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GRIMES CATWOOD, NEWS EDITOR
MEMBER KENTUCKY PRESS ASSOCIATION
MEMBER NATIONAL EDITORIAL ASSOCIATION
THURSDAY, DECEMBER 14, 1933

Where The President's Power Lies.

Willis J. Abbot, contributing editor to the Christian Science Monitor, writes interestingly in the Monitor of December 8, under the caption. "Are the People Deserting the President?"

Mr. Abbot says that the Republican press bureau reveals a rising tide of opposition to the President "among farmers, small business men, city consumers and small factory men," but that "these are the elements in society, which at the moment seem most fickly back of the President."

No one who knows anything of rural conditions and of the mental attitude of people living in rural communities will doubt that Mr. Abbot has reached a reasonable conclusion. "A careful scrutiny" he continues, "of papers outside of the great cities, a wide correspondence and personal conversation with men from all sections of the Union justify the assertion that the President is at least as popular with the masses as he was on the day of election."

It is likely that the President is losing in popularity. His critics and the Republican press bureau make the mistake that so frequently is made in sizing up a situation by those world ends with the concrete pavements. Because the opposition to the President is not so acute in all among the classes mentioned above, but among the financial, big business and capitalistic groups in the cities." The hotbed of this opposition is in New York, which explains the recent outburst of Al Smith, who is nothing if not a shrewd politician. Mr. Smith satisfied his grudge against the man who defeated him for the nomination and at the same time, presumably, strengthened himself with the big wigs who furnish the "sinews of war" to political candidates in his own city. As for Mr. Abbot's opinion, as a newspaper that gave ardent support to Herbert Hoover, answers that question as follows:

"With the big city papers enlisted in a fight upon the Roosevelt currency policies—whatever they may be—with boards of trade and chambers of commerce denouncing any steps away from the gold standard, with the great financiers pointing out solemnly that everybody is a creditor and that the interests of the debtor classes are identical with those of the Mitchells and Wiggins, it is probable that a very considerable urban revolt may be stirred up. Someone asked me the other day whether I would ascribe greater political power to the newspapers now so wise; the bankers, now so differential; the chambers of commerce, now so wholly intent upon the public weal; to by example or precept do a thing to ward off the crash of 1929. If they were ignorant then, why think them supremely wise now? If their attitude at that time was directed by selfinterest, why ascribe unalloyed benevolence to them today? The average man, whose memory dates back ten years, will decline this leadership and follow the President of the United States."

False Economy.

Leading experts in the science of advertising regard the county newspaper that has a paid-in-advance circulation as the best medium of reaching the buying public of the county. Manufacturers of automobiles and of cigarettes, of dairy and poultry feeds, of paints and varnishes, the chain stores and great flour mills, the public utilities give proof of their belief in the value of country newspaper advertising by generous purchase of space. If the space is regarded as valuable to national advertisers, there can be no argument—as to its necessity in the case of the local merchant, who wishes to get all of the trade that is rightly his share in the territory served by his store.

The day of proving to a merchant that advertising pays is past. If he would hold his own against the mail order catalog, against the city store that regularly uses the county paper's advertising space as valuable, he must advertise and advertise consistently. One can't advertise a few weeks and "rest a while" a phrase which every country editor is familiar. When advertising ceases, sales slump sooner or later.

All newspaper men are familiar with two outstanding examples of the folly of deciding that "everyone knows about my product" and more advertising is a waste of money" The famous old "St. Jacob's Oil" and James Pyle's "Pearline" furnish the sad examples. The story is told by an exchange as follows:

A generation ago "St. Jacob's Oil" was one of the most widely advertised products in America. It was regarded medicine enjoying enormous sales. When Charles Vogeler, the head of this business, died, an "expert" went over the balance sheets and saw the enormous advertising appropriation.

This "expert" trimmed the advertising expenditure to little or nothing, reasoning that St. Jacob's Oil was so well known that it was unnecessary to spend money any longer to advertise it. Orders dwindled as advertising contracts ran out; business departed, never to return and it is safe to speculate that hardly one in fifty who read it is safe to speculate that hardly one in fifty who reads this article remembers, or ever heard of St. Jacob's Oil, one of the best-known products on the continent 38 years ago.

