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SPIRES

I cannot build a spire of steel and stone
To face the blue,
But I can raise a thousand spires in June
With bells that peal more gayly in the wind
Than any man made chime.:
Some of them are holly-hocks, a curious name
For towers of white and yellow, Rose and cornflame.
I sing with fragrore many a matin song.
And larkspur spires my path The summer long.
I cannot build a spire of steel and stone,
I plant . . . Seeds.
—Agnes M. Schaberg, in "The Harp."

POLITICS

The Democrats run "according to form" at Houston. Everyone felt sure that Alfred E. Smith would be chosen on the first ballot or at least not later than the third, before a single delegate had retreated for the Texas city. Of course, being Democrats, the boys had to enjoy themselves with a bit of internecine strife. Eyes were massaged rather roughly in some instances, but no casualties were reported. The radio audience doubtless felt better repaid for its pains than in the matter of the Kansas City embroglio, unceremoniously ended by "Senator-support" Vare, of Pennsylvania, who actually dared defy Mr. Mellon—and got away with it—to the horror of the faithful, knowing who bolsters the Coolidge myth of a sentient silence. But, as Will Rogers says, "Vare had the votes." That counts, in conventions, sometimes more than money. At least, the hitherto surmount little bots of these United States was bested by a politician of the ward-boss type and Mr. Hoover proved his ability again as an "organizer." At least he had Mr. Vare pretty thoroughly organized. So the convention at Kansas City ended somewhat sadly as compared with the gay and noisy gathering at Houston. Democrats are more colorful than Republicans anyhow. It's a pity there are not more of them.

* * *

Democrats have the best chance they have had to elect a President since Roosevelt sacrificed Taft upon the Bull Moose altar. Will they make the most of this opportunity? Doubtless they won't, though the plea for party loyalty that came Monday from Josephus Daniels, ultra dry, should have its effect in such deserts as are supposed to exist in the South, where the inimitable cowboy comedian says all they will "vote dry, just as long as they can stagger to the polls." The "wet" leanings of Alfred E. Smith, are, after all, a matter of a man's personal mental privilege and should be no issue in this campaign. Of course the Republicans will play this up and one may be surprised before fall to find some queer "drys," still shouting the burns of the potash, but martyrs for party's sake. At any rate Governor Smith has the courage and mental integrity to state his personal beliefs. It would have been much easier to have pussyfooted behind the meaningless platitudes of a party platform. The Mercury thinks that his is about the grossest and most honest attitude it has known in a politician in many years. It may defeat him. Al Smith knows that it may, but the man is actually honest. It is such a rare fruit in politics that one doubts if the country realizes that here is a man who can say yes and no, I do and I am, without an "official spokesman," and without regard for the effect of his frankness on his political fortunes. It will be a pity, if ardent "drys" allow their prejudice against one who doesn't think as they do to blind them to the virtues of the man. A militantly honest candidate is too rare a thing these days to be slaughtered by prejudice or by intolerance.

* * *

The Democrats have a fine chance to elect a President, if they stick together. Even in that view there is going to be nothing easy about it. Mr. Hoover is an organizer (see organization of Vare above) and he may be expected to make the hustlings ring for Prohibition. For that's his one new though pallbet Herbert Hoover and Alfred E. Smith can straighten or modify the Volstead act, it will be good politics for the Republicans to convince the gullible (if they can) that the roly-poly Herbert is a stern, forbidding Cato, a Horatius at the bridge, the Holland lad at the dyke, or what will you. Many "drys" Democrats will flock to the standard of Herbert rampant again the "trail of the serpent." On the other hand, there are "wet" Republicans. Oh, yes there are. And that complicates this race somewhat. In fact old rules are, like to be broken in the race between Al Smith and Herbert Hoover.

* * *

If there weren't so many Republicans! There are more of them then there are Democrats, you know. And they whip into line easier. And Lord! the money they have or can send the "boys" out to get. Even if Uncle Andy stays chagrined over the Vare episode, there'll still be cakes and ale.

