

The Carlisle Mercury

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Watch Who You Hire

In 1968, some 75 million voters will elect a president and vice president, congressmen, governors, senators, judges and local officials—thousands all told. The people are hiring all these men and women to run governmental affairs with tax money taken from all of us. It is important therefore that the voter use his very best judgment in selecting officials who have shown lack of ability in handling their jobs and responsibilities in their public offices. One way to help the voter is to publish the names of those who have been elected to public offices. This will help the voter make a more informed choice.

Local Business

By E. S. Talbot, Chairman
Dept. of Journalism
University of Louisville

An evaluation of competition should provide the retailer with a basis for determining the kind and amount of advertising he needs. Unfortunately, many retailers tend to use competition only in terms of similar stores in the local community. Actually, the most serious competition may come from entirely different types of retail outlets, some of them at distant locations.

For instance, a lumber company which specializes in selling supplies for crumpling homes may not appear to have any direct competition. However, the situation could cause the lumber company to curtail advertising with disastrous results.

Home renovation is an optional activity in most businesses. It is undertaken when it promises to bring satisfaction and profit, or other goods and services in which family savings can be invested.

Farm & Home

Safe Walking Helps Protect You from Highway Accidents
The person injured or killed in a car accident is so you'll have a clear view of the road ahead.

Always wear your seat belt. It's the best way to protect yourself in a crash. Buckle up, America!

When you must cross where there is no clear delineation of the street, walk directly across the street. Do not walk on the sidewalk.

Agree Or Not,

I Say What I Think
By S. C. Van Curen

Frankfort, Ky.—Panic, ignited by the House vote on the 1968-69 fiscal year, has set off a series of political moves that may establish the Missouri System, supposedly established by the Missouri System, supposedly established by the Missouri System.

Having a bad wing cuts mightily into my fishing time. I've found that fish don't seem to mind which side of the boat they're on.

As the editor of the *Mercury*, I have a duty to my readers. I'm for a more open and honest press. I'm for a more open and honest press.

The Atlantic Company of America has planned for the construction of a 24,000-ton aluminum vessel. The construction is scheduled to start in October, and will be completed in time for sea trials by May 1970.

Competition Evaluation

Determines Ad Needs

Company is in direct competition with the automobile dealer, the real estate agent, the bank, the insurance company, the doctor, the lawyer, the accountant, the plumber, the electrician, the painter, the carpenter, the mason, the bricklayer, the roofer, the landscaper, the gardener, the florist, the caterer, the baker, the butcher, the grocer, the pharmacist, the optician, the dentist, the veterinarian, the veterinarian, the veterinarian.

ALMA EXTENSION SERVICE
Lillian J. Neffinger, Manager
Carolyn Offutt



Mr. Robert H. ...

Washington Report

From Your Congressman
By John C. Watts

Conservation Act Is Expanded
Congress, aware of our nation's rapidly increasing population and our diminishing open space, recently enacted legislation to double the Federal acreage for new parks and recreation areas during the next five years.

The basic law of 1965 was designed to acquire every U.S. citizen an acre of land and water resources. This means one acre of land and water resources for every U.S. citizen.

Under the Act, the Secretary of Interior can exchange public land not now in use for farmland or other recreational areas. The Secretary is empowered to buy land adjacent to recreational areas, then resell the land at a slight loss on condition it not be put to a use incompatible with the recreation area.

One of the most important features of the legislation is designed to protect the public from the rising prices demanded by our diminishing supply of land. The Secretary of Interior will be provided funds in the next fiscal year.

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Kale Production In Trimble Ranks High In U.S. Total

Lexington, Ky.—A quiet little river country, Trimble, and the Carlisle farmstead Bedford sets off the main road. That fact we'll have you know, about one-third of all the kale (stale produce) produced in the United States is raised on that farm.

Mr. Robert and Mildred Maesy, area agent, say that U.S. Department of Agriculture statistics for 1967 show that there were 1,100 kale acres in the U.S., a national production was done by Kentucky.

The Abbots—a wife is an active and hard-working partner—own their own farm. They have a 100-acre farm, and it will be harvested from November, and sometimes into December. The above-come of the ground and when their crisp, green leaves are ready, workers hand strip them. A few weeks later, the leaves have grown back, and another harvest is indicated.

Mr. Emlen Woodland
Word was received here the past week that Dr. John O. Faulstich, Jr., in serving with the Armed Forces in Vietnam, was awarded in action and later underwent surgery. A letter telegram stated his condition was improved and he had been sent to Japan for further hospitalization. Mr. Faulstich is married to the former Linda Andrews and the daughter of Mrs. Hank Faulstich of Ft. Pierce, Fla., and the grandson of Mrs. D.C. McDaniel of Headquarters.

Mr. and Mrs. Merrill Richardson and children of Carbon, Iowa spent the past week with Mr. and Mrs. Paul Jones and sons. Mr. and Mrs. Richard Cain and daughter, Miss Charlotte Cain and Mrs. Delma Snapp spent several days of the past week with Miss Frances Barlow in Carlisle.

Mr. and Mrs. Leslie Cook of Carbon, Iowa spent several days recently with relatives here.

Rev. Norman Dupont, with a group of young folks from his church, spent the past week with Mr. and Mrs. Phyllis McDonald and other relatives here. Norman Anderson of Lorraine and Miss Vicki Anderson of Lexington, Ky., spent the week with Mr. and Mrs. Vaughn Mann and family.

Mr. and Mrs. John Withers and Mrs. Phyllis Withers spent several days of the past week with Mr. and Mrs. Paul Jones and sons. Mr. and Mrs. Paul Jones and sons spent the week with Mr. and Mrs. Paul Jones and sons.

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Saltwell

By Mrs. Fred Holter

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New Books Shipments Arrives

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Headquarters Methodist Church
REVIVAL
August 4-18 At 8p.m.
Rev. Tommy Verman, Evangelist

My Neighbors
L-P GAS THE MODERN FUEL
For every car. Beyond the gas mains.

STAN HARVEY GAS CO.
We are as near to your telephone wherever you are you are a neighbor of ours.

IS IT TIME TO RENEW YOUR DRIVER'S LICENSE
Maybe if your birthday is in August

FUTURO PRODUCTS
Elastic Stockings for Women
Elastic Sox for Men
Trusses (Hernia Aid)
Abdomen Braces
Athletic Supporters
Knee Braces
Wrist & Ankle Braces
Suspensory
Elastic Bandage

Hopkins Drug Co.

Bourbon
DRIVE-IN
Thurs. 5:00
FRI. 6:00
Dennis Weaver
"Gente Good"
"Frankenstein
Created Women"

Summer Rain
Slippery Roads
Frankfort, Ky.—

When others talk about car deals, that's exactly what you mean.

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No-till Field Day
Set For August 13

Take-Out
FOODS
MORRISON'S
DRIVE-IN

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