

The Carlisle Mercury

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Warren R. Fisher, Jr., Editor & Publisher

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Accent On Selling

During the last few weeks there has been the usual new crop of reports and forecasts. The reports deal factually with business experience during 1953 and look ahead to what is expected in 1954.

Measured by production and sales, 1953 was a boom year in anybody's book. Practically every business sold its output and came up with a reasonable profit. Practically everyone who wanted to work had a job, and of good wages. There were, of course, some who were not so fortunate.

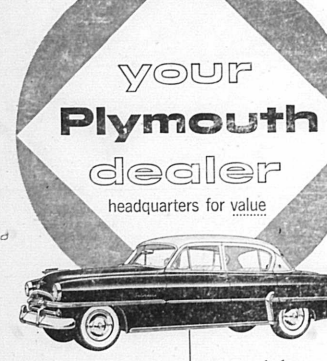
What's going to happen in 1954? In the crystal ball business there is no unanimity of opinion. But the consensus is that the economic machine will continue to roll along in high gear, though it may not rise to its former heights.

There is a hard-headed, serious-minded member believe that financial business in the coming year will depend on aggressive selling and advertising to a greater extent than we have known since World War II. Just after the war, of course, there was a huge backlog of hungry demand.

379 Sign Tobacco Acreage Contracts; Local Man Dies In Rail Accident

Local man dies in rail accident
Mr. Edw. Neal, 80, retired banker and son of Nicholas County, died in a train accident near Lexington, Va., on Monday.

your Plymouth dealer headquarters for value



When you trade with us, you get double value. A great car, the new '54 Plymouth, plus the service and parts that keep it great. And the same goes for used cars. They stand up, and will stand behind 'em. We deal in just one thing: value. We'd like to know you better—and show you what we mean.

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BLADES OF BLUEGRASS

published this week show combined value of \$47,174.44 and a per capita for each man, woman and child of \$1.99.

Mr. Max. Moore, qualified in county court last week as administrator of the estate of her mother, the deceased of \$500. L. S. Hughes, Jr., of Columbus and Mrs. Lintlogan were appointed appraisers of the estate.

Mr. J. W. Smith, of the county court last week as administrator of the estate of her mother, the deceased of \$500. L. S. Hughes, Jr., of Columbus and Mrs. Lintlogan were appointed appraisers of the estate.

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Week End Television Programs

THURSDAY
10:30 The Kitchen Show
11:00 Uncle Al's Corner
10:45 The Kitchen Show
11:00 Uncle Al's Corner

FRIDAY
7:00 Farm News and Don'ts Club
8:00 Western Roundup
9:00 Dopey
10:00 The Kitchen Show
10:30 Minute Movie
10:45 The Kitchen Show
11:00 Uncle Al's Corner

SATURDAY
7:00 Western Roundup
8:00 Dopey
9:00 The Kitchen Show
10:30 Minute Movie
10:45 The Kitchen Show
11:00 Uncle Al's Corner

SUNDAY
7:00 Farm News and Don'ts Club
8:00 Western Roundup
9:00 Dopey
10:00 The Kitchen Show
10:30 Minute Movie
10:45 The Kitchen Show
11:00 Uncle Al's Corner

MONDAY
7:00 Farm News and Don'ts Club
8:00 Western Roundup
9:00 Dopey
10:00 The Kitchen Show
10:30 Minute Movie
10:45 The Kitchen Show
11:00 Uncle Al's Corner

TUESDAY
7:00 Farm News and Don'ts Club
8:00 Western Roundup
9:00 Dopey
10:00 The Kitchen Show
10:30 Minute Movie
10:45 The Kitchen Show
11:00 Uncle Al's Corner

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Beef-Dairy Cattle Top in Meat Values

Calves produced by crossing Hereford bull on Jersey heifers made the best gains and sold for the most money in a 196-day trial reported by the University of Kentucky.

A comparison was made of calves produced by using a Hereford bull on Hereford heifers, and using a Jersey bull on Jersey heifers, and using a Jersey bull on Hereford heifers, and using a Hereford bull on Jersey heifers.

The Hereford-Jersey crossbred heifers and used purebred Hereford and Jersey heifers, and used purebred Hereford and Jersey heifers.

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Convention To Have Implement Demonstrations

Nine local implement companies, two national building equipment associations and three irrigation equipment companies will join in the educational exhibit and Home Convention of the University of Kentucky.

Mr. Moore, who is president of the American Dairy Association, will speak at the demonstration on the use of dairy equipment.

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Women To Learn Beauty Secrets

The right clothing and proper grooming can make any woman beautiful, in the opinion of Miss Mary E. Bennett, a beauty consultant of Chicago.

Miss Bennett will give two talks on Feb. 14 and 15, at the home of Mrs. W. H. Ferguson at the University of Kentucky.

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MOOREFIELD DEPOSIT BANK

Report of Condition of Moorefield Bank, State of Kentucky, as of the close of business on December 31, 1953.

Cash, balances with other banks, including reserves	\$206,494.43
U.S. Government obligations, direct and guaranteed	\$200,450.00
Other bonds, notes, and debentures	\$1,125.15
Loans and discounts	\$174,000.00
Real estate	\$46,241.18
TOTAL ASSETS	\$628,260.66
Liabilities	
Deposits	\$565,252.87
Other liabilities	\$166,257.87
TOTAL LIABILITIES	\$731,510.74
Surplus	\$10,000.00
Capital	\$10,000.00
Reserve	\$10,000.00
Other funds	\$10,000.00
TOTAL CAPITAL ACCOUNTS	\$40,000.00
Other funds	\$688,260.66
TOTAL LIABILITIES AND CAPITAL ACCOUNTS	\$731,510.74

Dear Editor

I am writing to you to express my appreciation for the excellent service you have rendered to the community.

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