* * *

Yes, Alfred Emanuel Smith has a better chance to be elected President than any agher Democrat would have but don't fool yourself that it's going to be easy. There are so many congenital Republicans, up North and out in the "great open spaces," and you will remember that it was Will Hays who said a few years ago: "Boys, get the money!" They got it. If they haven't they can get it. And money talks (until you get it before a Senate Committee) and likewise it votes.

* * *

"LIKE NIOBE—ALL TEARS."

Twenty-one days of rainfall in the first summer month mark a June badly out of tune with her rosy reputation. A weepy month, with but a fleeting smile now and then, to be followed by a deluge of tears. And for good measure, she brought us a genuine flood at the end.

The best that may be said of the month of June this year is that she furnished unlimited material for conversation, not to mention profanity. But fret, fume and protest as we did and as we may, for July has given promise of being "like Niobe, all tears," so we may do a blessed thing about it. In which thought should be found a philosophical resignation by the weather-bedeviled.

"Nothing," wrote Mark Twain anent the weather, "is ever done about it." It isn't and doubtless won't be ever. So let it rain (but twill anyhow) and let's all be philosophers. That cheery "weld sorg" who speaks through the swinging rythm of Whitcomb Riley has a fine brand of weather-wise philosophy:

"Whatever the weather may be," says he—
"Whatever the weather may be,
It's plane, if ye will, an I'll say no
say,—
Suppoin' today was the wintiest day,
Wod the weather be changing be-
cause ye cried,
Or the siows be grass were ye
crucified?
The best is to make yer own sum-
mer," says he,
"Whatever the weather may be,"
says he—
"Whatever the weather may be!
"Whatever the weather may be,"
says he—
"Whatever the weather may be,
It's the songs ye sing, an' the
smiles ye wear,
That's a-makin' the sun shine every-
where;
All the world of ghosts is a world
of glee,
Wid the bird in the bush, an' the
bud in the tree,
An' the fruit on the stim o' the
bough," says he,
"Whatever the weather may be,"
says he—
"Whatever the weather may be!
"Whatever the weather may be,"
says he—
"Whatever the weather may be,
Ye can bring the Spring, wid its
green an' gold,
An' the grass in the grove where
the snow lies cold;
An' ye'll warm yer hock, wid a
smiling fore,
As ye sit at yer heart, like an oak-
fire-place,
An' toast the toes o' yer sowl,"
says he,
"Whatever the weather may be,"
says he—
"Whatever the weather may be!

"DECENT" POLITICS.

Kentucky should keep space if not go ahead of any other State but it never will take that position until it has decent politics.— Elizabethtown News.

Decency in politics depends so much, it seems, upon the point of view. You will find apologists for the rankest chicanery and find them among our best people, if the typical convention carries a partisan point or makes for the election of "our candidate."

Did a disclosure of the loot under poor, confiding Warren Harding arouse the electorate to a sense of the indecency of rich goings on? It did not. Into the presidency went the vice-president of this admiration by a majority of more than seven million votes, or perhaps more appropriately "dollars," as Will Rogers puts it.

Politics is become a business and business in our United States, when it reaches a point where it may be termed "big," is utterly ruthless and rarely abides by the rules of decency in accomplishing its ends. However, it seems decent, no doubt, to those who profit by the wire-pulling. And so it seems to us, it is with politics. It is pretty decent, if ill thenanigan helps us pretty rotten if it profits the other fellow.

WATCH YOUR WATER SUPPLY

Be sure that your water supply is pure. The recent heavy rains have drained impurities into wells and cisterns in many instances and typhoid fever often follows in the wake of floods.

The University of Kentucky will supply you with a container in which water may be mailed them for analysis. In the meantime it is safer to boil your drinking water and the water used for washing uncooked fruits and vegetables, if you have the least suspicion that your well or cistern has been contaminated.

You may make protection doubly sure by vaccination against typhoid.

