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Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

ANNOUNCEMENTS

We are authorized to announce
H. C. DUFFY

of Harrison county, as a candidate for Representative in Congress, from the Ninth Kentucky District, subject to the action of the Democratic party.

We are authorized to announce
W. J. FIELDS

as a candidate for Congress, subject to the action of the Democratic party in the primary election to be held on Saturday, August 5, 1922.

TO THE COUNTRY MERCHANTS OF AMERICA

Sears, Roebuck, Montgomery Ward and the other mail order houses are in the doldrums.

Their sales have been cut down enormously because the country folks generally are not spending any more money than is necessary.

They are starting to buy again. Are you going to let them resume spending their big money with the mail order houses, or are you going out for a share of it yourself? You can give the people of your section just as good merchandise as Sears, Roebuck and Montgomery Ward have in stock. On the whole, and in the long run, you give your people as good prices. Why don't you get the business?

Simply because you don't compete with the mail order catalogue. Simply because you don't approximate their catalogues with your advertisements in the local newspapers.

As a matter of fact, the catalogues are real newspapers. When a man has to buy clothes, canned beans, a fiddle, a kitchen stove or a bunch of dry goods, the pictures and prices of these articles of merchandise are attractive news to him, no matter whether they appear in a mail order catalogue or in a newspaper. Sears, Roebuck and Montgomery Ward fill their catalogues with pictures, descriptions and prices of merchandise that American humanity needs, and wants to buy, and so American humanity sends for their catalogic newspapers and picks out his purchases, mostly after a look at the pictures.

The mail order catalogues are newspapers that are printed twice a year. In your ballfield are one or more newspapers that are printed twice a week, one hundred and four times a year, which gives you one hundred and four chances a year to interest and entertain your section of American humanity with the news of your store, and with pictures of the news in your store. Later news than any semi-annual catalogue newspaper carries and more up-to-date pictures of merchandise news than any old catalogue can possibly contain when it is printed only once every six months.

Take advantage of the semi-weekly catalogue that you have at your own door. Advertise big and interestingly and appealingly all the time.

Make your advertisement doubly gripping with smart pictures because that is what draws in the mail order catalogue, just exactly as the pictures of blooming plants draw the amateur gardener when he glues his eyes to a seedhouse catalogue. Forget the utter foolishness that pictures take up valuable paid space—they pay you back with compound interest, every single one of them.

Put in brief descriptions and at the end of one hundred and four weeks you will have presented a catalogue to your neighboring folks that will compete successfully with those compounded by foreign mail order houses.

The cost? Oh, that's nothing to what will flow back to you, good people.—American Press, New York City.

REPUBLICANS TESTING FAIR ELECTION LAWS

We have heard the wail of the G. O. P., "Let the ballots be counted as cast," and now when an election law has been passed, strictly non-partisan, for fear it will give fair elections in Kentucky, there comes another wail from the same G. O. P., "The state registration law is not constitutional." "Consistency, thou art a jewel."

GOVERNMENT HYPOCRISY

Hypocrisy in government has done more than anything else to create disrespect for law. While it may be true that national morals differ completely from the code set up for individuals, the fact remains that the national hypocrite always must suffer when the mask is torn off. The United States stands today as the greatest bootlegger in the world and the apotheosis of bancom. On the one hand appropriating money for the punishment of individuals trafficking in liquors, on the other openly selling booze on American owned ships, the government presents a spectacle of humbuggery more dangerous than astounding, for there is nothing of news in the disclosure that American ships have been selling booze outside the three-mile limit. This is and has been always a matter of common knowledge. The startling development is giving the information officially to the public, which has known all about the condition and winked at the violation without concern. Shipping men, many of them supporters of prohibitions, always have contended that American ships cannot hold passenger trade as against foreign ships if the American ships are dry, and as the dollar has been the standard of morality, the result has been a wet fleet, with America forced to depend on mouth-to-mouth advertising of the fact that prohibition really had no meaning for the American government if the blinds could be drawn down.

Dragging the issue into the sunlight at this time is likely to have a far-reaching effect on the future of the American merchant marine. Perhaps the throwing of a bombshell was foreseen and explains the urgent effort to obtain a ship subsidy. The

issue should be faced squarely. A dry fleet is a dead fleet, yet American ships are necessary to American progress. While prohibition is the law, the United States should run dry ships or no ships. Government violation of its own laws is a dangerous precedent for any country to set, and hypocritical evasion of the spirit of the law is no better.

