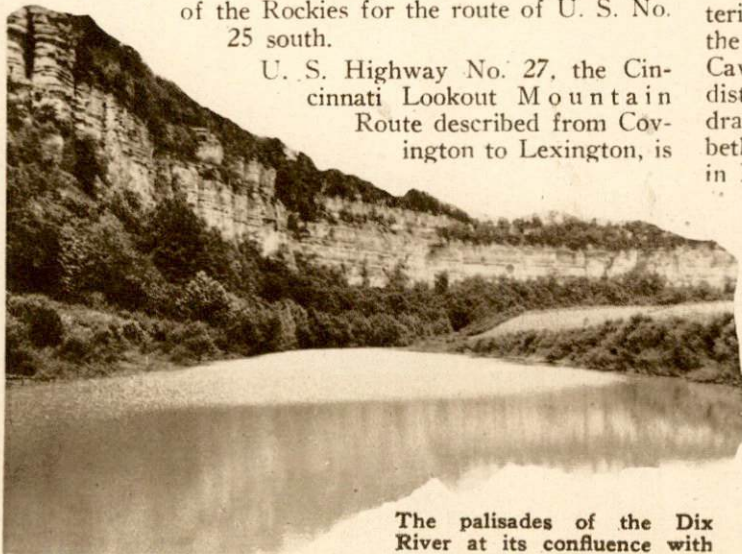
(Continued from page 22)

proaches Lexington. Another impressive scene begins at the Lexington city limits on the way south, with the Henry Clay estate on one side facing the grounds of the Ashland Golf Course on the opposite side and the lakes of the Lexington Water Company, just beyond.

The Kentucky River crossing at Cleveland, between Lexington and Richmond, is said by photographers to surpass all scenic effects. The mountain college at Berea and the approach to the mountains in the distance as U. S. 25 passes through London, Corbin, Barbourville, Cumberland State Park at Pineville, and Middlesboro to historic Cumberland Gap, attract thousands of tourists over this route. From Corbin the sight-seer may make a side trip to Cumberland Falls over a highway and unique bridge constructed by volunteer labor in the vicinity. The Falls are also reached from U. S. No. 27. Southeastern Kentucky, Eastern Tennessee and Western North Carolina, the "Land of the Sky,"

furnish some of the greatest scenic sights east of the Rockies for the route of U. S. No. 25 south.

U. S. Highway No. 27, the Cincinnati Lookout Mountain Route described from Covington to Lexington, is



The palisades of the Dix River at its confluence with the Kentucky River.

replete with attractions in the vicinity of every city on the way to Chattanooga, its terminal. Between Nicholasville and Lancaster is the scenic Kentucky River crossing at Camp Nelson, where the old wooden bridge, built in 1838 and the scene of several sharp conflicts during the Civil War, is preserved as a historic attraction, notwithstanding the recent erection of a fine steel structure. Chimney Rock, a freak formation, 125 feet high on the Kentucky River, is but one of the many strange sights in the Camp Nelson and High Bridge territory.

Lancaster, which has the home of three Governors, the birthplace of Carrie Nation and the original of "Uncle Tom's Cabin," on the old Thomas Kennedy place, is naturally a lodestone for tourists. Stanford is within sight of Hall's Gap, through which U. S. No. 27 passes and from the top of which the tourist beholds a marvelous panoramic scene covering five counties to the north and the Cumberland Mountain ridge to the south. At Cumberland Falls Station are roads providing side-trips to the Falls and also to a natural bridge and natural rockhouse little known to the outside world.

U. S. Highway No. 31, the West Dixie Highway, entering at Louisville on the north and extending south to the Gulf, offers as its greatest attraction the Mammoth Cave National Park, though it does not lack for such distinctive scenic and historic sights as afforded at Muldraugh's Hill, the Colonial community center at Elizabethtown, the inn at which Andrew Jackson stopped in Munfordville, the Lost River between Bowling Green and Franklin, and a ready accessibility to the Lincoln Memorial, "My Old Kentucky Home," and the Jefferson Davis Monument, to be seen on U. S. No. 68.

U. S. Highway No. 68, "The Historic Highway," has so many outstanding attractions that but few of them can be mentioned here. Entering Kentucky at Maysville, where the pioneers came by boat from Pennsylvania and where "Eliza" crossed the Ohio River on the ice, the highway passes through Washington, Ky., where another scene from "Uncle Tom's Cabin" is preserved—the stone slave-block on which "Uncle Tom" was sold. The gravestones, marking the burial spots of some of those who fell at the Battle of Blue Licks, one of the bloodiest Indian

fighths in Kentucky history, and a recent shaft erected by the Legislature are to be seen at the roadside at Blue Licks State Park. This highway through Lexington and the Blue-grass region crosses the Kentucky River at the noted palisades at Brooklyn Bridge and extending to quaint old Shakertown. High Bridge and Dix Dam are well-known attractions reached by side-trips from Shaker-town. Harrodsburg, the oldest town in the State, has a replica of the old fort of the pioneers in Fort Harrod State Park, as well as the pioneers' cemetery and the original log cabin in which Lincoln's parents were married.

The "Historic Highway" continues through Perryville, with its battlefield scenes; Springfield, where the record of the marriage of Lincoln's parents is preserved; Bardstown, where the shrine "My Old Kentucky Home," the famous paintings in the Catholic Cathedral and the monument to John Fitch, inventor of the steamboat, are to be seen; Hodgenville, the birthplace of the immortal Lincoln; Mammoth Cave National Park, the Blue and Gray State Park, the Jefferson Davis birthplace and monument—second highest in the United States, Pilot Rock near Hopkinsville and other scenes on the way to Paducah, where this interesting route again returns to the Ohio River after a course of nearly 400 miles from Maysville.



Chimney Rock, a strange freak of nature located on the Kentucky River near Camp Nelson. This picture is familiar to school children of a few years ago as it was in all of the school geographies.

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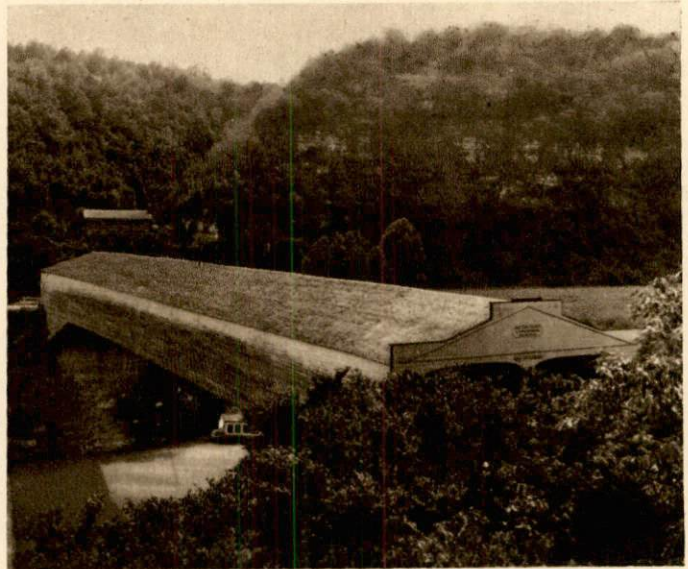
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Old Camp Nelson bridge spanning the Kentucky River at Camp Nelson. This bridge has been condemned and a new steel structure erected alongside of it, but the old bridge, erected in 1838, is to be preserved as a historical exhibit.

U. S. Highway No. 41, the Dixie Bee Line, enters Kentucky at Henderson on the Ohio River, and continues south to the Gulf. Spanning less of Kentucky than the foregoing routes, it nevertheless affords a direct route to the Jefferson Davis birthplace, Blue and Gray State Park and other attractions near the crossing of the two highways, and passes near Dawson Springs, a second French Lick and the site of the great government hospital in Kentucky.