POEMS THAT WE LIKE
THE MYSTIC

(Cole Young Rice)

There is a quee: that calls me,
Is nights when I am lone,
The need to side where the ways divide
The Known from the Unknown.
I cannot what thought is near me
And noon I reach the place,
The tenuous rim where the Seen grows dim
And the Sightless hides its face.

I have ridden the wind,
I have ridden the sea,
I have ridden the noon and stare
I have set my feet in the stirrup seat
Of a comet coursing Mars.
And everywhere
Thro' the earth and air
My thought speeds, lightning-shod,
It comes to a place where checking pace
It cries, "Beyond lies God?"

It calls we out of the darkness,
It calls me out of sleep.
"Ride! ride! for you must, to the end of Dusk!"
It bids—and on I sweep
To the wide outposts of Being.
Where there is Gulf alone—
And thro' a Vast that was never passed
I listen for Life's tone.

I have ridden the wind,
I have ridden this night,
I have ridden the ghosts that flee
From the vaults of death like a chilling breath
Over eternity,
And everywhere
Is the world laid bare—
Earth and star and God—
Until I wind to its brink and find
But the cry, "Beyond lies God?"

It calls me and ever calls me!
And vainly I reply,
"Fool, only side where the ways divide
Which is from the Whence and Why?"
'Tis lifted in the riddle
Of thoughts too strong to tame
And down the deeps and over the steeps
I find—ever the same.

I have ridden the wind,
I have ridden the stars,
I have ridden the force that flies
With far intent thro' the firmament
And each to each allies.
And everywhere
That a thought may dare
To gallop, mine has trod—
Only to stand at last on the strand
Where just beyond lies God.

QUEEN ANNE'S LACE

Today the old earth sits and winds
Unceasingly the strand of rain;
But wait the day when she remembers
Herself of each unbroken skein—
When every nature lover finds
A crocheted edging down the lane.
The putterd has such dainty grace
That folk have named it Queen Anne's Lace.

Hazel Harper Harris

Canada's captive buffalo herd is the largest in the world.

30 Years Ago

Thursday, July 7, 1898

Married—Miss Eliza Claypoole and Mr. Ora Mitchelvire, both of Burtersville, on the 7th.

John W. Myers and sons open bakery and grocery with experienced baker in charge.

James L. Domfell sells his farm of 25 acres near Carlisle to Doc Shannon for $2,500.

Perry McClanahan, of Ellisville section, suffers broken arm while at work with threshing machine.

John Erion, well known architect, who built the court house, the Frey business block and other houses here, dies at his home in Paris.

Misses Nannie and Lizzie Colville attending meeting of National Educational Association at Washington this week.

Richard Hamilton badly scalded Monday afternoon when plug on boiler of traction engine blows out. Joe West, colored, also injured.

At the annual meeting of the Nicholas County Bible Society held in the Methodist church Sunday, Col. Thomas Owens was elected president and John N. Ross secretary and treasurer.

Mutual Trust Company organized here with the following officers: Bonne Ingles, president; W. F. Kenney, vice president; Charles W. Wood, secretary and treasurer, and James T. Clay, James W. Berry, William C. Wood, Calvin Darnall and William Dunmore directors.

Died—Col. Thompson S. Forbes, one of the oldest and best known men in Nicholas county, on June 30th.—Infant twin babies of Mr. and Mrs. Robert Kerns on the 2nd.—Infant of Mr. and Mrs. John S. Snapp on the 5th.—Mr. Frank Conway, at his home near Headquarters, June 30th.—Mr. George Sipes, 67, at his home near Blue Licks on the 4th.—Miss Elizabeth J. Taylor, 76, at her home near Headquarters on the 5th.—Infant of Mr. and Mrs. Frank Vaughn on the 6th.

42 YEARS AGO

Thursday, July 8, 1886

James Conners begins daily bus trip between Carlisle and Blue Lick Springs.

