

Willful Waste Brings Woeful Want

Don't spend as you go. Don't scatter your dollars. Plan to set aside a certain sum for the bank. None can tell when a business reverse, loss of position or siege of illness will overtake him. You'll find that in adversity your bank book is your best friend. We offer every banking facility. Call on us and we'll be glad to explain our system.

Mt Sterling National Bank

W. S. Lloyd, President C. B. Patterson, Cashier

THE RED CROSS MUST BE FINANCED

Monday, the 18th was the commencing of the campaign of the American Red Cross to raise \$100,000,000 to carry on its war activities.

The big necessity of the present is to finance the Red Cross so liberally as to give it the chance to step into the gap and do a grand work of upbuilding and inspiring our allies while our soldiers are being mobilized and trained.

One of its active members said "And doing this we are not mere-

ly rendering moral encouragement, but actual physical help to the fighting armies of France. We are taking from the shoulders of an overburdened nation the task of helping these unfortunates. Thus we are increasing the man power of France at the very time when this counts most. We plan to take these helpless thousands back from the fringes of the armies and set them up in life so they can help themselves.

"This is not charity. Don't let anybody get that idea for a moment. It is debt paying. We owe all that

Reed Miller, the Noted Oratorio Tenor, Scheduled to Appear Here



REED MILLER, who appears here with the Oratorio artists Chautauqua week, is probably the best known oratorio tenor in this country. He was born in South Carolina and received there his early musical education. He has appeared on many occasions with Walter Damrosch and the New York Symphony Orchestra, the Philharmonic Club of Minneapolis and the Apollo Club of Chicago.

and vastly more to the France that has poured out her blood for us. It is the least we can do while our armies of fighting men are getting ready to serve in the trenches.

"A tremendous Russian problem confronts the Red Cross. We have a debt to pay to Russia as well as to France. The situation as regards amelioration of suffering on the long Russian battle line is deplorable. On the whole 1,000 miles of front there are only 6,000 ambulances, whereas in France on a front of 400 miles there are 63,000 ambulances. Success must be rushed to Russia. There are problems of encouragement and of material aid confronting us there as great in their way as await us in France. We must be up and doing—all of us, every single American. Our thought is to go to Russia with as much relief as we can assemble. The heartening problem is very pressing there, as the whole country must understand by this time. It is especially necessary now that Russia is in the throes of revolutionary aftermath. I am firmly convinced that the Russian democracy can be relied on to keep its head, to maintain what it has snatched from autocracy, but it must be helped, and helped quickly."

THE KAISER'S PRAYER

At this time when the German Kaiser is asking armistice of the allies, there occurs to us the attributed prayer. Germany has been thoroughly in training for war and to say she has not made a strong and dangerous foe would be folly, but even their own leaders have allowed the words "we can't win" to escape secrecy, and but for the submarine this nation would have been forced to surrender before now, is our opinion.

The following verse is the prayer attributed to Kaiser Wilhelm:

Mine Got, will you be mine pardner?
You don't know who I am.
I am der German Kaiser,
Der Emperor Will-I-am.

You know I whipped dem Belgians
Und mit bullets filled Russia full
Und I'll whip France und Italy
Und blow up Johnny Bull.

Now for dem udder nations,
I don't give a damn,
If you chust be my pardner
Und whip dot Uncle Sam.

You know I got de submarine,
All Europe knows dot vell,
But dot Edison got a patent out
Vot blows dem all to hell.

Now Got, if you vill do dis,
Den you I vill always love,
Und vill be Emperor of earth
Und you be Emperor above.

But Got if you revuse me
Tomorrow at eleven,
I'll call de Zeppelins out
Und declare war on Heaven.

I would not ask dis of you, Got,
But it can be plainly seen,
Dot ven Edison press dot button in
Den I got no submarine. Amen.

The Scrap Book

Well Trimmed.

A man recently bought a new pair of trousers in a hurry. On trying them on at home they proved to be a couple of inches too long. It being late on Saturday night, the tailor's shop was closed, and the man took the trousers to his wife and asked her to cut them and hem them over. The good lady, whose dinner perhaps disagreed with her, brusquely refused. The same result followed on application to the wife's sister and eldest daughter. But before bedtime the wife, repenting, took her husband's trousers and, cutting off three inches from the legs, hemmed them nicely and restored them to the wardrobe. Half an hour later the daughter, full of compunction for unfilial conduct, took the trousers and cut off four inches, hemmed and replaced them. Finally the sister-in-law felt the pangs of conscience, and she, too, performed an additional surgical operation on the garment. When the man awoke himself in his new garment the next morning his lamentations aroused the neighborhood.



HIS LAMENTATIONS.

When bitterness begins to speak
Of people that I know
I turn and gently say,
"I have not found them so."

When envy lifts its angry head
To snarl at friends of mine
I never let myself forget
That I have found them fine.

I won't believe a man is base
Or false, who's not to be,
Until the day that I may say
That he's been false to me.
—Edgar A. Guest.

Not In His Class.

In "The Checkered Cruise" Ralph Stock tells of a trip from England on board the Borax, an emigrant ship bound for Australia. The passengers included "assistant" domestic servants and all sorts of men, so there was no dearth of philosophic humor:

"I was talking to a bloke yesterday," observed one passenger. "'E said, 'I like these 'ere boats all one class.' I said: 'It ain't all one class, and I'll tell yer fur why. Do you wash when you get up?' 'Yus,' 'e says, 'I wash me 'ands.' 'Do yer wash yer face?' 'No,' 'e says; 'I don't see as it wants it.' 'Well, now,' I says, 'when I gets up I wash me 'ands and me face. And there's a bloke that thinks we're all one class!'"

