BLUE LICKS

Mrs. Clay Mann is recovering from her recent operation at the home of her parents, Mr and Mrs. Victor Day.—Miss Nettie McClanahan spent the past few weeks with friends in Carlisle.—Lloyd Selby, of Pontiac, Michigan, is spending a few days with his parents, Mr. and Mrs. George Selby.—Mrs. Martha Kenton is improving from her recent illness.—Mr. and Mrs. Luzern Purcell and Clyde Purcell and family have moved to this place from near Myers.—Mr. and Mrs. Robert Sears are moving to the property known as the Uncle Shelis Marshall place which they purchased recently.—Rep. and Mrs. G. W. Steinford, of Frankfort, Mr. and Mrs. J. D. Rose and children, of near Germantown spent Sunday with Mrs. Pearl Barnett, who is on the sick list.—Mrs. L. P. Purcell spent a few days with her daughter, Mrs James Hughes, of Maysville, who is ill.—Mr. and Mrs. George Selby and Mr. and Mrs. Robert Sears were visitors of Mrs. Barrett Jett, who was hurt in a fall at her home last Monday.—Mrs. Effie Purcell spent from Thursday until Sunday with Mrs. Ed Barnett and daughter.

MYERS

Mr. and Mrs. Thomas George had as guests Sunday, Mr. and Mrs. John Shields and son and Mr. and Mrs. Harrison Hunt and two children.—Mrs. Carl Trussell, who underwent a major operation at the Clark County hospital at Winchester, was moved to her home Saturday.—Miss Roberta Swartz spent Sunday with Miss Janice Hardin. — Aunt Fannie Barnett is ill.—Mr. and Mrs. Robert Trussell and baby, Mr. and Mrs. Kendrick Caskey and Mrs. J. L. Trussell visited Mrs. Carl Trussell Sunday.—Mrs. Minnie Mitchell has heard from her son, Clyde, who is somewhere overseas.—Mrs. Bertha Cameron remains about the same.—Mr. Sherman Dale visited Mrs. A. A. Dale recently.—Mrs. Nora George spent Thursday with her mother, Mrs. J. L. Trussell.

SALTWELL

Rev. and Mrs. C. C. Tanner and daughter, Martha, visited relatives at Florence the past week.—Mr. and Mrs. Eugene Kenney have rented the farm of J. J. Burden on the Headquarters road.—H. A. Gaunce ehas moved from the property of Mrs. Elizabeth Martin to the farm of Mr. W. S. Gaunce.—Miss Lois Barlow Miss Fleet Allison, of K. W. C. at Winchester, visited Pvt. Howard Allison at Camp Wheeler, Ga., last week.—S. Sgt. Chester Mattox, who is stationed at Camp Van Dorn, Miss., spent a few days furlough with his parents, Mr. and Mrs. U. G. Mattox and friends here.—Mrs. Ermine R. Kenney and Miss Sue Kenney visited Pvt. Ermine R. Kenney at Camp Breckinridge last week.—Mr. and Mrs. T. R. Kendall and daughter, Janice, of Cincinnati, spent Sunday with relative shere.—Rev. C. C. Tanner filled his appointment here Sunday morning and evening.—Mr. C. F. Barlow, of Headquarters, spent Sunday with Mr. and Mrs. Floyd Barlow and family.—Mr. L. S. Gaunce, of Paris, was a visitor here Sunday.

If you need to
BUILD UP RED BLOOD!
Here's One of the Best Home Ways!

You girls who suffer from simple anemia or who lose so much during monthly periods that you are pale, feel tired, weak, "dragged out"—because you lack precious blood-iron — start today — try Lydia Pinkham's TABLETS.

Pinkham's Tablets is one of the greatest blood-iron tonics you can buy to help build up red blood to give more strength and energy—in such cases.

Taken as directed—Pinkham's Tablets is one of the best home ways to get precious iron into the blood. Just try them for 30 days—then see if you, too, don't remarkably benefit. Follow label directions. Pinkham's Tablets are well worth trying!

