

THE PUBLIC LEDGER

DAILY—EXCEPT SUNDAY, FOURTH OF JULY, THANKSGIVING AND CHRISTMAS.
THE LEDGER PUBLISHING COMPANY.
C. E. DIETRICH, General Manager
Cincinnati, Ohio
No. 40. OFFICE—PUBLIC LEDGER BUILDING, MATTHEW ST., CINCINNATI, OHIO.
Ratored at the Maysville, Ky., Postoffice as second-class mail matter.
SUBSCRIPTIONS—BY MAIL.
One Year \$1.00
Six Months .60
Three Months .35
DELIVERED BY CARRIER.
Per Month 35 Cents
Payable to Collector at end of Month.

A DOLLAR THAT CAN'T BE SPENT.

Every dollar spent in advertising is not only a seed dollar which produces a profit for the merchant, but is actually retained by him even after he has paid it to the publisher.

Advertising creates a good will equal to the cost of the publicity.

Advertising really costs nothing. While it uses funds it does not use them up. It helps the founder of a business to grow rich and then keeps his business alive after his death.

It eliminates the personal equation. It perpetuates confidence in the store and makes it possible for a merchant to withdraw from business without having the profits of the business withdrawn from him. It changes a name to an institution—an institution which will survive its builder.

It is really an insurance policy which costs nothing—pays a premium each year instead of calling for one and renders it possible to change the entire personnel of a business without disturbing its prosperity.

Advertising renders the business stronger than the man—dependent of his presence. It perpetuates systems of merchandising, the track of which is left for others to follow.

A business which is not advertised must rely upon the personality of its proprietor, and personality in business is a decreasing factor. The public does not want to know the man who owns the store—it isn't interested in him, but in his goods. When an unadvertised business is sold it is only worth as much as its stock of goods and its fixtures. There is no good will to be paid for—it does not exist—it has not been created. The name over the door means nothing except to the limited stream of people from the immediate neighborhood, any of whom could tell you more about some store ten miles away which has regularly delivered its shop news to their homes.

It is as shortsighted for a man to build a business which dies with his death or ceases with his inaction, as it is unfair for him not to provide for the continuance of its income to his family.—Herbert Kaufman.

THE BOY AND HIS FATHER.

Emil Steffens, Sr., the lithographer, made the following translation of a paragraph in the "Staats-Zeitung," entitled "What a Boy Thinks About His Father." Numerous copies have been made by Mr. Steffens' house and circulated: "At 10 he thinks his father knows a great deal. When he is 15 he thinks, 'Well, I know just about as much.' At 20 he thinks he knows again as much. When he comes to be 30 years old he thinks that he ought to ask his father's advice sometimes. At 40 he thinks that his father does know a little more. At 50 he looks for his father's advice. At 60, and his father is dead, he comes to the conclusion that there was not a smarter man on earth than his father was."—New York Press.

TWO KINDS OF TARIFFS.

Present conditions well illustrate the workings of a protective and a competitive tariff. Under a protective tariff domestic manufacturing is encouraged and materials for use in manufacturing are more extensively imported. Under a competitive tariff, the finished goods are imported, our mills and factories work from hand to mouth, and the demand for materials for use in manufacturing declines.—Mt. Vernon (Ind.) Republican.

LIFE IS NO SINGLE TRACK AFFAIR.

That Harrodsburg girl who spent a lot of time seeking for a perfect man for a husband, has given up the quest in despair. Probably while she was looking for the perfect man, the perfect man was looking for the perfect girl, so they missed each other.—Harrodsburg Herald.

STOLL FOR LIEUTENANT GOVERNOR.

Some one has suggested Hon. R. C. Stoll of Lexington, as a likely candidate for the Republican nomination for Lieutenant Governor. The suggestion is a good one and we believe no better man could be found for the running mate of Morrow.—Mt. Sterling Gazette.

LIGHTING THE DARK PLACES.

Chicago is to light up its dark places by adding 10,000 new lamps to its illuminating equipment. There is to be a light on every corner, and in places where it is a long way between corners there are to be additional lights.