U. S. Highways Nos. 45 and 51, entering at Paducah and Wickliffe respectively, cross the narrow western end of the State in their routes south to the Gulf, and both reach the vicinity of Reelfoot Lake, a great hunter's and fisherman's paradise formed overnight by an earthquake in 1811.

U. S. Highway No. 168, from Louisville to Mt. Vernon, where it connects with U. S. No. 25, crosses U. S. No. 68 and U. S. No. 27, providing a network of Federal routes that center in the charming section around Danville, the "home of Centre." Danville, a city of noted



The old capitol at Frankfort which houses the Kentucky Historical Association's exhibit.



The noted Cumberland Falls, second only to Niagara, and located in the heart of a rugged section of southern Kentucky that has never been disturbed since Nature created it.

colleges, preserves as shrines the home of Dr. Ephriam McDowell, for whom a beautiful park has been created, and the building in which the first Legislature of Kentucky met. Every highway entering this interesting city is graced with charming Colonial homes, great Blue-grass pastures with their sleek purebred cattle and a setting that could easily have been the one that inspired Foster to write "My Old Kentucky Home," except that there is nothing "old" about the sprightly appearance of the blue-grass country around the Boyle County capital.

Other highways, not in the U. S. Highway system, such as the direct route to the southeast entering Kentucky at Carrollton and passing through Georgetown, Lexington and Winchester into the Appalachian Way, which opens up the great scenic section around Stanton, Campton, Jackson, Hazard and Whitesburg, and the Mayo Trail from Ashland through the Big Sandy valley, reaching Paintsville, Louisa, Pikeville, Jenkins, Lynch and Harlan on its way to Pineville, have attractions that challenge other routes that are today completed, while sections of some of these newer routes are under construction. It will be but a short time until these touring fields will be drawing thousands upon thousands of visitors, and itineraries equally as interesting as those published today on the completed routes will occupy the attention of the sight-seeing motorist.

P-reach it!
R-root it!
O-rdain it!
G-rab it!
R-ush it!
E-ffect it!
S-ing it!
S-hout it!
What? P-R-O-G-R-E-S-S!

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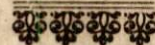
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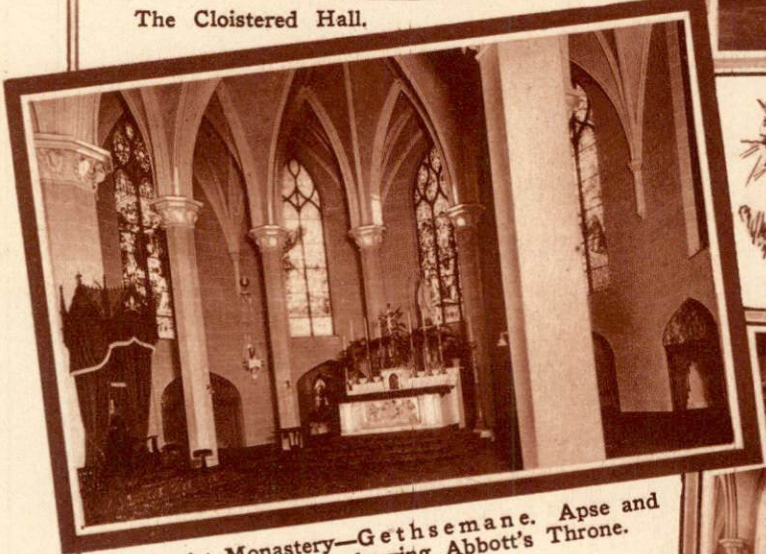
Conducted by the Trappists
in Nelson County



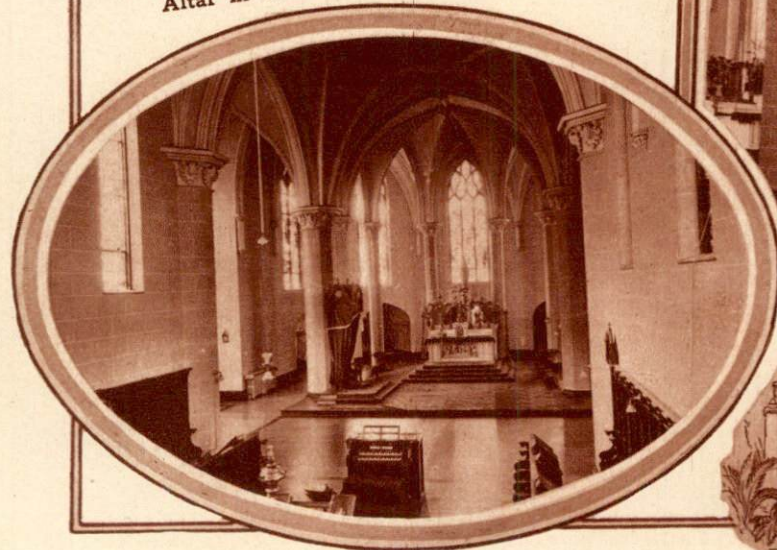
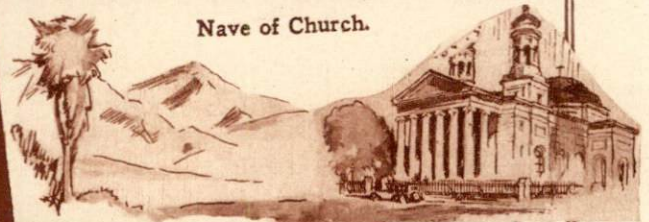
The Cloistered Hall.



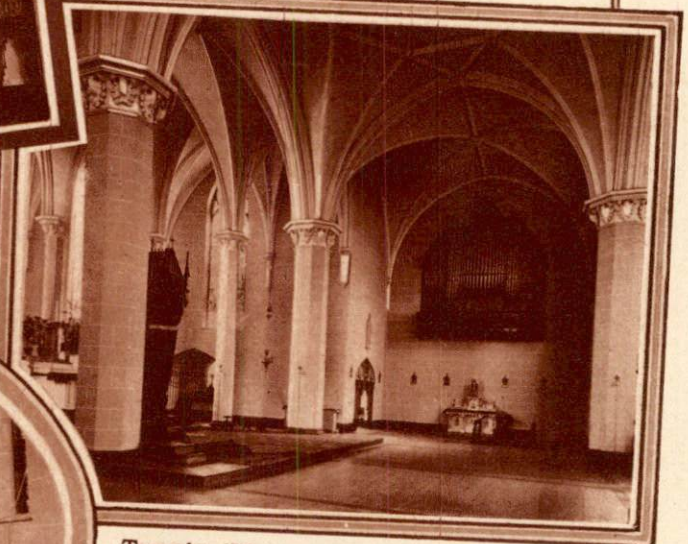
Nave of Church.



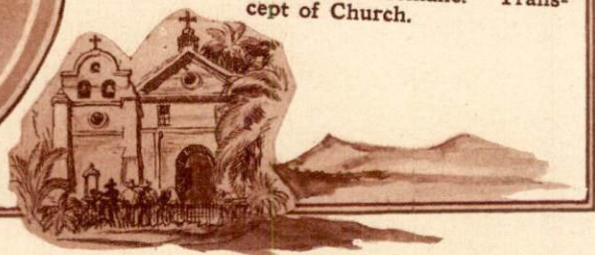
Trappist Monastery—Gethsemane. Apse and Altar in church showing Abbott's Throne.



Interior of Church.



Trappist Monastery—Gethsemane. Transcept of Church.