GREEN MANURING ANCIENT MEANS OF IMPROVING SOIL

Green manuring—plowing under green crops—as a means of soil improvement, although it has been emphasized in recent years, can hardly be called a new discovery, says the United States Department of Agriculture. It is really one of the oldest methods. Crops for this purpose were used by the ancients, the Romans using lupines, which were sown in September and turned under in May for the benefit of the following crop.

In Germany the use of lupines began in the middle of the nineteenth century and has proved an important factor in reclaiming the sandy lands of parts of Prussia. In England legumes and other plants are commonly used; in Indiana and Japan the farmers gather green plants of many kinds, sometimes even cutting twigs from the trees and carrying them to the rice fields.

In the United States the use of special green-manure crops is much more general in the south than in the north. Under irrigation they play an important part in orchard culture in the west, but not under dry-farming conditions.

The Father—How is it, sir, that I find you kissing my daughter? How is it, sir?
The Suitor—Great! Great!

HISTORY IN ADVERTISING

Historians who study newspapers to learn the habits and customs of peoples say they gain more information from advertisements than from news accounts, and that the information imported in advertisements is more accurate. Advertisements tell their stories without the intrusion of editorial blue pencil. They show the development in transit, they disclose the changing conditions of the home, they announce the birth of scientific discovery and invention, they prove the worth of that which is true and lasting and unmercifully expose the sham and the fraud. They tell of our varying taste in dress, they show our belief in sanitation, they disclose our love for sport, describe our work, they mark the change in the status of womanhood and youth, they visualize the moulding of our morals and our methods and present to us humanity from the financier to the finale hopper.

The newspaper subscriber who fails to read advertisements misses more than half the value of his favorite publication. Advertising is news of the highest importance and the most reliable news presented to the people. During the war, when Michael Friedsam, the great New York merchant, was appointed to serve as fair price commissioner by the government, he was asked how the public could be kept informed as to honesty in prices. His reply was terse and direct: "Let them read the newspaper advertisements."

New Tweed and Tartan Check Suits for young men.—The Walsh Company.

MANUFACTURERS NOW USING APPLES TO THE LAST SEED

The thoroughness with which the apple is now worked over and utilized by some manufacturers makes it comparable with the packing-house pig that leaves only a futile squeal. The apple is not transformed into such a variety of products as the pig, but all are useful, and when the last of the series has been made hardly a smel is left.

In many of the apple-using factories the apples are first pressed to produce cider, which may be sold as such or may be manufactured into vinegar. After thorough pressing the pomace is treated with hot water to remove the pectin, which, after purification, is sold in either liquid or solid form to manufacturers of jellies and similar products and to housewives. The much-wasted and squeezed residue is dried, ground and sold as cattle feed.

New Palm Beach Suits—just in the right shades and fit.—The Walsh Company.

LOWER PRICES FOR VARIOUS HIGHWAY MATERIALS IS SEEN

A considerably lower level of prices for the various items entering into highway construction is reported by the Bureau of Public Roads of the United States Department of Agriculture. This conclusion is based on the following prices by successful bidders on federal aid roads during April and are averaged for the whole of the United States. Some of the figures cover a large volume of work well distributed over the country, while others are based either on small volumes or scattering reports.

The figures which cover the cost in place are as follows: Earth excavation, common, 33 cents a cubic yard; rock excavation, v.1.26 a cubic yard; gravel, \$1.44 a cubic yard; sand-clay, 45 cents a cubic yard; crushed stone, \$3.42 a cubic yard; structural concrete of various classes ranges from \$14 to \$21.20 a cubic yard. For surfacing the following are the prices by the square yard: Gravel, 40 cents; surface treated macadam, 50 cents; bituminous macadam, \$1.06; bituminous concrete, \$1.97; plain cement concrete, \$2.17; reinforced cement concrete, \$2.54; brick, \$3.70. Reinforcing steel has cost \$0.053 a pound and structural steel \$0.059 a pound. Cement has been furnished to contractors by the following states at the prices given by the barrel: New York, \$1.73; Wisconsin, \$1.94; Arkansas, \$2.70.

HURRICANE SERVICE READY TO FLASH PROMPT WARNING

"Be alert and ready to distribute warnings," is the gist of the instructions sent by the Weather Bureau, United States Department of Agriculture, to all its south Atlantic and Gulf coast stations, in preparation for the hurricane season, which is about to begin. Although August, September and October are the critical times, hurricanes are a menace to shipping in these waters from June to November. The bureau exerts every effort to prevent destruction to life and property at sea and ashore by broadcasting warnings of the approaching storm.