A similar thing happened to James Pyle's "Pearline"—a company which used a $500,000 advertising fund as far back as 1904 and was one of the best-known products in the entire world. The ad fund was "lopped off"; the business went dead. It tried unsuccessfully to make a come-back in 1916, and sold its plant for junk to a huge soap manufacturer. Killing off the ad appropriation wrecked both of these prosperous businesses and—it would do the same thing to almost any great advertising concern today.

Lopping off the advertising appropriation may not effect the small-town business man so seriously, but it will hurt—and he will find it false economy that in nine cases out of ten will lose him double the amount he has "saved" by trimming his expenditure for advertising.

The German Reichsbanknote "Hooey."

This writer received from the Wall Street Journal this week a Reichsbank note, once worth, we are told 100,000 German marks, or some $28,000 in our money. Of course it is valueless now, or the Wall Street Journal would not have given it away. They don't give away anything in Wall Street; they take what is given, gentle "lambs," who follow the advices of their propagandists and forecasters, give them. So our 100,000 mark note, addressed to the "Estate of" this writer (one supposes they figured the hard times had been too much for us) is worthless as money—and if you are un-cooperative enough to point the moral and adorn the tale the Wall Street Journal would spin for us.

You see this is the stock argument of the big business boys and the smaller fry, who like to tag along in big company, or who scent the spoils of office once more and so join in the hue and cry raised by the capitalistic press in the great cities of the East. They pull out their million mark notes and tell you with bated breath that it "takes trillions now to make 24 cents." Breath that it "takes trillions now to make 24 cents." You are thereupon supposed to be properly awed, overcome, astonished and stunned; you are supposed to come, astonished and stunned; you are supposed to realize that the big bankers and big newspapers, who led the country into this mess we are suffering from, after all as old Job said, "the people" and all wisdom financial will die with 'em. You are expected to shout for a return to the "gold standard" and tear your hair and shirt, if these gentry whose wisdom brought on the stock market crash have left you any shirt, and to realize the boloney dollars that the Administration is paying to millions, who have long been unemployed, under the beneficent rule of the "better minds" of Wall Street.

But dangred if we do! The Wall Street Journal's argument is as worthless, so far as we are concerned, as the German mark. Germany depreciated their 100,000 mark Reichsbanknote, Germany depreciated the currency to the zero mark deliberately, Germany, you will remember, owed vast sums in reparations, and Germany wished its paper currency to become worthless.

In another preachment on this page we speak of those whose conception of that hoodwinked known as "the real toe stinks" ends with the concrete paving. What fools they must think we are out in these wild, unsettled portions of our United States.

Tree Tragedies.

It takes fifty years—sometimes much longer—to bring to full growth and beauty a forest tree. An hour can destroy what years and sunshine and soil nourishment have produced so slowly and with the infinite perfection and beauty that marks the handiwork of the Master Artisan.

To see the destruction of a beautiful tree will never cease to be a tragedy to this writer, whether it be by an axe laid to its roots or through the equally effective destruction that is achieved by so-called "trimming" where the tree is "topped," the limbs being hacked off and left with the ragged ends exposed to the weather. The tree may live a few years, or many years, depending upon its kind, but at once, after the topping, rot begins in the end of the butchered limbs, works back to the heart of the tree and eventually leaves it a mere shell. The sap comes up the outer cambium and gives to the wreck a semblance of life in the leaves that form each spring, but some day a strong wind snaps off the diseased trunk and discloses a hollow skeleton.

When man seeks to improve upon Nature's handiwork in the realm of trees, the result is usually a tragedy.

Each Morning.

Someone has written a book on "Life Begins at Forty." I rise to offer a substitute title, Mr. Author. "Life Begins Each Morning."

Whether one is twenty, forty or sixty, whether one has succeeded, failed or just muddled along; whether yesterday was full of sun or storm, or one of those days with no weather at all, Life Begins Each Morning—says with no weather at all. Life Begins Each Morning—says I.

Life is a day—this day. All past days are gone beyond reviving. All days that shall may come are but dim forms each arising, but some day's strong wind snaps off the diseased trunk and discloses a hollow skeleton.

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30 Years Ago

Thursday, December 17, 1903

John W. Wells buys D. A. Huddleston farm of 85 acres for $73.1C per acre at public auction Monday.

C. M. Wise sells his farm of 80 acres near town to P. B. Henry and Willis Mathers at $60 per acre.

Dr. Henry Hutchings leaves for Lexington, Ohio, where he will open office for practice of his profession.

