KRESS'

Mail Order Store at

Nashville, Tenn.

Kress Bargains reach a new high-water mark of value-giving and money-saving possibilities in this handsome

Rich Black Thibet Coat $4.98

NOW ONLY...

Here is a coat of such excellent style and workmanship, that when you see it, you will wonder how we can sell it for only $4.98.

Once again, the tremendous savings effected by Kress' superior purchasing power assert themselves. Buying at rock-bottom prices and selling for cash make this bargain possible.

Besides being smart in style it is splendidly warm and comfortable, and has the appearance of a much more expensive coat.

Price $4.98

SHIPPING WEIGHT 3½ LBS.

Prices of materials are going higher and higher and under present conditions this coat is an excellent value at double the price we ask. Economical women should grasp this opportunity to save.

The Season's Greatest Coat Bargain

Entire satisfaction guaranteed or money refunded

Send for "The Book of a Thousand Bargains." IT'S FREE.

Kress' Mail Order Store Nashville, Tenn.

This large building devoted to the prompt handling of your Mail Orders

KRESS' MAIL ORDER STORES NASHVILLE, TENN.

"You can cut down that item

and have a better roof

There is no use in putting on an expensive roof when you can get a better roof and save real money by using

Certain-teed Roofing

CERTAIN-TEED is the best roof, not only because it costs less to manufacture, but also because it is weather-tight, light weight, clean, sanitary, fire-retardant, and costs practically nothing to maintain.

It is now used as the preferable type of roof for office buildings, factories, hotels, stores, warehouses, garages, farm buildings etc., where durability is demanded. CERTAIN-TEED is guaranteed for 5, 10 or 15 years, according to thickness (1, 2 or 3 ply).

There are many roll roofings on the market, but only one CERTAIN-TEED. It pays to get the best. It costs no more to lay a CERTAIN-TEED roof than it does to lay a poor roof, but there is a vast difference in the wear. You can't tell the quality of a roofing by looks or feel. Your only safety is the label. Be sure that it is CERTAIN-TEED—then you are certain of quality and guaranteed satisfaction.

Certain-teed Slate-Surfaced Asphalt Shingles are supplanting wood and slate shingles for residences. They cost less, are just as good looking, wear better, won't fall off, buckle or split. They are fire-retardant, and do not have to be painted or stained.

Certain-teed Paints and Varnishes are the best quality paint materials, ground and mixed with mechanical accuracy. Made for all uses and in all colors. With paint, as with roofing, the name CERTAIN-TEED is a guarantee of quality and satisfaction.

CERTAIN-TEED PRODUCTS CORPORATION

RATLIFF BROS. CO., Inc. CARLISLE, KY.

THE MERCURY.

PUBLISHED EVERY THURSDAY

THE CARLISLE MERCURY CO. (Incorporated) PUBLISHERS

WARREN R. FISHER — EDITOR
J. H. TILTON — NEWS EDITOR

THURSDAY, OCTOBER 11, 1917

One year (in advance)	$1.50
Eight months (in advance)	$1.00
Six months "	.75
Four months "	.50
Two months "	.25

Entered at the Carlisle, Ky., postoffice as second class mail matter.

STANDING BEHIND OUR SOLDIERS

You are undertaking a great duty. The heart of the whole country is with you. Everything that you do will be watched with the deepest interest and with the deepest solicitude, not only by those who are near and dear to you, but by the whole nation besides, for this great war draws us all together * * *.—[From President Wilson's address to the soldiers of the National Army.

If the heart of the whole country is with our soldiers of the National Army, and it is believed that it is, the money of the Nation will be back of them. The Liberty Loan is to be used to arm, equip and maintain our soldiers to prepare them for the conflict in France, and make them as effective and powerful as possible, and safe guard them in every way possible. In addition, it will be used to give them life and indemnity insurance and provide for their dependants. The uses of the Liberty Loan appeal to every patriotic American, for it is used for our soldiers and sailors and the principles which they uphold, which the heart of the whole country is with.

The foundation of our great country is liberty; its superstructure, peace—[William McKinley.

TALKED TOO MUCH— UNCLE SAM GOT HIM

A Mt. Sterling gentleman tells this ...

