Mrs. Warren Fisher, Publisher



More Millinery Dignity.

Entered at the Carlisle Postoffice as second class matter

Men's Fashion Vagaries

"Who Pays For Advertising?"

50 YEARS

GERMAN PARTNERS

From Other Editorial Pages

HITLER WARNS U. S. HARLAN DOES HER BIT

WHEN YOU BUY TIRES:

1 What GRADE of tire am I getting? 2 What is the net cost price to me? Grade for Grade-Dollar for Dollar



Smith's Service Station "Service That Satisfies" HEADQUARTERS IN The Sarvice

NEWS OF KENTUCKY

CARLISLE MERCURY, CARLISLE, KY., AUGUST 29, 1940 GENERAL Dispelling The Fog
JOHNSON By Charles Michelson, Director
Now that the squirrel A

Y Says:

Girdle Cited Cause Of Over-time Parking

THE GREAT GOOD Y G-3" ALL-WEATHER

Price (suith your old tire) for "G.3" All.
Weather or Rib Tread

Cosh prices with your old tire) for "G.3" All.
White sidewalls slightly highe

EASY-PAY TERMS LOW COST

Harper's Garage Ford Dealer Since 1915

Advertisers Live in

WHAT they promise in their advertisements, and what they deliver in their merchandise, are right there for all to see.

If they deliver what they promise, they make friends and steady customers. If not they make enemies, lose patronage and finally go out of business.

Those are the cold, hard reasons why honesty is the best policy-especially in advertising.

But the real fact is that advertisers as a class are humanly jealous of their good names. The trade-marks of manufacturers and the published recommendations of merchants are only accorded to products which they can offer you with confidence and pride.

You can trust the ads to lead you to sound

GOOD YEAR TIRES

THIS IS IMPORTANT YOUR LAST 3 DAYS to buy the world's most famous tire AT THESE RECORD LOW SALE PRICES!

"FIRST-AND-ONLY" SALE PRICES 5.25 or 5.50-17 \$ 9.25 6.25 or 6.50-16 12.25 4.75 or 5.00-19 7.55 5.25 or 5.50-18 8.45 LIFETIME GUARANTEE