W. J. Sterling, manager of the Kinkead hotel, has leased Jesse Fordham hotel at Paris and will take charge January 1.

House on farm of Thomas Herndon near Mines, occupied by Harlan Berry and family, burned early Thursday morning with all of its contents.

Born—To Mr. and Mrs. George B. Spencer, at their home in Carlisle on the 15th, a son.—To Dr. and Mrs. C. F. Norton, at Asheville, N. C., a daughter.

Mr. and Mrs. W. B. Ratliff, Mr. and Mrs. Frank Kendall, Mrs. Taylor Mathers, Mrs. G. L. Heyman, Mrs. W. H. Harris and Mrs. Lee Boulder left this morning for Cincinnati yesterday to attend concert of Adeline Patti.

Married—Miss Mary Ann Marshall and Mr. Berry Saunderes, both of the county, on the 15th.—Miss Hallie B. Collins, of Nicholas, and Mr. Thomas C. Claypoole, of Robertson.—Miss Nancy Lee Banta and Mr. William Scott Harris, both of the county. There were more persons treated in

53 YEARS AGO

Thursday, December 14, 1880

Postoffice moved to drug store of A. Son under Mercury office.

Sheriff James Hillock reports collection of more than $2,000 in taxes court day.

Directors of Forest Retreat and Panther Creek turnpike advertise for bids for construction of five miles each.

Died—Mrs. John O. Powell, at her home near Moorefield on the 8th.—Mrs. William Lemaster, at her home near Bethel on the 10th.

Samuel Berry and son, Jim, have narrow escape when train hits their wagon at crossing on dirt road near home of Charley Boyse.

Mike Hickey arrives in Carlisle from Ireland and will make his home with Mr. James Hickey, tollgate keeper near Sharpsburg.

City Clerk, H. C. Kehoe publishes tax list which shows value of town and improvements to be $393,991. Tax rate fixed at 95 cents. 168 legal voters in town.

"Carlisle and Nicholas county gave about $110,000 to the Kentucky Central road, and instead of the county running part of the road, the road virtually owns part of the county."

Born—To Mr. and Mrs. J. C. Collins, of Jacksontown, on the 12th, a daughter.—To Mr. and Mrs. Charles Hall, of the county, a daughter.—To Mr. and Mrs. Joe Smith, of Jacksontown, a daughter.

THE CRICKET ON MY HEARTH

The cricket on one hearth has made a welcome for all crickets, and the home boasting one that will sing late in the season feels that it has materialized evidence of good cheer. I knew a man who declared he was a cabin cricket that once were over a fireplace, and that he reasoned when he heard it sing, and how we never failed to call the attention of visitors to him and how disappointed we were if he did not perform when we were expecting the most.

A cricket makes fine, cheery music, the natural accompaniment to the snapping crackle of an open wood fire, and the flames materialized on my library shelves instead of ascending the chimney with the smoke, would produce so many fine volumes as I. The cricket is so a part of the scene that a tone of his happy song should run through all of them.

The wings are the musical instruments with which the cricket wields so closely to the sound of a voice that people always speak and write of them as "singing," though they really are instrumental performers like the katydid, the grasshopper, locust, and katy-did.

These wings are attached back of the shoulders and are so short they cover not more than the middle third of the body. They are so very small, music must be their greatest use. I do not believe they would bear the weight of the insects in flight, but by spreading and beating them they might assist in long leaps.—From "Music of the Wild," by Gene Stratton-Porter.

First Student: "I see you're getting better marks lately. How's that?"

Second Student: "My dad's on a trip so I do all my work myself."

Another Traffic Accident in Prospect

Mrs. Heck: "I wonder, Mrs. Peck, if I could borrow your rug-beater."

Mrs. Peck: "I'm sorry, Mrs. Heck, but he doesn't get home till five o'clock."

Daughter—Going to bed, mother! Aren't you going to sit up and wait for Dad?

Mother—What's the use? I have such a cold I can hardly speak.

Bring Back That Christmas Cheer And Happiness

Do your part by giving your friends and loved ones gifts this year and bring back that smile of sunshine on Christmas Morning. Jewelry will express these sentiments. May we suggest the following lovely and appreciated gifts at prices below market value.

