SUBSCRIPTION RATES

Are You A Hypocrite?

Holiday.

THE CARLISLE MERCURY Fire Takes 7,500 Lives loosed the annual flood of warrings against montaing perits which

Backing Up The Schools.

Small Advertisements Pull.

imits advertisements consistent based in this newspaper was will bring new custom and build new form and build new form and build new form and build new form the in that line; many and build new form the form of the form o

Starty.

Building Up Trade.





FROM OTHER EDITORIAL PAGES

SOME OLDER MANNERS

HOT WEATHER COMFORT



Drop around and let us show you the NEW

Smith's Service Station

NEWS OF KENTUCKY

Dispelling The Fog

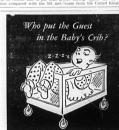
And Commerce News

Large Tobacco Crop

volume of retail fi- Greek Tobacco Leads

In Kentucky Imports
with forms for certifying
who are eligible for loans
available at county offices

outh imports through the available at county offices, title custims office during travoled at \$212.911. Increase betantially over the June garrer of \$120.061. imports for this in 1937 totaled \$975.919, The federal crop reporting board somewhat higher than the reduced its estimate of 1338 to 1939.



WRONG SIZE LAMP BULBS



ALWAYS USE THE CORRECT BULBS

PUT Better Sight

MAZDA LAMPS

In Those EMPTY SOCKETS

WCM

They're Economical—They Protect Vision—They Enable You to Read or Study with Much Greater Eye Comfort THE simplest and cheapest way to Light Condition your home is to have the proper size Marda bulbs in all tamps. For example, in each reading lamp use one 100-wast Marda or two 60%, or three 40%. This saures the correct amount of glare-free illumination for eye comfort and vision protection.

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Stop in and let us prove to you there is only a few cents a
month difference in cost per room between adequate home lighting and poor lighting which invitives eye strain. Depending on
the average rate you pay, it coust only 12 to 42 cents a month to
use a 100-wart Manda bulb two mour each evening. School will
soon start. See that your children have adequate lighting for
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