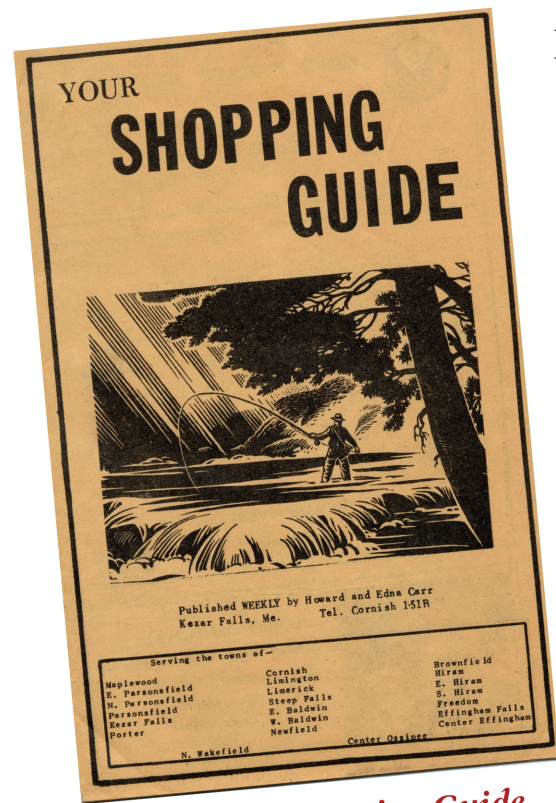


In the beginning ...



The First Shopping Guide published in 1959

Howard (Linc) and Edna Carr and their five children moved to Kezar Falls, ME. in 1957. By 1959 Linc was working for Edna's Dad, who sold printing presses from his home business in Gorham. Linc had been hired to service those machines and had been sent to fix the press at a company that published a small advertising paper. He brought one of them home to show Edna and she immediately said, "Why couldn't we do that here?" and thus the "*Shopping Guide*" was born.

Linc called on all the local businesses explaining the advantages of advertising in a local paper that would be mailed to every household in Kezar Falls and the surrounding area. He brought the ad information home to Edna and their first paper dated June 25, 1959 produced two 8.5" x 11" sheets folded in half with the ads completely hand done by Edna using a typewriter and her own hand-lettering and artwork. They took the prepared sheets down to Gorham to be photographed and printed by Linc on his father-in-law's equipment. Then, they assembled the paper there by folding the sheets and stapling them and took them to back to Kezar Falls to be mailed the next day.

Before long, Linc and Edna were able to purchase their own equipment and in 1960 moved to Cornish where the paper is still based. They employed many of the areas high school students and quite a few family members over the years. Fortunately, the Shopping Guide was well received. The paper is currently owned and operated by their son Skip and his wife Kathy.

The Shopping Guide has always been a family-owned, home-based business...



Original Location in Kezar Falls



First Cornish location, 1960



Second Cornish location, 1968



Current location in Cornish



Edna & Howard Carr
Founders of the Shopping Guide