"STATE WIDE" NOT POPULAR.

If there is a single Democratic newspaper in Kentucky which favors making state wide prohibition an issue in the Governor's race, it has not come to our exchange table.—Elizabethtown News.

As a high-finance Billy Sunday seems to lead Billy Jennings Bryan several laps in the free-for-all race for the filthy lucre. However, W. J. B. is an easy second.

William Jennings Bryan will also go down in history as the man who put "talk" in Chautauqua.

GOOD POINTERS ON TOBACCO SITUATION.

The Tobacco Growers' Association organized for—no man knew just what, after casting about for plans and formulate for increasing the price of the growers' tobacco 100 per cent at a single stroke, have made tentative plans for organizing a cut-out in the year 1916.

Men who read even surface conditions know there will never be another cut-out for some years to come unless the state of Kentucky abolishes its constitution, and trains a German army for the purpose of preventing growers vi et arma, from raising tobacco.

The former cut-out made a huge fortune for one man—you can see his limousine almost any time on the streets in Lexington, but as far as the ordinary grower is concerned, it is doubtful if the results paid them for the bloodshed and lawlessness it occasioned. We think the Tobacco Growers' Association and those in charge of it had better guess again.—Paris Democrat.

FACTS ABOUT RAINFALL.

In the single month of January, 1909, over 71 inches of rain fell at Helen Mine, Cal. Rainfalls of over 10 inches a day have also occurred occasionally in the United States. An inch of rainfall is equivalent to 113 tons of water per acre, or nearly 1,000 barrels.

The influence of rainfall on sheepraising is remarkable. In Australia, where the annual rainfall is from eight to ten inches, they can graze about nine sheep per square mile. With 13 inches of rainfall the same area will support 96 sheep, and with 20 inches of rainfall 640 sheep.

These figures are furnished by J. W. Smith, an Ohio weather observer, who says also that for every increase of rainfall during July in Ohio amounting to one inch the increase in the value of corn alone amounts to over \$2,000,000.—Farm and Fireside.

PASTURING A PERSON.

How much land does it take to support a cow, or a horse, or a hog? Rather important questions to every one of us, but not so important as the query:

How much land does it take to support a person?

A recent survey made by the United States government in Ohio seems to show that it costs on the average \$197 to board and house each person on the farm.

That is, the husband, wife and three children must have an income of \$985 if they live as well as the average.

That is the income in dollars, and the examination—or 44 farms—indicates that it takes 40 acres to "pasture" a person.

UP TO THE 1916 LEGISLATURE.

Much stress is being laid upon the issue of state wide prohibition as affecting the candidates who are now running for the Governorship of Kentucky. As a matter of fact, it makes very little difference how they stand. If the matter comes up for action at all—which it should not—it will come before the next Legislature which assembles a year hence. The Governor then will have practically nothing to do with the matter. The candidates for the Legislature in the different counties, are the ones upon whom the question rests more than any other candidates. The Legislature of 1916 will have the matter in hand if it comes up at all.—Hartford Herald.

THE WASHINGTON FLUNKY DOODLES.

Vice President Marshall says, "Americans are the greatest flunkies and lackeys in the world." Makes the mistake of sizing up the rest of the country by President Wilson's trained body in the United States capital.—Hunting Herald-Dispatch.

All "hesitations" look like 30 cents to the one Italy is now pulling off.

FOOLISH PHILOSOPHY.

Just because conscience makes cowards of us all is no reason why a brave man should have no conscience.

Many a man is more of a fool than he thinks he is, and less a fool than his friends think him.

Most of us would live up to the golden rule if it wasn't for an overwhelming desire to get even.

Strong drink may drive away dull care, but it will come back even sharper in the morning.



In a Small Town—No!

Stranger (to young lady behind the counter of general store in small inland town)—Have you silk underwear? She (shifting her gun to other side of her mouth)—On four dollar a week, in this dead hole? I should say no! Do you think this is New York?

Badly Out Up.

A celebrated vocalist was in a motor accident one day. A paper, after recording the accident, said: "We are happy to state that he was able to appear the following evening in three pieces."

