Time and Patience

30 Years Ago 🎏

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-Mr. W. W. Howard, 63, at
juries when thrown by a 56

-mr. Grain on the 17th barse which he was riding.

PREHISTORIC KENTÚCKIANS Dr. W. D. FUNKHOUSER University of Kentucky

THE CARLISLE MERCURY No Better Selection Could Have Been Made.

THURSDAY, SEPTEMBER 15, 1932

For United States Senat ALBEN W. BARKLEY

The New Road A Bargain And Money-Saver.

Surely People Are Sick Of Being Fooled.

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Have it done at home. Call 98

WHAT is the value

of TELEPHONE SERVICE

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JUST WHAT is the value of telephone service? Does it consist of making it easy to settle emergency problems, or is it in the day-after-day succession of important details common to every business and

Probably the answer is that both in Probably the answer is that both in emergencies and in the daily routine the telephone plays an essential part, saving time—getting business—arranging for the family's social affairs—rendering service.

Undoubtedly that is why so many folks agree that the value of telephone service so greatly outweighs the cost that it really doesn't pay to try to do without it.

SOUTHERN BELL Telephone and Telegraph Co.



Both in the Same Boat Swift & Company has more than one hundred produce plants, where poultry, eggs and dairy products are bought, prepared and shipped to far-off markets. In each plant is an ambitions, hard-working local resident—the manager. In his community that man is "Swift & Company".

He has the producer viewpoint. He rejoices when prices are satisfactory to his patrons. In this his interest is selfah. He is in the same boat with the farm producer. His advancement in business, in his own organization, depends on how much produce he purchases and how well he handles it.

Your Swift produce plant manager strives for steady operation at full capacity; only under such conditions is his plant most efficient. He wants volume and full payrolls. Nothing pleases him better than to pay the cash price for more and more produce.

That price is governed by demand, by what consumers can and will pay. But when the local manager is ready to ship his prepared products, demand is not switted; is not left to chance. Swift & Company enhanced demands for produce by advertising human but the produced patternising human for the produced patternising human for produced patternising the produced patternising broadward premium Milk Per defended wheat Powl. Swift's Proodfaid Butter, Kgps, Chrese and many other products.

Brootstein Butter, eggs, cures and many own from the An army of Swith Company subsument, working from 400 branch houses and along hundreds of car routes, search daily not beging and hungire markets. The local manager boys to supply those markets. Thus continually expanding to be supply those markets. Thus continually expanding the search of the producer. The same earning of salement sells both meat and produce. The same rainford earst transport both. Thus, cents of market, fing are reduced for both livestock men and produce men.

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Swift a Company has developed a national sales force
and a national slowing organization—striving to love
costs between the farm and the retuil store. The produced
swifter of each man depends on how well be does that
both. That's why the charges for the service are low.

Profits have averaged, over a period of years, less than a
half cent a pound for all products and

Swift & Company

Purveyors of fine foods LOCAL SALES REPRESENTATIVE C. H. Sutherland, 1115 Main Sy., Paris, Ky.

The first financial color of the color of th

MARY-MAE BEAUTY SHOP

OPPOSITE HOSPITAL e Eugene Wave \$5.00 Permanents \$2.50, \$3.50 and \$4.50 Genuine Eugene Wave Other Permanents English Muscle Strap Facial Shampoo, Hot Oil and Finger Wave Shampoo, Hot Oil and Marcel Hair Cut

Graduate Operators, Licensed Beauticians by Ky. State Board Barbers and Beauticians

Hello Folks! Back Again! Carlisle Parent Teachers Association Presents BOOSTERS SOMETIMES CROW CO.

in the funniest comedy ever written "HAVE A HEART" One Night Only

Tuesday, September 20 SCHOOL AUDITORIUM

That Same Good Company with the same splendid cast at prices anyone can afford to pay Children 10c, Adults 35c

Just name your



So inexpensive is electric service, even in these hard times, that you should not do without its con-

Save time, save yourself drudgery, avoid the exhausting overwork that helps bring sickness, by using your electric appliances wherever there is a task about the home they can do.

If you want to know the cost of electric service for various operations-water heating-the weekly ations—water heating—the weekly laundry job—preparing meals cleaning rugs, carpets, upholstery, draperies-our local office will gladly give you accurate figures.

Kentucky Utilities

Company