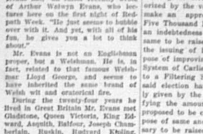
Noted Wo...man, Kin of Lloyd George, Coming

Arthur Walwyn Evans to Lecture at Redpath Tent.

"No one ever knows what an Englishman having so much fun in him as Evans has," an editor recently wrote of Arthur Walwyn Evans, who lectures here on the first night of Redpath Week. "He just seems to bubble over with it. And yet, with all of his fun, he gives you a lot to think about."

Mr. Evans is not an Englishman proper, but a Welshman. He is, in fact, related to that famous Welshman Lloyd George, and seems to have inherited the same brand of Welsh wit and oratorical fire.

During the twenty-four years he lived in Great Britain Mr. Evans met Gladstone, Queen Victoria, King Edward, Asquith, Balfour, Joseph Chamberlain, Ruskin, Hadyard Kipling, Lord Roberts, Kitchener, General



ARTHUR WALWYN EVANS

Booth of the Salvation Army, and many other great men and women of England.

Mr. Evans from childhood, in England, now history in the making. He studied social and political conditions from first-hand observation.

Then came his trip to America and the resolve to make this country his home. On this side of the ocean, also, he has acquired a wide knowledge of men and affairs. The great lecture which he will give here, "What America Means to Me," has been fortunately popular everywhere.

There is a double-barreled view-point to "What America Means to Me" that is universally liked.

ADVERTISING APPLICABLE TO MANY FARM PRODUCTS

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

Elbert Hubbard has been quoted as saying: "Advertising is the education of the public, as to who you are, where you are, and what you have to offer in the way of skill, talent, or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."

The bulk of farm products are marketed through well-established channels, especially in the case of such staple commodities as wheat, cotton and wool. Efforts to greatly reach the final consumer in an entirely different form. Although the use of bread and clothing could not be increased materially by the individual producer, the economic merits of the raw products, quite definite results in this respect are being obtained through the efforts of large scale cooperative marketing associations. A farmer's membership in one of these organizations represents his part in securing a broader market for his products.

Tremendous strides have been made in increasing the consumption of certain farm products that might be termed semi-luxuries Examples of this class of products include citrus fruits, berries, prunes, cranberries and dairy products New uses have been developed and new markets opened for these products by the use of advertising media of all descriptions. This, again, has been the result of producers' organizations rather than individual farmers.

In spite of these limitations, practically every farmer at some time or other possesses products that could be sold more advantageously by investing in some form of advertising. It may be only a breeding animal that he desires to keep no longer. Through some sort of public notice he may be brought in contact with another farmer who is looking for exactly the same thing and would be willing to pay a good price for it.

Probably the farmer who is in a position to profit most by advertising is the specialized farmer who has for sale certain varieties, grades and brands, the demand for which can be expanded profitably by good advertising. Fruits, vegetables, honey, eggs, poultry, selected seed of single crops and purebred livestock for examples of this class of products. The advertising appeal is based upon quality more than any other factor. Such points as well-graded fresh fruits and vegetables, sterile fresh eggs, high-yielding seed, and high-producing animals might be stressed. If the market is not too competitive, merely advertising the fact that you have a supply of a certain product for sale will reduce greatly sales effort and selling costs.

AN ORDINANCE

An ordinance creating an indebtedness of twenty five thousand dollars and the issuing of bonds as evidence thereof.

The City Council of the City of Carlisle, Kentucky, do ordain as follows:

Whereas the City of Carlisle, Ky., at the General Election held on the 8th of November, 1927, it being the regular election day, was authorized by the voters of said city to make an appropriation of Twenty Five Thousand Dollars and to incur an indebtedness to that extent, the same to be raised and evidenced by the issuing of bonds for the purpose of improving the Water Works System of Carlisle, by adding thereto a Filtering System, a notice of said election having been previously given by the City Council specifying the amount of indebtedness proposed to be created and the purpose of same and the amount necessary to be raised annually by taxation for the interest and sinking fund as provided by law, and,

