

THE STORE OF PLEASANT AND PROFITABLE SHOPPING

THE WINCHESTER NEWS

Office, 109-111 South Main Street, Winchester, Kentucky.

Daily, Except Sunday.

Entered as second-class matter, November 28, 1908, at the postoffice in Winchester, Kentucky, under the Act of March 3, 1879.

Both Phones 91.

SUBSCRIPTION RATES:

By Mail. Daily, one year \$3.00. Six Months 1.50. One Month .25.

ADVERTISING RATES:

Display-Per Inch. One time, any edition .30. Three times, within one week .50. One week, continuously 1.00.

Reading Notices-Per Line:

Four weeks, one time a week .75. Business notices, body type .75/c. Pure reading, news heading .15/c. Three continuous insertions of same item at double the one-time rate.

Classified-Per Word: One insertion, any edition .10. Three insertions continuously .20. Each three additional insertions .12/c. One calendar mo., continuously .10/c. Nothing counted less than 10 words. No item charged on books for less than 25 cents.

THIS PAPER REPRESENTED FOR FOREIGN ADVERTISING BY THE

WINCHESTER NEWS ASSOCIATION. GENERAL OFFICES NEW YORK AND CHICAGO

CLARK COUNTY SCHOOLS

While there can be no written contract entered into between Sub-District Trustee and teacher before July 1, yet we are reliably informed that quite a number of verbal contracts are being made. In justice to the teachers, we again call the attention of the Sub-District Trustees to the fact that Clark county has a corps of teachers that cannot be excelled anywhere.

We now have twenty-three teachers attending the Richmond Normal. There are a number of teachers from other counties holding State Normal certificates trying to secure the best schools. It would be an injustice to our teachers and would lower the standard of scholarship to give our schools to teachers from other counties. Everything being equal, let the motto be: "Clark County Schools For Clark County Teachers."

SHORTHAND

Shorthand taught by Miss Grace Coyle. Thoroughness guaranteed. Call at J. M. Stevenson's Law Office. (2-19-1f)

CHILDREN INJURED

Ordinary Cathartics And Pills and Harsh Physics Cause Distressing Complaints.

You cannot be over-careful in the selection of medicine for children. Only the very gentlest bowel medicine should ever be given, except in emergency cases. Ordinary pills, cathartics and purgatives are apt to do more harm than good.

We personally recommended and guarantee Rexall Orderlies as the safest and most dependable remedy, which we know, for constipation and associate bowel disorders. We have such absolute faith in the virtues of this remedy that we sell it on our guarantee of money back in ev-

ery instance where it fails to give entire satisfaction, and we urge all in need of such medicine to try it at our risk.

Rexall Orderlies are eaten just like candy, are particularly prompt and agreeable in action, may be taken at any time, day or night; do not cause diarrhoea, nausea, griping, excessive looseness or other undesirable effects. They have a very mild but positive action upon the organs with which they come in contact, apparently acting as a regulative tonic upon the relaxed muscular coat of the bowel, thus overcoming weakness, and aiding to restore the bowels to more vigorous and healthy activity.

Rexall Orderlies commonly completely relieve constipation, except of course, when of a surgical character. They also tend to overcome the necessity of constantly taking laxatives to keep the bowels in normal condition. Three sizes of packages, 10 cents, 25 cents, and 50 cents. Remember, you can obtain Rexall Remedies in Winchester only at our store, -The Rexall Store, Phillips Drug Store, 56 S. Main St.

PUBLIC RENTING OF LAND

If not rented privately before day of sale, I will on February 27 offer for rent publicly to the highest bidder my farm of 63 acres, five and a half miles from Winchester on the Iron Works pike. Also at the same time and place, I will offer for sale: 1 mare 4 years old, gentle to drive. 1 black mare, 8 years old, extra fine.