Lydia Pinkham's TABLETS

PLEASANT VALLEY

Mrs. Fannie Barnett spent Wednesday with Henry Letcher.—Mrs. Jessie Mitchell spent Tuesday with Mrs. Sallie Dayton.—Mrs. Addie Hunt, Mrs. Leonard Hunt and Mrs. Leonard Wilcoxson and children spent Wednesday with Mrs Robert George and family.—Mrs. Ray Flora and daughters spent Sunday afternoon with Mr and Mrs. John Barton.—Mr. and Mrs. Paul Cameron spent Sunday with Mrs. Bertha Throckmorton.—Mrs. Addie Hunt spent Tuesday afternoon with Mrs. Mary F. Campbell.—Jimmy Wilcoxson spent the week end with Mrs. Addie Hunt.—Mr. and Mrs. L. T. Herndon have moved to Carlisle.—Mrs. Hattie Richards and Bettie Jean McCord, of Cowan, Mr. and Mrs. Carl Ishmael of Myers, spent Sunday with Mr. and Mrs. Leslie Vanlandingham.

CONCORD

Mr. and Mrs. Luther Peters and family spent Sunday with Mr. and Mrs. Quentin Moreland.—Mrs. Omar Workman spent Thursday afternoon with Mrs. Herbert Hamilton.—Miss Frances Alexander spent the week end with her parents, Mr. and Mrs. Ernest Alexander.—Mrs. Spencer Bishop spent Wednesday afternoon with Mrs. Ernest Alexander.—Mrs Marion Davis and Mrs. Herbert Hamilton spent Monday in Lexington with Mrs. Hamilton's sister, Mrs. Tommy Kincart.—Mrs. Dorsey Watkins and Clemmie Hamilton, Mrs. John Myers are on the sick list.—Mr. and Mrs. Vill Donovan spent Sunday in Ohio, where his sister is very ill.—Miss Herma Ruth Hamilton spent Sunday afternoon with Mrs George Bell.

JACKSTOWN

Mr. and Mrs. Bascom Banta visited Mr. and Mrs. Marion Banta in Paris Saturday.—Mr. Freddie Auxier and family have moved to the farm he recently purchased near Cynthiana.—Mr. and Mrs. Ernest Riddle have moved to the Perkins farm on Taylors Creek.—Mr. Clarence Jones, of Millersburg, have moved to the Bailey farm.—We are glad to report that Mrs. William W. Smith is improving nicely at the Massie hospital in Paris where she underwent a major operation.—Mr. and Mrs. George Jolly visited his sister, Mrs. Ed Cooper, Sunday.—A good rain is badly needed in this locality.—Mrs. Fred Auxier has received word her nephew, Graves Paton, has arrived safely in England.

When the LONG DISTANCE circuits you want are crowded, the operator will say. . . . "PLEASE LIMIT YOUR CALL TO 5 MINUTES."

Southern Bell Telephone and Telegraph Company

CRAYTON

A number of relatives were entertained at the home of Mr. and Mrs. Claud Wagoner Saturday night in honor of Mr. Wagoner who will leave February 16th for service in the Navy.—Miss Vella Hollar spent last week with Rev and Mrs. Kermit Phillips at Mt. Orab, Ohio. Mrs. Phillips and children returned home with her for a weeks visit.—James Small, of Louisville, visited his parents and other relatives last week before being inducted into the Army.—Mr. and Mrs. Herbert Palmer visited Mr. and Mrs. Ell Harden Sunday.—The W. C. S. of the Rose Hill church will meet with Vella Hollar for their monthly meeting.—Oral Hollar spent Sunday afternoon with Coleman Harney.

CASSIDY

Mrs. Mary Gray spent Saturday night with Mr. and Mrs. Gilbert Gray.—Mrs. Bessie McClain was the guest Wednesday of Mrs. Calvin Minton.—Rev. Joe Davis and Billy Key were Sunday guests of Mr. and Mrs. Hub Hardin.—Mrs. Robert Grayson was a guest Monday of Mrs. Joe Kenney.—Robert Barnett was the Sunday guest of his parents, Mr. and Mrs. E. R. Barnett.—Mrs. Taylor Ring has been spending a few days with her son, Clark Ring and family.

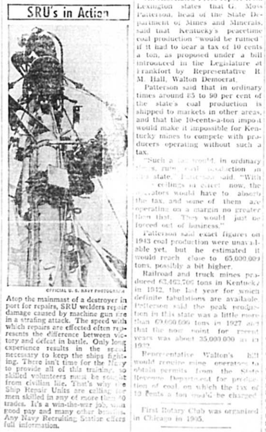
VOLUMES OF PROMISE

There's a war to get on with, but we can find time for homework lessons in required reading. The mail-order catalogues appeared on schedule; the Old Farmer's Almanac gave its usual months-ahead weather predictions with comforting assurance and safe-margin leeway. Now the seed catalogues are appearing and the long evenings can be devoted to serious study. For Uncle Sam, while pleased with 1943's Victory Gardens, is asking for bigger and better ones this year.

