

GOOD REASONS WHY THE MERCURY DELIVERS MORE SALES TO ITS ADVERTISERS



- 1. CIRCULATION.** Local intimate contact throughout the Carlisle trading area, explains the Mercury's intensive percentage of family coverage (over 82%) highest among all newspapers coming into the area.
- 2. READERSHIP.** The Mercury does the most thorough job of reporting local news. No big city paper gives the details of local news that The Mercury does. This is why our subscribers stay with us for a long, long time... often a lifetime. The Mercury also offers guidance on local issues through opinions expressed on the Editorial Page.
- 3. GROWTH.** Our circulation figures are like bunnies, constantly multiplying all over the area.
- 4. SALES SUPPORT.** In the Carlisle and Nicholas County market, The Mercury's key coverage of able-to-buy households insures successful sales results.
- 5. RETAIL INFLUENCE.** The Mercury is avidly read. Community minded retailers want to know what their paper has to say. This newspaper is always at the service of the retailer to help him increase sales.
- 6. SELECTIVITY.** The Mercury's planned and organized contents assures its advertiser maximum readership for his particular message.
- 7. COLOR.** Color leads the way to your door... to your special event... to everyday selling. Color advertising explodes with action before your eyes through the facilities of web offset press. The Mercury revitalizes your advertising with brilliant color.
- 8. QUALITY OF PRODUCTION.** The Mercury has recently converted to web offset printing, because we believe there is no area in the state with greater potential for its advertisers.
- 9. IMPACT.** The Mercury delivers more circulation, more readers for your advertising dollar. In the Carlisle area, no other newspaper creates such IMPACT, no other medium can generate such sales response.

RENT **LOST-FOUND** **FOR HIRE** **BUY/SELL** **TRADE**

YOU'LL FIND IT IN THE WANT ADS!

CLASSIFIED ADVERTISING RATES
 1st Classified Ad Accepted After 12 o'clock Noon Thursday
 Per word first insertion 5¢
 Per word each subsequent insertion of same ad without any changes 4¢
 Minimum charge (first insertion) \$1.00
 Minimum charge each subsequent insertion) \$3.80

FOR SALE—
 FOR SALE: One 4-room house, large lot, one 6-room house, large lot, newly painted and papered. Also 200 acre farm size 6-room house and black top road. Possession 30 days. Call 109 after 8 p.m. 8-3-1tp.

FOR SALE: 1961 Skyark Buick. Automatic transmission, power steering, radio and heater. New Tires. This car is in A-1 condition and priced to sell. See Delores Gaunce or call 597-J-1.

FOR SALE: Spotted Poland China male pig. Wm. Marr. Phone 711. 8-3-1tp.

FOR SALE: Delicious Old Country Ham. Walter Shepherd, Scotch Hill Road. Phone 468. 5-4-1tp.

FOR SALE: Rubber stamps in all sizes and types leading up to 2 1/2 inch x 4 inch. The Carlisle Mercury, Home 98.

SPECIAL SALE: Thursday Night August 10, at 7:30 p.m. All kinds of livestock. 811 1/2 Sycamore Hill, Carlisle Stockyards, Carlisle, Ky.

FOR SALE: 164 Massey Ferguson Cat tractor. 6 1/2 foot lift barrow. 12 inch pvc. Ronald Howard Road, Cynthiana. 8-3-1tp.

FOR RENT—
 FOR RENT: 3 room apartment with private bath. Inquire 317 E. Main. Phone 240.

FOR RENT: Two nice rooms with modern conveniences. Margaret Givens.

NOTICE—
 NOTICE: Cover crop wheat for sale. \$1.70 per bu. Minimum 2 bu. plus 2 cent per bu. bag. Phone 233-4. 604-1/4. George Gaffin, Route 4, Cynthiana or 441 Sycamore Hill. 8-3-1tp.

NOTICE: The W.S.C.S. of the Moorefield Methodist Church will hold its annual ice cream supper on the lawn of the church beginning at 6 p.m., Friday, August 11. 8-3-1tp.

NOTICE: Authorized Dealers for Johnson & McCullough outdoor motors. Busch's Garage. 6-23-1tp.

SPECIAL SALE: Thursday Night, August 10, at 7:30 p.m. All kinds of livestock. Extra buyers on hand. Carlisle Stockyards, Carlisle, Ky. 8-3-2tp.

ITS ONLY GOING TO BE HERE thru Saturday, Caravan of Coats at Lermans. Use Lermans Lay-A-Way plan. 8-3-1tp.