Beautiful Diamond Rings ..	$12.50 up
Wrist Watches	$10.00 up
Strap Watches	$2.50 up
Lovely Silverware	$1.00 up
Fountain Pen & Pencil Sets	$1.95 up
Compacts	50c up
Toilet Sets	$6.50 up
Necklace, new designs	$1.00 up
Cigarette Cases	$1.00 up
Belt Buckles, Sterling	$2.00 up
Bar Pins	$1.00 up
Antique Bracelets	$1.00 up
Clocks	$1.00 up
Bill Folds	$1.00 up
Solid Gold Rings	$2.50 up

Pitman's
"Jewels Of Quality"

Greet the Holidays with Lights!

Give Electric Appliances As Christmas Presents

You will surely please loved ones if you give them electric appliances for Christmas. Simple to operate, moderately priced, well made, these articles will yield many years of labor-saving convenience and comfort in the home. They make the most practical and satisfactory Christmas presents. Here are suggestions:

Most Practical of All Gifts

Lowest Prices in Our History

Labor-saving and Convenient

They Yield Many Years' Service

You Can Use Easy Monthly Pay Plan

Waffle Iron	*Table Grill*	*Toaster*
Egg Cooker	*Fan*	*Percolator*
Heating Pad	*Vibrator*	*Clock Heater*
Cigar Lighter	*Iron*	*Curling Iron*
Washing Machine	*Range*	*Vacuum Sweeper*
Ironing Machine	*Health Lamp*	*Refrigerator*
Table Lamp	*Bed Lamp*	*Floor Lamp*

Come to our store *TODAY*. See our full line of merchandise before it is depleted. Make your selections *NOW*. Prices at rock bottom and sure to rise soon.

Kentucky Utilities Company
Incorporated
Always At Your Service

POEMS THAT WE LIKE

SIMPLICITY
(Allen L. Fisher)

Let me live simply in a quiet way,
With just enough—and nothing more than that.
I shall not ask for chattels if I may
But slaughter home with quiet on a hat.
My house will be a tiny one, set back
Behind a hill and fading toward the east,
And what of wealth and worldly things I lack
Will be made up in comradeship and peace.
I shall be intimate with sun and rain,
And laugh when wind gets tangled in my hair,
And know the seasons—not behind a pane
Of window glass—but in the flowing air;
Each day will be a gift that I shall hold
More precious than a coffer full of gold.

NEWS OF KENTUCKY

Bath county will adopt the commission form of government January 1.

Mrs. Alice Clark Gillispie, 82, died at her home in Mt. Sterling Thursday.

Roy H. Owsley has been named field representative of the Kentucky Municipal League.

Jesse Logan Collins, of Fleming county, has been chosen county agricultural agent for Mason county.

Miss Betty Bewell of Middlesboro, sophomore, was elected sponsor of the University of Kentucky band for 1934.

Three automobiles were stolen in Corbin last week, making a total of fifteen cars stolen in a month at that place.

Willie Wells, Scott county farmer, was arrested last week on a charge of burning the barn of Seth Pyke, a neighbor.

Bryant White, veteran public utilities executive, has been named president of the Kentucky Utilities Company.

Mr. and Mrs. D. N. Zimmerman observed their sixty-fourth wedding anniversary at their home in Lexington Saturday.

John Weddington, 60, was killed by a falling tree while cutting tree to build a barn on his farm in Pike county.

The L. & N. Railroad has been granted permission by the Kentucky Mason county, last week. Her death is believed to have been caused by accidental indigestion. She had been dead three or four days when found.

Neville Cook, 26, was arrested in Lexington last week and returned to Winchester on a warrant sworn out by his brother, Charles Cook, 30, who charges his brother broke into his home in Woodford county and stole two suits of clothes and an overcoat.

James N. W. McClure, former Paris banker and horseman, Saturday filed a petition in bankruptcy, listing assets at $42,000 and liabilities at $48,000.

Stanley "Pug" Bach, 21-year-old University of Kentucky football star, has signed a contract to play baseball with the Cincinnati Reds next year.

Jack Abney, of Jackson county, won the 4-H Club corn championship of Kentucky this year by growing 144 bushels of corn on an acre of ground.

One Louisville fireman was killed and three others were injured when a fire truck turning to a fire crashed into a street car at Louisville Monday.

Rev. Howard Martin, dropped dead last Sunday morning at the Baptist church near Jeffersonville, Montgomery county, after teaching his Sunday school class.