The pictures in a seed catalogue are a major part of its value. A man may smile as he looks at the forgeous glory of symmetrical ears of golden corn, the cool deliciousness of long, green cucumbers, the royal red of smooth, tapering carrots, and the scarlet beauty of luscious, plump tomatoes. And the paintings of complete gardens. Never a weed, all rows perfectly spaced, the soil soft and brown with no rocks, and all plants bearing tremendous crops.

But that's an integral—and expected—part of seed catalogues. The banner of perfection is a goal that stirs men's minds. Who would thrill to a catalogue that prosaically and accurately portrayed one's garden last season? It wasn't a bad garden. It's merely that 1944 is another year. Gardening is a way of living. And he who gardens is entitled to his dreams. Seed catalogues are partly the stuff that dreams are made of; the other part, this year is a determination to make the garden more fruitful than ever before.—Christian Science Monitor.

SRU's in Action



OFFICIAL U. S. NAVY PHOTOGRAPH

Atop the mainmast of a destroyer in port for repairs, SRU welders repair damage caused by machine gun fire in a strafing attack. The speed with which repairs are effected often represents the difference between victory and defeat in battle. Only long experience results in the speed necessary to keep the ships fighting. There isn't time for the Navy to provide all of this training, so skilled volunteers must be sought from civilian life. That's why the Ship Repair Units are calling for men skilled in any of more than 50 trades. It's a win-the-war job, with good pay and many other benefits. Any Navy Recruiting Station offers full information.

Back the attack by upping your payroll savings your very next payday. Measure your savings by your new higher income.

—It Pays To Advertise—

FAT SALVAGE SLOGANS

New York—J. Henry ("Slogan") Smythe, Jr., the world's best known slogan writer, has just presented the American Fat Salvage Committee with 25 slogans to encourage housewives to save more used kitchen fat.

Smythe acquired his nickname "Slogan" because during the first World War when he served overseas as a lieutenant in the American Red Cross, he was such a prolific producer of snappy sentences to help the liberty loan drives.

"Fats Have Gone to War—Save More!" and "What Fats Contain Save Soldiers Pain!" are two of his latest batch devoted to fat salvage. "Slogan" Smythe is convinced that saving leftover kitchen fats is one of the housewife's most important contributions to winning the war. "It's a job only a woman can do. It's a day-by-day, tablespoon-by-tablespoon job to obtain the glycerine-bearing fat needed for munitions and medicines," says Smythe.

Smythe has been a professional "sloganeer" ever since the last war, and his battlecries in this war number well over 1000. Some of his most famous World War slogans are, "Do Your Bit To Keep It Lit—The Torch of Liberty!", "We're In It, Let's Win It!" and "Our Taxes Lick the Axis!"

Here is the complete list of Smythe's fat salvage slogans:

Fats Have Gone to War—Save More!
Save to Win—Turn Fats In!
Aid the Fat Crusade!
Wasting Fats Is Waste!
Get In It—Fats Help Win It!
Shorten the War—Save More Fats!
Our Fat Resources Back Our Forces!
Make Munitions in Your Kitchens!
Fat-Thrifty Be—It's War Economy!
Fats Are One Prayer You Send 'Over There'!
Some Give Their All—Answer the Call for Fats!
Be a War-Worker—Not a Shirker—Save Fats!
Fats Are Needed—the Call Must Be Heeded!
You're Paid for Doing Your Duty—Save Fats!
Ease Our Job Overseas—Save Fats!
Better Be Ration-Pointed Than Our Boys Disappointed!
Cash and Points, Too, We'll Repay You! Save Used Fats!
Shell the Foe—Keep Soldiers Well—Save Used Fats!
What Fats Contain Saves Soldiers Pain!
Make Our Guns Louder—Save Fats for Powder!
Fats Make Glycerine—Needed to Win!
The Fats You Sell Help Load a Shell!
In Medicine or Glycerine—Fats Help US Win!
Give More Power to Eisenhower—Save Fats!
Win the War—Save More Fats in '44!

"10c TAX SPELLS DISASTER TO COAL OUTPUT"—PATTERSON

An Associated Press report from Lexington states that G. Moss Patterson, head of the State Department of Mines and Minerals, said that Kentucky's peacetime coal production "would be ruined" if it had to bear a tax of 10 cents a ton, as proposed under a bill introduced in the Legislature at Frankfort by Representative R. M. Hall, Walton Democrat.

