

The Carlisle Mercury

Established 1867

Printed and Published Every Thursday At Carlisle, Ky.

Entered as second class matter at the post office in Carlisle, Kentucky, under act of March 3, 1879.

WARREN R. FISHER JR., Editor-Publisher

SUBSCRIPTION RATES PER YEAR In State, \$2.00. Out of State, \$2.50.

Our Editorial Platform

- 1. Zoning of city and country schools. 2. Consolidation of city and county schools. 3. Installation of natural gas lines. 4. Better lighting business district. 5. Establishment of a board of Trade. 6. Location of an evaporated milk plant in Nicholas county. 7. Full support of the Nicholas County Community Chest. 8. An industry for employable mates.

THURSDAY, AUGUST 18, 1949

A Spider And The Mercury

Many years ago Mark Twain was editor of a small newspaper. A reporter once wrote in saying that he found a spider in his paper and wanted to know if that was an omen of good or bad luck. Mark Twain replied: 'Finding a spider in your newspaper is neither good nor bad. The spider was merely looking over your paper to see which merchant was not advertising. He could go to any merchant on his web across the road and lead a life of undisturbed peace ever afterward. You are always full of a constant, well-planned advertising program (budgeted to the merchant's pocketbook) would do more toward giving him a return for his investment than a big sign now and then. Sometimes we wonder if our portion of local merchants aren't overlooking a morsel contained in Mark Twain's quotation.

Advertising's Role

The clearest expression of the role of advertising is in the fact that it is a medium through which we can get our products before the general public. Advertising is the lifeblood of the business. It is the only way in which a manufacturer can get his goods before the general public. It is the only way in which a merchant can get his goods before the general public. It is the only way in which a service organization can get its services before the general public. Advertising is the lifeblood of the business. It is the only way in which a manufacturer can get his goods before the general public. It is the only way in which a merchant can get his goods before the general public. It is the only way in which a service organization can get its services before the general public.

3-Year-Old Suffers Serious Cuts And Bruises In Collision Sunday

Three-year-old baby, suffering from serious cuts and bruises, was taken to the hospital Sunday afternoon, after being injured in a collision with a truck. The baby was taken to the hospital by its mother. The truck was driven by a man who was also injured. The accident occurred on Sunday afternoon. The baby was taken to the hospital by its mother. The truck was driven by a man who was also injured. The accident occurred on Sunday afternoon.

UK Summer Enrollment Peaks 4,000 Mark

Summer session enrollment at the University of Kentucky reached a record of 4,000 students, according to the university's Registrar. The enrollment was up from 3,800 students last year. The Registrar said that the enrollment was up from 3,800 students last year. The Registrar said that the enrollment was up from 3,800 students last year.

What is it worth to You...

- 1. Career throughout Nicholas county and suffering because of lack of rain, farmers say. 2. While digging trenches in the south of Nicholas, preparations for laying pipes for water in St. Joseph, Ma. 3. Crops throughout Nicholas county and suffering because of lack of rain, farmers say. 4. While digging trenches in the south of Nicholas, preparations for laying pipes for water in St. Joseph, Ma. 5. Crops throughout Nicholas county and suffering because of lack of rain, farmers say.

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An Explanation Of Passing Words

Every time when I necessarily resort to explaining the meaning of the words which are used in the Scriptures, I am reminded of the fact that there are many people who do not understand the meaning of the words which are used in the Scriptures. This is because they do not know the meaning of the words. This is because they do not know the meaning of the words. This is because they do not know the meaning of the words.

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Sundays

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TAKE OFF THE TOP SOIL AND YOU'RE DEAD. Courtesy Soil Conservation Service.

Lerman's ...Now Showing The Very Newest FALL DRESSES. We've Gathered the Most Outstanding Selection in Fall Styles You'll Love for Every Occasion. Includes a list of dress styles like Slipper Satins, Wool Combinations, Tulle, and more. Also features a large illustration of a woman in a dress and the Lerman Bros. logo.

ADVERTISING INFORMATION: The Carlisle Mercury is a member of the Audit Bureau of Circulations...

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