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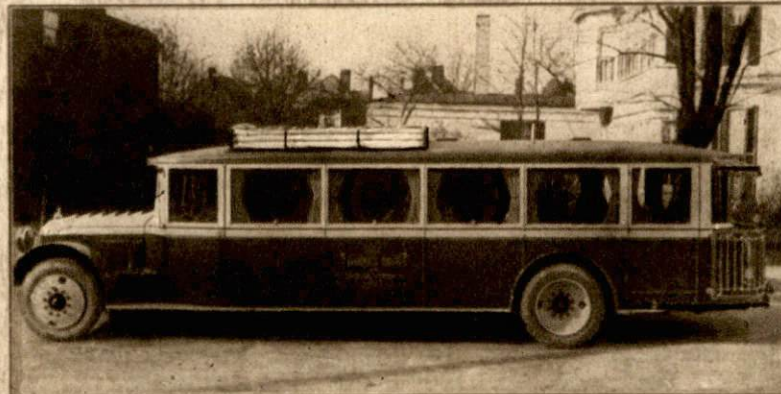
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is representative of*
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Jefferson County Commission:
DR. BEN L. BRUNER BEN F. VOGT
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Progress Commission

(Continued from page 16)

tary, is former secretary of the Lexington Board of Commerce, Lexington Automobile Club and Frankfort Chamber of Commerce, and has been identified with movements to promote the welfare and advancement of Kentucky for twenty-five years, beginning in this field as assistant secretary to the Kentucky Commission at the St. Louis World's Fair in 1904. His successful work to restore Kentucky in the United States Highways map aroused the entire State as never before to the necessity of presenting a united front to the outside world.

Geoffrey Morgan, agricultural expert, is directing the preliminary work of organizing the Kentucky Progress Association and formulating plans for profitable agricultural development of the State. Mr. Morgan as general manager of the Western Kentucky Dark Tobacco Growers' Association demonstrated his ability to organize and his years of training equip him for the specialized agricultural work essential to the present intensive program of state-wide scope

Beautifying Highways

(Continued from page 18)

very, very old lady in our neighborhood is very successful in slipping roses. She is very generous with her rose slips. What is the result? The immediate vicinity is a bower of beauty, roses, roses everywhere. An old fellow that I know gives away a quart or two of hollyhock seed every fall. The consequence is that all summer long there are thousands of blooms all around the block where that man lives. That's the way it works out.

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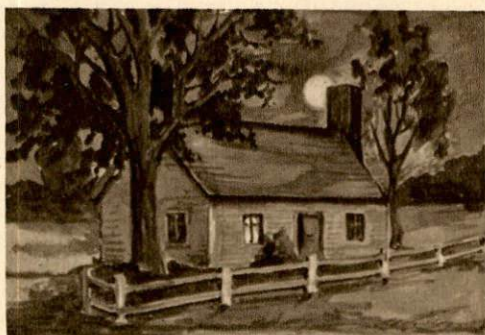
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The summer days come oftest in Kentucky:
Friendship is the strongest,
Love's light glows the longest,
Yet, wrong is always wrongest in Kentucky.

Life's burdens bear the lightest in Kentucky:
The home fires burn the brightest in Kentucky:
While Players are the keenest,
Cards come out the meanest,
The pocket empties cleanest in Kentucky.

The sun shines ever brightest in Kentucky:
The breezes whisper lightest in Kentucky:
Plain girls are the fewest,
Their little hearts are truest,
Maiden's eyes the bluest in Kentucky.

Orators are the grandest in Kentucky:
Officials are the blandest in Kentucky:
Boys are all the fiercest
Danger ever nighest
Taxes are the highest in Kentucky.

The bluegrass waves the bluest in Kentucky:
Yet, bluebloods are the fewest (?) in Kentucky:
Moonshine is the clearest,
By no means the dearest,
And yet it acts the queerest in Kentucky.

The dovenotes are the saddest in Kentucky:
The streams dance on the gladdest in Kentucky:
Hip pockets are the thickest
Pistol hands the slickest
The cylinder turns the quickest in Kentucky.

The songbirds are the sweetest in Kentucky:
The thoroughbreds are fleetest in Kentucky:
Mountains tower proudest,
Thunder peals the loudest,
The landscape is the grandest—
And politics—the damnedest in Kentucky.



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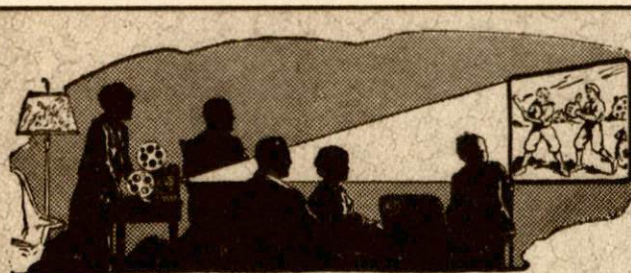
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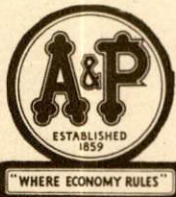
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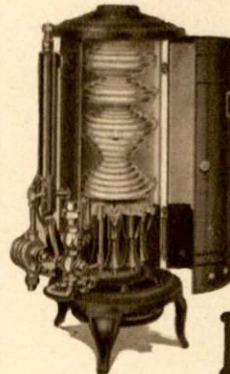
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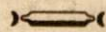
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INCORPORATED

Lexington Kentucky

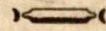
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Value Increases

In real property and improvements, the increase per capita wealth during the ten years from 1917 to 1927 was 19%.

In manufacturing machinery, tools, implements, etc., the increase during the eight years from 1919 to 1927 was 32.69%.

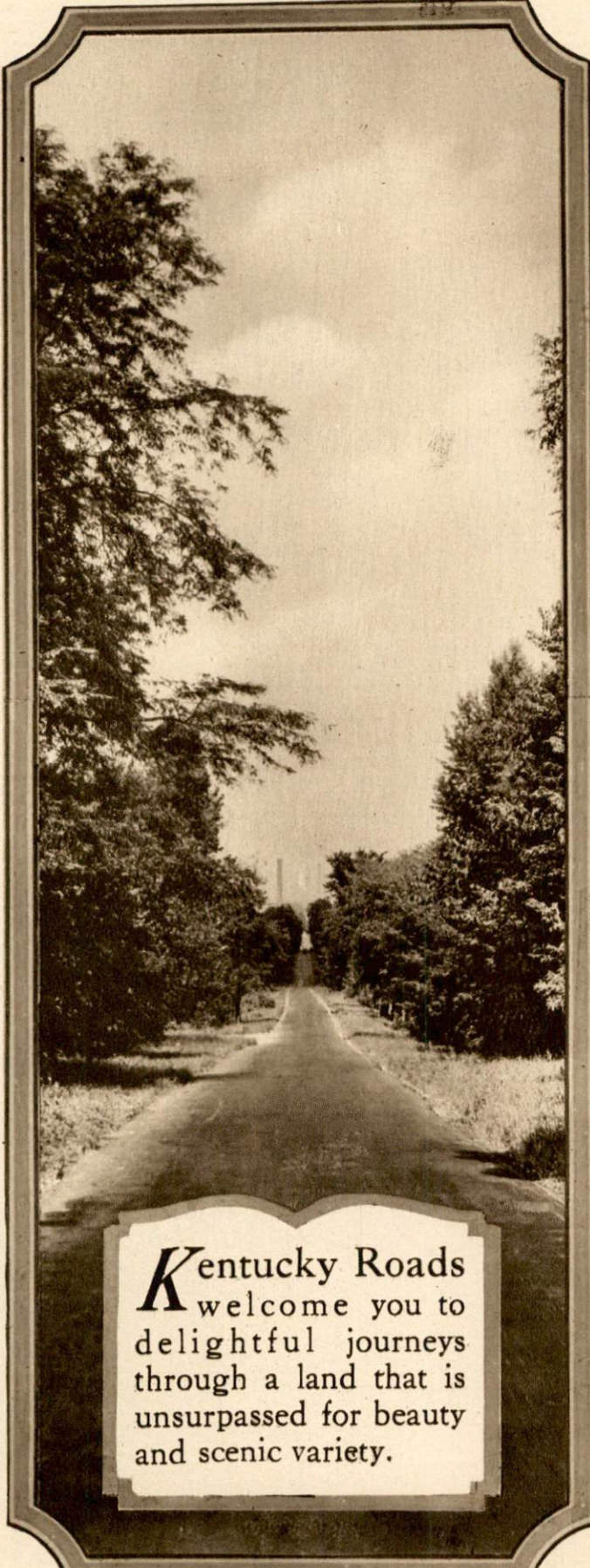
In intangible personal property (stock, bonds, notes, etc.) the increase during ten years from 1917 to 1927 was 613.51%.

