

The Carlisle Mercury

Established 1867

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WARREN R. FISHER JR. Editor-Publisher

SUBSCRIPTION RATES PER YEAR

In State, \$2.00. Out of State, \$2.50.

Our Editorial Platform

1. Consistency of city for annexing fees.
2. Zoning of city and county schools.
3. Installation of curfew law.
4. Better lighted business districts.
5. Establishment of a Board of Trade.

THURSDAY, AUGUST 25, 1949

When To Stop Advertising

When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year.

When nobody else thinks "it pays to advertise."

When population ceases to multiply and the generations that crowd on after you, and never heard of you cease to exist.

When you have convinced every people whose life will touch yours that you have better goods, and lower prices than they can ever get anywhere outside of your store.

When you perceive it to be the rule that men who never do an ad did advertise are outstripping their neighbors in the same line of business.

When you feel that the words of the advertiser and most successful business man concerning the main cause of their prosperity.

When you would rather have your own way and fail than take advice and win.

When you want to get rid of the trouble with your advertising.

When you want to go out of business with a stock on hand—KPA.

Without A Shot Being Fired

Herbert Hoover was asked by President Truman to be surveyor of governmental costs in the neighborhood of \$50,000,000.

This is a grim warning from a public figure who knows what he is talking about. It is lent fresh emphasis by the fact that the Federal government is again spending far more money than it is collecting from taxpayers.

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room. Yearning for a moment of cool relief, he sat on the edge of the cooling tank. He was back in the refrigerator, and he had the same experience with the salad dressing over the salad.

McClain of Arkansas was concerned about the surplus of farm products. He had introduced an amendment, which he called the "McClain amendment," to the long-range, very American program, but he failed to help the Senator.

These three major farm organizations were to make the farm program to the Secretary of Agriculture. It was to be a dumping mechanism for the surplus of farm products.

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Sittin' Pretty

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TEST YOUR I. Q.

1. What is the most common name for the tree formerly known as Pinus strobus?

2. From where do the words "bicycle" and "candy" come?

3. What is the name of the first airplane?

4. What is the name of the first automobile?

5. What is the name of the first motor car?

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16. What is the name of the first automobile?

More and Better Telephone Service for Kentucky

As a result of the new telephone service for Kentucky, the state will have a more efficient and modern communication system.

The new service will include long distance calls, direct distance dialing, and other advanced features.

The service will be provided by the Bell Telephone Company of Kentucky.

The new service will be available to all areas of the state.

The service will be provided at a reasonable cost to the consumer.

The new service will be a great improvement over the old service.

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Answers to TEST YOUR I. Q.

1. Pine

2. France and England

3. The Wright Brothers

4. The Benz

5. The Benz

6. The Wright Brothers

7. The Benz

8. The Benz

9. The Wright Brothers

10. The Benz

11. The Benz

12. The Wright Brothers

13. The Benz

14. The Benz

15. The Wright Brothers

16. The Benz

COLLEGE CABLE

College Cable is a service that provides information about colleges and universities.

The service is available to all areas of the state.

The service will be provided at a reasonable cost to the consumer.

The service will be a great improvement over the old service.

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Wilson

Wilson is a service that provides information about various topics.

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