Born—To Mr. and Mr. Ed Gillispie, of Carlisle, on the 4th, a daughter.

Died—Infant of Mr. and Mrs. J. P. Foster at their home in the county on the 4th.

Assessor's report for 1886 shows total assessed valuation of all property in the county to be $2,920,490.

W. L. Piper delivers first crop of new wheat to Carlisle market, which he sells to Rogers & Bostain for 65 cents per bushel.

At the organization meeting of the city council Monday night W. T. Bostain was re-elected president. Dr. P. Lindsay was elected city physician.

At the election for school trustees Saturday W. H. Fritts, Henry Harris, T. C. Colliver, Matt Archdeacon, R. C. King and A. R. Fisher were elected.

As William Barbee and wife were enroute to attend funeral Thursday sitting in chairs in the rear of spring wagon, "they were both thrown out when wagon hit rock and suffer painful bruises.

Sixteenth annual reunion of Old Settlers Society held at St. Cloud hotel Saturday with more than 100 present. Following officers elected: H. Piper, president; J. P. Tureman, vice president; J. A. Chappell, secretary; Rev. James Mann, chaplain; Mrs. W. S. Spencer organist.

The green color of emerald is due to the chemical cromium.

SAVE CUMBERLAND FALLS

Cumberland Falls preservation Association organized to preserve Cumberland Falls solely for State park purposes and from being despoiled by power interests.

Do Your Bit For Kentucky
Send membership fee of $1 to T. W. Gallagher, secretary, Corbin, Ky., and receive membership card.

OLD SPRINGS REVIVED

(Courier-Journal)

In the horse and buggy days Kentucky was noted for a number of watering places which were popular with a great class of citizens. Many traveled considerable distances from other States to partake of the hospitality of those "spas," which were so largely patronized by the Southern families with whom social contact was a delight.

These springs were confined to no particular locality. There were Cerulean Springs in Trigg county, Dawson Springs in Hopkins county, several Springs in Grayson, Blue Lick Springs in Nicholas, Crab Orchard in Lincoln, Graham Springs in Mercer, Olympian Springs in Bath, Estill Springs in Estill and a host of others. Some of these still are in operation. Crab Orchard and Dawson Springs, in fact, have never ceased to cater to a large clientele. Within recent years, in fact with the advent of the automobile and the construction of motor roads, several of Kentucky's noted springs have again opened their hotels or rebuilt them, installed modern conveniences, including garages in the place of the commodious stalls and stables that once were appurtenances to every watering place, and have made a determined effort to recall the glories of the days when began with the crinoline and went out about the time of the "straight front" and the Grecian bend.

Blue Lick Springs, also, appears to have dried up. Clay and Crittenden were among the builders that patronized the old hotel there. But now the water is gone, though some claim that it has appeared again over on the other side of the county, at Millersburg, where it is being bottled. A religious demonination has purchased noted Olympian Springs and intends to make a summer gathering place of this lovely spot. Grayson Springs again is extending its hospitality to the world.

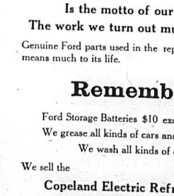
A correspondent of the Russellville News-Democrat recalls an advertisement published in the Russellville Herald on July 1, 1847, of Buena Vista Springs, in Logan county, for many years operated by Burrell C. Ritter, whose stepson, the late Walter Evans, became a Congressman and United States Judge at Louisville, and asks why this famous old resort cannot be revived. Undoubtedly it can be if side-note motor highways lead to it from the metropolitan centers, and the same is true of many another old watering place. Naturally, operating such enterprises requires capital, but of some unexploited natural surroun dings obtain as in the old days, probably they could start a "comeback."