ATTENTION: Home owners. Termites do millions of dollars damage each year. They could be dangerous if not gone. For free inspection, call Arnold Thornburg, 79 Carlisle, Central Ky. Termites Co. Warranty 8 bonded. 7-6-9tp.

ADMINISTRATORS NOTICE
 All persons owing themselves to be indebted on the estate of Hattie Sampson deceased, will call upon the undersigned at once and settle same; and those having claims against said estate will present same properly proven to the undersigned for payment. Roger Sampson, Administrator of the estate of Hattie Sampson, deceased. Charles Cox, attorney. 7-20-67tp.

WANTED
 WOMEN WANTED to come by Lermans Thursday thru Saturday to look over our new 1967-68 truckloads of Coats. 1100 total yards. 8-3-1tp.

HELP WANTED. Young men, minimum 18 years old and willing to work. Apply Country's B.A. 7-6-1tp.

CARD OF THANKS
 I want to thank Dr. Morford, Dr. Hillway, all the nurses, the hospital staff, for being so good and kind to me while I was in the hospital. My friends and neighbors for the lovely cards and flowers. All the ministers for their prayers. I shall never forget and may God bless each and every one. Mary Alice Berry. 8-3-1tp.

CARD OF THANKS
 We wish to express our appreciation for the many kindnesses shown to us during our recent bereavement. The family of Byron Sealing.

CARD OF THANKS
 We wish to thank all of our friends for the flowers, cards and food, all the kindness shown us during the death of my son and our brother, David Guy Earlywine. Our thanks to Bro. Donald and Mrs. Givens for their comforting words. Our thanks also to the pallbearers, clergies and the Master-Shearer funeral home. We are grateful to all those who were so sympathetic during our hour of sorrow. Mrs. Martha Earlywine and Sons. 8-3-1tp.

LEGAL SALE
 In accordance with K.R.S. 374.270, the following automobile will be sold on August 11, 1967, at 10:00 o'clock a.m. at Woody's Auto Repair and Body Shop, Walnut Street, Carlisle, Ky. to satisfy a lien against it for repairs, accessories, and supplies furnished on said vehicle, being a 1957 Ford, 2 door, serial No. 1D792. Woody's Auto Repair and Body Shop, by Woodrow Wilson, Carlisle, Kentucky. 8-3-1tp.

NEW BOYS' CENTER
 The State will open a new boys' center in County. The center will be a separate younger offenders' center from the older and more sophisticated juvenile offenders at Kentucky State Penitentiary.

A \$250,350 construction program is underway at the site to be known as the Daniel Boone Boys' Center. The work includes renovation of existing buildings and construction of a distinguished building.

The center will be operated by the State Department of Child Welfare. Commissioner Maurice A. Harmon announced the appointment of Warren White, former assistant professor of social work at the University of Connecticut, as superintendent.

The first group of boys will be from Kentucky Village for Lexington, and will number about 50, ages 9 to 13. Harmon said later arrivals probably will be sent directly from the Department's reception and diagnostic center near Louisville.

The boys' center treatment program will run about nine months for each boy. It will stress practical education, intensive counseling and education in social values. Harmon hopes to establish them before they become delinquents," Harmon said.

Choice Yearling Ewes
 Phone—Lexington, Ky.
 606-266-1083
 Herschel Weil

Bourbon
 AT 8 P.M. Thurs. & Fri.
 COLOR-SOUP SALES
 TAB HUNTER IN
 "BIBES 80 IT"
 AT 10 P.M.
 "THE RUSSIANS ARE COMING"
 Sat. Sun. Mon. Tues. Wed.
 AT 8 P.M.
 COLOR KANA ANDREWS
 "HOT RODS TO HELL"
 AT 10 P.M.
 COLON
 Robert Vaughn
 "THE VENETIAN AFFAIR"

FARM LOANS
 To Purchase Land.
 Build or Improve Houses.
 Barns, Milk Houses, Silos,
 Carry out Herd Expansion.
 Refinance Debts or Any
 Worthy Purpose.
FEDERAL LAND BANK ASS'N.
 1011 BRYL Bldg.
 Mayville 208 Seltzer St.
 DORSEY WATKINS, Director
 Carlisle Branch Bldg. On Tuesday.

IS IT TIME TO RENEW YOUR DRIVER'S LICENSE?
 (IT MAY BE IF YOUR BIRTHDAY IS IN AUGUST)

Published as a public service by this newspaper.