In bank deposits (not including public funds, religious, charitable, educational, and funds of franchise paying corporations) the increase during the 10 years from 1917 to 1927 was 3,026.8%.

Taxes

Statistics of the United States Government comparing 22 important states of the Union show that Kentucky with a state and county tax rate of only \$1.55 is next to the lowest. Only four other states have a tax rate under \$2.00. The highest rate is \$7.64.

(Continued on page 70)



Kentucky Roads
welcome you to
delightful journeys
through a land that is
unsurpassed for beauty
and scenic variety.

Contributed by a Leading Kentucky Industry

The
Union Light, Heat & Power Co.

COVINGTON, KY.

Claiborne and Ellerslie Studs

Thoroughbred Horses



Compliments

A. B. HANCOCK

PARIS

KENTUCKY

Kentucky Leads

(Continued from page 68)

Kentucky with a bonded indebtedness per capita of only \$17.51 is the lowest of any of these 22 important states. Only three other states have a bonded indebtedness under \$30.00 per capita. The highest is \$140.63.

Wealth

The resources of 464 state banks and 144 national banks in Kentucky in the year 1912 was \$233,000,000, while in 1928 the 439 state banks and 141 national banks have combined resources of approximately \$650,000,000, which is an increase of 180% in the past sixteen years.

Industries

Kentucky has an investment of \$276,535,395 by 1920 U. S. Census in manufacturing establishments with an annual output of \$453,936,575 in 1925.

There are 76,580 mill and factory wage earners whose total annual wages amount to \$84,945,679 in 1925.

Highways

Kentucky has eight completed North and South, Federal and State Highways crossed by the Midland Trail, the Historic Route, the Ohio River Route and some one hundred practically complete inter-county seat roads. A system of a little more than 4,000 miles is now under State maintenance, with \$16,000,000.00 worth of work under contract and under way. The passage of a new law will give Kentucky unlimited finances with which to build toll bridges that will ultimately be free.

Minerals

Kentucky is one of the richest states from a mineralogical standpoint in the entire Union, standing first in the production of fluorspar and rock asphalt and third in the production of bituminous coal in the United States, and is close to the lead in the production of petroleum in the Appalachian region.

Kentucky also has high grade deposits of limestones, clay and sand for all necessary industrial purposes practically without limit. To these may be added a group of lesser minerals bringing the total up to thirty-five.

In 1926 Kentucky stood ninth in the list of mineral producing states, its mineral production being valued at the mine at \$146,768,000.00.

Light and Power

Kentucky has oil wells scattered over all parts of the state and production is increasing rapidly. In 1927 the production was 6,733,000 barrels valued at \$15,000,000 estimated.

Natural gas is also found in many parts of Kentucky. In 1926 the production in thousand cubic feet was 15,800,000 valued at \$4,355,000.00.

Kentucky has hydro-electric power plants as well as plants at the entrance of coal mines.

The total production of electricity in 1927 was 566,198,000 kilowatt hours which is the equivalent to 754,930,666 horsepower hours.

The total generating capacity of all electric power

(Continued on page 73)



Veribest PAINTS

Strassel-Gans Paint Co.
INCORPORATED

LOUISVILLE, KY.

Right Here in KENTUCKY the
BEST HICKORY is Grown

Right Here in KENTUCKY the
BEST HICKORY HANDLES
are Made

Seventyfive Years of Experience

We make "em" for all Nations
AXE, PICK, SLEDGE, HAMMER
and HATCHET HANDLES

Prompt Attention to Inquiries

Turner, Day & Woolworth
Handle Company

LOUISVILLE, KY.

NASHVILLE, TENN.

MEMPHIS, TENN.

CAIRO, ILL.

American Life and Accident
Insurance Company
Of Kentucky

DINWIDDIE LAMPTON, *President*

Inter-Southern Building

Louisville, Kentucky

A COMPANY BUILT ON SERVICE

We Insure ages one to fifty-five

Kentucky Refrigerator Company

Incorporated

800 South Logan Street

WILLIAM B. HARRISON, *President*

LOUISVILLE, KENTUCKY

HARLAN COUNTY

"The Home of Good Coal"

FIRST

HARLAN COUNTY stands *FIRST* in point production of coal in the GREAT STATE OF KENTUCKY

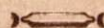
That in itself would be a notable achievement in the development and PROGRESS of our state, but listen:

IT STANDS FIRST as a high-grade steam fuel in hundreds of efficiently managed plants throughout the South, the Central and the Northwestern States.

IT STANDS FIRST in many Gas and By-product plants in this country.

IT STANDS FIRST as a Domestic coal in thousands of homes throughout this great land of ours,

BECAUSE IT IS BEST

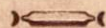


ANALYSIS

Moisture	1.48	
Volatile	39.52	
Carbon	56.17	
Ash	2.83	Total 100%
Sulphur73	
B. T. U.	14,582	

Average yield of Gas per pound of coal.....5.60 cubic feet

15,000,000 tons PRODUCED ANNUALLY IN HARLAN COUNTY



CONSUMERS of Harlan Coal, old, new and prospective are invited to drive to Harlan, the thriving and progressive county seat city and visit some of our 65 mines. Seeing is believing. Escorts will be provided. Tourists leave the Dixie Highway at Pineville and drive over the newly constructed concrete road up the beautiful Cumberland River to Harlan. You will be glad you came.

HARLAN COUNTY COAL OPERATORS' ASSOCIATION

E. R. CLAYTON, *Secretary*

HARLAN, KENTUCKY

Kentucky Leads

(Continued from page 70)

plants in Kentucky is approximately 325,000 horsepower.

Agriculture

There are two best places to raise purebred livestock—England and Kentucky. Chemical analysis proves the soils of the Blue-grass region of Kentucky to have a higher content of phosphorus than any other soils in the world that have been studied. Phosphorus is deficient in most soils, and the presence of such large amounts of this element, along with an abundance of other mineral elements, accounts for the phenomenal fertility of the Blue-grass region. Excluding Missouri, Texas and Oklahoma from the list of southern states, Kentucky stands first among the remainder of southern states in number of all cattle and calves, milk cows, sheep and lambs, horses, and in the production of corn and hay. The first county in the United States to eradicate the scrub Bull is in Kentucky.

The largest markets in the United States for spring lambs, Burley tobacco, Dark-fired tobacco, One Sucker tobacco, Green River tobacco, Stemming tobacco, and Blue Grass seed are located in Kentucky.

Timber

A considerable portion of Kentucky's area is still covered with timber. In the eastern section of the State most of the entire region is yet offering fields of pine, yellow poplar, cypress, red cedar, ash, hickory, walnut, gum and beech.

Game

The western end of Kentucky lies in the greatest inland migratory bird path in the United States, and Kentucky has more miles of running water than any other state.

In the principal game refuge in Kentucky it is estimated that there are more than 500 deer.

In recent years approximately 40,000 Bob White Quail have been imported from Mexico and released, and large numbers of English pheasants and Hungarian partridges have been distributed.

Hundreds of thousands of game fish have been distributed from fish hatcheries and natural depositories from the most up-to-date fish and game railroad car in the United States.