W. O. McIntyre, 58, Mayor of Danville and editor of the Danville Advocate for 26 years, died at the hospital in Danville Friday following a short illness.

Searching for his lost dog with a lantern, J. E. Smith, 58, retired merchant of Dixon, Webster county, was killed when he fell into a ditch and broke his neck.

Almelia Dewheimer, 9, daughter of Mr. and Mrs. Paul Dewheimer, of Danville, was killed instantly when the bicycle she was riding was struck by a truck at Danville.

Dr. John Howard Payne was unanimously reelected president of Morehead State Teachers College for a four-year term at a meeting of the board of regents Monday.

Dr. E. R. Overley, Louisville, was re-elected president of the Anti-Saloon League of Kentucky at the annual meeting of trustees of the league at Louisville Friday.

Elwood Sparks, son of Rev. and Mrs. W. T. Sparks, of Fleming county, broke his back in a 25-foot fall from a tree. He was placed in a cast and it is thought will soon recover.

Albert Sims, 25, was held without bond at his examining trial at Leitchfield on a charge of slaying his cousin, Jo Sims. Authorities say a liquor sale was given as the cause of the killing.

Kentucky will collect more than $400,000 in whisky taxes that will be available for relief purposes or payment of relief warrants early in the days of January, the State Auditor's office reported.

R. S. Kitchen, Sheriff of Harrison county, Kentucky, Democratic leader, Mo. for treatment for an infected gum. sustered a stroke of paralysis that left his left side partially paralyzed.

Dr. Frank L. McVey president of the University of Kentucky was elected president of the Southern Association of Colleges and Secondary Schools at the annual meeting held at Nashville Friday.

A jury in the Franklin circuit court Saturday awarded a verdict of $15,000 to J. B. Bebis, Paris contractor, against the State Highway Commission. Bebis sued for $20,000, claiming he was damaged to that extent because the commission did not provide a detour while he was constructing a seven and one-half mile stretch of road between Boundtree and Mt. Vernon.

Andrew Shelley, 12, suffered the loss of three fingers on one hand, one on the other and an injury to his leg when dynamite caps he found exploded as he pounded them at his home in Montgomery county.

Miss Mary Bryan, society editor of the Lexington Herald for the past 14 years and society editor of Lexington newspapers for 37 years, died suddenly from a heart attack at her home in Lexington Sunday night.

Sidney Chisman, proprietor of a general store at Nolan, Pike county, was seriously burned in escaping from a fire which destroyed his general store and five other buildings with a loss estimated at $50,000.

Leona Dillon, 14, of Rowan county, was killed instantly when a truck in which she was riding with Mr. and Mrs. Robert Johnson crashed into a telephone pole at Owingsville. The girl was making her first trip out of Rowan county.

After a grand jury at Albany indicted him for the killing and robbing of George Stearns, 40, Clinton county farmer Eugene Conner, 15 pleaded guilty Thursday and was sentenced to life imprisonment. The crime was committed December 3.

Mrs. Kate Soper, widow and sole support of her two small children, who traded a half pint of whisky for a pair of shoes for her 8-year-old boy was pardoned by Governor Ruby Laffoon, as requested by the Breckinridge circuit court.

Mrs. Angeline Applegate Nash, 76, who lived alone, was found dead in bed at her home at Georgetown, Scott county, last week. Her death is believed to have been caused by accidental indigestion. She had been dead three or four days when found.

Neville Cook, 26, was arrested in Lexington last week and returned to Winchester on a warrant sworn out by his brother, Charles Cook, 30, who charges his brother broke into his home in Woodford county and stole two suits of clothes and an overcoat.

F. P. Vick, proprietor of several grocery stores in Lexington who was convicted by a Fayette circuit court jury and given a sentence of two years in prison for detaining an 18-year-old girl against her will, was pardoned by Governor Laffoon Thursday.

McKinley Mattingly, 25, was stabbed to death at the home in Nicholasville Monday night by his brother-in-law, Otis Sebastian, 26. The slayer surrendered to Jailer Ben Frazier, who they delivered a crop of tobacco which they had raised in partnership.

U. S. District Attorney Mac Swinford said Friday he was continuing to try prohibition cases and the federal court docket of his territory, which includes Louisville, will be ready for trial when Dean went to the apartment to attempt a reconciliation between Phipps and his wife, a niece of Deane.

