

TABLE OILCLOTH

Perfect quality. 48 inches wide.
Fancy or solid colors.

Special 14c

CURTAIN SCRIM

Yard wide. New patterns.
Perfect quality. Not 5c but

Yard 4c

LADIES' RAYON PANTIES

10c value. Perfect quality.
Not 5c, but

4c

MEN'S SUEDE JACKETS

Perfect leather coats with Talon Zippers.
All Sizes. Not \$4.95 but

\$4.45

Children's Wash Dresses

Sizes 6 to 16. All fast colors. Several pretty
styles and patterns to select from. Special

29c

Ladies' Handkerchiefs

Full size. Big assortment.
Not 1c, but 2 for

1c

Men's and Boy's Leather Oxfords

Actual \$1.98 value. Goodyear welts.
Newest patterns and leathers. Our price

\$1.29

PART WOOL BLANKETS

Double bed size. Heavy weight.
Not 69c but

59c

DRESS PRINTS

Full yard wide. Perfect quality.
Fast colors. Beautiful prints. Sale Price

4c

MEN'S FANCY SOCKS

Big variety, fancy patterns. First quality. Do
not confuse with so called 5c socks. Sale Price Pr.

4c

BOY'S AND GIRLS' HOSE

Perfect quality long stocking. All
colors. Not 10c but

8c

MEN'S WORK SHIRTS

Made of good quality material. Extra full cut.
Regular 44c quality. 14 to 17. Special

29c

THE LOUISVILLE STORE SCORES AGAIN WITH

LOWER PRICES

Outstanding Values at The Outstanding Store

Harrodsburg's Dominant Thrift Center

Felt Base Rugs

\$5.00 value. Size 9x12.

Heavy quality.

New Patterns.

Sale Price.

\$229

9-4 SHEETING

Unbleached. 29c value, splendid quality. Full
81 inches wide. Cut from full bolts.

Sale Price.

16c

DRESS PRINTS

Values to 15c. Full yard wide, vat dyes, new
patterns. Thousands of yards. Cut
from full bolts. Sale price.

6c

LADIES' TAFFETA

SLIPS

Regular 55c value.

Beautifully made, lace

trim, marvelous qual-

ty.

Sale Price.

25c

ALL SILK
Dress LengthsThe First Time in Harrods-
burg.Materials worth up to \$1 a
yard. Hundreds of patterns
to select from. New fall ma-

terials. Each piece contains

from 2 1/4 to 4 1/4 yards.

Very Special

\$1.69

WALL PAPER

3,000 rolls. Several beautiful patterns to
select from. Sold with borders only.

Single Roll.

LADIES' RAYON
Dresses

Values to \$1.98

Silk acetates. Beautiful styles, ex-

cellent materials. Sale Price.

98c

MEN'S
COVERT WORK PANTSRegular \$1.00 value. An outstanding work pant.
Full made and durable. Sizes 29 to
42. Sale Price.

49c

SHEETS

Every sheet guaran-

teed to give three

years service.

Ready to hem.

Regular \$1.00 value.

Bleached

Sale Price—Each.

69c

LADIES' RINGLESS

Regular 50c value.

Pure thread silk. All

colors. Sale Price,

Per Pair.

24c

Brown
MuslinExcellent quality.
medium weight
and full yard
wide. Sale Price.

4c

CHIFFON HOSE

Regular 50c value.

Pure thread silk. All

colors. Sale Price,

Per Pair.

The
Louisville Store
M. SHAPIRA & SONS. HARRODSBURG, KY.

Men's Covert

Cloth

Shirts

Splendid quality,

full cut. Colors,

blue or grey.

Sizes 14 to 17.

33c

MEN'S
Shirts or Shorts

Reg. 19c value. Athlet-

ic styles, excellent

quality, full made.

Sale Price, Each

8c

BOY'S DENIM
OVERALLSReg. 59c value. 220
denim, suspender back
style, full cut.

Sizes 4 to 16.

Sale Price.

29c

AMERICA'S BEST—\$1.49 Value
MEN'S "BIG JACK"

OVERALLS

Made of "Cones" best
denims. Pre-shrunk.
Every pair guaranteed
the best that money
can buy.

Sale Price.

89c

VELOUR-TEX WOOL

RUGS

\$795

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D. M. HUTTON, Editor.