EFFRON'S

WE OFFER TO THE PUBLIC

Our Entire Stock Shoes

FOR MEN, LADIES AND CHILDREN

AT PRICES WHICH WE CANNOT DUPLICATE TODAY

SPECIAL VALUES IN MEN'S & BOYS HIGH-TOP SHOES

COMPLETE STOCK

Ladies' and Misses' Coats, Men's and Boys' Suits and Mackinaws.

UNION SUITS FOR ENTIRE FAMILY.

We Invite You To Come In And See Us.

EFFRON'S

BE PATRIOTIC--BUY A LIBERTY BOND

4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4

4 Per Cent INTEREST paid on TERM SAVINGS DEPOSITS Secure a profitable return for your money with absolute safety.

Drop us a card and we will mail you a Booklet giving full particulars.

UNION BANK & TRUST CO.,

South East Corner Main and Upper Streets

LEXINGTON, KENTUCKY

4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4

PUBLIC SALE

OF

LAND, CITY PROPERTY AND LIVE STOCK.

I will sell at Public Auction on

Saturday, October 20

at 10 o'clock, sharp, 302 acres of good land, well improved, well fenced and watered, located within ¾ mile southeast of Carlisle, Ky., on the Dorseyville turnpike road. This land will be offered in three tracts and then as a whole.

FIRST TRACK. 60 acres right on the pike, all in grass except 8 acres, 40 acres of good tobacco land, house of six rooms, small barn, well watered and fenced.

SECOND TRACT. 106 acres, all in grass except eight acres, 40 acres of fine tobacco land, 10-room frame house, good cellar, good orchard, and all necessary out buildings, 1 stock and tobacco barn combined, with 1,800 square feet of concrete floor, 1 silo, 2 cribs, 2 garages, buggy house for three buggies, water supply: 1 well, 2 good springs and 3 never failing pools.

THIRD TRACT. 136½ acres, all in grass except about 10 acres, some good timber and plenty of good tobacco land, well fenced, well watered with 2 never failing springs and 3 pools, old and new orchard, 4-room

One two-story store and dwelling house combined, land will all be sold subject to survey.

One two-story store and dwelling house combined located on Main street and Dorsey avenue—good building in good repair and well located.

One four room dwelling house, located on Dorsey avenue.

TERMS on all real estate—One half cash and the remainder in 2 or 3 equal annual payments to suit the purchaser with interest at 5 per cent., payable annually.

100 cattle, including 31 feeders that will weigh from 850 to 900 pounds; 35 cows good for silage; 3 milk cows and other cattle, yearlings and two year olds.

100 head of sheep.

1 pair of 3-year-old percheron mares in foal to jack.

1 7-year-old combined mare in foal to jack.

Farming implements of all kinds, buggies, wagons etc.

TERMS on personal property—Six months without interest.

All the land under cultivation will be seeded to rye or wheat by time of sale.

Possession given March 1, 1918.

This land is located within ¾ mile of the best business town of its size in Kentucky. Carlisle has 4 big tobacco sale houses, 2 big wholesale groceries, one of the best graded schools in the State with 500 pupils, 3 banks, electric light plant, new and up-to-date water works, ice plant, railroad, 6 trains a day.

For further particulars see the undersigned who lives on the land.

A. F. KERNS, Owner

COL. GEO. SPEAKES, Auctioneer.

Below is a list of the days county courts are held each month in counties tributary to Carlisle:
Bath, Owingsville, 2nd Monday.
Bourbon, Paris, 1st Monday.
Clark, Winchester, 4th Monday.
Fayette, Lexington, 2nd Monday.
Fleming, Flemingsburg, 4th Monday.
Grant, Williamstown, 2nd Monday.
Harrison, Cynthiana, 4th Monday.
Madison, Richmond, 1st Monday.
Mason, Maysville, 1st Monday.
Montgomery, Mt. Sterling, 3rd Monday.
Nicholas, Carlisle, 2nd Monday.
Owen, Owenton, 4th Monday.
Pendleton, Falmouth, 1st Monday.
Robertson, Mt. Olivet, 3rd Monday.

LOST—Between Tom Campbell's and Henryville, lady's black leather purse, containing one dollar bill, a locket and chain with D. M. B. on back and a man's picture. Reward if returned to Mrs. Bryan Piper or this office. 1t*

Locals.