Patterson said that in ordinary times around 85 to 90 per cent of the state's coal production is shipped to markets in other areas, and that the 10-cents-a-ton impost would make it impossible for Kentucky mines to compete with producers operating without such a tax.

"Such a tax would, in ordinary times, ruin coal production in this state," Patterson said. "With price ceilings in effect now, the operators would have to absorb the tax, and some of them are operating on a margin no greater than that. They would just be forced out of business."

Patterson said exact figures on 1943 coal production were unavailable yet, but he estimated it would reach close to 65,000,000 tons, possibly a bit higher.

Railroad and truck mines produced 63,463,706 tons in Kentucky in 1942, the last year for which definite tabulations are available. Patterson said the peak production in this state was a little more than 69,000,000 tons in 1927 and that the low point for recent years was about 35,000,000 in 1932.

Representative Walton's bill would require mine operators to obtain permits from the State Revenue Department for production of coal, on which the tax of 10 cents a ton would be charged.

First Rotary Club was organized in Chicago in 1905.

4th WAR LOAN
Let's All Back The Attack

Improved Uniform International SUNDAY SCHOOL LESSON

By HAROLD L. LUNDQUIST, D. D. Of The Moody Bible Institute of Chicago. Released by Western Newspaper Union.

Lesson for February 13

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JESUS ON THE MOUNTAIN AND IN THE VALLEY

LESSON TEXT—Mark 9:2-8, 17-27.
GOLDEN TEXT—I believe; help thou mine unbelief.—Mark 9:24.

The vision of the mountain top prepares the believer for service down in the valley. "Where there is no vision the people perish," said the wise man of old (Prov. 29:18). For want of a true vision of God, a knowledge of His truth, and the God-given constraint which makes men give themselves in sacrificial service, the people will perish in their sins.

But let men come to know the truth as it is in Christ, learn to know Him as the Son of God glorious and powerful, and then let them translate their knowledge of Christian truth and their personal spiritual experiences into the daily ministry to the needs of their fellow men, and there will be songs of salvation and joy.

I. Knowing (vv. 2-7).

The transfiguration of Christ doubtless meant much to Him in preparation for His coming death and resurrection. It was a foregleam of His kingdom glory.

In this lesson we are concerned with the experience of the disciples rather than the feelings of our Lord. Fundamental in both Christian life and service is a clear understanding of the person and work of Christ. One may come to Christ knowing little more than that He is the divine Saviour, and one may enter into Christian living with a meager knowledge of the doctrines of the Bible. But the Christian who fails to grow in knowledge will not grow in grace as he should.

God sets no premium on ignorance, in fact it is quite evident that the great blight on the Christian church today is the appalling lack of understanding of God's Word.

The disciples came to a fuller conviction that He was the Son of God as they saw Him transfigured and heard the Father say, "This is my beloved Son." They learned more plainly the truth of His coming death for the sins of all mankind. They saw in the indescribable beauty of that moment the foregleam of His coming glory. What important truths these are—His deity—His redemption—His coming kingship. Do we have a clear grasp of these truths? If not, let us search the Scriptures.

II. Growing (v. 8).

"Jesus only." He filled their vision and their hearts. They had made spiritual progress as they had seen His glory and heard the commending voice of the Father.

Great experiences of spiritual renewing and power are necessary to effective life and testimony. They may not be in outward manifestation, in fact they are more often in the inner recesses of the soul; but they transform men and send them forth to magnificent living for God. One wonders if much of the dearth of power in the Christian church is not to be attributed directly to the lack of such experiences with God.

The disciples had an unforgettable mountaintop experience. Even so have many others found the secret of power.

Let us remember that such privileges are not reserved for a few, they are the birthright of every Christian. Power without knowledge is a dangerous and destructive thing, but knowledge without power is a dead thing.

Let us study God's Word, but let the truth be baptized in the overflowing spiritual power of a personal experience with God.

In regeneration all that Christ is and has for us is made available. If we have not taken out our inheritance let us do it at once.

III. Serving (vv. 17-27).

One of the lessons that seems hard to learn and to keep constantly effective in the life of a Christian is that mountaintop experiences of spiritual uplift are not an end in themselves, but a preparation for service. All too often we come to regard such times of peculiar blessing, whether in the privacy of our own room or in the great conference of Christian workers, as something which should glow warmly in our own hearts, making us glad in the Lord, and not as a preparation for ministry to others.

Jesus and the disciples went up to the place of prayer, into the place of glory, and down to the place of service. How fitting is that sequence.

