

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

\$2.29

LADIES' TAFFETTA

SLIPS

Regular 55c value.
Beautifully made, lace
trim, marvelous qual-
ity.
Sale Price

25c

81x90 "PEPPERELL"

SHEETS

Every sheet guaran-
teed to give three
years service.
Ready to hem.
Regular \$1.00 value.
Bleached
Sale Price—Each

69c

LADIES' RINGLESS

CHIFFON HOSE

Regular 50c value.
Pure thread silk. All
colors. Sale Price,
Per Pair

24c

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

ALL SILK

Dress Lengths

The 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 3/4 to 4 1/4 yards.
Very Special

\$1.69

Each Pattern

LADIES' RAYON

Dresses

Values to \$1.98
Silk acetates. Beautiful styles, ex-
cellent materials. Sale Price.

98c

Men's All Leather

OXFORDS

Values to \$2.50. Newest fall
patterns—wing toes, cap
toes and plain toes. All
sizes. Sale Price

\$1.29

WALL PAPER

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

1c

MEN'S

COVERT WORK PANTS

Regular \$1.00 value. An outstanding work pant.
Full made and durable. Sizes 29 to
42. Sale Price

.49c

Brown
Muslin

Excellent quality.
medium weight
and full yard
wide. Sale Price,

4c

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

VELOUR-TEX WOOL

RUGS

Size 9x12. \$12.95 val-
ues. Gorgeous patterns,
rich color effects,
fringed ends, heavy
weight rugs and a real
buy. Sale Price

\$7.95

Shirts or Shorts

Reg. 19c value. Athlet-
ic styles, excellent
quality, full made.
Sale Price, Each

8c

BOY'S DENIM

OVERALLS

Reg. 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

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D. M. HUTTON, Editor.

MEMBER

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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."

MARRIAGES, BIRTHS

BOOM-IN SWEDEN

James 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

Marriages and births are now in-
creasing in Stockholm, much to the
delight of those who have worried over
Sweden's declining rate of nativ-
ity. 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 advertis-
ing 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 intel-

gently the complicated human prob-
lems of governmental regulation of
the industry have been worked out
by officials who have had the coop-
eration of the leading manufacturers.
Very clearly "outrages of prevention"
produced tremendous weights for fa-
vorable public opinion, and notwith-
standing 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 pub-
lic 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 liquors, a spokesman
for the National Distillers Products
Corporation reflected the tone of the
official administrators and of his
own industry in what he termed "A

Suggested 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 nor of 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 sym-
bols of national holidays.
11. No illustrations of aviators in
or out of uniform.
12. No illustrations of ships' offi-
cers or seamen or of locomotive en-
gineers 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 simi-
lar 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.