

...THE CARLISLE (KY.) MERCURY, THURS., NOV. 11, 1971

Just an article, but what a price change

Just an article in Sunday's Courier-Journal and Louisville Times on the Passing Show page caught our eye. It was about the price of a subscription. It was a real article, not the usual "How Ads Affect the Cost of a Newspaper" type. It was a real article, not the usual "How Ads Affect the Cost of a Newspaper" type.

HOW ADS AFFECT THE COST OF A MERCURY

Subscription

WITHOUT ADVERTISING \$10

WITH ADVERTISING \$14

At a level where those in our area can purchase it and at the same time the rate is approximately the same... cost of a subscription to a NO AD newspaper would be more than triple its present average rate. And should the number of ads in our area increase to the point where it would be a no-brainer, we would have to raise the rate to a level where the newspaper would be priced...

Agree Or Not

I Say What I Think by S. C. VanCuren

FRANKFORT.—The Republicans, reinforced by the strong support of the governor, Gov. Louie B. Nunn, were unable to elect a majority by a regular election victory back to back in the gubernatorial election... The method to use power is the key to success... Kentucky's political history tells us that Republicans always win only when they are in the majority...

Another fact was that Emberton was not a hot primary to acquire Tom Emberton with the people across the state... The Democrats held four successive terms, Earle C. Clements, Lawrence W. Werberly, A.B. Chandler and Edward T. Breathitt...

However, Kentucky political history shows that no single faction of the Democrat Party has been able to hold the governor's office more than two successive terms... The Democrat Party has been able to hold the governor's office more than two successive terms...

The Carlisle Mercury was established 1867... National News Service... MEMBER: The Kentucky Press Association

MERCURY VAPOURS

by Warren R. Fisher
Any comment on the headline across the front page of the Nov. 4 issue of the Carlisle Mercury? We feel the team and coach deserve it.

At a level where those in our area can purchase it and at the same time the rate is approximately the same... cost of a subscription to a NO AD newspaper would be more than triple its present average rate.

20 and 40 years ago

Thursday, November 15, 1951... The new \$250,000 Nicholas County High School is virtually complete and County Superintendent...

Funeral services for the first of James Heston, son of Albert Heston of Nicholas County, who was killed in action during the Korean War...

Miss Ann Collins, daughter of Mr. and Mrs. Spears Collins, has been selected president of the Nicholas County High Chapter of the Girl Scouts of America...

But, don't try to take anything away from Ford's ability as a campaigner... He knows how to meet the people, and he drives him- self to the point of exhaustion...

There were few issues in the campaign but Ford made the economy issue one that the Kentucky voters remembered.

I can get a hernia on a bag of potato chips

Have to live five years out of a carefully planned career of playing pool, chasing girls and nightgowning. I conscientiously objected for all the good it did me.

Burley still Santa Claus to business

By Bill Powell
An \$87 million paper plant has arisen not far from the Mississippi River shore in the agricultural county of Ballard. It employs 300 and is responsible for many side benefits—including a brick masonry...

At present we have 2,364 children in our Western Brown Local School here, and we are so proud of our new modern buildings... I am sincerely yours, Miss Pearl Jackson

To all who voted for Wendell Ford Governor Elect...

We Thank You

Bill Allison & Ralph Taylor

Be At The Top Of The "Best Dressed"

List Shop For Your "Fall Fashions" at OLDHAM'S

Where you will find a complete collection of:

- "DRESSES" Hundreds of new styles in "Pant Dresses," "Jacket Dresses" for casual wear and beautiful styles for any dressy occasion.
- "COATS" "COATS" Choose your coat now while the selection is so complete. Full trim styles, casual and tailored classic coats in beautiful colors.
- "SWEATERS" "SWEATERS" Choose your coat now while the selection is so complete. Full trim styles, casual and tailored classic coats in beautiful colors.
- "SKIRTS" "SKIRTS" Choose your coat now while the selection is so complete. Full trim styles, casual and tailored classic coats in beautiful colors.
- "SWEATERS" "SWEATERS" Choose your coat now while the selection is so complete. Full trim styles, casual and tailored classic coats in beautiful colors.
- "SKIRTS" "SKIRTS" Choose your coat now while the selection is so complete. Full trim styles, casual and tailored classic coats in beautiful colors.
- "SWEATERS" "SWEATERS" Choose your coat now while the selection is so complete. Full trim styles, casual and tailored classic coats in beautiful colors.
- "SKIRTS" "SKIRTS" Choose your coat now while the selection is so complete. Full trim styles, casual and tailored classic coats in beautiful colors.

OLDHAM'S... Mt. Sterling, Ky.

CITIZENS STATE BANK

THOMAS BETH, president of the Citizens State Bank of Middlebrook, stands before the new bank building in the county seat of Ballard County, Ky., along with other business leaders in the county, who will be the greatest supporters of the building... It is worth \$15 million annually to the Commonwealth.

CREATEakes 978 off welfare

The State Department of Economic Security announced some 978 Kentuckians have been employed since May 1 under its Community Resources for Employment and Training Effort (CREATE) program... 155 persons received jobs in 31 counties under the program during September according to Economic Security Commissioner Merritt S. Deitz Jr.

Charlie's Electronics Installation & Repair, Upper Jackstown Road Phone 289-2675, Charles Gates, Owner.

MALONEY'S DISCOUNT DEPARTMENT STORES

MONEY SALE 20% OFF ON '5 BILLS MALONEY'S DISCOUNTS MONEY! MALONEY'S IS SELLING '5 BILLS FOR '4!

FRIDAY NOV. 12

FIRST 500 PEOPLE TO BRING '4 IN DOLLAR BILLS OR COINS TO BRING '4 WILL GET A '5 BILL!

ONE PER CUSTOMER. FIRST COME... FIRST SERVED.

MALONEY'S DISCOUNT MONEY SALE!

\$5 BILLS ON SALE \$4 FRIDAY-NOV. 12 - 500 ONLY

MALONEY'S DISCOUNT DEPARTMENT STORES... Mt. Sterling, Ky.