

MERCURY VAPOURS

by Warren R. Fisher

Publishing a newspaper, even a small weekly, has long been the lot of a junior organization, failing to have an item published in a new story last week. At this week, that the item be put in a classified advertisement. Now, at a point we are able to comply.

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IF I POSSESSED A STORE

If I possessed a shop or store I'd drive the groceries off my floor. I'd never let some gloomy guy offend the folks who come to buy. I'd never keep the boy or clerk with mental trouble at his work. Nor let the man who draws my pay drive customers of mine away. I'd treat the man who takes my time And spend a nickel on a dime. I'd never let anyone make me feel That I was going to close the deal. Because tomorrow (who can tell?) He may want the things I have to sell. And in that case how glad he'll be To spend his dollars all with me.

The reason people pass one door To patronize another store Is in pleasant words or smiling eyes. The greater difference, I believe, Is in the treatment folks receive.

Twenty & Forty-Five Years Ago

August 22, 1946
C.H. Leonard, Dean Auditor, Gene Hughes and Howard Warner were those among attendance last week at the state convention of the I. P. P. of Carlisle, as deputy highway commissioner, was announced this week by I. Stephen Watkins, state highway commissioner. The 25th annual meeting of the Ewing Fair, held last week, was one of the most successful ever held from a financial standpoint. Local cream stations are paying 35 cents for butter fat.

Thursday--
August 25, 1921
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Farm Home

With the spring planting over and the harvesting of crops in progress, the farmer near future, the farmer, seems a feeling of anxiety. He hopes that his returns will not be less than his costs. He also wonders how close he will come to producing an ideal crop. The farmer works hard, both mentally and physically every year to provide himself as well as his fellow man with food.

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I say what I Think.

By S.C. Van Cuzon
The Southern Governors' Conference at Kentucky Dam Village September 18-21 gave Gov. Edward T. Breathitt another opportunity to further his program for the development of the state in cooperation with others.

The upcoming conference serves this column as a take off point to examine some of Breathitt's plans. Kentucky also belongs to the Midwest Conference, being the first of the Southern states permitted membership. West Virginia applied at the recent Cincinnati meeting of the Midwest Conference.

Kentucky, as a border state, has interests in both. Breathitt's legislative programs have made him almost an evangelist in furthering progress and improvements in the state. He has carried on an aggressive program in the field of health and welfare, agriculture, education, prison reform, highway construction, but he is more evangelistic in the fields of conservation and tourism.

Breathitt has presented a plan for an interstate compact to regulate strip mining of coal. This plan was first presented at the Natural Resources convention in St. Louis. Kentucky adopted strip mining and water resources regulations in the 1960 session of the General Assembly. Kentucky and Pennsylvania have signed the compact, but it takes four states to get approval of the legislature for the compact to become effective.

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REACH FOR THESE FOOD SAVINGS

Whole lb. 29¢
Cut Up lb. 33¢
lb. 79¢
lb. 89¢



Round Steak lb. 79¢
Rump or Sirloin Tip Roast lb. 89¢
Zesta Crackers lb. 33¢

LIPTON TEA "BRISK" TEA 1 lb. 41¢ 1/2 lb. TEAS 59¢
Celery 15¢
Head Lettuce 2 1/2 45¢
Nectarines 4 1/2 25¢

Tomato Catsup 20 oz. 4/51
Tomato Catsup 14 oz. 2/37¢
Pineapple 1/2 can sliced, crushed, 3/51¢
Seedless Raisins 15 oz. 29¢
Medium Prunes 1lb. 29¢
Sweet Peas 303 can 4/89¢
Tomato Juice 46 oz. 3/85¢
Pineapple Juice 46 oz. can 3/51¢

Del Monte Fruit Cocktail 303 can 4/85¢
Del Monte Tuna 1/2 size can, chunk light 3/89¢
Heinz Soup NO 1 CAN 10¢
Pineapple-Grapefruit Drink 46 oz. 3/85¢
Fruit Drinks 46 oz. 3/85¢

Lipton Instant Tea 6 oz. 29¢
Maxwell House Coffee reg, drip, time 79¢
Fab GIANT SIZE 69¢
Aurora Toilet Tissue 2 roll pak 4/51¢
Kotex 12" regular, super 39¢
Kleenex Facial Tissue white/assorted 200 ct. 2/49¢

1/2 gal. Fireside Fig Bars 1/2 lb. 29¢
59¢
We will be open Friday night until 8 P.M. for your shopping convenience
Harpers Garage, 254 E. Main Street, Carlisle

Hospital Notes
Admitted: Miss Jeanie Carpenter, Johnny Lynn Anderson, Mrs. Mamie Payton, William Wood, Mrs. Sam Reynolds, Mable Morris, Freddie Caule, Mrs. Sam Reynolds, Mable Morris, Freddie Caule, Robert J. Ritchie, Mrs. Albert Morris, Mrs. Sam Reynolds, Miss Mitchell, Mrs. Elizabeth Gray, Roy Alexander, Mrs. Chester Young, Miss Bartley, Manuel Crawford, Mrs. Russell Selva, Mrs. C.D. Kingsolver, Flemingburg, Johnny Anderson, Miss Jeanie Carpenter, Mrs. Mamie Payton, Mr. Oliver, Mrs. Martha Gaines, Moorehead, Surgery: Miss Jeanie Carpenter, Mrs. Sam Reynolds.