1 Holstein cow, fresh March 16. 1 heifer, high grade, fresh May 17. 1 registered Jersey cow, giving milk. 1 Jersey cow, calf by side. 2 Red Duroc Jersey brood sows, due to farrow in April. 5 shoats, weight about 40 lbs. 15 head of sheep, extra good, now lambing.

2 two-horse wagon. 1 Deering mower. 1 two-horse corn planter. 1 breaking plow. 1 double shovel plow. 2 one-horse cultivators. 1 iron kettle, 50 gallons. 1 hog box. 2 vices. 2 hand corn planters. 1 grubbing hoe. 1 digger and shovel. 3 pitch forks. 1 pair of wire fence stretchers. 2 sets of wagon harness. 1 set of buggy harness. 1 cider mill. 1 scarp shovel. 1 patent digger. 1 pair of hand stilyards. About 75 rods of poultry fence. 3 black bronze turkey hens and tom. 7 pure bred Pekin ducks. 6 Ebben geese. 1 pair White Pearl guineas. 1 dozen White Leghorn hens. 1 dozen B. P. Rock hens. 1 carpenters' bench. 1 anvil. 1 buggy. About 50 well made chicken coops. Other things too numerous to mention. Terms made known on day of sale. Sale starts at ten o'clock a. m.

G. KISSINGER. H. R. Watts, auctioneer. (e.o.d)

FURSI FURSI! FURSI!!!

Will pay you the Highest Cash Prices for your Furs. J. W. HISEL. Bridge Junk Shop, No. 23 North Maple St. East Tennessee Phone 215. Home Phone 596. 11-18-4mo

TOM COWAN BACK.

Tom Cowan, the popular barber, is back at his stand in the McEldowney Building and is now ready to serve his old friends and customers where you will always get prompt and first class service. 2-7-1mo

WINCHESTER IDEA - MISTLE

COMMON SENSE BASIS OF GOOD ADVERTISING

By WM. C. FREEMAN.

Abe Martin says: "The man who does not advertise may know his own business, but nobody else does." I always think there is something wrong with a business if it does not make itself known in some way.

Common sense must be applied, however, as to how that business shall be made known.

In New York, Chicago, Philadelphia and other large cities there are fifty times as many stores that do not advertise in newspapers as do advertise in them.

The reason is that these stores are mere neighborhood stores—doing a small business—depending wholly on the custom of perhaps a couple of hundred families.

Obviously, such stores cannot afford to advertise in the big newspapers. How, then, are they to advertise? There are only a few ways for them to do, viz: Sending well-written letters to all of the families in the neighborhood telling about the goods they have for sale—using posters and signs in their neighborhood wherever they can get the space for them—displaying their merchandise in their windows—but better than all of these is advertising in the weekly neighborhood paper, if one is issued.

There must be advertising of some kind done, and if it is effective the business will grow, and the small shopkeeper may be able to acquire stores in different neighborhoods. Then he can branch out with his advertising program and buy space in the big newspapers, like so many others have done before him.

This applies only to the very large communities; in the smaller communities, where everybody knows everybody else, the one medium to use all of the time is the daily home newspaper.

You must realize that good advertising, of whatever nature, must have a basis of old-fashioned common sense and must be done in accordance with a shopkeeper's ability to pay for it.

Advertising is an original form of salesmanship that tends, in the long run, to make the cost of living more reasonable for the average human being. Advertising enables the manufacturer to give a better quality of goods at a lower price than he could if his advertising had not lifted him out of the rut of ruinous competition and standardized his articles of merchandise.

Due to Lack of Advertising.

Thirty or forty years ago the Mammoth Cave shared honors with Niagara as a point of interest for travelers. No American felt that he knew his own country till he had visited the wonderful opening in the earth. No foreigner visiting the United States was expected to return to his own land without seeing and exploring the cave. It was one of the features of illustration in school geographies. It furnished a subject for countless magazine writers and illustrators.

Now, we never hear of the Mammoth Cave. Public attention is called to the fact that the monster hole in the ground "is still there" by the announcement of change in ownership, the former proprietors finding that all profits on their investment had vanished.