Much confusion exists in the church because those who have foolishly abandoned God's Word and substituted the energy of the flesh for spiritual power have been most diligent in service to humanity; while those who know and accept the truth about Christ, and who profess to believe in the power of the Spirit-filled life, have failed to serve their needy neighbors.

"But Jesus took him by the hand and lifted him up" (v. 27). Verses 28 and 29 indicate that the disciples might have done the same by believing prayer.

—It Pays To Advertise.—

WISHES SHE COULD TELL EVERYONE OF RETONGA

Feeling Fine Now And Eating Plenty Without Distress, Mrs. Tate Happily Tells Of Own Case. Had Suffered For Years

"Retonga gave me such wonderful relief after many years of suffering that I wish I could tell everyone about this grand medicine," declares Mrs. Arthur Tate, well known resident of 302 North First St., Central City, Ky. Mrs. Tate is active in the American Legion Auxiliary, and has friends in Owensboro and Southern Illinois where they formerly lived. Discussing Retonga, Mrs. Tate happily stated:

"Few people suffered more than I did from nervous indigestion and sluggish elimination. I did not want to eat, and gas in my stomach pressed up against my chest until I could hardly breathe. My nerves were so bad that a little excitement would leave me weak and trembly for hours. Mornings I woke up feeling so tired and wretched I could scarcely get into my clothes. I had to use laxatives continually.

"Retonga gave me grand relief. Now I eat foods I had not dared touch for years. I sleep splendidly, and my nerves are steady, and the sluggish elimination is relieved. I feel fine. Retonga is the best medicine I ever saw."

Retonga is intended to relieve distress due to Vitamin B-1 deficiency, constipation, insufficient flow of digestive juices in the stomach, and loss of appetite. Retonga may be obtained at Carlisle Drug Co. or Hopkins Drug Store.—Adv.

ONE RATION BOOK NEEDED FOR FOOD AFTER FEB. 27

(This is the first of three articles on the new rationing program to become effective February 27, when tokens will come into use as rationing change.)

The use of tokens constitutes only one part of the new, simplified program for food rationing which will be put into operation on February 27, it was pointed out today by the Louisville District OPA office. The plan involves three important changes.

First, the red and blue stamps becoming valid on and after February 27 will have a point-value of ten points each; second, tokens will be used as "change;" and third, the stamps will have a longer validity period, approximately 12 weeks.

An important feature of the program for the housewife is the fact that only one ration book (Book 4) will be needed when marketing for food. Blue stamps in Book 4 will be used in purchasing processed foods; red stamps in this book will be used in purchasing meats and fats, and the properly labelled stamp also in Book 4, in the purchase of sugar.

The red and blue stamps in Book 4 carry both letters and numbers like the current green and brown stamps, but the numbers will not indicate point value. All red and blue stamps, regardless of the numbers on them, will have a 10-point value. Both letters and numbers will indicate validity period. For example, blue stamps A8, B8, C8, D8, and E8 will all become valid on February 27 and each will be good for ten points.

A regular schedule of validity dates will be established for red and blue stamps.

The amount of food an individual can buy will remain practically unchanged. Red stamps will be validated at the rate of 30 meats-fats points every two weeks, and point values will be adjusted so that this will give about the same buying power as the present 64 points per month. Blue stamps will become valid at the rate of 50 points per month for the purchase of processed foods, and point values of these foods will be adjusted slightly upward, making the 50 points equivalent in purchasing power to the 48 points under the present system.

Articles to follow in this series will discuss the actual operation of the token plan, validity dates of stamps under the new program, the "overlapping" period (February 27to March 20) when both the old green and brown and the new red and blue stamps are valid.

No matter what science says, to us the primary colors are red, white and blue.

AT FIRST SIGN OF A COLD USE 666
666 TABLETS, SALVE, NOSE DROPS

KENTUCKY HATCHERY Baby Chicks
KENTUCKY HATCHERY

SEE GUARANTY When You Need Money In a Hurry—
Quick, private service on Auto, Truck, Household, Note and Livestock LOANS . . .
We Finance the Purchase of Cars and Trucks
Guaranty Finance Co.
(Incorporated)
233 East Main
LEXINGTON, KY.
Phone 1887

"It is not true to say WE DID EVERYTHING FOR HIM" unless CHIROPRACTIC was included
DR. P. R. MYERS
CHIROPRACTOR
712 Main St., Paris, Ky.