98 If you are going away or someone is visiting you, or if anything happens, phone us.

TONIGHT -- THURSDAY

Paramount, with Fannie Ward in "Betty To The Rescue." This sure is a good one.

FRIDAY—The serial, "Patria," and the Hearst-Pathe Weekly and comedy.

SATURDAY—A Mutual Star feature, with Margarita Fischer in "The Butterfly Girl."

MONDAY—A Paramount with Irene Fenwick and Owen Moore in "A Girl Like That."

TUESDAY—K-E-S-E, comes one of the best comedies you ever had the pleasure of seeing. "Skinner's Dress Suit," with Bryant Washburn in the star role.

WEDNESDAY—Comes the first of World Brady-Made pictures with Lenore Ulrich in "The Better Woman." We want you to see this picture and give your opinion of same and we want the best for you hereafter. We want you to read our program in The Mercury as the War has placed such a high tax on every thing we are compelled to cut out some of the Bill Posters as they come so high we can't stand the price.

Watch for the Food Administration Lobby display at the Lyric. We are going to run the official pictures for our Uncle Sam and will have the four minute men on hand.

LYRIC THEATRE.

There will be a Box Supper at the Millers Station school house Friday night.

Leonard Howard qualified for Deputy Sheriff to act for last Monday only.

Luther Vice sold last week to Luther Irvin his house and lot in Moorefield for $2,100.

C. M. Lambert sold last week to Harry Letton twenty head of choice yearling cattle at 8½ cents.

W. R. Fuller has purchased the residence of R. O. Duncan on College Hill at a private price.

The Bryson Farm Agency sold for C. R. Brunker his farm of 58 acres to J. S. Barden at a private price.

Mr. and Mrs. Guy Lochnane will occupy the residence recently vacated by Mr. and Mrs G. F. Templeman.

Mr. and Mrs. G. F. Templeman moved their household effects to Winchester Monday where they will reside.

Say, you want to see Mr and Mrs. C. U. Bramblett's new runabout built out of their old five passenger Firestone touring car. Built by E. P. Harney, East Main Street Garage.

Mr. W. M. Mathers, member of the Executive Board of the Burley Tobacco Co., attended the annual meeting of the stockholders of the Company at Lexington, Tuesday.

Sheriff W. T. Parker accompanied Morgan Finch, convicted of the murder of Willie Berry, to the Frankfort penitentiary Tuesday. He goes to serve a term of five years.

The night train Tuesday came near making a through run here. The engineer did not bring his train to a stop until the rear of the train was opposite the freight depot, so fast did he enter the city.

"Dick" Donnell writes friends here that he has been appointed Mess Sergeant of his company at Camp Zachary Taylor. His duties, he says, keep him busy most of the time, but with the energy possessed by him he 'should not worry."

Dr. N. H. McNew suffered a partial stroke of paralysis on last Saturday night and was in quite a serious condition for several hours. His friends will be glad to know that he is much better at this time and is able to be up.

W. J. Wise and J. T. Crockett qualified Monday as Administrators of the estate of C. M. Wise, deceased, with Green Wills and I. B. Ross, sureties, in the sum of $3,000. ...

Personal

Mrs. A. B. Tilton has been quite ill the past ten days.

Mr. and Mrs. Sam Berry, Mr. and Mrs. H. C. Reed and Mr. and Mrs. Jas. P. Tune motored to Clintonville Sunday and spent the day with Mr. T. C. Parvin and family.

Mr. Howard Evans of Lexington was a week-end visitor in Carlisle.

Miss Clay Congleton left Tuesday for Winchester to visit relatives a few days before leaving for Clinton, Miss., where she will make her home with her niece, Mrs. Jas. W. Chambers.

Dr. G. B. Spencer, of Winchester, was a visitor in Carlisle Monday.

Mr. and Mrs. S. A. Marshall left Monday for Marion, Ilinois, to visit their son, Walter Marshall and family.

Miss Louise Potts visited Miss Anne Keller in Lexington last Thursday and Friday.

Miss Elizabeth Howell, who has been the guest of relatives here for several weeks, was called to her home in Huntington, W. Va., last Friday on account of the illness of her mother, Mrs. Bettie Howell, who is ill with pneumonia.

Mr. and Mrs Fred Hughes and Mr. and Mrs. William Crowe and children, all of Lexington, spent the day Sunday with Mr. and Mrs F. E. Darnall.