HERE IS THE PLACE WHERE LOVELINESS KEEPS HOUSE

(Madison Cawein)

Here is the place where Loveliness keeps house,
Between the river and the wooded hills,
Within a valley where the Spring-time spills
Her first ring wind-flowers under blossoming boughs:
Where Summer sits braiding her warm, white brows
With bramble-rose; and where Autumn fills
Her lap with asters and all Winter fills
With crimson haw and hip his snowy house.
Here you may meet with Beauty.
Here she sits
Gazing upon the moon, or all the day
Tuning a wood-thrush flute, remote answers:
Or when the storm is out, 'tis she who flits
From rock to rock, a form of fiery spray,
Shouting beneath the leaves' tumultuous green.

NOTED PIANIST COMES TODAY



ANDRE THIERRY

GOODYEAR TIRES

The Big Reduction in Price

Means much to consumers and should induce everyone to buy a good dependable tire--:-
GOODYEAR

REMEMBER Goodyear makes three qualities in tires

All Weather Tread, Pathfinder and Speedway

Any one of the three is a good value and this means price to suit all.

23000 Miles Service out of a tire

on such roads as the average here means something. We can show you one that has given this mileage. Come in and see the full line and hear prices that will suprise you.

HARPER'S GARAGE

The New Ford Car

For Power, Speed, Easy Riding long and Service it has no equal.

Production is climbing and we will receive more cars from now on. Get in your order—the only way to get one.

Good Work

Is the motto of our shop
The work we turn out must be right.

Genuine Ford parts used in the repair of your car means much to its life.

Remember

Ford Storage Batteries $10 exchange price
We grease all kinds of cars and do it right
We wash all kinds of cars

We sell the

Copeland Electric Refrigerator

Come in and see it and let us explain in detail.
Your home is not complete without one.
When you buy one from us we can give you perfect service without sending out of town

Harper's Garage

Coal! Coal!
Several different kinds
ALL GOOD
Price is right. Your order will be appreciated.
Phone No. 9

Hogs Are Bringing Better Prices and the feeders who are using PURINA PIG CHOW to balance their corn ration certainly are pleased
Ask Ernest Hamilton, W. M. Wagoner, Henry Brambiett, U. M. Thompson, Cleveland Clark, J. B. McIntyre and many others if it pays to use PURINA PIG CHOW in fattening hogs. Some report a return of ten dollars a barrel for corn fed their hogs with Pig Chow.
IT WILL PAY YOU TO USE PURINA PIG CHOW
MYERS, LAMBERT & WILSON
East Main St.

LAUNDRY -:- DRY CLEANING
FAMILY WASH
"We Satisfy"
Received Tuesday
Delivered Friday
Phone 290
ROBERT MANN, Agent
Lexington Laundry Co.

Travel by Train
COMFORTABLE
ECONOMICAL
SAFE
Reduced Round Trip Fares for Short Trips
Ask Ticket Agents
SOUTHERN RAILWAY SYSTEM

Old papers for sale at Mercury Office

Tune's Ready-To-Wear
22 West Second Street Maysville, Ky.

FINAL CLEARANCE
OF
285 SPRING COATS
REDUCED TO
1/2 PRICE

TUNE'S Spring Models, which were already priced remarkably low, their quality considered, at exactly one-half. Here you will find just the coat you wanted—a fashionable model which will serve throughout these cool summer nights and on through the fall—in stunning Twills, Kasha, Satins, Bengalines, Coverts, Kasmir weaves, in fact all our remaining Spring Coats are Reduced.

$10.00 coats	$5.00	$39.50 coats	19.75
12.50 coats	6.25	42.50 coats	21.25
15.00 coats	7.50	45.00 coats	22.50
16.50 coats	8.25	49.50 coats	24.75
19.50 coats	9.75	59.50 coats	29.75
22.50 coats	11.25	65.00 coats	32.50
25.00 coats	12.50	69.50 coats	34.75
29.50 coats	14.75	79.50 coats	39.75
35.00 coats	17.50	98.50 coats	49.25

All Sales Final

KENTUCKY

Cynthiana's school tax levy for 1928 has been fixed at 95 cents.

During May and June sheep valued at $1,166 were slaughtered by dogs in Woodford county.