See The Advocate for printing

GRASSY LICK

Ella Mae Leach, Correspondent

Mr. and Mrs. H. T. Kirk spent Sunday with Mr. and Mrs. J. O. Kirk. Brooks Barnes spent the week-end at Olympia Springs.

Mr. and Mrs. John W. Johnson and Mr. and Mrs. S. B. Henry and children spent Sunday with Mr. and Mrs. B. L. Robbins at Flannagan Station. H. K. Greene is ill at his home.

Biggest Sox bargains ever. 6 pairs Taf Toe Sox for 95c. All colors.—The Walsh Company.

GREAT SYSTEM OF HIGHWAYS PLANNED FOR UNITED STATES

A system of highways that will serve the whole country and will be far superior to any other in the world is being mapped out by federal and state engineers. It is estimated that the system will comprise 150,000 miles of road. The federal highway act recently enacted specifically requires that all federal aid be spent on a connected system of highways consisting of not more than 7 per cent of the road mileage in each state, and that this system shall consist of interstate or primary roads and intercounty or secondary roads.

Proposed systems have been received by the Bureau of Public Roads of the United States Department of Agriculture from all but eight states. They are plotted on a large map of the United States and carefully examined as to co-ordination with the roads of adjacent states and service to all sections of the country. Where co-ordination is not satisfactory conferences are held with all interested state highway officials and routes adjusted.

Many states have already adjusted difficult problems with their neighbors. As an example the system sent in by Nebraska showed a big gap in an important road along the northern boundary. It was learned, however, that South Dakota would follow with a system that would fit like pictures on toy blocks. Since the federal highway act of last November became a law, only roads certain to be on the system have been approved for consideration.

New Palm Beach Suits—just in the right shades and fit.—The Walsh Company.

BEST SPEECH HE EVER HEARD

Senator Norris' brief speech against the profiteers' tariff bill won the following eulogy from Senator Simmons, ranking minority member of the finance committee:

"I want to say that I have heard quite a number of good tariff speeches, but I think the speech just delivered by the senator from Nebraska is the best tariff speech that I have ever heard. It is the best indictment of the bill that has been made. It is the best indictment of the application of the principle of protection so as to help those who do not need help, and oppress those who are already overburdened that has been made.

"I want to express my gratitude and my admiration for the senator. He has done the public a service in making this thing so clear, and I hope and believe that what he has said will be taken by the press of the country to the people of the country. He said it in a vein of irony, it is true, but an irony which will be understood.

"There is no question about the fact that the people are beginning to understand this bill pretty well. Outside of this chamber, in private conversation and in public gatherings, it is being discussed with a freedom with which it is not discussed here, and the volume of protest and criticism is growing every day.

"The sentiment of the country is overwhelmingly against it. In fact, when you get outside of this chamber it is very difficult to find anybody, outside of the beneficiaries, the representatives of the combinations, whom this bill was made to subserve, who defend these rates."

SCHOOL GARDENS POPULAR WITH CHILDREN IN HAWAII

Some 40,000 school children in Hawaii are enrolled in garden work as one of the results of the efforts of the local agricultural experiment station of the United States Department of Agriculture co-operating with other territorial organizations to encourage diversified production and the local growing of table products. Compared with the beginning of the garden work in 1917, a much larger amount of vegetables is now grown in the home gardens of each community and a wide variety of fresh vegetables is found on the table of the average Hawaiian family.

The Advocate, twice a week.

A PICTURE YOU WILL REMEMBER LONG AFTER OTHERS ARE FORGOTTEN.



WARNER BROTHERS Present

WHY GIRLS LEAVE HOME

Adapted from the Noted Stage Success

TABB THEATRE
TUESDAY JUNE... 27

One Night Only—No Matinee
Prices—13c, 18c, 27c, plus tax

One politician remembers the time when it was considered a compliment to say of any one: "They made a bully speech."

Biggest Sox bargains ever. 6 pairs Taf Toe Sox for 95c. All colors.—The Walsh Company.

LIVE AND LEARN

There are many qualities of ice—good, better and best. Ice can be good even after its start in returning to water, but it is not the best, it is only good. Ice can have the appearance of superiority after it comes in contact with a summer climate. At this stage it may be classed as good, it may be better, but cannot be classed as the best.

The best is fresh from the plant casing, without time for deterioration. Our ice is handled just once, from the plant to the customer.

If you want the VERY BEST ICE, ice that has not reached the stage of deterioration, buy books from us—they save you money.

Our ice reaches your refrigerator at a freezing temperature. It is always money saved to buy the very best. Our ice is made by latest improved air methods and is strictly sanitary.

Kentucky Utilities Co.

(Incorporated)

Buy Ice Books and Save Money