Climate

Extracts from a letter written by C. F. Marvin, Chief of the U. S. Weather Bureau at Washington, D. C., are as follows:

"Kentucky holds an enviable mean between the extreme cold and long winters of the northern states and the equally long-heated summers of those to the southward."

"Kentucky is fortunate in having on the whole sufficient rainfall for all needs and well distributed through the year."

"Without going into more details, it is conceded from the weather records of this Bureau that Kentucky enjoys a climate considered about as good as the best the country affords."

Location

The northwestern border of Kentucky is less than 80 miles from the center of population.

Louisville Cooperage Company

Incorporated

J. N. WHITE, *President*

Manufacturers of

Cooperage Stock

And All Kinds of

Tight Barrels, Kegs, Shooks and Slack Barrels

Daily Capacity

2100 Kegs, 1200 Barrels,
One to Sixty Gallons

LOUISVILLE, KENTUCKY

Circled Heading Plant: BONITA, LOUISIANA

Stave Mills: KENTUCKY, TENNESSEE and
LOUISIANA

Mitchell, Baker & Smith

Incorporated

"The Quality Department Store"

Lexington, Kentucky

Has built its reputation on, Style, Service, Variety and Quality, Merchandise Par-Excellence. And during the sixty-three years of Leadership, has earned for this firm a wide reputation throughout the whole Blue Grass section for fair dealings and absolute dependability.

Labor

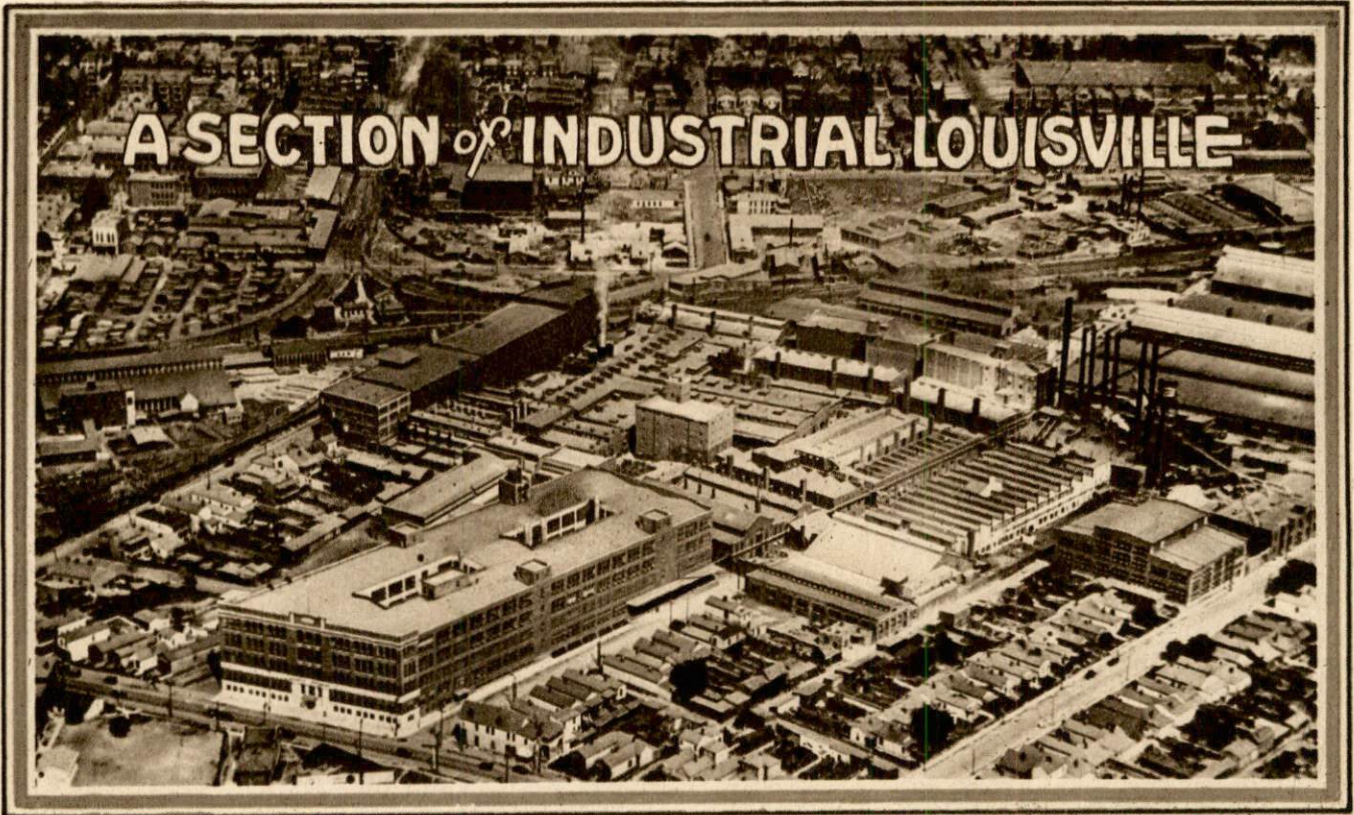
The last United States census showed that in Kentucky the percentage of foreign born to total population was 1.3% and of negroes, 9.8%.

Transportation

Kentucky has 4,062 miles of railroads and 1,255 miles of navigable streams.

Summary

Kentucky has cheap coal, electricity, oil and natural gas in all parts of the State, an unlimited supply of undeveloped mineral resources, vast supplies of raw materials for factories, adequate transportation facilities by rail and water, a very low tax rate, a cheap cost of living, a good climate, a plentiful supply of dependable Anglo-Saxon labor, so even if Kentucky is not the "Promised Land," it is at least the "Land of Promise."



—Photos Copyrighted, Casfield & Shook.

This Space Purchased in the Interests of A Greater Kentucky By One of the State's Leading Industrial Organizations

Twenty-seven Years at ARMCO



Ingot Iron

This trade mark is assurance that products bearing it are made with the skill, intelligence, and fidelity associated with the name "ARMCO" and hence can be depended upon to possess in the highest degree the merits claimed for them.

ARMCO today—a business representing more than one hundred millions of dollars—is the outgrowth of the little American Roofing Company, which was born on the water front of Cincinnati more than a quarter of a century ago.

The invention and development of new and unique processes for the manufacture of special analysis, iron and steel sheets and plates has made the name "ARMCO" known throughout the world.

License arrangements with foreign manufacturers in Great Britain, France and Germany have greatly broadened the scope of ARMCO products.

In this country are seven large ARMCO plants, located at Middletown, Ohio, Zanesville, Ohio, Columbus Ohio, Ashland, Kentucky, and Butler, Pennsylvania. Two of these plants, together with the Executive Offices, are situated at Middletown.

With an annual production of approximately one million tons of sheets and plates a year, ARMCO has taken its place as the world's largest exclusive manufacturers of special analysis iron and steel sheets.

THE AMERICAN ROLLING MILL CO.

Executive Offices: MIDDLETOWN, OHIO

THROUGH "The Gateway to the South" lies opportunity . . . new vistas . . . new fields of endeavor . . . new life . . . new hope . . .

RMA

THROUGH "The Gateway to the South" pass thousands to new, bustling factories . . . new homes . . . to rich, fertile Kentucky . . .

RMA

THROUGH "The Gateway to the South" the South itself has grown . . . in tangible resources . . . in cultured people . . . in wealth . . .

⌈ And . . . serving . . . helping . . . civic-spirited stores have made of "The Gateway to the South" the Gateway to finer, better living . . . more enjoyment . . . ⌋

The Retail Merchants Association
of Louisville

Inter-Southern Building

City 3482

The Harlan Coal Company and Associated Companies

Have been for 20 years

Developers of Kentucky Coal Resources
and Exploiters of Kentucky Coal

In the markets of one-third
Of the States of this nation.