Signals For Homecoming Husbands.

Doormat at Top of Front Steps.—The hall has just been cleaned. Don't you dare to bring in any mud or dirt!

One Upstairs Window Shade Down.—My bridge club is meeting here this afternoon. Sneak in the back way and put on a clean collar.

Both Upstairs Windows Down.—The collector from your tailor is sitting in the front hall with a large bill. He is waiting for you, and he is not in a good humor.

Rubber Plant in Living Room Window.—We cannot go to the theater tonight because your rich Aunt Marla is here, and you will have to stay at home and pretend to be interested in her talk on foreign missions.

Front Door Ajar.—The minister is here for tea. Don't forget to ask him to say grace.

House Darkened.—Cook has left, the furnace fire has gone out, baby is unusually cross; I was never much in love with you anyhow, and I have gone back to mother.—Harvey Peake, in New York Times.

Interpreting a Dream.

Little John came down to breakfast with a tired look in his eyes. "Oh, mother," sighed the kid, "I had such a terrible dream last night! I dreamed I was having a fight with a great big bear, bigger'n this house, and he tore me almost to little bits. Does a horrid dream like that mean anything?"

"It does, my son," returned mother in a voice of ominous calm as she reached for her slipper. "It means that I know what became of that mince pie I couldn't find last night."—New York American.

The Young Fellow Roared.

When the house of representatives decided to hang a picture of its former speaker, "Uncle Joe" Cannon, in its main lobby while he was yet alive, a number of artists sought the honor of painting the portrait, and a number of them tried their hand at it with ill success until W. T. Smedley of New York came along.

One of those who completed a portrait pictured the former speaker in a manner that was not at all to his liking. The artist, however, liked his work and could not understand why Mr. Cannon did not rave over it. Finally he ran into "Uncle Joe" and in a bantering way asked:

"Well, when are you going to take that picture of mine?"

"Young man," snipped Cannon, "if I looked one-half as old as you have made me out in that picture of yours I ought to have been buried fifty years ago."—Ella Hanson in Caricature Magazine.

At Last—A One-Adjustment Cream Separator

BEFORE you buy any cream separator, come in and look at the Primrose. One adjustment is all that is necessary to keep it in perfect operating condition at all times. This adjustment is a simple one for keeping the bowl at the correct height—an adjustment that you or your wife can safely make, whenever it's necessary.

The adjustment is made from the outside of the separator by either raising or lowering the bearing containing the hardened steel point, upon which the spindle revolves. A slight turn with a screwdriver, perhaps once a year, does the work. The Primrose is a well-constructed, close-skimming, durable cream separator. It will make a saving of \$10.00 to \$15.00 per cow in your herd every year. It is made in four sizes to separate 350 to 850 pounds of milk per hour, or from about 40 to 98 gallons. Ask for a catalogue giving a complete description, or, come in and look over the Primrose yourself.



PREWITT & HOWELL
Agents

PUBLISHERS' ENEMY

Newspapers were urged by Louis Wiley, business manager of the New York Times, in an address he delivered before the annual convention of the Associated Advertising Clubs of the World in St. Louis to "draw close in one compact front against the common foe." This foe to the prosperity of newspapers, Mr. Wiley pointed out, as seeker of free publicity. To rout this enemy of publishers, Mr. Wiley said, there was needed not only determination but a united front. It could not be achieved if each publisher pursued a private purpose.

Free publicity, he declared, is illegal, forbidden by a United States statute which requires that reading matter for which money is paid shall be plainly marked as an advertisement. Besides, he declared, it was a deception upon the readers of the newspaper.

"Every newspaper reader," he continued, "has a right to expect that the articles printed in the news columns shall be generally news. The printing of advertisements, puffs, statements which are not news under the guise of news, unless they are labeled as advertisements, as required by law, is deceit. Newspapers which practice imposition of this kind always are punished. Both advertisers and readers lose confidence in and gradually desert such publications.

"In almost every sphere of activity there is a press agent whose duty it is to take newspaper managers unaware. Advertising is disguised as news to trap the guleless editor.

"The best rule for an editor is to treat news as news. If a thing has news value it should be printed, whether or not it helps the advertiser, but it should never be printed as news simply because it helps the advertiser. The mere fact that an advertiser has some connection with the news should not hinder its publication.

"There are cases," said Mr. Wiley, "in which advertisers had threaten-

ed to withhold paid advertising unless free publicity was given. Weak-minded publishers had submitted to this sort of 'blackmail,' but," he added, "no self-respecting newspaper man will allow an advertiser to dictate what he shall or shall not print and he certainly will defy any impertinent individual who threatens loss of patronage unless favors are granted."

The public, Mr. Wiley said, has no use for the paid "write-up" and less respect for the newspaper that publishes it and the misguided publisher who prostitutes his news columns to secure advertising constantly finds himself in hot water.

The American Newspaper Publishers' Association, said Mr. Wiley, is conducting a campaign against the "malefactors of great and devious industry among the advertising agents who try to utilize the news columns for free advertising." The Bureau of Advertising of that association had found that the giving of free publicity is a menace to the further development of advertising. "The fact that so many publishers are still giving away their news space to matters that should be exploited through paid advertising has hampered the bureau in its work of developing newspaper advertising," he asserted.

"The committee in charge of the Bureau of Advertising suggested the adoption of a plan to bring about agreements between publishers in every city putting up the bars against free publicity. Community agreements of this sort seem advisable. Every one admits that in this respect it is time that the newspapers reform themselves."

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them lay. Cures and prevents
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..Jeweler..



Photo by Wellinger, Chicago.

Feature of the Fifth Afternoon on the Frithooming Redpath Chautauqua Program Here.