Says They're Born That Way.

The fellow who said "good looking girls were born, not made," dealt an awful blow to some of the leading comedians.—Ashtabula Beacon.

You never can tell. Many a man is tall physically, but mighty short financially.

Just Jokes

(From Puck.)

A Newspaper Dictionary.
Atoms.—Things that people are blown to. (See defensing.)

Brisk Chase.—The proceeding after which the assailant is captured.
Daylight Robbery.—(See faring.)
Distinguished Audience.—Those present at a premiere.

Hearty Breakfast.—Last meal of the condemned man. (See calm.)
Heavy Firing.—Something heard off Coney Island.

Landslide.—A victory for the paper's party. (See buried.)
Inevitable Reaction.—A victory for the opposition.

Lone Bandit.—A man who holds up a train. (See terrorize.)
Quiet wedding.—(See simple ceremony and conventional black.)

Savings of a Lifetime.—Money lost in a bank failure. (See shoemaker.)
Sensational.—The evidence in a divorce case. (See developments.)

Un-American

Farmer Winrow.—I hear an Italian has bought the Caleb Bowers farm. Is he an Americanized Italian?

Farmer Medders.—Should say not! Why, that place has had a five hundred-dollar mortgage on ever since the original Bowers bought it from Chief Big Turtle-Bite-His-Toe! And the dago has paid it off!

"Very many more people are talking in the world than are listening."—Ella Wheeler Wilcox.

And those who are doing neither may be playing the piano or putting a new 12-inch record on the phonograph. So what's the use? As one of our esteemed contributors would say: "It's all wrong, Ella; it's all wrong!"

Modern Matrimony.

Madge.—When I get married I wouldn't think of leaving my husband alone in the city all summer.

Marjorie.—You'd better not tell him that before you're married.

Riley.—Sure, war is hell, Pat! War is hell.

Regan.—It is, is it? And did ye ivir see a feller come back from hell and draw a pension for the next sixty years?

References.

Motorist.—Have you driven for good people?
Chauffeur.—Gee! You should have seen the obituaries of some of 'em.

THE RIVER.

Pittsburg, Pa.—The packet business on the Ohio river continues good, with heavy freight shipments between way points and the terminals. The decline in the river stages is slow and rivermen are hoping that the upper Ohio river will not drop to a point that will interfere with packet navigation before the April rains come to the rescue.

The old river men say that the Ohio river was lower during the month of March than they had ever seen before. There was very little snow or rain during the month and the Ohio river has been falling slowly since March 8, when there was 24.3 feet recorded in the Cincinnati district.

A MEDICINE OF MERIT.

A proprietary medicine, like everything else that comes before the public, has to prove its merits. The law of the survival of the fittest applies in this field as in others. The reason for the tremendous success of Lydia E. Pinkham's Vegetable Compound is because it has been fulfilling a real human need for forty years, so that today thousands of American women owe their health and happiness to the marvelous power of this famous medicine, made from roots and herbs—nature's remedy for woman's ills.

PRETTY SURE TO RUN THROUGH LEXINGTON.

Chattanooga, Tenn., April 3.—The Dixie Highway from Chicago to Miami, Fla., will be located by a commissioner of fourteen men, to be appointed two each by the Governors of Illinois, Indiana, Ohio, Kentucky, Tennessee, Georgia and Florida.

SEVEN ILL OF SCARLET FEVER IN ONE FAMILY.

Carlisle, Ky., April 3.—Seven members of the Barbee family near Blue Licks Springs, this county, are reported ill with scarlet fever and one member of the family, Earl Barbee, 29, died of the disease.

HIGHWAY CONTRACTS LET IN OHIO.

Columbus, O.—State Highway Commissioner Clinton Cowen awarded contracts for 68.7 miles of highways, the combined contracts involving \$500,000.

ROAD EXPERTS FOR KENTUCKY.

Three expert road engineers have been assigned to Kentucky in response to a request by the Governor and Commissioner Terrell for aid in improving Kentucky highways.