Miss Mary Lou Ingles returned yesterday from a visit with relatives in Winchester.

Miss Lucille Burnaw visited her sister, Mrs. Curtis Henry, in Paris, the first of the week.

Mr. and Mrs. W. R. Fisher and son, W. R. Jr., spent from Saturday until Tuesday in Lexington, the guests of Mrs. Fisher's parents, Mr. and Mrs. R. D. Collins.

Mr. S. W. Mathers and daughter, Miss Emma, left yesterday afternoon for a protracted visit with his daughter, Mrs. Chas North, at Camden, N. J.

Deputy Clerk John Westfall is on a business trip to Georgetown.

Mr. and Mrs. James W. Berry left Tuesday afternoon for Colorado Springs, Colo., to spend the winter.

Farris Brothers, of Paris, was in town Tuesday.

Miss Lutie Fisher spent the past week with the family of Dr. S. R. Fisher at Headquarters.

Mrs. M. F. Vaughn is visiting relatives in Flemingsburg and Ewing.

Mrs. John M. Brown has returned from a fifteen days' visit with relatives in Lexington, LaGrange and Louisville.

Mrs. R. C. King and Miss Louise Potts left yesterday afternoon for a visit with the families of G. E. and Walter King in Cincinnati.

Messrs. Jas L. Donnell, Wm. Howard, W. J. Reed and Jesse Donnell attended the Trots Tuesday.

Mrs. Martha Sipe, of Blue Licks was the guest of Mrs. James Barnett last week.

Mrs. M. C. Hardin was in Lexington a few days the last of the week.

Mr. and Mrs. James Connelly, Mr. and Mrs. G. B. Kay, of Paris, Mrs. Frank Hughes, of Lexington, and Mr. and Mrs. E. D. Goodwin, of Poplar Plains, visited their parents here last week, also to see their brother, Owen, who left Saturday for Camp Taylor.

Mr. and Mrs. E D. Goodwin left Saturday for Paris, Ill., to make their home.

Messrs. James Perry McClannahan, Broadus Vice and Jas. A. Barlow are spending several days with relatives in Lexington.

Miss Nannie Burroughs, of Millersburg, was in Carlisle yesterday.

Mrs. John Cronin, who has been quite seriously ill for the past two weeks, is reported as being somewhat better.

Miss Lucille Wilson, of near Versailles, is the guest of Mrs. Frank Mathias.

SOCIAL

Mrs. William Willett entertained the members of the "As You Like It" club on last Thursday afternoon in a very delightful manner. ...

HOME-KILLED BEEF.

MARTIN & ROBERTS

1882 SAM K. VEACH 1917

Here is an anonymous toast that most accurately expresses our sentiments:

TOAST

Here's to the Blue of the wind-swept North,
As we meet on the field of France;
May the spirit of Grant be with us all
As the sons of the North advance.

And here's to the Gray of the sun-kissed South,
As we meet on the field of France;
May the spirit of Lee be with us all
As the sons of the South advance.

And here's to the Blue and the Gray of us all,
As we meet on the field of France;
May the spirit of God be with us all
As the sons of THE FLAG advance.

1882 SAM K. VEACH 1917

MILLINERY

Enticingly Beautiful Styles that in every way express that refinement of taste, that touch of distinction so dear to the fashionable woman—whether it be for the moderately dressed woman with its simple trimming or for the woman who desires the most exclusive in head-gear. Visit our store and you will find that we present values of unusual interest in fashionable Autumn and Winter creations.

MRS. J. M. CHANEY

JOE GORDON

THE LOW PRICE STORE

Saving Money

Has always been popular and now it is your patriotic duty

I Can Save You Money

My stock of Fall and Winter Goods is now complete. Come in and inspect them Court Day.

MEN'S AND BOY'S CLOTHING

SHOES FOR ALL THE FAMILY

Priced at Figures that will surprise you

It is well worth your while to thoroughly investigate our line of shoes we are selling.

OUR MOTTO IS

Snap Styles, Supreme Quality, and Low Prices.

JOE GORDON

KIMBROUGH BUILDING

IF YOU NEED Letterheads Cards Invitations Folders Statements Circulars Envelopes Billheads

Sale Bills

Advertising