

# The Harrodsburg Herald

Published every Friday.

D. M. HUTTON, Editor and Owner  
 MISS NEVA WILLIAMS, Associate Editor  
 W. C. MEEHAN, News and Advertising  
 MISS BIRDIE LINNEY, Bookkeeper  
 MISS JANE BIRD HUTTON, Assistant Manager

Entered at the post-office in Harrodsburg, Ky., as second-class matter

## Farley Flays Old Guard For Efforts To Frighten Consumers And Jobholders

The G. O. P. is vainly hoping that enough voters can be frightened to secure the success of their ticket. They underestimate the intelligence of the American voters."

"The actual question in dispute," said Chairman James A. Farley of the Democratic National Committee in a radio address to Democratic jubilee banquets in several Michigan cities, "is whether the best interests of the country can be better served by continuing in power the present administration or by substituting another. That other being headed by a gentleman who is doubtless well-intentioned himself but is being backed by the very interests which seek to break down the machinery that has brought us out of a nightmare of doubt and distress to at least a measure of confidence and economic security."

"Prosperity means a degree of comfort to every element of our population. It cannot be real if big business thrives and small business, labor and the farmer do not. Give prosperity to the laboring and consuming portions of our population and the spread to commerce and industry is automatic. In this obvious statement lies the whole answer to the Republican charge that the Roosevelt administration has favored agriculture at the expense of industry."

"The minority party campaign has simmered down to two issues—both counterfeit and insincere. They attempt to alarm the consuming public, particularly the housekeeper, with a wild story about the price of food. I have seen recently in some of the Republican propaganda bulletins that a pound of lamb chops, priced at 33 cents, had 17 cents taxes, making the total selling price 52 cents. These cooked-up price lists are put out by the Republican headquarters in Chicago, presumably in cooperation with the Chicago meat packers, under the direction of a high-powered advertising salesman."

"There is no disclosure as to how the 17 cents of taxes is calculated but the inference is given that it is the Roosevelt Administration that makes lamb chops 52 cents a pound. The only Federal tax that could apply is the income tax. In the case of the butcher, with a net income of \$10,000 a year, this would give us the increase in the cost of lamb chops in 1936 over what it was in 1932 or 1933 a fraction of one cent. To make up 17 cents of alleged taxes, everything had to be counted in from the butcher's license fee to the tag on the family dog. With such items, of course, the administration at Washington has no more to do than with the velocity of the wind in Chicago."

"This illustrates one of the two great issues raised in the hopeless effort to prevent the re-election of President Roosevelt. The other is to attempt to scare the country with prophecies of all sorts of dire happenings if the present administration continues. They tried that you will remember, in the campaign of 1932. Candidate Hoover then contended that if his policies were interfered with by the election of Franklin Delano Roosevelt grass would grow in the streets. Despite the prophecy, the national yearly income has risen more than 20 billion dollars."

"The effort is made to terrify the man or woman who has got a job with the idea that continuation of Roosevelt perils that job. It is pointed out to the young voters that he and his children will be weighted all their lives with unbearable debt to discharge which unbearable taxes will be levied. And the people who are parading this phantom of disaster are the same whose fortunes were saved, whose enterprises were preserved and whose economic existence was salvaged by the very processes they now denounce. The truth is that, with its present higher national income, the United States is better able to bear the present debt load which existed in 1932. Then the public debt was a distinct menace because the national income was so low."

## 80 vs. 20 Miles Per Hour And

### Kentucky Drivers License Law

We just took out four license cards for our family. The idea is now that we may drive a car on the highway until we have our license revoked.

We are told that, should we violate the rules for operating an automobile, we are to forfeit our right to drive. Now, the fact is this rule is not enforced yet, but it is a good one. When the law was passed we all could see driving safe on the highway. No one would think of wrong driving in the shadow of the penalty for it. But what has happened? Drivers run down and kill people, drive when intoxicated and park wrong and still drive. Now the license is just another way to collect money.

In a recent study of American highways, with particular attention paid to the relation of road to safe driving, the magazine Fortune said: "The cold fact is that traffic today is a combination of an eighty-mile-an-hour driver struggling to adjust itself to a thirty-mile-an-hour road."

There is little we can do about the car in this case—its speeds will continue to increase, and the automotive engineers have done wonders in improving the "safety factor," brakes, lights, steering mechanisms and body construction approach perfection.

There is something we can do about the highway, as the Fortune article shows. It says that half of the roads of the country are obsolete. It points out that engineers have devised the model highway of the future—a road with over-and-under passes at intersections, with a wide dividing island down the center to prevent head on crashes, and with separate lanes for slow and fast traffic. Such highways will be built—but their cost is gigantic, technical problems are involved, and it will be many years before the mileage of such super highways will amount to much in relation to the total mileage of all roads.