Slight imperfections in the diving tube with which naval authorities at Honolulu hope to be able to salvage the American submarine P-4 caused further delay in the work.

A DAILY LESSON IN HISTORY

One Hundred Years Ago Today.
1815—American prisoners of war who were still confined in Dartmoor prison in England, though peace had been declared several months before, engaged in a disturbance and were fired upon by the guards. Seven were killed and thirty-three wounded. This act, regarded by the citizens of the United States as a wanton outrage, was justified by the British authorities.

Seventy-five Years Ago Today.
1840—Two battalions of Carlists (the supporters of Don Carlos, claimant to the throne of Spain), were surprised by Spanish troops at Petrarque, and destroyed.

Fifty Years Ago Today.
1865—General Ewell's division of Lee's army, comprising about 8,000 men, was cut off, surrounded and captured at Sailor's Creek, Va.

Twenty-five Years Ago Today.
1890—The Prince of Wales (King Edward VII) unveiled a statue of his brother, the Duke of Albany, at Cannes, France.

OUR DAILY BIRTHDAY PARTY.

Rt. Rev. Joseph M. Francis, Episcopal bishop of Indianapolis, born at Eaglesmore, Pa., 53 years ago today.
Rt. Rev. Nicholas Matz, Catholic bishop of Denver, born in Alsace-Lorraine, 65 years ago today.
William Bayard Hale, noted editor and journalist, who visited Mexico as the personal representative of President Wilson, born at Richmond, Ind., 46 years ago today.

TO RESTORE GREGORIAN CHANT.

Baltimore, Md., April 6.—Steps looking to a restoration of the Gregorian chant in the Catholic churches of the world will be taken at the second annual convention of the Society of St. Gregory, which met in this city today for a three days' session. The society is composed of Catholic organists and choirmasters of America. Cardinal Gibbons attended the special mass with which the convention was opened at the cathedral this morning. Rev. E. R. Dyer, president of the society, presided, and Archbishop Keane of Duquesne delivered the sermon.

TO TRY TWENTY-ONE ON MURDER CHARGE.

New Brunswick, N. J., April 6.—The cases of the twenty-one deputy sheriffs of Middlesex county under indictment on charges of murder were called in court here today for trial. The charges against the deputies grow out of the killing of two workmen during the recent labor troubles at the plant of the American Agricultural Chemical Company at Roosevelt. Announcement has been made that all of the twenty-one defendants will be tried at the same time.

IVES ART TREASURES ON SALE.

New York, April 6.—Dealers and collectors thronged the American Art Galleries this afternoon at the opening of the public sale of the collection of art objects belonging to the estate of the late General Bryton Ives. The collection is one of the most notable of its kind that has been offered for sale in some time. It includes some rare porcelains, "symbolical" rugs, swords and other metal work, tapestries of exquisite workmanship and beautiful specimens of antique furniture.

APRIL 6 HIS FATEFUL DAY.

Columbus, O., April 6.—When he assumed his new duties today as commissioner of soldiers' claims, to which office he was appointed recently by Governor Willis, Joseph W. O'Neal recalled the fact that April 6 has been the most conspicuous date in his career. He was born on this date, in 1849, and on the same date sixteen years later he was seriously wounded in battle.

HELP THE KIDNEYS

Maysville Readers Are Learning The Way.

It's the little kidney ills—The lame, weak or aching back—The unnoticed urinary disorders—That may lead to dropsy and Bright's disease.

When the kidneys are weak, Help them with Doan's Kidney Pills. A remedy especially for weak kidneys.

Doan's have been used in kidney troubles for 50 years. Endorsed by 30,000—people—endorsed at home.

Proof in a Maysville citizen's statement.

W. P. Lynch, 127 W. Third St., Maysville, Ky., says: "My kidneys were weak and the passages of the kidney secretions were scanty and painful. Having used Doan's Kidney Pills before, I again got a box and they quickly restored my kidneys to a normal condition."