Simon Sloan, 43, paroled Hardin county convict, was arrested in Hardin county and taken to Louisville for safekeeping on a charge of criminal-ly assaulting Mrs. Cora Larkin, 35, proprietor of a small store in Hardin county. In 1927 Sloan was given a sentence of seven years in prison fifteen minutes of the murder and was paroled after serving three years.

2,095,011,000 Pounds Leaf In Hands Of Manufacturers

Stocks of leaf tobacco in the United States owned by dealers and manufacturers on October 1, 1933 amounted to 2,095,011,000 pounds on October 1, 1933 compared with 2,048,511,000 pounds on October 1, 1932. This is a decrease in the total stocks of 46,316,000 pounds under the stocks a year ago. October 1 From July 1, 1933 to October 1, 1933 total stocks decreased 90,482,000 pounds while during the same period of 1932 the decrease amounted to 143,727,000 pounds.

Stocks of flue-cured tobacco on hand October 1, 1933 amounted to 868,710,000 pounds compared with 720,588,000 pounds on October 1, 1932 an increase of 114,798,000 pounds.

Burley stocks on October 1 million pounds higher on October 1 than they were a year ago. The October 1, 1933 total of 1,031,830,000 pounds on hand compared with 986,560,000 pounds on October 1, 1932. The increase in Burley stocks during the quarter ended October 1, 1933 amounted to 81,659,000 pounds compared with a decrease of 84,626,000 pounds during the same quarter of 1932. Maryland tobacco stocks reached a record high on October 1, 1933. The report allows a total for this type of 40,668,000 pounds. This is an increase of about 1½ million pounds over the previous years stocks and an increase of about 2½ million pounds over the previous quarter.

Two Soviet scientists have succeeded in developing a scientific system of locating oil and metals in the ground.

$100,000 Paid On State Relief Warrants

With $100,000 worth of the $200,000 issue of outstanding relief warrants already paid, state officials are looking forward to January when additional whisky tax payments are expected to make available sufficient funds to retire the entire issue and leave other funds for relief or general fund purposes.

The early days of January are expected to bring approximately $400,000 or more into the state treasury from taxes on whisky.

The remainder of the $100,000 in warrants already accomplished was made possible by funds obtained from taxes levied at the recent special session of the General Assembly of whisky and beer.

State Treasurer Ruddleston has already announced his intention of retiring the outstanding relief warrants as rapidly as funds become available in the treasury.

In discussing the additional revenue anticipated from whisky taxes, employees of the Auditor's office declared it would not be surprising if the January collection far exceeded $400,000. The tax will be derived from taxes on 'old' whisky withdrawn during the four month period which will end on December 31.

Reports of the distillers showing the number of gallons of 'old' whisky withdrawn, on account of which the tax was not attached and held unconstitutional by the courts.

More than 4,000 theaters throughout the country are closed. They even outnumber the closed banks.

January is the worst month for sick nose, throat and lung diseases, the Public Health Service survey has revealed.

Outside painting should be done only in dry weather.

More than half of the people of Canada are under the age of 20.

Quality Dry Cleaning
Always Best And Cheapest
CALL 290
ROBERT MANN, Agt.
LEXINGTON LAUNDRY COMPANY

John B. Lewis, Chairman of the state tax commission, has declared it is the intention of the state to collect the 50 cent levy on each gallon of whisky, and the taxes would be collected so long as the statute was not attacked and held unconstitutional by the courts.

A Stampede Of Early Shoppers

Christmas SALE

We've literally been swamped with enthusiastic buyers who heeded our advice and started early! We crowded this store by the Three Cardinal Principles Of Good Merchandising --- Truthful Advertising---Meritorious Values --- Good Assortments! Join In! Christmas is just a few days off. Here are Exceptional Bargain Suggestions.

Gifts At 25c

Women's Pongee Finish Slips
Women's 39c Chardonize Hose
Silk Stripe Jersey Bloomers
Men's 50c Wool Boot Sox, pair
Men's Extra Hvy. Work Sox, 2 pr.
Girls' Rayon Ribbed Rose
Infants' Gowns, Kimonos, Slips
Men's Thread Silk Dress Sox, pr.
Fine Boxed Handk'fs, 3 in box
3-Piece Linen Vanity Sets
Children's Berets and Knit Caps

CHRISTMAS SALE OF
SILK HOSE
Purchased at a Great Saving for this Sale
59c Pr.
Full-Fashioned, Twelve New Shades
Smart, dull finish hosiery in semi-service weight; real fine values. Buy now—impossible, of duplication before Christmas.