So in the meantime, about all we can do about the automobile accident problem is to "work on" the twenty-mile-an-hour driver with his eighty-mile-an-hour car. We must revise and make more stringent our licensing laws—it is an undeniable fact that a very high percentage of present drivers are incapable of operating their vehicles safely under modern traffic and road conditions. We must keep our traffic laws up-to-date—and we must enforce them without fear or favor. We must improve the highway patrols, increase the number of men on the force. The best highway patrolman alive cannot prevent accidents nor apprehend many reckless motorists if he has hundreds of miles of road to cover.

The human element is responsible for the great majority of accidents. We must make it impossible for the twenty-mile-an-hour driver to operate his car at eighty on a thirty-mile-an-hour highway.

## Harrodsburg Merchants Hold Their Own

Commenting on the chain store question, the editor of a weekly newspaper in the Middle West recently made this astute observation: "We believe that chain stores have awakened the old time merchant, who is shaking the hayseeds out of his hair and now getting into the game. We feared for a time that chains would be disastrous to independents, but find they have only made a good hot rival, and rivalry is healthy."

Another editor says: "The chains have made good merchants of many local storekeepers. Home-owned stores can compete with the chains, and in this city they are doing just—not with old methods but with the weapons of the chain stores: Good merchandise, better service, and lower prices."

The independent store has undoubtedly learned much from the chain—especially in such matters as advertising and displaying goods to the best advantage. And many independent stores in recent years have reversed the process, and taught the chains something. These independents not only sell as cheaply as the chains, but in some cases sell cheaper—and their service is every bit as good.

In no other country in the world is it true, as it is in America, that persons living in small towns get practically as wide a selection of goods at about the same prices, as residents of great cities. Astonishing progress has been made in reducing "producer to consumer-costs." And in all fairness the credit for this must go largely to the mass merchandising methods adopted by both chains and independents.

The small merchant often has the advantage of the chain organization, in that, when there is a big decline their loss is less. For instance, once winter potatoes were bought at 70c per bushel; before the winter was half over they had dropped to 55c per bushel. Small merchants hurt little, but chains much.

Republican generals are optimistic in public—but insiders say that all isn't cheer and laughter when they meet in private.

The party has just emerged from the leanest three years in its history. Its local organizations are in almost incredibly bad shape in many states, and they can't be built up to the desired level in the few months remaining before November. And the Democratic machine never functioned more smoothly and efficiently than it is now functioning. On top of that, recent polls—such as the Institute of Public Opinion's—show that Landon sentiment—which reached its peak at convention time—is weakening, that Roosevelt is leading and is tending to slowly increase his lead. Reports say "Wall Street" betting odds are lengthening in favor of Roosevelt.

## Children's Care In Hot Weather

Dr. Veech, State Board of Health Makes Helpful Suggestions; Almost Naked Fad A Bad One.

Dr. Annie S. Veech, specialist with the Kentucky State Board of Health gives the following suggestions for care of children during hot weather.

Over-fatigue in children is frequent during very hot weather. Avoid it by requiring an early bedtime. Late hours, taking a young child to the movies and racing hither and yon in an automobile with him at night help to promote fatigue. The early rising sun wakes the child and makes his day long. Place children to sleep in the coolest place in the home, both for the night and the daily rest hour. An electric fan, placed out of reach and above the child, is helpful in cooling his room. Sometimes, when the temperature is 100 degrees and over on both the first and second floors, it may be cooler in the basement, where a cot can be placed for the mid-day nap, or on a screened porch or in the shade of a tree. Frequent sponge baths throughout the day help to refresh the child. In playing out of doors, children should be kept in the shade. The fad of long exposure to the scorching sunrays of the delicate skin of the naked bodies of little children in mid-day is not advised. Keep them out of doors in early morning and late afternoons on hot days, but mid-day hours should be used for the much needed rest.

In dressing children on hot days, care should be taken that their garments are light, simple and comfortably made. The maintenance of the health of the child is not dependent on its being sent into the streets almost naked, as is the present fad.

Children should be given water frequently. If there is any question as to the safety of the water supply, the water should be boiled and cooled. Do not give raw milk. If pasteurized milk is not available, the milk should be boiled. All milk for children under three years of age should be cooked twenty minutes in a double boiler, and then set in cold water to cool, and it should be kept on ice. All the food the child takes should be carefully selected and prepared. Avoid an excess of sweets. Simple foods, such as fruit juices, vegetables, eggs and milk, are best.

We suggest also that many minor accidents may be prevented by having the child wear shoes or sandals in summer, in place of going barefoot. It is easy to contract an infection through only a scratch on the foot.