Mr. Lynch is only one of many Maysville people who have gratefully endorsed Doan's Kidney Pills. If your back aches—if your kidneys bother you, don't simply ask for a kidney remedy—ask distinctly for Doan's Kidney Pills, the same that Mr. Lynch had—the remedy backed by home testimony. 50c all stores. Foster-Milburn Co., Props., Buffalo, N. Y. "When Your Back Aches—Remember the Name."

House Cleaning Time Is on Hand. Supply Your Wants at the New York Store.

Rugs, Mattings, Carpets, Lace Curtains and Window Shades. We carry a large stock of these goods and our prices are less than elsewhere. Convince yourself by looking.

SPECIALS
Matting Rugs, 9x12, new patterns, \$1.98.
All-wool Brussels Rugs, 9x12, \$8.98.
Flowered Carpets 25c yard.
Extra heavy Carpets, yard wide, 15c.
Matting, new patterns, 12½c yard.
Extra heavy Mattings 15c and 19c yard. A great variety at 25c yard.
Window Shades 23c or 2 for 45c.

LACE CURTAINS
We received a choice lot direct from the makers at a great sacrifice. Prices 49c to \$2, worth many times as much. See them.

NEW YORK STORE, S. STRAUS
Proprietor.
PHONE 571

Sweet Pea Seed

Our SWEET PEA SEED is well mixed with good colors. We have it in bulk, sell you any amount, get twice as much as you would in packets. 10 cents per ounce.

Tuberose bulbs 25 cents per dozen. To get them early start now.

Caladium bulbs from 5 cents to 35 cents each

C. P. DIETERICH & BRO.
PHONE 152

CUT PRICES

See Yourself As Others See You
1 16x20 French Plate Glass Mirror with 2-inch white enamel frame. Price \$2.50
Same Mirror with glass shelf attached 3.25
Same Mirror with glass shelf and towel rack 4.00

GEORGE H. TRAXEL, Third and Limestone Streets

"I WISH I HAD KNOWN THAT BEFORE"

said a lady customer here recently when purchasing a

HOT WATER BOTTLE

She could hardly believe our offer of regularly giving a guarantee for one year with every HOT WATER BOTTLE we sell, agreeing to replace it if it leaks or goes wrong in that time.

PECOR'S DRUG STORE, 22 West Second Street

The Home Electric

THE HOME WITHOUT THE STOVE, GAS HEATER OR FURNACE AND WITH ONLY THE OLD-STYLE GRATE WITH ITS ENORMOUS BACK LOG, CREATING AS MUCH SMOKE AND DIRT AS IT DOES HEAT, WOULD BE VERY OBJECTIONABLE IN YOUR MODERN HOME. YOU WOULD NOT HAVE IT AND YET YOU ARE DOING IDENTICALLY THE SAME THING WITH YOUR LIGHTING. YOU ARE USING GAS OR COAL OIL LAMPS, BOTH MAKING SMOKE AND DIRT, ALTHOUGH IT MAY NOT BE VISIBLE TO THE NAKED EYE. WHY NOT GET THE ONLY MODERN, SANITARY LIGHT? LET US WIRE YOU NOW.

ELECTRIC SHOP

G. A. HILL & BRO., Proprietors.
105 West Second Street. Phone 551.

Lovel's Specials

Don't Overlook This
THE FINEST

SEED POTATOES

In our city. ALL VARIETIES suitable to our soil and climate. Don't fail to see my Potatoes and get my prices before you buy. Also finest quality of White Table Potatoes. These Potatoes are just the thing for late planting.

A big stock of D. M. FERRY'S GARDEN AND MELON SEEDS. All fresh; no hold-over stock.

ONION SETS, White, Yellow and Red. When season opens will have a full supply of SEED SWEET POTATOES of the best varieties.

Cut prices continue on all canned goods. A full and complete stock of TEAS AND COFFEES.

PERFECTION FLOUR always in stock. I want to buy all the COUNTRY CURED MEATS I can get; also FRESH EGGS and FIRST CLASS BUTTER. Always come to my store, where you will get FIRST CLASS goods and get a fair deal.

R. B. LOVEL, THE LEADING GROCER,
Wholesale and Retail.
PHONE 83.