During this period Kentucky mines

Have contributed largely to the

Development of four great Transportation
Systems and many Industrial Cities,

Have been an important factor in winning the
World War,

Have averted a coal famine in Europe and

Have saved the North and West from serious
coal shortage during strikes

The Kentucky Coal Industry

Asks that it be not

Perpetually penalized for its low production
cost, the high quality of its product and its readi-
ness to serve remote markets,

(It has none close to home)

By being walled off by high freight rates from
the Great Consuming Centers it has been created
to supply.

It further suggests

That industries of the North, East and West,
which are dependent on low fuel cost or special
quality of fuel,

Will do well to locate in Kentucky, the only
State sharing both the Appalachian and Western
Coalfields.

K. U. MEGUIRE,
President.

A Nationally Known Address!

Fifth and Washington Aves.,
Newport, Ky.,—the birthplace
and present home of HIGGIN
ALL-METAL SCREENS—
used throughout the United
States in thousands upon thou-
sands of our finest residences
and buildings.

HIGGIN

ALL METAL
SCREENS

The Higgin Manufacturing Co.

Screen Specialists Since 1893

Home Offices, Fifth and Washington Aves., Newport, Ky.
Branches, Kansas City, Mo., and Toronto, Ont.

Kentucky's Great Trots

(Grand Circuit Meeting)

at Lexington

56th Annual Meeting

Sept. 24th to Oct. 6th, 1928

Nearly \$100,000

In Stakes and Purses

Special Railroad Rates from Central
Kentucky Points. Special Music.

High Class Racing.

Make Your Plans to Attend

Kentucky Launches Program

(Continued from page 31)

in one section to another section where specialized methods have been tried out and proved successful.

Unique Tourist Development Plans

Unusual and not the usual plans for capitalizing the tourist industry, which Roger Babson says is the "bumper crop" of the nation, were devised and gotten under way immediately by the Commission.

A motion picture of all Kentucky, showing its scenic and historic attractions, its leading industries, its shrines, its State parks and its resources, was started and the complete picture is to be shown at the State Fair, according to present plans, followed by exhibition outside of Kentucky and in every city in the Commonwealth itself.

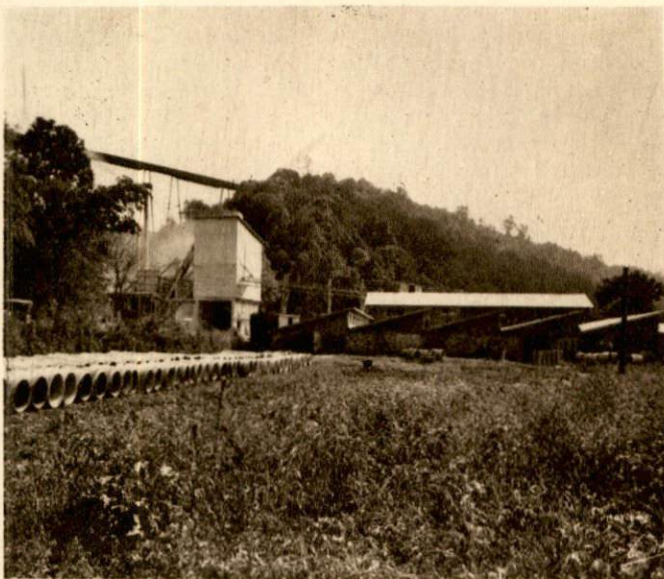
No motion picture of Kentucky has ever shown so effectively or so entertainingly the multitude of attractions and advantages of the State as are portrayed in the complete production that will be released as the "official picture" of Kentucky, beginning this month.

A coup worth thousands and hundreds of thousands of dollars to every section of the State was staged when the Commission succeeded in getting the nation-wide convention of the American Automobile Association, held at Cincinnati, to adjourn for a day's tour of some of Kentucky's show places. The wide advertising given this educational tour by the A. A. A. is but one small part of the returns when it is considered that representatives from Maine to California, who direct the routing of a great proportion of the one million A. A. A. motorists, got for the first time a close-up of Kentucky.

As a practical follow-up, the Commission opened a

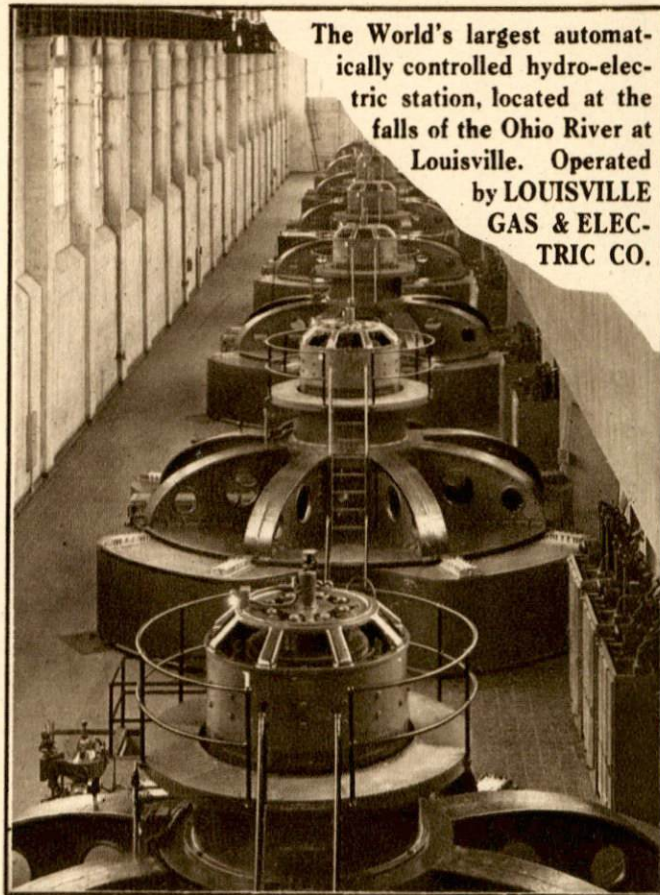
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New Home of Shearman Concrete Pipe Co.
Frankfort, Ky.



Kentucky Shearman Concrete Pipe Co., Inc., using Kentucky Materials, Kentucky Labor. Kentucky Stockholders.

Officers: Leslie W. Morris, President; S. T. Wilson, Vice-President; W. D. Nicol, Treasurer; E. W. Lauthner, Secretary.



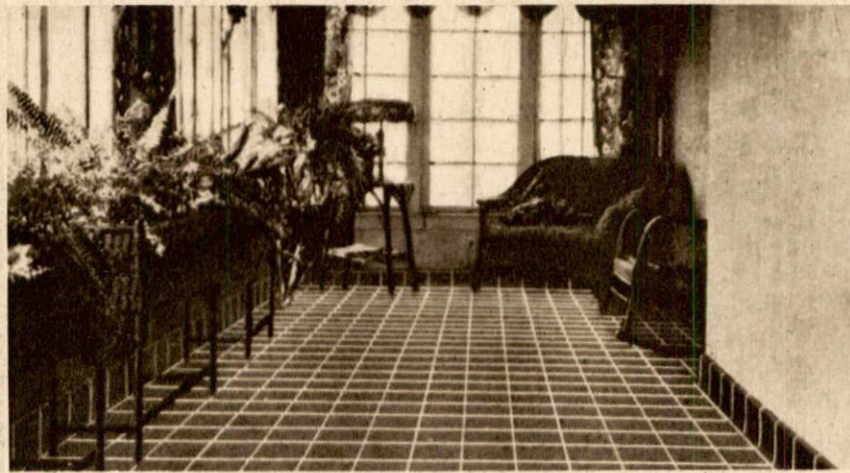
Swann Hats Change 'O Caps

Manufactured

by

SWANN-ABRAM
HAT COMPANY

Louisville, Kentucky

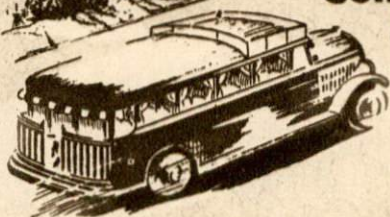


A Nationally-Known Product
MURTICO QUARRY TILE
Made In KENTUCKY By
MURRAY TILE COMPANY
Incorporated
CLOVERPORT, KENTUCKY

SOLD AND INSTALLED BY REPRESENTATIVE TILE CONTRACTORS IN 48 STATES

Travel by Bus

**Comfort
Convenience
Safety**



YOU can catch a bus at 'most any time. They run frequently in every direction. You ride safely, quickly, comfortably and luxuriously up hill and down dale with a wide vista of the open country. The cost is less. No smoke and no cinders. That's why 'most everybody now travels by bus.

