

Newspapers, Top Salesmen

Television, like radio before it but to a far greater degree, has brought about major changes in the advertising picture. It has been an aggressive competitor with the other media, and its appetite for the advertising dollar, with the cost of production, has made it a program. Remaining to comparatively astronomical sums, seems insatiable. It is the power of the written word still gets top recognition.

An announcement from Seers, Roebuck and Company will interest those who like to read as well as to stare. It expects to spend more than \$60 million for newspaper advertising this year. Last year the figure was \$50 million, which represented 71.2 per cent of Sear's total retail media expense. The

balance went to advertising through circulars, magazines, radio and television, and other media.

A spokesman tells the story: "This is tangible evidence of our continuing faith in the potency of newspaper advertising. From the day Seers opened its first retail store, the company has made greater and greater use of newspapers. It is obvious that store management committees to regard the newspaper as their major medium for advertising their products. Their evaluation is based on the day-to-day results in their stores."

Television advertising is a catch-all catch-all affair—you have to be looking at the set at the moment and it's gone in an instant. Print is durable and the prospective buyer can scan and consider it at his leisure.



Japanese buses are decorated with red flowers. The longest unarmored border in the world (about 5,000 miles) is crossed by the Water-ton-Glacier International Peace Park and straddles Alberta, Canada and Montana. . . .

At the peak of its activity, about 10,000 men were employed on the Panama Canal. The national anthem of Malaga borrows its melody from "Moonlight" an old love song. . . . Malaga musicians, however, are forbidden to play the anthem as a love song. . . .

There are no wallflowers in Ladakh in the Himalayan wasteland. Men outnumber women and the latter are permitted to practice polyandry—to have several husbands. . . .

The Maryland State House in Annapolis is listed as a registered national historical monument—only state capitol to have that distinction. . . . The last governing finding of hidden pirate treasure in the Virgin Islands stipulates that the finder negotiate directly with the U. S. Secretary of the Treasury as to how much taxes should be paid. . . .

Twenty and Forty-five Years Ago

Thursday, August 26, 1945
Miss Louise Hopkins entertained two dozen friends in a lovely buffet supper on Wednesday evening in honor of Miss Louise Hopkins (Jeanette Cox) by her mother, Mrs. Allen Hopkins.

Virginia Lee Cowan of Eastern Avenue, entertained about fifty friends with tea Thursday afternoon, honoring her house guests, Misses Frances Emery of Lexington, and Mrs. J. W. Emery and Miss Louise Hopkins and her guest, Miss Geneva Cary of Lexington.

Miss Frances Bruce Johnson (Jeanette Cox) has received word that her husband is now stationed in England, and will be returning to the States in an administrative school in Ireland.

Marion E. Sims has been promoted from technical fifth grade to the position of sergeant in the United States Army and is now somewhere in the South Pacific, the War Department announced today.

Pvt. Warren Fisher has been transferred to 357th Fighter Group, 89th Fighter Squadron, Air Base, Sarasota, Fla.

Miss Elizabeth Alexander and Mr. Allen Clay at Marietta, Friday, August 20.

45 Years Ago
Thursday, August 22, 1918
Crops needing rain badly.
John A. Mathias and Harry T. Burgess each purchase one of the Boone-Edgerly cottages on W. Main street.

Robt. George named Democratic Election Commissioner for Nicholas County.

Mrs. R. B. Bots, Miss Martha Dudley, Mrs. C. M. Lambert and son, Oliver, leave for Michigan to seek hay fever relief.

Ferdinand Lindsay Warner arrives safely in France.

Pvt. James W. Soudall home on 30-day furlough from Camp Meade, Maryland.

Pvt. Gilbert Wadkin recovering from injuries in Base Hospital at France.

Willie Wilson and Roy Dan Clark, both colored, entertain at the Taylor.

Miss Elizabeth Parker entertains with dancing at her home near Jacksonville.

Mr. and Mrs. E. O. Doney give informal dance in honor of their daughter, Miss Margaret Doney.

Miss Geneva K. Fisher gives theatre party at the Lyric in honor of Miss Gladys Squires and Ruth Harrington of Louisville, guests of the family of Rev. W. D. Couch.

Marvin Shaw receives painful wound on leg while at work on a cotton mill machine.

Mr. and Mrs. W. F. Ham visit son at Camp Meade, Md.

Miss Anna Cole returns from Good Samaritan Hospital, after successful operation.

Rev. F. M. Tindler, former pastor of Carlisle Christian Church, returns six weeks leave of absence from both Middle-town church to give patriotic addresses to soldiers at various army centers in Fort Lauderdale of army Y. M. C. A. work.

Miss Olive Robertson leaves for France to work at Y. M. C. A. center, accompanied by Miss Edith Rabel, celebrated violinist.

Born—To Mr. and Mrs. R. N. Clay, New York, a daughter, To Mr. and Mrs. R. E. Young, a son.

Married—Bette T. Stone and Harry D. St. John, Kansas.

Deed—Mrs. Susan McCormack, 41, St. John, Kansas.