More than $25,000 has been subscribed for the erection of a new $40,000 hotel at Somerset.

The thirty-sixth annual Penn Grove Encampment will be held at Mt. Olivet July 15 to July 22.

Walter F. Jacobs, of Louisville, was appointed night revenue agent by the state tax commission last week.

Governor Flem D. Sampson, during the more than six months he has been in office, has not issued a pardon.

500 chickens belonging to W. T. Howie, of Winchester, were burned when his chicken house was destroyed by fire last week.

The State Tax Commission last week made a flat reduction of 2 1-2 per cent on the value of land in Mason county for taxation.

Consumers of electricity in Lexington will save $16,000 per year on the reduction in rates which will become effective September 1.

Mr. and Mrs. J. E. Sebree, of Owensboro, were both awarded degrees at the National University law school at Washington last week.

Harlan is to have a daily paper within the next thirty days when the Harlan Daily Enterprise will succeed the Harlan Enterprise, a weekly.

Workers have started a drive to raise $100,000 for the purpose of bringing the 1929 national convention of the American Legion to Louisville.

William K. Griffin, master of trains for the L. & N. Railroad, died at his home in Paris last Thursday following an illness of several months.

Mrs. T. J. Wedding aged Daviess county woman was burned to death Saturday night when a can of crude oil exploded while she was pouring it onto a fire.

During the spring term of the Kentucky court of appeals, which ended last week, 293 written opinions were handed down and 284 appeals disposed of.

Fred Spalding, 15, son of Victor Spalding, editor of the Uniontown Telegram, was drowned while swimming in the backwaters of the Ohio river near his home Sunday.

Mrs. Mollie Witherspoon was almost instantly killed near Dawson Springs Saturday when she fell off a wagon in front of attempting to step out of the path of an approaching automobile.

Shelby Baker, charged with killing Dee Rainey in a poolroom in Paris on April 7, was acquitted by a jury in the Bourbon circuit court last Friday after an hour's deliberation.

Mrs. Myrtle Baker, 19 year old student at the Eastern State Teachers' College, was arrested at Richmond, last week and admitted that she had forged checks totaling more than $200.

Deliberating only five minutes, a jury in the Edmonson circuit court last week imposed a life sentence on Lem Barrett, 40 years old, on a charge of killing Lurid Smith on April 28.

Anse McCarthy, 18 year old white girl, entered a plea of guilty to a charge of murder in the Bourbon circuit court last week and was sentenced to serve two years in the Frankfort reformatory.

Roy Carter, of Pulaski county last week shipped 210 chickens readily to markets in the city and will ship 1,000 more this week. Carter formerly lived in the Fayette circuit court last week. Collier killed Charles Cardin, negro, in Lexington in June 1927, and eight months later surrendered to authorities at San Francisco, requesting that he be returned to Lexington for trial.

Thomas J. Hopkins, of Trenton, Mo., has been elected tax collector for the forty-seventh time. He also served as town clerk for 20 years and treasurer for 12 years.

Lloyd Williams, 21 years old, negro, was convicted at Louisville Saturday on a charge of killing H. P. Porter, manager of a gasoline filling station and sentenced to die in the electric chair at Eddyville on September 7.

Raymond Woods, of Brooksville, is in a serious condition at a hospital in Maysville, suffering with meningitis of the brain, as the result of being struck in the head with a base ball while playing ball near his home.

A wholesale jail delivery was attempted at Irvine last week when a prisoner held up a deputy jailer with a pistol, released more than twenty prisoners and invited them to escape with him. Only one of the prisoners left.

Who Charles Downey, 29, a section hand, learned of the suicide of Miss Beulah Frazier, operator of beauty shop at Covington Saturday, he attempted to end his life by slashing his throat with a razor, but he will recover.

Richard Harrington, owner of an abandoned coal mine near Crockett, was fined $10 and costs on a charge of maintaining a nuisance. It was charged the quarry was filled with water and a breeding place for mosquitoes.

