

PAGE TWO THE CARLISLE MERCURY ESTABLISHED 1867

Member Kentucky Press Association Member National Association

THURSDAY, MARCH 19, 1930 "CONSIDER HER AND WIFE"

"The reputation of honorability in the ranks of the people...

"The water-courses are not before the water-courses...

"The Legislature in this session, some of its members...

"The Legislature in this session, some of its members...

"The Legislature in this session, some of its members...

"The Legislature in this session, some of its members...

"THEIR IS THE LIGHT OF THE TABLE"

"It is a shame that the Louisville Times to intercept...

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FROM OUR READERS

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30 YEARS AGO From The Mercury Files

Thursday, March 18, 1898

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It Was a Simple Matter Once



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WE HANDLE THE OLD RELIABLE "AA" HOMESTEAD FERTILIZERS

Plant Bed Special FOR CORN, TOBACCO AND GENERAL PURPOSE PHONE NO. 9

NEWS OF KENTUCKY

"THEIR IS THE LIGHT OF THE TABLE"

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Purina Feeds Myers, Lambert & Wilson

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Seeds! Seeds! Myers, Lambert & Wilson

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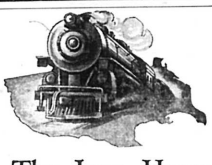
"THEIR IS THE LIGHT OF THE TABLE"

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OLIVER VULCAN SYRACUSE FULL STOCK OF REPAIRS "SHOP-MADE HARNESS" Hand Made Of Finest Leather C. R. KING



THE IRON HORSE OF PROGRESS

"THEIR IS THE LIGHT OF THE TABLE"

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COMPARE VALUES BEFORE YOU BUY AN AUTOMOBILE Low charges for distribution of the new Ford save you at least \$50 to \$75 in addition to the many savings in making the car

These are days when every dollar counts. The period of reckless spending is over. People are going back to the good old-fashioned principles of thrift and economy. It is again being carefully considered.

Nowhere is this more important than in the selection of an automobile. For the purchase of a car represents a considerable investment. It should not be decided on hurriedly, but only after analyzing every important factor that concerns cost and performance. The time to do this is before buying—not afterward when it is too late.

ON THE basis of cost, performance and the actual comparative worth of every part, the new Ford is a value far above the price you pay. It is made of better materials and with greater care and accuracy because of the recognized efficiency and economy of Ford manufacturing methods.

The value of these methods is known and understood by millions of people. It is not generally realized, however, that these same principles of efficiency and economy are applied also to every step in the distribution of the Ford car. The low cost of selling, financing time payments, etc., means a direct saving to you of at least \$50 to \$75 in addition to the money saved by Ford economies in making the car. Here are three reasons why this is so.

FORD MOTOR COMPANY

LOUISVILLE & NASHVILLE RAILROAD