The Emblem  *of Safety*
Consolidated Coach Corporation

year's campaign of publicity and advertising, beginning September 1, in the *American Motorist*, the publication of the A. A. A., and at once prepared to issue the KENTUCKY PROGRESS Magazine, well illustrated with scenes that were calculated to emphasize the invitation to tourists to visit Kentucky.

A very definite program of road construction to fit in with the advertising of Kentucky's touring attractions was prepared and laid before Governor Sampson and the Kentucky Highway Commission. The program was heartily approved and connecting roads to these attractions are now being constructed. Incidentally, the Commission urged the highway department to prepare and install an exhibit at the State Fair, which they generously agreed to do.

All State departments offered their co-operation to the newly-created commission, resulting in the acquisition for photo use of some \$10,000 worth of plates in the possession of the Kentucky Geological Survey, a motion picture owned by the Fish and Game Commission, booklets issued by the Agricultural Department, permission to incorporate "Kentucky for Progress" on the 1929 automobile tags and an agreement to change back to the style of serial numbering formerly used and generally adopted throughout the Union, maps and magazines issued by the Kentucky Highway Department, publications from the Geological Survey, the Historical Society and other departments, and voluntary subscriptions to the Progress Association funds from employes in every department throughout the State. State heads and employes not only asked to join in the movement to develop Kentucky, but immediately took a keen interest in the new work, stopping at every opportunity to contribute ideas and ask how the plans were working out.

R. W. HUNTER COAL COMPANY

R. W. HUNTER, *President*

1066 Starks Building

City 1567-6640

LOUISVILLE, KENTUCKY

Wide Publicity Given Kentucky

The duty of the Commission, outlined in the act, to disseminate information about Kentucky has been an easy task. The press of Kentucky and outside has liberally handled its news items; *Manufacturers Record* has broadcast its stories of industrial development and complimented the Governor on the wonderful strides Kentucky is making; The Governor and Commissioner J. Robert Kelley have had the time of leading radio stations generously assigned for their use and a series of interesting stories about Kentucky have been broadcast; publications setting forth crisp, forceful facts about Kentucky have been prepared, and as a climax to these efforts, Commissioner Kelley, at his own expense, made a tour across the continent and back by airplane, dropping a greeting that contained pertinent industrial facts about Kentucky, in every state between Kentucky and California, replies to which demonstrate the value of Commissioner Kelley's generous and unique contribution to progress.

Kentucky Flag Comes Out of Hiding

Rallying without a standard around which to rally presented a problem to the Commission until an investigation developed the fact that Kentucky had an official flag, though only two copies were in existence. It is now planned to have 1,000 additional copies made and to request luncheon clubs, patriotic societies, lodges and civic organizations display the flag at their regular meetings.

As a step further, in view of the fact that many luncheon clubs and other organizations salute the national emblem and recite the national creed at their meetings, the Commission has advertised for a Kentucky creed, to be sup-

(Next page please)



BUILD FOR DURABILITY

T. W. SPINKS CO. Contractors' and Builders' Supplies

COAL AND COKE

1512-1540 RUSSELL STREET

Covington, Ky.

Private Branch Ex.

Cov. 63-64-65

Erlanger Dixie 7049

Latonia---Cov. 64

*A water supply that
is always safe and
ample.*



Lexington Water Co.
INCORPORATED

LEXINGTON, KENTUCKY

Compliments of

*Louis des Cognets
& Company*

INCORPORATED

Established Since 1884

Lexington, Kentucky



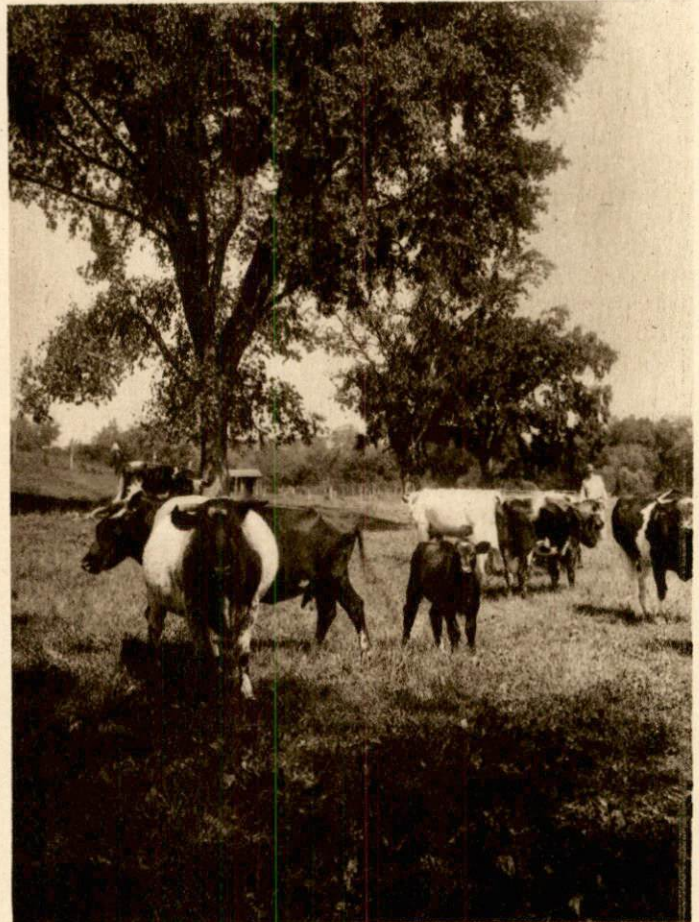
*Constructors of
Highways, Roads and Streets*

plemental to the national creed and to be used in connection with the Kentucky flag. Twenty-five dollars has been offered for the best creed, to be short and ending with the State motto, "United We Stand, Divided We Fall."