Kentucky was saved from making a refund of approximately $1,054,000 to wholesale gasoline dealers when the court of appeals held last week that these companies already paying a corporation tax must pay a tax on all gasoline they sell.

Harlan Hall, 21 year old son of Bourbon county's most widely known woman and widow of William Tarr, former wealthy farmer, Thursday slipped on the muddy floor leading to the second floor of the court house and suffered a fractured shoulder.

R. H. Conway, Mayor of Cynthiana, last week submitted his resignation to the Knights of Pythias Lodge as keeper of records and seals, a position he has held for 37 years, and to the Elks lodge as secretary, a position he has held for 25 years.

Addie Lillie Brown and Mattie Sandifer, negroes, charged with the murder of J. W. Dodson, of Glasgow, in Lexington last September were found guilty in the Fayette circuit court last Friday and sentenced to three years in the penitentiary each.

William Eubanks, 32 years old, charged with having slain Claude Meredith, 16, at Wheatley a few weeks ago, was found to be guilty Thursday by a jury in Daviess county circuit court and sentenced to five years in the penitentiary.

The court of appeals last week affirmed the sentence of James Arnett of Maysville, convicted in the Bourbon circuit court at the September 1927, term and sentenced to five years in the penitentiary on a charge of contributing to the delinquency of a female under 16 years old.

Mrs. Lida Darrell was found guilty of a charge of maintaining a nuisance by a jury in the Bourbon circuit court last week and was sentenced to serve two years in the Bourbon county jail and pay a fine of $200. Four other charges of violating the prohibition laws remain untried.

Capt. Arthur C. Price, of Minneapolis, fire department expert, who has been making a survey of the Lexington fire department for the past four months, submitted his final report to the Lexington city commissioners last week in which he declared that the fire chief and any member of the fire department qualified for the appointment as chief.

A voluntary confession and surrender to authorities eight months after his crime and more than 7,000 miles from the place he was convicted may cost the life of George Collier, negro, who was given a death sentence on a charge of murder in the Fayette circuit court last week. Collier killed Charles Cardin, negro, in Lexington in June 1927, and eight months later surrendered to authorities at San Francisco, requesting that he be returned to Lexington for trial.

Mrs. Jennie Bell Hopkins, of Trenton, Mo., has been elected tax collector for the forty-seventh time. He also served as town clerk for 20 years and treasurer for 12 years.

AMERICANS LEAD WORLD IN BUSINESS EFFICIENCY

(By S. W. Straus, President American Society for Thrift.)

We, as Americans, often are criticized for our commercialism. Nevertheless, it can not be denied that we have developed a type of industrial thrift that is making itself felt over the world.

American efficiency means simply the elimination of the greatest possible amount of waste. In brief, it is thrift applied to business. And it is to be said to our honor that many other countries are taking out of our methods and are beginning to follow them.

When we note the great progress being made on every hand, we gain an appreciation of the value of American efficiency. Better standards of living for the masses of the people are continually being developed, education is broadened, more amicable relations between employer and employee are fostered, and higher ideals of citizenship are brought into existence. While we may more unwrapped and more wasteful of our resources than others, we have no superiors in real business ethics.

An example of this is shown in the building and handling of our cities. It takes twice as long, and sometimes more, to erect a building in England as it does here. The result is that buildings over there, generally speaking, cost as much as they do here. Besides, the craftsmen engaged in construction work are only paid a third as much as they are here. Rents, of course, must be in keeping with building costs because the only way a building can be operated profitably for the owner is to secure an adequate income. This is being done and is placed upon working people through lack of efficiency in the building industry.

American business methods furnish a splendid example of the value of the thrift principle.

NEWSPAPER ADVERTISING

(By K. R. Zerr, College of Agriculture, University of Kentucky.)