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1936 MEMBER

Politeness Essential
"Politeness under all circum-
stances," said Hi Ho, the sage of
Chinatown, "is a valuable com-
mendation. It assures men that you
may be trusted to transact business with-
out temperamental complications."MARION CO. SCHOOL
BUILDINGS ARE SOLDJames Kirkland purchased the
school building on the Kinnett
School lot near Bradfordsville Mon-
day for \$80. Two other buildings on
the lot were purchased by Mr. Kirk-
land for \$6.50 and a coal house also
on the school lot purchased by John
W. Clarkson for the County Board
of Education for \$7. It will be moved
to another location. The property
was sold by order of the Board of
Education, the Kinnett School having
been consolidated with Bradfordsville.
Lebanon Falcon.

MARRIAGES, BIRTHS

BOOM IN SWEDEN
Marriages and births are now in-
creasing in Stockholm, much to the
delight of those who have worried over
Sweden's declining rate of nativity.
In the capital 1,984 couples were
married during the first five months of
this year, against 1,675 in 1935.
At the same time the number of
births were 2,592 as compared to 2,
295 during the same period the pre-
ceding year.

Hand The Herald \$1.50.

LETTERS
from
Our Readers

THEY NEED A CREED

Editor of The Herald:

If liquor is all right and innocent
why is it that the producers are so
anxious as to its presentation to the
public. Why is it necessary to issue
warnings to its dispensers? Enclosed
is what I deem to be a self-con-
vincing document. It is an adverti-
sing creed.

Respectfully,

Alexander Black

The way in which close and har-
monious relations between national
and state administrators and private
industry have succeeded has never
been illustrated better than in the
handling of liquor since Repeal.In the beginning there was confu-
sion and chaos. Patiently and intelli-gently the complicated human prob-
lems of governmental regulation of
the industry have been worked out
by officials who have had the cooper-
ation of the leading manufacturers.
Very clearly "ounces of prevention"
produced tremendous weights for fa-
vorable public opinion, and notwithstanding
all our nation's trials and tribulations ours is "a better and
bigger country in which to live."The old antagonisms that existed
in pre-prohibition days between public
officials and distillers have been
smoothed out and in the big national
conference of State Liquor Adminis-
trators held recently at Providence,
Rhode Island, the yardstick measur-
ed off achievements that must be
comforting to even that vast army of
human beings who try hard not to
admit that improvements have been
found and proved effective in placing
the liquor industry on a basis that
commands official respect, and, above
all, the confidence of the American
public.In discussing conditions that relate
to advertising liquor, a spokesman
for the National Distillers Products
Corporation reflected the tone of the
official administrators and of his
own industry in what he termed "ASuggested Creed." This question of
public relations has never been bet-
ter stated than in the "Creed", which
is receiving wide-spread attention
and is being discussed in public places
and among those interested in ad-
vertising throughout the country.

It is as follows:

We believe there should be:

1. No illustrations of women in li-
quor advertising, nor any reference
to women as substantial purchasers
or consumers of alcoholic beverages.2. No liquor advertising carrying
any sort of appeal, expressed or im-
plied, to youthful persons.3. No liquor advertising in college
dailies, college comic periodicals or
college athletic programs.4. No liquor advertising in Sunday
newspapers.5. No liquor advertising in religious
publications of any sort.6. No liquor advertising over the
radio.7. No illustrations of drinking at
bars or night club scenes.8. No illustrations of drinking scenes
except when confined to the most dignified and decorous sur-
roundings.9. No illustrations of picnic or
bathing scenes indicative of out-door drinking except those descrip-
tive of the traditional hospitality of a host.10. No liquor advertising associat-
ing itself with Santa Claus, Easter
rabbits, cherry trees or similar symbols
of national holidays.11. No illustrations of aviators in
or out of uniform.12. No illustrations of ships' offic-
ers or seamen or of locomotive
engineers or other men responsible for
the safety of human lives.13. No illustrations of Army, Navy
or Marine Corps officers or enlisted
men.14. No use made in advertising of
such phrases as "Not a headache in
a hoghead," "Older men know,
younger men are learning," or sim-
ilar slogans.FALCONS AVOID WOMEN
C. W. Kroesing and daughter,
"Jimmy," who have undertaken to
revive the sport of falconry, have
made a discovery about falcons. They
do not like women and won't return
to them. Hence, "Jimmy" wears
trousers when she is training the birds.

Hand The Herald \$1.50.