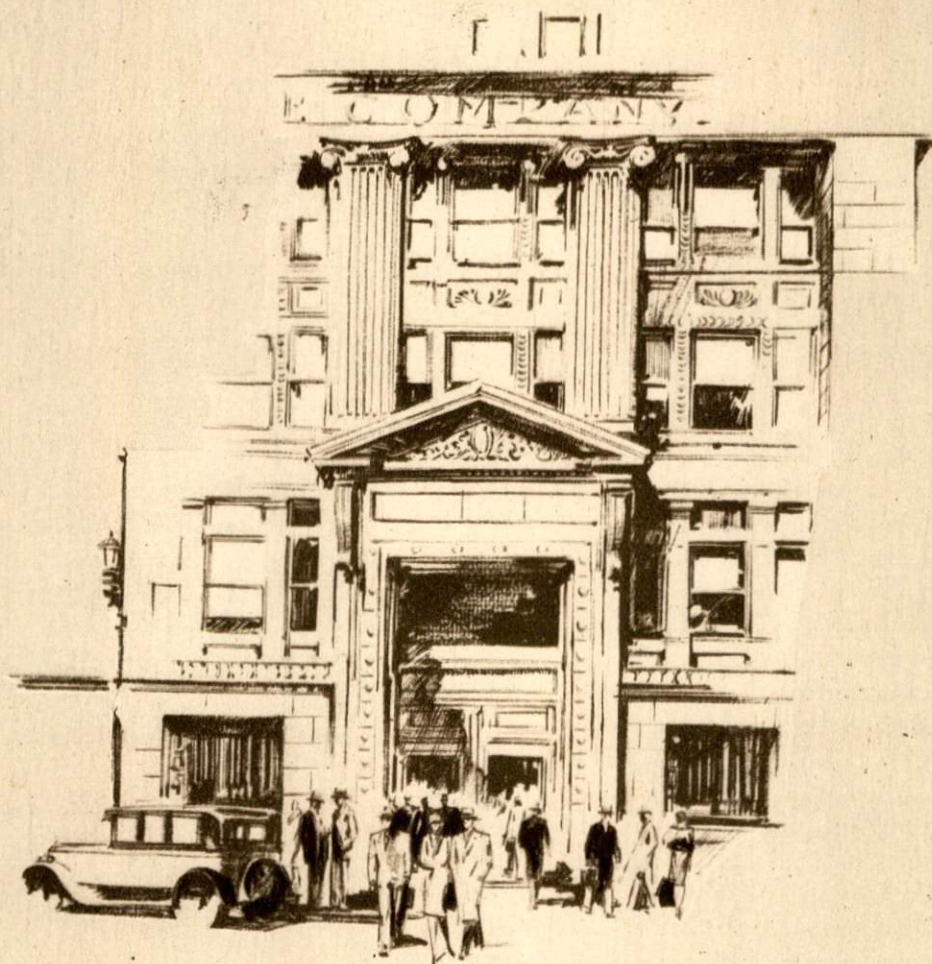
Numerous Other Activities

The Commission, acting as a clearing-house for other agencies throughout the State engaged in civic or State development, has aided several sections in getting proposed highways and bridges that will benefit the State as a whole, furnished free counsel at local meetings held to work out community problems, encouraged the use of Kentucky-made products, stressed the "see Kentucky first" idea, appealed to Kentuckians to better acquaint themselves with their State's attractions and its undeveloped resources, asked for State-wide help in acquiring more State parks, endeavored to substitute an all-Kentucky patriotism for a selfish sectionalism, and to crystalize sentiment for the adjournment of politics in Kentucky until Kentucky reaches the position where she belongs in the procession of prosperous and progressive States.

If a united Kentucky is mobilized behind the program laid out by the General Assembly, the Commission's efforts will not be for naught and, instead of having to send the choice and even the rank and file of our young manhood and girlhood to other States to capitalize the education which they acquire from Kentucky institutions, financed by Kentucky taxes, this brain and brawn will be invested in the future Kentucky—the queen of Commonwealths and the richest of States.



Pastoral scene showing purebred cattle raised in the Blue-Grass section of Kentucky.



Kentucky's Greatest Life Insurance Company Helps Build Kentucky's Prosperity

WITH home offices in a state possessing resources and sound, vigorous institutions, the Inter-Southern Life Insurance Company has become the fastest growing life insurance company of its size in America.

In turn, civic and economic interests throughout the state profit through the advancement of the Inter-Southern. Increasing capital is available for more uses and to more users. Bigger markets are

created. Individual prosperity is strengthened and the welfare of the community is placed on a sound and lasting basis.

The remarkable growth of the Inter-Southern during the past two years may be considered a fair indication of the opportunities for prosperity offered in every department of business and industry in the City of Louisville and the State of Kentucky.

INTER-SOUTHERN LIFE INSURANCE COMPANY

Carey G. Arnett, President

Home Offices: Louisville, Ky.

Capital, Surplus and Reserve for the Protection of Policyholders over \$18,000,000.00

INDEX of ADVERTISERS

KENTUCKY

THEY HAVE MADE THIS BOOK POSSIBLE.

PLEASE PATRONIZE THEM

	Page		Page
Ashland Chamber of Commerce	27	Kentucky Association	66
American Life Insurance Co.	71	Kentucky-Central Life & Accident Ins. Co....	57
American Rolling Mill Co.	74	Kentucky Refrigerating Co.	71
Bacon J. & Sons	54	Kentucky Shearman Concrete Pipe Co.	3
Bank of Commerce	55	Kentucky Trotting Horse Breeders' Assn....	76
Barnes Brothers	57	Kentucky Utilities Co.	Inside Back Cover
Belknap Hardware & Mfg. Co.	44	Ky. Wall Plaster Co.	51
Bowman, A. H. & Co.	67	Lafayette Hotel	48
Bush Krebs Co.	62	Lexington Utilities Co.	34
Central Glass Co.	63	Lexington Water Co.	80
City of Lexington	39	Louis des Cognets & Co.	80
City of Corbin	4	Louisville Art Glass Co.	49
City of Louisville	28, 29	Louisville Board of Trade	Inside Front Cover
City of Middlesboro	40, 41	Louisville Cooperage Co.	73
Commonwealth Life Ins. Co.	60	Louisville Gas & Electric Co.	77
Consolidated Bus Company.....	78	Louisville Paper Co.	55
Dearing, C. T. Printing Co.	64	Louisville Store Fixture Co.	54
Engler, Frank I.	6	Louisville Taxicab and Transfer Co...Back Cover	
Fayette Home Telephone Co.	52	Louisville Wall Paper Company	45
Fayette National Bank	51	Michell, Baker & Smith	73
Ferncliff Feed and Grain Co.	52	Edward J. Miller & Co.	67
Gatchell, W. D. & Sons	63	Murray Tile Co.	78
Gorman, John P. Coal Co.	61	Phoenix Hotel	54
Great Atlantic & Pacific Tea Co.	65	Retail Merchants Assn.	75
Grisanti Statuary Co.	53	Spinks, T. W. & Co.	79
Gulf Refining Co.	34	Standard Printing Co.	67
Hancock, A. B.	69	Swann-Abram Hat Co.	77
Harlan Coal Co.	76	Strassel-Gans Paint Co.	70
Harlan County Coal Operators' Assn.	72	Security Trust Co.	55
Higgins Mfg. Co.	76	Southern Brick & Tile Co.	55
Hoffman Heater Co.	65	Schupp, Fred F.	45
Hunter, R. W.	79	Schmutz Mfg. Co.	66
Idle Hour Stock Farm	26	Turner, Day & Woolworth Handle Co.	70
Intersouthern Life Ins. Co.	81	Union Light & Heat Co.	69
Jefferson County	58, 59	Vogt Roller Co.	60
Jones-Dabney Co.	49	Westerfield-Bonte Co.	53
Kentucky & Indiana Terminal R. R. Co.	62		

Unlimited Electric Energy for Industrial Needs

KENTUCKY requires new industry to assure its progress and prosperity.

Industry must have abundant electric power—which today turns the wheels in 72 per cent of the Nation's industrial operations.

With several modern steam-electric and hydro-electric generating stations, 1,600 miles of power transmission lines and two great "pools of power," the Kentucky Utilities Company is prepared to furnish electric energy in unlimited quantity in most of the important sections of the state.

Its industrial, commercial and engineering departments will gladly render every assistance to the prospective manufacturer seeking a location.

WRITE TO

Kentucky Utilities Company

Incorporated

Starks Building

LOUISVILLE, KY.

PHONE CITY 1600 FOR A ROYAL BLUE



Luxurious!

ROYAL BLUE SERVICE fulfills all of the requirements that you might ask of a private limousine—with none of the worries connected with it. Always ready at your instant demand. Furnished by a Company owned and operated by Louisville citizens and Louisville capital with financial responsibility and a desire to furnish the best in limousine service. Rates given upon request for out of town trips.

CITY 1600
CALLS
A ROYAL BLUE OR
A YELLOW CAB
\$2.00 PER HOUR—
OR BY THE METER

LOUISVILLE TAXICAB and TRANSFER CO.

INCORPORATED

DEARING, INC., LOUISVILLE