The fact is, the Mammoth Cave has not been advertised in recent years. It is just as wonderful as it always was. But, somehow, practically all attempts in the way of advertising it have ceased. Just why this is, it may be impossible to say. But the fact remains.

Advertising "Our Town."

Do you take a pride in your town? Do you speak of it and working for it, do you say "our town?"

When you say "our town," the expression has a different meaning from what it does when you say "the town," "this town" or "your town."

Practice saying "our town" until you can give it a musical and attractive sound that is confidence inspiring and means the true loyalty of a citizen.

There is a big difference placed on the meaning of words by the tone in which they are expressed. Some people can say "come in" in a tone that means say out more than it does come in. In speaking of your town, make every word mean confidence, loyalty, prosperity, welcome, and you will have a town that exhibits all these.—The Retail Merchant.

SELECTING GOOD SEED CORN

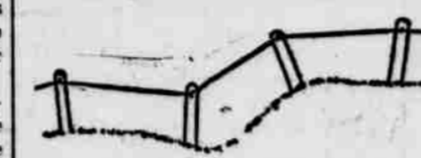
Little Practice Will Enable One to Become Quick and Reliable Judge - Points to Study.

With a little practice one can become a quick and reliable judge of an ear of corn suitable for seed. But it will be necessary to study such points as trueness to type, shape of ears, color of kernels, tips and butts of ears, uniformity of kernels, shape of kernels, space between kernels and the per cent. of grain to the cob. Briefly it should be stated that the rows of kernels should be straight, running from butt to tip; the kernels wedge-shaped, thus insuring a large per cent. of the corn on the cob. The furrows, or the space between the kernels, should be narrow; the grains deep, the cob comparatively small. The color of the kernels should be uniform, having no indication of a mixed variety. All ears that show immaturity or rotted kernels should be eliminated, and special care should be taken to select ears with large germs. The fact should be borne in mind that a large yield requires ears that are well filled and as few bunnies and barren stalks as possible. It costs as much to produce bunnies as it does good ears, and ordinarily 20 bushels to the acre will cost as much work and other expense as 40, hence the economy of increasing the yield.

PLAN FOR STRETCHING WIRE

Method Shown in Illustration Will Enable One Man to Do as Much Work as Two.

The following method of stretching wire over rough ground is a good one. Get some big nails and drive them into the posts as illustrated, on top



of knolls, slanting the nails downward. Hang the wire over them. In the low places drive them into the post upward, and hook the wire under them. Then stretch the wire as tight as desired. One man can stretch nearly as much wire this way as two can without the use of the nails.

Stock Crops.

The farmer makes the most money who devotes his fields to the growing of crops to feed stock, making use of all the raw products at home, thereby not only saving much of the cost of transportation, but also maintaining the fertility of the soil. Taking everything into consideration, corn will probably produce more food per acre for domestic animals than any other plant, and there are but few feeds which can be fed in a greater variety of ways.

World's Wool Crop. About one-third of the wool crop of the entire world is produced in Australasia, which includes New Zealand and Tasmania. Last year's crop exceeded 800,000,000 pounds. The flocks of this section contain nearly twice as many sheep as those of the United States.



Spinach is one of the best things to grow. Fifteen to 20 ears of corn will plant an acre. Don't use barb wire if you can avoid it. Productive soil must contain a large amount of vegetable matter. There is no better fertilizer for grass than farmyard manure. Potatoes make a fairly good crop with which to follow millet. There is no more convenient place to haul the manure than to the grass land. Small patches of quack grass should be dug out with forks and the roots burned.

Putting a small gasoline engine on the grain or corn binder is a new wrinkle to save horse flesh. Those who have not already saved their seed corn, however, must do so from the product as it is husked. Seed corn must be selected early enough so that it may have plenty of time to dry before cold weather. Cover crops are divided into two classes, based upon whether or not they add any considerable amount of food.

