

FOCUS

Bond's Broadcast

Looking at what is happening in the world of agriculture, one financial institution is being charged with predatory pricing.

What does that mean? It means one business is lowering or cutting its rate to attract business from another business, or at the very least, to prevent another business from attracting business.

To day the least, this is wrong. Nowhere should this be allowed, since it stops the practice of free enterprise.

In fact, it isn't allowed. There are laws, with very strict penalties on the books, which make it against the law to use such business practices. For this, it is good.

Using a practice that can possibly put itself out of business is not a wise decision for any company's management.

There are too many cases where this has been allowed to go on, without one or the other business suffering to the point of getting a richer stake of the respective market.

This is no different in agriculture than it is in the newspaper business.

It takes a legal action to get these things done. It takes going to court and fighting for what is right, and this is exactly what had to be done.

Once it is determined that something like predatory pricing is taking place in the marketplace, it should be reported and pursued through all legal channels.

It isn't hard to document, when one price is listed as the sales price, but another price is charged at the time of sale.

That is not to say items cannot be put on sale, however, if that item is not priced the same to everyone or every business or every group wishing to make the purchase, then there is a problem.

It's good to know, that at least in one part of this country there have been some steps taken, and in the long run, it's something, which has to be considered anytime it happens.

And so, for another week, thanks and thirty.

GUEST EDITORIAL

The opinions expressed in guest editorials do not necessarily reflect the opinions of The Carlisle Mercury.

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Mercury Memories - From Years Gone By

compiled by Ann Rheaver
5 Years Ago
Thursday, April 28, 1983

The Carlisle Mercury was awarded a First Place Plaque in statewide competition for newspapers of under 2,000 circulation in the Kentucky Weekly Newspaper Association held at Berea College.

An unexpectedly large over-crowd of more than 500 people joined the 43rd County Wednesday night, April 20, to hear candidates for the Nicholas County Library Board to fill the vacancy left by the death of Ralph Steiner.

The Carlisle-Nicholas County Chamber of Commerce held their All-Kentucky City Award-dinner at Garden County Club Saturday, District and Adams Award Dinner, District Representative of the 16th District.

BORN: Jay Carlton Humphreys, April 15, 1978. MARRIED: Shirley Lynn and James Wilson, III, April 18, 1978. DIED: Tony Bova, 74, April 23, 1978. Mrs. Katherine Purcell Daniel, 74, April 18, 1978. Nicholas Mercury, 86, April 18, 1978.

20 Years Ago
Thursday, April 28, 1968

Ben Pumfrey wins pole vault event at the 52nd Annual Colonial relay held in Paris, Kentucky. Pumfrey went into the bar in the pole vault event at 12 feet, but was a blue ribbon for him.

Seventy-seven members of Senior Social No. 15 of Carlisle have been accepted for the Blue Cross (B.C.) sponsored camp tour on a three week trip through the SouthWest.

A total of \$409.00 has been raised in the Nicholas County Junior Softball Campaign, it has been announced by Joe Creach, chairman of the local drive.

David Wagner, International Farm Youth Delegate from Nicholas County, who spent time last year in the Philippines, was recently awarded an honor certificate for his excellent work in promoting the Philippines.

MARRIED: Brenda Carl R. Danel, 74, April 18, 1978. Nicholas Mercury, 86, April 18, 1978.

40 Years Ago
Thursday, April 22, 1948

Mrs. William Alexander, Superintendent of Johnson Memorial Hospital for the past 14 years, has submitted her resignation effective May 18, so the hospital board it was announced today.

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and Gene Marvin of the Big Sandy News, Louisville, were named to the group's executive board of directors.

The fall convention of NWA will be held October 7-8 in Pikeville.

Here is a list of winners from both classes:

Best Special Section: First Place Clay City Times-James Malby; Second Place Timble Bazaar-Demorest-Staff; Third Place Franklin Bazaar-Demorest-Staff; Honorable Mention-Staff, News Staff.

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The Carlisle-Nicholas County Chamber of Commerce

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