Bourbon

DRIVE-IN
7:45 Thurs.-Fri.
Leslie Caron
Charles Boyer
Starring in
"A VERY SPECIAL FAVOR"
Hear 2 Big Beat Saxes
"WILD ON THE BEACH"
at 1:45 Sat.
Johnny Seven in
"NAVAJO RUN"
at 9:25
A Suspense Drama
"THE IMPRESS FILE"
at 7:45 Sun. Thru
Wed.
Dean Martin
"THE SILENCERS"
at 9:50
Laurence Oliver
"BUNNY LAKE IS MISSING"
7:45 Thurs.-Fri.
Color
James Garner
Dick Van Dyke
Elke Sommer
Angie Dickinson
"THE ART OF LOVE"
at 9:50
Stephen Boyd
James Mason
Eli Wallach
"GENGHIS KHAN"

PIONEER EXCITEMENT KENTUCKY STATE FAIR

LOUISVILLE, AUGUST 18-27
This year, new dated Ten big days. The kids are out of school and here's the excitement waiting for you. The fair is in full swing from now on to the midway, to new things to talk to, to new developments in space. It's the Kentucky State Fair! Let yourself go!

World's Championship Horse Show

at 7:45 Sun. Thru Wed.
at 9:50
Laurence Oliver
"BUNNY LAKE IS MISSING"
7:45 Thurs.-Fri.
Color
James Garner
Dick Van Dyke
Elke Sommer
Angie Dickinson
"THE ART OF LOVE"
at 9:50
Stephen Boyd
James Mason
Eli Wallach
"GENGHIS KHAN"

FREE TEENAGE ACTIVITIES AND PROGRAMS
FREE KY. LONG RIFLE SHOOTING CONTEST
FREE AQUA HIGH DIVE THRILL SHOW
FREE COUNTRY MUSIC SPECTACULAR
Dollar-a-carload hours every day!

This is the year of the Ford in Carlisle

This is the clearance of the year!
Our '66 Fords were best sellers at year-round prices! We're offering year-end prices. But hurry! They can't last.

OFFICIAL FORD CLEARANCE

Harpers Garage, 254 E. Main Street, Carlisle

Local Business

By S. S. TALENT
Chairman of the Board
University of Kentucky
Sears is the largest retail business in the world. It is also the largest user of retail newspaper advertising in the world. The relationship of business and successful merchants to the use of newspaper advertising is no coincidence. Sears and General Motors have been here over 100 years. The result of consistent appeal to the consumer mind, local, wide, great national campaigns have earned success. For the result of their advertising efforts. They give every method of advertising a fair trial before investing millions of dollars. They continue to increase their newspaper advertising year after year.

Largest Businesses Use Newspaper Advertising

Their sales have increased accordingly. The results is a constant reminder that all sales are local. No business grows so large that it can ignore the individual consumer and the factors which cause him to make a final buying decision. Conversely, no company is so small it can overlook the avenues which lead to growth. But the small local firm has more chance than giant national enterprises to profit from local newspaper advertising. Newspaper advertising is more economical for the small local store than for the national firm. Because of his specialized knowledge of the community, the local retailer should be able to do a better selling job with less space. And because people are truly interested in the success of a local firm, they will patronize it when advertising proves that the local store is competitive.

The Carlisle Mercury

ESTABLISHED 1867
Published Every Thursday At Carlisle, Kentucky
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WARREN R. FISHER Editor-Publisher
(Mrs.) Katherine T. Fisher . . . Associate Editor
SUBSCRIPTION RATES PER YEAR
In Kentucky, one year . . . \$3.00 plus 9¢ tax \$3.50
Out-of-State, one year . . . \$3.50

Buyer, Be Wise, BEWARE!

By Robert Matthews, Attorney General
DON'T SIGN DOCUMENTS YOU DON'T UNDERSTAND
Stop! Before you sign, do you know what you are signing?
A contract isn't always labelled "contract". You may not realize that what you are putting your name to is a contract, but once your signature is on it you will be bound by its terms.
Make certain that a "receipt" is only a receipt; that a "sales slip" is only a sales slip.
A homeowner was told a set of books was "free" and being placed in the box for "advertising purposes", yet he signed an agreement to pay over \$300 in monthly payments, fail to do what he was signing.
Read the fine print before you sign instead of after you are in difficulty.
Prevent the question the Consumer Defense Division of the Attorney General's Office is asked, "Is this a contract? What can I do about it? To which the answer, too often, is "Nothing".
Fellow Citizens
Your willing and eager support during the recent "Free Van Drive" was very gratifying. Your generosity made it possible for us to top our goal with a total of \$984.
From Mann Shankland Board of Directors.
Sincerely,
Charles Wilson

Del Monte Fruit Cocktail

303 can 4/85¢
Del Monte Tuna 1/2 size can, chunk light 3/89¢
Heinz Soup NO 1 CAN 10¢
Pineapple-Grapefruit Drink 46 oz. 3/85¢
Fruit Drinks 46 oz. 3/85¢

Lipton Instant Tea

6 oz. 29¢
Maxwell House Coffee reg, drip, time 79¢
Fab GIANT SIZE 69¢
Aurora Toilet Tissue 2 roll pak 4/51¢
Kotex 12" regular, super 39¢
Kleenex Facial Tissue white/assorted 200 ct. 2/49¢

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