

The Carlisle Mercury

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WASSEN R. FISHER JR., Editor-Publisher

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A Fable about Hot Dogs

Editor's Note: The following appeared in the Comment column some months ago, but is worthy of a reprint. It was brought to our attention again by Mrs. E. K. Knight.

A man lived by the side of the road... He was hard of hearing, so he had no radio.

He had trouble with his eyes, so he read no newspapers.

But he had good dog sense, so he had no dog papers.

He got up a sign on the highway, telling his dog what were.

He stood by the side of the road and cried, "You're a hot dog!"

"You're a hot dog!" he cried, "You're a hot dog!"

He increased his lust and hot orders and brought a bigger stove to take care of his dog.

He got his son home from college to help him. But then something happened.

His son said, "Father, haven't you heard?"

"What?"

"The situation is terrible, and the domestic situation is even worse."

Whereupon the father thought, "Will my dog be any better?"

He turned on the radio, and he listened to the radio, reads the papers and watches TV—he

to the father cut down his hot order, took down his advertising signs, and he

returned to stand by the highway to let hot dogs pass.

His hot dog sales fell almost overnight.

"You were right, son," the father said to the boy. "We are probably in the middle of a great depression."

—From an advertisement of Quaker State Metals Company, Lancaster, Pa.

Want to live longer?

Here's one method. Become buddies with that person standing in the back seat of your car—or right there beside you, for that matter.

"Two heads are better than one" when they're behind the wheel of a car," the National Safety Council says. It believes that the so-called driver's mirror aids the solution to the traffic accident problem.

"We're all driver of mistakes combining their driving knowledge and skill with the Council says."

It agrees that the term "back-seat driver" has had connotations. The motorist who has been subjected to nagging "advice" from the back seat of his car is usually the victim of interference with his driving.

"But with the proper spirit on both sides, back-seat drivers can be a real help," the Council says.

How?

"I let your wife, for example, who used to sit in my thing to do on a trip, be your co-pilot. Her observations—car marking out a side street, a truck turn in the road ahead—can take a big load off your mind."

Studies show that the irritated driver is more prone to error. The wife can help buy-off cool when he's upset over slow-moving cars or heavy traffic.

"Caring other persons in your car something to keep them from looking bored makes the trip go faster for both of you—without friction at a minimum."

"In addition to her best friend, the back-seat driver can handle many other de-

Advertising Story Of Coca-Cola

Every one in a while we run across the argument that local business concerns do not need advertising in the local newspaper, because "everybody knows about their business."

This is an idea that no argument can ever disprove. The man who has convinced himself that he is too well known to need advertising to remind people of what he has to sell to business men with such ideas, is calling attention to the fact that the Coca-Cola Company for many years, expanded an average of \$2,000,000 a year on advertising. There are few things in the nation better known than this popular drink. It is worth millions of dollars to advertise it. There must be something in advertising to produce sales.

Another example, let the business man look through the advertising pages of our popular magazine. What will he see is a constant repetition of advertising appeals by firms selling products that are known in all parts of the world. The non-advertising merchant must ask himself why these people throw their money away on advertising.

—The Rowan County News

Little James, 30, at St. Joseph's hospital in Lexington on April 21.

Thursday, May 2, 1958

The Carlisle Botting Works

is taking the final treatment as a result of being bitten or having been in contact with rabid animals within the past few weeks.

DR. T. R. HARRIS, D. V. M., and Dr. C. A. HARRIS, D. V. M., of the Carlisle Botting Works, are in charge of the treatment.

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NEW GAME, BASKET BALL POLO



Illustration of a basketball game in progress, showing players on a court.

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Jacktown

By Mrs. Kenneth Kearns

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