See that all window and door screens are in good condition, so the house will be free of flies and mosquitoes. Mosquitoes may carry malaria; flies carry disease germs on their feet and contaminate food. Last, but not least, in the maintenance of health in hot days, is the quiet, peaceful environment planned by wise, good parents for the young child. This has almost as much to do with health as food. It is true for the school child as well as the young preschool child. All of these suggestions help to send the school child back to school physically fit. Don't undertake more in hot weather than is absolutely necessary. The unimportant things can be deferred.

## APPLES - at orchard while they last. H. T. Soaper.

Melting Pot of Europe  
 Seeing the variety of race is part of the fascination of traveling in Europe. There are recognizable descendants of Spaniards in Holland, of Hollanders in Denmark, of Scots in Norway, of Germans in Russia, while the British Isles are a melting pot in which every nation of Europe has mingled.

OPERA HOUSE  
 Tonight—Friday  
 Jean Harlow, Franchot Tone in "Suzy." An M. G. M. Special.

Kukui a Valued Tree  
 The kukui tree of Hawaii produced oil for torches before American industry developed the electric light.

## SCANLON'S SPECIALS

Potatoes No. 2.....pk. 30c

Pure cider vinegar.....gal. 15c

Lemons.....doz. 10c

Vaseline.....2 jars for 5c

Sewing needles, 2 10c pkgs. 5c

Razor blades.....2 10c pkgs. 5c

Matches.....2 boxes 5c

Plenty Green Beans

Watermelons and

Cantaloupes

## SCANLON'S MARKET

Mooreland Avenue

## Fish Imitates Bass Drum

No sound that arises from a body of water is more uncanny than that produced by the Doradidae, a six-foot species of catfish which inhabits the rivers of South America. His powerful air bladder throbs with such force that its vibration sounds like the rhythmic beating of a bass drum under water, writes James Aswell, Nashville, Tenn., in Collier's Weekly. The natives, appropriately, call this fish the "Boom Boom."

Air-Conditioning  
 Premature Babies

26 Per Cent Of Babies Born Too Soon Are Saved By Artificial Weather Suppliants Incubators.

A 26 per cent saving in lives of premature babies by air-conditioning was reported to the Harvard Tercentenary at Cambridge.

This artificial weather apparatus suppliants incubators and supplements all other treatments. Its use was described by C. P. Yaglou of the Harvard School of Public Health at a symposium on environment. The incubator did mainly one thing, he said, giving a warm uniform temperature. Air-conditioning does three—regulates humidity, temperature and air drafts.

Of these it is not the temperature so much as the humidity regulation that saves lives. The big life-saving appeared with "relative humidities," ranging from 50 to 75 per cent.

Comparing "natural" humidities of the ordinary weather with air-conditioning humidities, Yaglou said humidities of 25 to 49 saved the lives of more babies. The 50 to 75 per cent humidity raised the saving to 26.4 per cent.

Why the humidity is so important he said, can only be inferred. One influence is that premature babies are not yet ready for the dryness of normal atmospheres.

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## Shirley Temple Says,

"I can tune in the radio stations just like Mother and Dad."

See and hear at

## BLUE GRASS SHOPPE

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## GEM STORE

Opposite Herald Office

### FRIDAY AND SATURDAY

\$1.00

NUJOL

59c

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PREMIER

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39c

40c

FLETCHER

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29c

50c

IPANA

Tooth Paste

32c

50c

MILK

MAGNESIA

19c

50c

Unguentine

39c

### Light House Cleanser

2 CANS

For

5c

50c Melba Cleansing Cream	29c
55c Hollywood Girl Cleansing Cream	29c
50c Lady Helen Cold Cream	29c
1.25 Dr. Kerr's Inner-Aide	49c
75c Mineral Oil	29c
50c Bay Rum Shaving Cream	19c
60c Alka Seltzer	49c
50c Bromo Seltzer	33c
1.50 Citrates & Carbonates	79c
\$1.20 Caldwell Syrup, Peppermint	89c
\$1.00 Miles Nervine	83c
25c Listerine Shaving Cream	17c
25c Mennen's Talc. Powder	17c
15c Tintex Dyes	10c
50c Williams Shaving Cream	29c

### Red Cross TOILET TISSUE

3 for 10c

3 for 10c

Red Cross LAUNDRY SOAP

3 for 10c

1.00 Haley's M. O.

1 Pound Peanut Butter Kisses

10c Jar Peanut Butter

25c Bond's Tissues

9 oz. Black Pepper

Lux - Flakes

25c Barbasol Shaving Cream

25c B. C. Headache Powder

1.00 Lucky Tiger Hair Tonic

1.00 Dependable Alarm Clocks

25c Laparot Hair Dressing

1.00 Lysol

25c Shu-Milk

25c Griffins' all white polish

60c Drene Shampoo