FOCUS

Bond's Broadcast By Hank Bond

PRICES RISE AS COSTS GO UP

One of the least favorite things in the newspaper One of the least tayorite things in the newspaper business is to have to raise the price of what it costs to bring a newspaper to a reader. There are other ares, too, which have the same

impact on a regular basis. Raising the annual subscription cost of a weekly

Raising the annual subscription cost of a weekly newspaper is usually one of the least favorite deci-sions a weekly newspaper publisher has to make. If the decision was left up to the publisher, this wouldn't happen at all. But, as in most cases, the publisher has very little impact on what the price of a newspaper will be, because of the very many cutatide agencies, which play a part in the cost figur-

ing process.

It hasn't been too many years ago a weekly news-paper could mail an entire issue of a newspaper for less than \$50 per week.

In 1987, however, if the postage bill is less than

\$125 a newspaper is very lucky.

In addition, the cost of printing a newspaper has

In addition, the cost of printing a newspaper has continued to diffinb. In the past year alone operational costs have grown at a rate of about 50%, and that is if you're very lucky.

The Carlisle Mercury is certainly not exempt from these price increases.

While The Mercury has done as much as possible to keep costs in line, the very nature of the beast is for the newspaper to cost more as we continue to

grow.
The only way I can really tolerate the raise in price is to attempt to put things into perspective, by comparing the price of the newspaper with other

If you buy The Mercury from the store each week you are paying 40¢ an issue. Compare that price to you are paying acc an issue. Compare that price we the cost of a can of soft drink (pop at my house), a cup of coffee, or a candy bar. The comparisons last 15 minutes if you're lucky, while The Mercury makes an effort to give you a week's worth of history every

If you buy The Mercury through the mail, then take a look at what a tank of gas costs at a local filling station. ... and how long that last, or the price of 10 pounds of ground beef. Compare those prices and there is a fair and reasonable comparison. While The Mercury's price has continued togoup, we certainly hope you understand and will continue to be a member of The Mercury family for a long

READ TO YOUR CHILD FOR THE FUN OF IT!

The Carlisle Mercury

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Mercury Memories - From Years Gone By

Send Your Letters to The Editor to: The Carlisle Mercury Carlisle, KY 40311





GENERAL NEWS

Carlisle sewer facility....

The six and wall temperature.

The six and wall temperature in the six of the

built on the lowest points in Cartisie for gravity purposes.
When the creekoverflows, which happens 10 to 12 times a year.
Kalley and that he has to let the raw sewage go directly into the creek, or it would rise into the sur-



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∠ Hydrocortisone Hopkins Drug Co.



Eye **Openers** By Dr. Robert F. Pretzsch,

The tennis season is in full swing, but are your eyes eady for the game? A good tennis player uses many dif-

Dr. Robert F. Pretzsch,

Optometrist

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