

The Carlisle Mercury

ESTABLISHED 1847

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Some Consumer Protection Please

Spoken for the antitrust division of the Department of Justice have indicated that they do not envision a broad scale program imposing limitations on advertising. But, at the same time, there continues infotistical circles underlying belief that advertising results in higher prices. Nothing could be further from the truth. Advertising builds sales volume and lowers unit costs. Consumers benefit in lower prices, abundance and variety in the marketplace.

Farm & Home

Many livestock men face a possible winter feed shortage. The alfalfa weevil has been a real pest, and unless this gap can be filled by other crop crops of hay, winter feed supplies will be short on many farms. Forage seed production is limited and plants developed to provide the needed feed supply for the winter season.

Sodas and soda-syrup crops are being widely used. These crops are basically pasture crops and are best suited to grazing or green chop operations. They can be considered as an additional hay and silage source for providing additional winter feed supplies.

To obtain the best combination of quality and reasonable storage, the following factors should be considered in making sodas or green chop: 1. Soil fertility. 2. Seed planting date. 3. Fertilizer use. 4. Weed control. 5. Harvesting time. 6. Storage conditions.

For silage, excessive moisture is a problem when chopped directly. The use of a conditioner and wilting may be desirable. The use of a conditioner and wilting may be desirable. The use of a conditioner and wilting may be desirable.

The annual livestock field day at the Carlisle Farm, University of Kentucky, will be held Wednesday, July 12. Wagon tours of the research activities of the University will start at 10:00 a.m.

Twenty & Forty-Five Years Ago
Thursday, June 26, 1947
Cano Doonan and son, Billy, of Carlisle were in Louisville, Tuesday, to attend a technical meeting given by an electrical engineer's employer.

Miss Nellie Law Bailey of Lancaster, has accepted a position as linotype operator with The Carlisle Mercury.

Miss Nancy Doonan was entertained with a lovely dinner Thursday evening at the home of her parents, Mr. and Mrs. William A. Doonan, in honor of her sister, Mrs. William Warren, and Mr. Warren, a recent bride and groom of Lebanon.

John A. 1922
Col. and Mrs. C. M. Bean, Millersburg, Pa., had purchased a home in Lakeford, Pa., and were planning to take a vacation trip to the lake during the summer of 1947.

July 8, 1922
The first blackberries of the season had made their appearance on the Carlisle market. Producers were told the crop would be below the average due to dry weather.

Local Business

By K. T. Talbot
The soft-drink business is one of the liveliest and most competitive in the United States.

The sales of major beverage companies are increasing at the rate of eight per cent annually. At the same time many new companies are entering the field with success.

Reasons for the expanding consumption of soft drinks are several—youth, more affluence, public development of low-calorie products, changing living habits, and advertising.

The vigorous advertising competition among beverage brands may lead to an overall increase in the consumption of soft drinks. However, the rise of new brands indicates that people give thought to a purchase even when a dime is involved.

That a handler is engaged in an unfair practice as defined by the legislation. The responsibility to initiate action and bear the expense of court proceedings falls on the consumer.

The list of organizations that participated in the hearing before the Senate Subcommittee on Antitrust, Monopoly, and Industrial Regulation includes the National Cattlemen's Beef Assn., the National Livestock Producers Assn., and the National Council of Farmer Cooperatives.

The success of these groups through the Purchase Parkway now under construction and the system and one from London to Hazard.

"American farmer and rancher has a need for greater marketing power. Widespread use of marketing contracts has increased the need for producers to strengthen their marketing position.

Youth Opportunity Campaign

As the school year comes to a close, more young people are searching for work than ever before. It's estimated that over 12 million 16-to-21-year-olds will be knocking on office and factory doors, and that some two millions of them will fail to find a job unless something is done to help them.

That helping hand is already taking shape again in the form of the Youth Opportunity Summer Jobs campaign. In the past two years, the Youth Opportunity campaign was successful in finding needed extra jobs for young people through the wholehearted support and cooperation of business, labor and government.

This summer the challenge is even greater. Employers are being asked to hire as many young people for the summer months as they possibly can. Many of the youths will be looking for permanent jobs.

For some, not finding a job will mean not returning to college; for others, unemployment may mean the beginning of a long, frustrating effort to become self-sufficient.

By S. C. VAN CURE
— Kentucky's industrial and economic growth in the last decade has been so constant and steady that perspective is hard to grasp when looking back at the 10-year period.

This industrially undeveloped area that has become a normal factory, and would be surprised if his expectations are less than \$100,000 to \$200,000.

The dynamic development may better be explained in terms of the state's biennial budget. Announcement of a billion dollar budget by Gov. Bert T. Combs in 1962 was a milestone in the state's fiscal history.

Had this writer had the following article in his weekly bag, he could not have been so impressed with the state's progress.

Two SWIPES! Some people go through life and don't give advertising a second thought. Happily, most people don't. They are content to let the advertiser do the work for them.

JOBS FOR YOUTH

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Scenes at Girl Scout Day Camp

Held Recently on the Everett Watkins farm near Lake Carnico



BROWNIE UNIT I

BROWNIE UNIT II

JUNIOR UNIT I



JUNIOR UNIT II



Pixie Unit and Mrs. Robert Sparks, Camp Nurse



Part of Cadette Unit with David Smith, Red Cross Water Safety Instructor



Young and old attend Memorial Dedication Service Sunday at Lake Carnico

ALMOST HIDDEN—Trees at Lake Carnico nestle this caboose which is a long way from the railroad tracks that it formerly operated on. Bob Lucky of Paris plans to remodel the interior into a unique "caboo."

FOR YOUR CONVENIENCE Mercurys are on sale at the following

MARSHALL'S RESTAURANT	C&G KY. FOOD STORE	SEXTON'S GROCERY
THE VARIETY STORE	COATNEY BROS. IGA	
NEAL'S SQUARE DEAL	MORRISON'S VARIETY STORE	HOLLAR'S GULF SERVICE
KY. FOOD STORE		BRETZ GROCERY
HOPKINS DRUG CO.	CARLISLE DRUG CO.	O'BANNONS GROCERY
		FRANK WEAVERS at Morefield

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