Bed-Room Suites
Living Room Furniture
Rugs
Stoves
Kitchen Furniture
AT
Wheeler's
302 Main St. PARIS, KY

The 4th WAR LOAN is your opportunity to do something about it!

It's Time to Take the Offensive. Your government has the *men* it needs to do the job in the front lines—great men all! But it doesn't have the money it needs, by a long way. That's your job! And the immediate task is the Fourth War Loan — Your chance to take the offensive not only in support of the men who are fighting and dying for you and your loved ones, but also in support of your own future!

What are you going to do about a wornout tractor, about repairing fences and buildings, about replacing depreciated machinery and equipment? Will you be ready with money in the bank when these things are needed?

You will if you *take the offensive now!* Put every extra dollar into U. S. War Bonds — the best form of financial reserve ever offered you. *Think!* You are asked to make a sound and prudent investment — not a sacrifice!

When Your Boy Comes Home

Will your boy come back to a farm or ranch with no financial reserves, no future? Or will you greet him at the gate with a bundle of War Savings Bonds — for working capital, new machinery, better buildings? And if your children are going to college, why not *be sure* they get there by buying today the Bonds that will pay the cost.

No need, really, to tell an up-to-date farmer or rancher what he needs financial reserves for. You know more reasons than anyone else can enumerate for setting aside extra dollars to meet the future. Now is your chance to do it . . . and help fight the war, too!

Go on the offensive! Buy all the Bonds you can — today!

WE BOUGHT EXTRA WAR BONDS 4TH WAR LOAN

You Never Get Less Than You Lend! And you get ⅓ more than you invest. When held 10 years, War Bonds yield 2.9% interest compounded semi-annually. You get back $4 for every $3.

Cash When You Need It. If an emergency comes along, your War Bonds are like money in the bank. Uncle Sam will redeem them in cash—at full purchase price—any time after you've held them 60 days. Don't cash them unless you have to. And don't hold back a single dollar unnecessarily from the purchase of War Bonds. YOUR HELP IS NEEDED.

Facts About War Bonds (Series E)

You can buy War Bonds from your bank, postmaster, mail carrier or Production Credit Association. Don't wait. Do it by mail if you can't get to town!

You Lend Uncle Sam	Upon Maturity You Get Back
$18.75	$25.00
37.50	50.00
75.00	100.00
375.00	500.00
750.00	1000.00

For America's Future, for Your Future, for Your Children's Future, Invest in EXTRA War Savings Bonds

This window sticker identifies you as the purchaser of extra War Bonds during the Fourth War Loan. It is a badge of honor to be displayed with pride. Be the first in your neighborhood to have one. Buy an extra War Bond today!

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

Let's All BACK THE ATTACK!

This Advertisement Is Sponsored and Paid For By The Following Business Firms, Professional and Business Men of Carlisle:

Abraham Department Store
A. & P. Store
Blue Grass Produce Co.
Carlisle Drug Co.
Carlisle Mill & Supply Co.
C. C. Cole Co.
C. R. King
Dan Westfall Realty Co.
Dr. S. F. Hutchings
Dr. G. T. Cowan
Dixon & Peterson
E. G. Metcalf
Farmers Stock Yards
First National Bank
Q. T. Gatewood
Galbraith Bros. Recapping Shop
Harper's Garage
Hopkins Drug Co.
I. B. Ross
King Coal Company
Kentucky Utilities Co.
Little House With Big Eats
Mathers-Potts & Shearer
Lerman Bros.
R. T. Kirkland & Co.
Ratliff Bros. Co.
Kroger Grocery & Baking Co.
Scott-Kendall Real Estate Co.
W. T. Straw, Co. Agri. Agt.
Walter Shepherd, County Judge
Moorefield Deposit Bank
Deposit Bank of Carlisle
Moorefield Mercantile Co.
Verna Stone

IF THE BEANS ARE BAD YOU KNOW WHOM TO BLAME

What good are trade marks?

This is a question of importance to every housewife—in fact to everyone who buys anything, because certain economic theorists are now proposing that trade marks be eliminated.

Are these theorists right or wrong? We had better inform ourselves, so we or our representatives in Congress can vote intelligently on the subject when legislation dealing with trade marks comes up for decision.

Good Protection

What is a trade mark? The Oxford Dictionary says: "trade mark—registered device or name of which the exclusive use is secured to the manufacturer who distinguishes his goods by it." This is good for the manufacturer's protection; it is even better for the consumer's protection. If the canned beans you buy are bad you know from the trade mark whom to blame, also what to buy next time.