Peoples Furniture Store
 Owingsville, Ky. Phone 854-3711
 Lowest Prices Best Quality
 OPEN 9:30 A.M. -- 6:30 P.M. WEEK DAYS
 7:30 A.M. -- 9:30 P.M. SATURDAY
 OWNERS: ARTHUR MAZE--TOMMY MAZE

ONE STOP WOODWORK YARD
HOME OF QUALITY WOODS

From plywood paneling to outdoor siding, complete selection is here. Top in quality, lowest prices. Come in, see, SAVE!

We can be underworked, but not when quality is matched!

REID VICE & GREEN

CALL OUR NUMBER 805

Explore Kentucky Parks and all of Kentucky

...great for family vacations

at your Cooperative's Annual Meeting

See color slide presentation that will give you the "colorful story" of your local operations, and also show and tell you about some affiliated cooperatives that help Southern States help you to improve profitable farming. Attend and vote for able leaders, join in discussion, hear reports, enjoy singing and good company. Bring a neighbor, help build your Cooperative in keeping with this year's meeting theme: **FOR MORE PROFITABLE FARMING SUPPORT YOUR COOPERATIVE.**

Date: Thursday, August 10, 1967
 Time: 7:30 P.M. EST
 Place: Nicholas County High School

SOUTHERN STATES CARLISLE CO-OPERATIVE
 Phone 47
 Carlisle, Ky.
 Your Southern States Cooperative Agency

PLANNING TO MOVE? LET US KNOW SO YOU WON'T MISS SINGLE COPY OF YOUR MERCURY

WANT ADS WORK

LP GAS
 Author & Risk Reduction Dependable Service
 Southern States, Carlisle Branch Service
 Phone 674-2511 Underwriting

SMALL FARM
58 Plus Acres
1 1/2 Acres Tobacco Base

New 3 room home with bath—electric heat—hardwood floors—carport. Barns and other outbuildings. This farm lays well and is an excellent farming area. Walnut Grove Road—A Real Buy. CALL: HAZEL SWARTZ, PHONE 707 W. CARLISLE, KENTUCKY.

Lowry And Crouch Realtors
 518 HIGH STREET—PHONE 897-4169

New Massey Ferguson
135 Diesel Tractor \$3295.00
 Tax Included

FREE No. 72 Side Mower
 No Trade-In
A 2 Week Special

Evans Bros. Tractor Sales

WORLD'S MOST MARVELOUS MATTRESS
 STILL ONLY \$79.99

SPRING AIR BACK SUPPORTER

THIS IS WHY WE PRODUCE THE WORLD'S MOST MARVELOUS MATTRESS
 CONTAINS HANDED KANG SPRINGING UNIT WITH HEALTH CENTER FEATURES
 AVAILABLE IN REGULAR EXTRA LONG—QUEEN AND KING SIZES
 *Approved by the American Medical Association and the American Nurses Association

LIFE

Garrett's

A Colorful Story

at your Cooperative's Annual Meeting

Order Coal Now!

Buy The Best For Less!

ORDER NOW.
 Luther Hollar
 Coal & Lumber Yard
 Dorsey Ave. Phone 276

FOR SALE
House at 547 Sycamore Hill.
 House will be shown to prospective buyers.

Contact: Frank Burgess,
 109 Reservoir Road,
 Frankfort, Ky. 40601.
 Phone, Area Code 502-223-0341.

EVERYTHING YOU NEED TO DO IT YOURSELF

Get your BRUSHES, ROLLERS, MINERAL SPIRITS—anything you need to make your home *Louder*

We carry all: Paint Supplies, Glass Building Hardware, Screen Wire of all Kinds

Dorsey Bros. & Fisher

NICHOLAS COUNTY LIVESTOCK NEWS

MARVIN CASWELL, Purina Feeding Advisor
 NICHOLAS COUNTY FEEDERS
 Carlisle, Ky. Phone 1008

THIS SUMMER HELP CONTROL FLIES THE EASY WAY WITH NEW PURINA CHECK-FLY CATTLE BLOCKS

Purina Check-Fly Cattle Blocks Give you
 • Effective fly control. Flies lay eggs in fresh manure. Eggs hatch into maggots. Maggots develop into flies. The killing ingredients in Check-Fly kills the maggots before they develop into flies.
 • Effective worm control. Purina Check-Fly interrupts the life cycle of worms by retarding egg production and larvae development.
 • Effective Foot-Rot Protection. Purina Check-Fly contains an active iodine compound which helps prevent foot rot and lumpy jaw in cattle.
 • Effective Pasture Clean-up. Purina Check-Fly reduces soil infestation, breaks the fly and worm life cycle, making pasture cleaner, more productive places to raise cattle.

Get your supply NOW for the big fly season ahead