Local newspapers afford the rarer an attractive means of reaching prospective buyer in his desired trade area. Having selected an appropriate name for the farm and established a reputation and a position of leadership in his community, the farmer may then gradually begin to advertise in the local newspapers. His advertising should not be out of proportion to his production capacity nor make claims as to quality that he does not intend to meet.

In the preparation of an effective written advertisement are: 1. To attract attention; 2. Arouse interest; 3. Create desire; 4. Effect a sale. Illustrations, headlines in bold type, attractive or novel arrangements, and the use of color eyes both to attract attention and arouse interest. Having secured the reader's interest, the use of effective appeals are necessary to convince him that the product will satisfy him. Final words should stimulate the reader to action. Something specific to do may be suggested in such phrases as "buy now," "write at once," "send for free booklet," or "mail us your request."

Advertisers should consider the paper itself, its circulation, its policies, its influence upon readers, and its standing in the community. Products for direct consumption, such as fruits, vegetables and honey may be advertised most effectively in a paper having its widest circulation among city folks. On the other hand, a paper with a large rural circulation is most desirable for advertising auction sales, the sale of breeding stock, seed, or used implements. A paper which publishes news of special interest to farmers is likely to secure greater response from farmer buyers. It is also a wise policy to advertise at seasons of the year when farmers are not too busily engaged, and when the particular products for sale are in greatest demand.

Classified advertisements are effective for sales in small volume, and in cases where the profit per unit sold is not large enough to warrant the use of display advertising. Considering the returns many farmers obtain from classified advertising, this method is very inexpensive. However, such advertisements have limited possibilities in attracting the attention of readers except those already in the market for some particular thing. Careful but explicit wording is essential to a distinctive classified advertisement.

THE PRESIDENTS QUESTION GAMES

PREPARED BY THE NATIONAL AMERICANISM COMMISSION OF THE AMERICAN LEGION

How Many Can You Answer?

Thirty million or more people will vote for President this year. Do you know who have been our Presidents, how they were elected, what they did, why they are the best remembered? These games are good fun, and good Americanism. Young and old will enjoy and profit by them.

GAME NUMBER XIII

1. What man three times received the highest popular vote for President?
2. What statesman left President Arthur's Cabinet to oppose him for renomination?
3. What ex-Governor of New York ran for President in ...
4. What President had been a member of the first House of Representatives?
5. What President was re-elected with only one dissenting vote?
6. What daughter of a President was nicknamed a princess?
7. What President first attacked the big banking interests of the country?
8. What caused a split in the Democratic party in 1824?
9. What wife of a great Confederate General was descended from Martha Washington?
10. What President was bankrupt in later life?

Answers to the question in Game Number XIII will be found on another page.

These and hundreds of other questions about our Presidents are answered in a 40 page booklet, "Presidents of the United States," which The American Legion has arranged to have delivered to any reader for SIX CENTS to cover postage and handling. It contains the official portrait of every President, with history of his life, election and public services. Address, The Haskin Information Bureau, Washington, D. C., enclosing six cents in stamps.

KNOW YOUR COUNTRY'S HISTORY AND ITS PRESIDENTS.

One Champion Mower and Rake left on hands
Would like to close them out.
None better than Champion
East Main St.

Cars Washed, Greased
Have Your Brakes Relined Now.
Have Your Oil Drained.
Let us check over your service needs at our station.
Webb Buntin's Service Station
Phone 350

Tobacco Setters
We have just received a large shipment of NEW IDEA TOBACCO SETTERS. Let us show them to you before you buy.
Complete Stock of
Malta double shovel and Rastus plows
Curry & Cameron

KENTUCKY JOINT STOCK LAND BANK
FARM LOANS
ASK I. B. ROSS

BIG COMBINATION SALE
—OF—
CITY AND SUBURBAN PROPERTY
Anyone wishing to sell can list their property within the next two weeks. We expect to offer for sale at least ten pieces of Carlisle property on this date.
Big Brass Band Prizes Given Away
—See—
C. U. BRAMBLETT
Real Estate
SPEAKES & KELLER REALTY CO.