In fact, looking back into history we find that the original purpose of the trade mark was a requirement imposed by guild officials to identify the maker so he could be punished, if his goods or his work turned out to be below the standards set by the Guilds. However, it worked the other way. The silver-smith, for example was quick to see that the better the quality of the pieces with his name stamped on it, the greater would be the demand for his products. Purchasers soon discovered that the short-cut way of making sure they were getting their money's worth was to look for the trade mark. All you needed to know about a silver piece in colonial days was to know it was stamped with the trade mark of Paul Revere.

Confusion Without Trade Marks

When the old time Guild officials observed that the personal trade mark of the artisan was assuming first importance and the Guild less importance with probable loss of jobs to Guild office-holders, the Guilds induced governments to eliminate trade marks and fix prices and standards of quality. What happened in those bygone days may be easily imagined from some of our present experiences with our government's attempt sto run private business, however well intended. Public payrolls became thickly upholstered with officials and functionaries to protect the "poor consumer." The consumer had to pay 10 times more in taxes to support officials, than occasional bad boys on the market would have cost him.

History proves that the elimination of trade marks ends only in confusion.

By the time America got to be a country on its own, people had discovered that consumers, free to choose between freely competing products automatically protected themselves. Manufacturers began building up guaranteed quality trade marks. For example, "Baker's Chocolate" spelled satisfaction to consumers even before the American colonies had a constitution.

A Good Cup of Coffee

Do you like a good cup of coffee? Would you like to be sure of having the same good cup of coffee for tomorrow's breakfast that you had this morning? If so, you will be interested in this quotation from "Principles of Marketing" magazine. The article was written by Professors Maynard, Weidler, and Beckham of Ohio State University.

"One of the principal reasons for the use of a brand is that it helps the consumer identify the article which he is buying. Assume the case of a householder who buys bulk coffee and who is so pleased with it that he desires to duplicate his purchase the next time he is in the market for a supply. His only hope of securing the same quality, blend, or flavor is the possibility that the grocer may remember from which barrel or can the preceding sale was made and thus be able to supply the same quality of the product. If the grocer fails to remember or if he has purchased a new supply of bulk coffee in the meantime, the chances are that the user of the unbranded article will secure a somewhat different product at the time of the second purchase. Contrast this with the purchase of branded goods. The consumer needs only to remember the name of the brand of coffee which pleases him and ask for that brand when he next visits the grocery. Brands make it relatively easy to secure successive supplies of desirable articles and conversely they are of equal aid in avoiding the repurchase of those which are unsatisfactory."

A Trade Mark is a Guarantee

Americans like trade marks. They form a large part of the American way of life. It makes buying simple, saves money. Trade marks guarantee that manufacturers will continue to try to make better things than their competitors, to the consumer's profit. Americans have faith in such trade marks as Ford, Squibb, Pullman, Coca Cola, Pillsbury. They know the sure-fire way to get the thing they want when they want it, is to ask for it by its trade mark name. And therein lies all the law and the prophets with regard to our modern use of trade marks.

Write Your Congressman

Warning! If the reader has determined he wants to stick to the trade mark method he is used to, and which served him well and vote against the grade labeling idea, let him make sure of recognizing anti-trade mark legislation when he sees it. Many congressional bills are wolves in sheeps' clothing. They creep up on us unawares. They are like those Nazi organizations that sprung up in our midst with beautiful patriotic American names to win our confidence.

A good way is to write your congressman and tell him that if any bills come up with a hidden joker clause that would eliminate trade marks, you don't want any part of it.

BONDS OVER AMERICA ★ ★ ★

Drake's "Folly"

Erected at Titusville, Pa., where Col. Edwin Drake sank the first oil well in the Keystone state, stands Charles Henry Niehaus' heroic monument, "The Driller."

Millions of peaceful Ukrainian peasants have died, millions more are in slavery because Germany coveted the rich oil fields of the Caucusus. We help them—we help ourselves when we buy War Bonds.

Buy Extra War Bonds and Hold 'em

IT WAS TOUGH IN THE YEAR OF '43

'Twas back in the year of '43,
I had few A's and nary a B.
My tires blowed out; (I had no spare).
Them was troublesome days fer fair.
I bought me a truck,—junked the old Ford,—
An' got a few T's from the ration board.
But the truck burned up with a load of wool,
An' I then had to travel by way of a mule.