Whereas, for the purpose of raising money for the improving of said Water Works System by adding a Filtering System to be done in accordance with the provisions of the Kentucky Statutes governing same,

Therefore, be it ordained by the City Council of the City of Carlisle, Ky., that there be issued by the City of Carlisle, Ky., fifty (50) bonds in denominations of Five Hundred Dollars, each bond bearing date of July 16th, 1928, and bearing interest thereon from date and evidenced by coupons attached thereto, at the rate of four and one half (4½) per cent per annum payable semiannually, on the 16th day of January, and on the 16th day of July of each year, and said bonds to become due and payable in twenty (20) years after said date, and the same together with the interest, to be payable at the office of the Treasurer of said City, in Carlisle, Nicholas County, Kentucky.

Said bonds shall be signed by the Mayor of the City of Carlisle, Kentucky, and attested by the Clerk of said city under the City's seal, and the coupons attached to said bonds shall be signed and attested in like manner, saving the seal.

Said name of said Mayor and Clerk shall be lithographed or engraved upon the coupons attached to said bonds, and said bonds shall be numbered from No. 1 to No. 50 inclusive.

It is ordained that the said issuing of such bonds shall be for the purpose of improving the Water Works System of Carlisle, Ky., by adding thereto a Filtering System of water works, and to provide for the payment of the indebtedness incurred thereby for said city.

It is further ordained by the City Council of the City of Carlisle, Ky., that there shall be levied and collected on each One Hundred Dollars worth of real and personal property within the City an amount sufficient to provide for the payment of the semiannual interest on said bonds, and to create a sinking fund for the payment of said bond at maturity. Said levy to be made each year at the time other taxes are levied for general purposes until the maturity of said bonds, and said taxes when collected shall be kept in the Treasury as a separate fund for such purposes. Said levy to be twenty five cents (25c) on the One Hundred Dollars.

It is further provided that the City shall have the power to loan at interest the funds in said sinking fund, provided such loans shall be made on such securities as the warrants drawn on same for interest on bonds as the same mature. Said bonds to be sold and disposed of at not less than par value thereof, with accrued interest, and the proceeds shall be used and expended in improving the Water Works System of Carlisle, Ky., by adding a Filtering System as aforesaid and shall be kept in separate funds by the City Council of the City of Carlisle, Ky., for the purpose and known as the Water Works Fund.

Citizens of Carlisle, Ky., who purchase any of said bonds shall be exempt from the payment of city taxes thereon.

Said bonds or any part of same may be redeemed in accordance with any interest paying date five years from date of said bond at the option of the City of Carlisle, Ky.

Said bonds shall be offered for sale at public outcry at the City Building in Carlisle, Ky., by the Mayor after due advertisement in two issues in some weekly newspaper published in Carlisle, Ky.

The interest on said bonds for the current year shall be paid out of the 25c levy for the Water Works Fund for the current year.

The City of Carlisle, Ky., reserves the right to offer said bonds in such lots and quantities as it may deem expedient and at the option of said City of Carlisle, Ky., and also the right to reject any and all bids.

Said bonds to be delivered and paid for immediately upon the acceptance of the bid or bids by the said mayor. This June——1928.

City Clerk
Mayor

BOND SALE

Water work bonds of the City of Carlisle, Kentucky.

Pursuant to an ordinance adopted by the City of Carlisle, Ky., on the 18th day of June 1928, I will on the 2d day of July, 1928, at 7:30 O'clock P. M. at the City Building, in Carlisle, Ky., offer for sale to the highest and best bidder ($50) fifty bonds, or a lesser quantity if deemed excedient to do so, of the City of Carlisle, Kentucky, of the denominations of Five Hundred Dollars ($500.00) each.

Said bonds are issued in accordance with and authorized by said City Council on 18th day of June, 1928, under the laws of the Commonwealth of Kentucky being issued by the City of Carlisle, Kentucky, for the purpose of improving the Water Works System of Carlisle, Ky., by adding thereto a Filtering System, and for the payment of the indebtedness incurred thereby.