1,000 New
Ladies' Handkerchiefs
2c Each
While Quantity Lasts
Choice of colored borders and edged solid colors, also white. Nice size and good quality.

$1.29 Fleece-Lined
CAPE KID GLOVES
98c
Sizes 8 to 11. Warm, fleece-lined dress gloves; in tan and brown. Slip-on and snap-button styles.

Men's Leather-Trimmed
FELT SLIPPERS
59c
Felt uppers; with leather trim on toes; padded soles and heels. Sizes 6 to 11.

MEN'S $3.98
DRESS OXFORDS
$2.98 Pair
Wide Soles, Kid or Calf Leathers
Styles as pictured; a wonder value. Have full linings, are hand turned and fit with entire comfort. Sizes 6 to 12.
OTHERS FROM $1.98 TO $3.98

MEN'S $2.75 ALL-LEATHER
WORK SHOES
$1.98 Pair
Bull weather is just ahead—you'll need a sturdy pair of all-leather shoes to keep your feet dry and warm. These have all-leather uppers, leather soles and heels and are half lined. Brown and black.

LADIES! Marvelous Values in this Great Group of Lavishly Furred, Superbly Tailored
COATS
Sale Priced At
$9.85
$14.65
$17.85
$20, $25, $30 Values
They Are New!
Especially Purchased

Polo Coats--Tally-Ho Coats $8.95 and $12.95

DRESS MAKER SACRIFICES
Actual $7.95 and $9.95 Values . . . In This Sale For
$4.95
Deny Yourself Anything But One Of These
ALSO ANOTHER GROUP OF DRESSES
$2.98

ALL WOOL OVERCOATS & HARD WORSTED SUITS
Silk Lined, Hand Made — Fashioned Tailored
$12.95 $9.95 $12.95

DOLL FREE! With every $10 purchase a doll Free

Gifts At 49c

Cute, Smiling Baby Dolls
7 to 14 Size Girls' Knit Dresses
Boys' & Girls' Flannelette Gowns
Children's Flannelette Pajamas
Boys' & Men's Chambray Work Shirts
Men's Horsehide Work Gloves
Men's Corduroy Caps (Ear Flaps)
Boys' 69c Winter Union Suits
Women's Fine "Spun-lo" Lingerie
Little Tots' Soft-Sole Shoes
Boys' and Men's Sweaters

Colorful Flannelette
PAJAMAS
79c to 98c
All Sizes
One and two-piece styles; 98c and $1.19 values; solid and fancy colors; applique trims.

Women's or Misses' Cloth and All-Rubber
GALOSHES
69c Pair
$1.25 Values
Snap-gaiter style, cloth and all rubber. Low, medium and Cuban heels. Sizes 3 to 8.

Ties, Oxfords, Pumps, Straps
$1.98 Pair
Includes Arch Support Styles—$4. Values
Black and browns in fine kid, suede and calf uppers. All heel heights, covered matching leathers; combinations; also one-color models; 2½ to 9 sizes.

Clean—Up Priced
Footwear
$2.49-$2.98
Many $5 to $6.50 styles in these groups. All leathers, sizes and all colors.

Boys' Genuine All-Wool
Navy Blue
MELTON JACKETS
$1.49
Button Style. 3 to 10 Sizes.
Made from fine wool blue Melton cloth; warm and durable. Knit bottoms.

Women's 10 and 16-Inch
GIFT UMBRELLAS
98c to $1.98
Guaranteed rainproof umbrellas in cotton taffeta and Gloria silk. Pretty colors and black. Genuine rubber handles and tips. . . rustproof rib frames.

Jumbo Size
BATH TOWELS
29c
22 x 44 Inches
White and colors. They drink up water like a sponge; Regular 49c values. Boxes free with 2 or more.

20 x 40 Size
"Cannon"
BATH TOWELS
15c

LERMAN BROS
CASH DEPARTMENT STORES
KNOWN FOR BETTER VALUES

Appeal For School Tax

In behalf of our School Children in Carlisle Schools I am appealing to every taxpayer in the district to pay School Tax at the earliest possible moment. Please don't let this escape you.

Please Pay Now If Possible

Yours for, our schools,

SAM K. VEACH, Treasurer