'Twas wet all spring; the weeds growed tall.
Lived in hopes I'd do better by fall.
All summer 'twas cloudy, but rain passed me by.
The cistern it leaked; the pond went dry.
Growed lots of peaches; but no sugar I got;
In the end had to let the durned stuff rot.
We patched up the fences with ol' balin' wire.
The barn tumbled in; the house ketched fire.

My daughter eloped with some G. I. in a jeep.
Then the gol-durned dogs killed off all my sheep.
The pigs got the flu; things shore went to pot.
The mule broke his leg and had to be shot.
No shells fer the gun, the crowe et the corn.
Doc wouldn't come when the twins was born.
The radio fizzled; my son run away.
The skunks et the chicks; the hens wouldn't lay.

The stove rusted out; we then cooked on the grate.
While the wood lasted, we did fust rate.
But the saw got dull, and the axe got broke,
We couldn't buy coal, and couldn't get coke.
Without any heat, we et the grub raw;
Mighty tough on me, but less trouble fer maw
Till her girdle busted, and she bulged fore and aft.
(She broke my jaw, one day when I laffed!)

Some thief got away with all our smoked meat.
Lost all our ration books; so how could we eat?
My shoes wore out; my feet went bare.
Prayed fer a shoe stamp, but none heerd my prayer.
Taxes past due, but I couldn't pay.
Things got more cock-eyed day after day.
Tobaccer crop failed; I got nary a chew.
No corn fer the still,—so what could I do?

I quit the danged farm, off to town I did take;
Right then and there I made a mistake.
The draft board found out the very next day
An' reclassified me in one dash A.
I've said a lot,—could say a lot more.
Will end up by sayin' was drafted fer war.
So whatever fate hands me, on land or on sea,
It shore can't be tougher than the year '43.

—Slim Pickins in Maysville Public Ledger.

REPORT INCREASE IN JOBLESS FUND

State Unemployment Panel Reports Collection Average $14.40 For Each $1 Out In '43

Kentucky's jobless insurance fund increased at a rate of over $1,000,000 monthly during 1943 and on January 1 this year stood at $64,630,251, it is revealed in the monthly report of the state's Unemployment Compensation Commission.

Jobless payments in 1943 totaled $860,042, an average of $71,670 a month, while collections averaged $1,104,076 monthly, the report showed. Thus, for each dollar paid out the commission collected $14.40, it reported.

December payments, which totaled $71,723, were up 10.6 per cent over November, mainly due to curtailment of production in some plants and shifts to other types of manufacturing resulting in temporary shutdowns, the report added.

Continued claims (claims filed for each week of unemployment) also showed a corresponding increase with new claims rising from 1,265 in November to 1,488 in December, a jump of 17.6 per cent. A total of 9,257 continued claims were filed in December.

Also showing an increase was the average amount of each worker's weekly check, which rose from November's previous high of $9.50 to December's $9.82.

The greatest number of payments went to unemployed workers in the Louisville area, who received $15,964, closely followed by the Lexington area, where $13,461 was disbursed, and Paducah area with total payments of $13,204.

RENT YOUR WINGS

Rent your wings is a sprouting idea for civilian aviation in the 1950's. The idea is that families will own thinguhmajigs that can travel over roads like a flivver. Then, if you want to go to Chicago or Des Moines to the movies, you drive it over to the airport, rent a pair of wings and a prop, lock them on the thinguhmajig and fly. Turn the wings and prop in at the next stop or when you get home again. Rental charges would run about $10 a day.—Pathfinder.

Enough commanders have been named to conquer the world twice.

On The Stage Of The RKO Albee Theater, Cincinnati

Beautiful Beatrice Kay, star of the "Gay Nineties Revue" and a great favorite of the networks because of her singing of favorite songs for the multitudes, is the featured star on the Forty Girls and a Man stage show opening at the RKO Albee on Friday, February 11. The music for the show will be supplied by the sensational band leader, D'Artega, composer of many popular tunes including "In The Blue of The Evening", and his all girl orchestra featuring Gloria Faye, Lois Marie, Florence, Betty Lou and the Symphonettes.

Others in the all girl show are Grace McDonald, loveliest star on the Universal Picture lot, featured in "Gung Ho", the current screen sensation. Miss McDonald has also been starred in many Broadway musicals as well as in vaudeville, in which she did a song and dance act with her brother, Ray. Another treat on the show and one that will bring joy to the old timers will be the appearance of the famous Watson Sisters, Kay and Fanny, now billed as "The Waae and the Wave."

The screen attraction of the week will feature another feminine star in the person of that very funny comedienne, Joan Davis, in her latest screen success, "Beautiful But Broke."