Said bonds dated July 16th, 1928, and payable (20) years after date at the office of the Treasurer of Carlisle, Kentucky, bearing interest at the rate of four and one half per cent per annum, payable semiannually upon presentation and surrender of the proper coupons for the same with the option reserved in the said City bonds to redeem said bonds or any part thereof at the maturity of any interest coupon, after five (5) years from date of said bonds.

The proceeds of the sale of said bonds shall be paid to the Treasurer of the City of Carlisle to be held as a Water Works Fund. The bonds will be offered in ($5000.00) Five Thousand Dollar Lots and then as a whole, the best bid or bids to obtain. The council reserves the right to reject any or all bids.

The bonds will not be sold for less than par and the accrued interest thereon. Said bonds are to be delivered and paid for immediately upon the acceptance of the bid, or bids, by the Mayor.

City Clerk
Mayor

RECOMMENDS SOWING ALFALFA IN SUMMER

The Agricultural Experiment Station recommends summer seeding of alfalfa, especially for the inexperienced grower, says a service circular on the growing of this legume crop. The circular deals in a practical way with all phases of growing alfalfa, such as soil requirements, cost of preparing the land, seeding practices, preparation of the seed bed, date of seeding methood of seeding, varieties and inoculation, cutting and curing alfalfa hay, care of the alfalfa field, rotation including alfalfa, feeding value of alfalfa, alfalfa and soil improvement, and harvesting alfalfa. Copies may be secured in sowing alfalfa this summer should see their county agent or write to the Station for a copy of this circular.

BRYAN'S DAUGHTER WINS

Mrs. Ruth Bryan Owen, daughter of the late William Jennings Bryan, defeated Congressman W. J. Sears recently in a primary in the Fourth Florida congressional district for the Democratic nomination. Her election in November is considered a certainty. Many old followers of Mr. Bryan will be pleased to learn that his daughter has been so honored.

DOES EUROPE NEED AMERICA?

Anna D. Olesen, Redpath Lecturer, Makes Answer.

Famous First Woman Candidate for U. S. Senatorship to Discuss European Situation.

Anna Dickie Olesen, of Minnesota, first woman candidate for U. S. senatorship, will speak here on the sixth afternoon of Redpath Week on "What Can Europe Think of Us?" Mrs. Olesen has just returned from Europe and has made a graphic first-hand analysis of the changing attitude of the European powers toward America.

Mrs. Olesen holds a spectacular record in political circles with her intensive campaign for senatorship. According to a leading national magazine she is said to have "broken all

ANNA DICKIE OLESEN

records, male and female, for political speechmaking."

Josephine Tunicla, Ex Secretary of the Navy, writing of Mrs. Olesen in the San Francisco Examiner, said: "She has quickness of intellect, a fine judgment, thoughtful reserve with plenty of stamina and spirit. She does not indulge lightly in pleasing personality, but by clean-cut presentation of live issues and an appeal to the moral reasoning."

Shark fishing is one of Florida's industrial projects.

The ancient Egyptians knew how to make glass in blue yellow, red, green, violet and black.

KNOW Your South and be a Partner in its Growing

CINCINNATI Where the South begins

Cincinnati, known as the northern-most Southern city, and the southern-most Northern city, has had a remarkable growth in the last few years. Its location, its transportation facilities, its diversified industries, its financial prestige, its fine residential districts, its splendid public utilities, its unexcelled shopping facilities, its progressive spirit, its wonderful climate, all combine to make it the logical place for your home, your business, your factory, your warehouse, your office.

With the largest manufacturing district in the South, Cincinnati is producing 1 piece and engines, Cincinnati machine tools, 1/3 of the world's machine tools, 1/3 of the world's printing machinery, 1/3 of the world's abrasives, 1/3 of the world's soap, 1/3 of the world's refrigerators, 1/3 of the world's electrical refrigerators, 1/3 of the world's electrical refrigerators, 1/3 of the world's electrical