Cover crops, when plowed under, improve the physical condition of the soil, making it porous and of better tilth. Farmers operating on a large scale often keep in telegraphic or telephone connection with the market to which their products are consigned. Millet is rather hard on the fertility of the land, but an ordinarily rich corn belt soil should yield two good crops of millet in succession.

A piece of rubber hose about a wire pall handle offers a splendid safeguard against cutting the hand when carrying cement and other heavy stuff.

The manner in which the corn is stored is not so important so long as some method is used which will permit a free circulation of air all about the ears.

Self-Evident. "What is a college coach for, sis?" "For hack work, of course, you nazy."

BE A LEADER OF FASHION

GET THE NEW THINGS FIRST. We were busy last week opening and marking the new arrivals for mi-lady's wear and adornment.

THE APPEALING TRINITY. Authoritative Styles. Superior Quality. Reasonable Prices.

You are earnestly invited to inspect the New Spring Styles—looking or buying you are assured a cordial welcome.

Look in our windows.

A PARTIAL LIST OF THE NEW ARRIVALS

- Tailored Suits. One-piece Dresses. Children's Dresses. Shirt Waists. Bon Ton Corsets. Dainty Underwear. Silk Petticoats. Embroidered and Bordered Dress Patterns. White Wash Goods. The popular shades and tints in Linen, Poplin, Marquisette, Gingham, Percale and Suitings. Embroidered and Laces. The favored weaves in Silks and Dress Goods.

Curry Dry Goods Co. WINCHESTER'S LEADING DRY GOODS STORE. We Are Satisfied With Small Profits

BREAKS A COLD IN A FEW HOURS

Proves Quinine is Never Effective. In The Cure of a Severe Cold or The Grippe

Nothing else that you can take will break your cold or end gripe so promptly as a dose of Pape's Cold Compound every two hours until three consecutive doses are taken. The most miserable headache, dullness, head and nose stuffed up, feverishness, sneezing, running of the nose, sore throat, mucous catarrhal discharges, soreness, stiffness, rheumatism pains and other distress begin to leave after the very first dose. Pape's Cold Compound is the result of three years' research at a cost of more than fifty thousand dollars, and contains no quinine, which we have conclusively demonstrated is not effective in the treatment of colds or gripe.

Take this harmless Compound as directed with the knowledge that there is no other medicine made anywhere else in the world, which will cure your cold or end Gripe misery as promptly and without any other assistance or bad after-effects as a 25-cent package of Pape's Cold Compound, which any druggist in the world can supply.

ALMOST LOST HIS LIFE. S. A. Stid, of Mason, Mich., will never forget his terrible exposure to a merciless storm. "It gave me a dreadful cold," he writes, "that caused severe pains in my chest, so it was hard for me to breathe. A neighbor gave me several doses of Dr. King's New Discovery which brought great relief. The doctor said I was on the verge of pneumonia, but to continue with the Discovery. I did so and two bottles completely cured me." Use only this quick, safe, reliable medicine for coughs, colds, or any throat or lung trouble. Price 50c and \$1.00. Trial bottle free. Guaranteed by All Druggists.

The nicest and most up-to-date perfumes and toilet articles at the Brown-Proctoria Pharmacy—the store of quality. 12-11-e.o.d-1f

BUILDER'S HARDWARE

We have just received a complete line of Hardware. If you are thinking of building let us figure with you. Our stock is up to date. Our prices are right.

FRANKLIN HARDWARE COMPANY. H. H. FRANKLIN, Prop. (Successors to J. K. Allen)

"USE NOTHING COMMON BUT SENSE"

HIGH ART SIGNS. A GOOD SIGN TO A BUSINESS IS THE SAME AS A LOCOMOTIVE TO A TRAIN.

A. LYNN PERRY

The Peaceful Way. You cannot go very far wrong if you travel the way of peace. None can quarrel with you, if you will not quarrel. Curious. A curious thing about automobiles is that whenever one of them turns turtle a chorus girl or two are likely to be found under it.