A Little Yappin'

By Nellie Crump

Ed of the Week.
Mrs. Ed Van Meter and mother, Mrs. Nettie Smith of Anderson, Ind., have been guests at the past week have been Mrs. Nettie Smith of Anderson, Ind., and her niece, Mrs. W. J. Fryman, of High street. Miss Lynn Galyon was my very dear old school

chum. Miss Marguerite Greaser.

Marshall Has Surgery.
Cray Marshall underwent surgery at the Veterans' Hospital at Louisville last week. Marshall and daughter Claudia and Mrs. Elmer Price visited her Thursday and reported she was discharged about three weeks. They were advised.

Back to Virginia.
Little Mark Dayton has returned to his home at Virginia Beach after several weeks in Carlisle with his grandparents, Mr. and Mrs. Clay Dayton and Mr. and Mrs. Everett Greene. He was accompanied home by his aunt, Mrs. Albert Bailey and their daughter, Kim. Baby Daphne spent the vacation with relatives in Carlisle.

Recent Movers.
Mr. and Mrs. Harry Campbell have moved from Dorsey avenue to an apartment house on South Broadway. Mrs. Mathes and daughter have moved to the house vacated by the Campbell. Young Mathes is a new teacher in the

Handing Sprayed Tobacco.
If workers must handle tobacco within 5 days after application of endrin, Guthrie or parathion, they should be protected against skin contact by wearing clean, dry, cotton gloves and tightly woven clothing. We prefer that tobacco not be sprayed less than 2 weeks before harvest, to lessen the possibility of insecticidal residue left on the leaves.

MH30 and Insecticide.
Some growers are wanting to mix an insecticide with their sucker inhibitor but are not sure whether the mixture will injure tobacco plants. They do not know if MH30 is compatible with all insecticides and would only know if it is to be mixed with an insecticide for the first time it should be done on a trial basis. Use a small amount of one mixture and spray 2 or 4 plants and observe the results for 24 hours. If no apparent injury has resulted after 24 hours, then it will probably be safe to use in combination.

Safety and Your State of Mind.
An accident that happened in the afternoon could have really started at breakfast. Because your accident often is triggered from the time that things start to go wrong. Burnt toast, bad weather, or a sleepless night can cause you to start the day drowsy, more likely to have an accident—for your attitude has a lot to do with your safety.

Human failure . . . not machine failure or "chance" . . . is the main underlying cause of accidents. Harry

SERVICE PRACTICES—Several members of the Kentucky Army National Guard's 1st Heavy Artillery Battalion, 138th Artillery, load a 87 pound projectile into their 155 MM howitzer at Fort Bragg, North Carolina. All Guard units spent several days during the past two weeks performing this type of training. (KING photo)

Mike Has Retired.
Another and that other one has asked still another, but no one knew Carlisle friends grew anxious!

Finally, someone got up enough courage to ask Matthew Campbell what had become of his dog that has been his constant companion for 10, these many years. Matthew informs his friends that Mike has retired.

This is how the sad news rapidly circulated.

Mike is unable to consider his dog as a "pet"; you're usually not very aware of what's going on around you. Studies show that grim moods, tensions, worry, or anger often are present when an accident happens. A person who is relaxed and confident is taking chances . . . and ignoring safety is asking for trouble.

Recognize the fact that an accident can happen to me. Safety hazards do exist. Then take steps to prevent

them!

Brucellosis Repeating.
Two state veterinarians are now in the county to the finish the retasting phase of Treasury as to how much taxes should be paid. . . .

Miss Clay To Teach at Newport.
Miss Kathryn Clay will be leaving soon for Newport, Ky. where she has accepted a position with the Newport City school system for the coming school year. She has been assigned to the English Department of the Junior high school.

Miss Clay holds an A. B. degree in Elementary Education from Georgetown College, and a M. A. degree in English from George Peabody Teachers College, Nashville, Tenn. She did post-graduate work this summer at the University of Kentucky.

Fryman Reunion.
The Annual Fryman reunion will be held Sunday, Sept. 1, at the Blue Licks State Park shelter house.

Cynthiana, Mr. and Mrs. Jesse Caswell, Mrs. C. M. Day, Jr. and daughter, Donald Whaley, Donald Whaley, George Dotson, Mrs. Denver Creech and children, Mr. and Mrs. Robert Caswell and children, Mr. and Mrs. E. J. Caswell, Sr., Mr. and Mrs. Clay Morris, Mr. and Mrs. L. J. Caswell, Jr., and daughter, Mr. and Mrs. Robert Shaw and daughter, Mrs. Edward Shaw and son, Linda Green, Jane Conleton, Jerry Riddell, Mr. William Maybair and son, Miss Bettie Mitchell, Mr. and Mrs. John Sooby and son, Jerry Brown, Mr. and Mrs. Wayne Hyatt and children, Mr. and Mrs. Brent Franklin, Ora Caswell, Kathleen Franklin and daughter, Paris and Bourbon County.

Mr. and Mrs. Cecil Caswell, Mr. and Mrs. Ezra Walker, Mr. and Mrs. Tommy Caswell and children, Louisville, Mrs. Gerald McKinney and son, Mr. and Mrs. Rankin Caswell and Mary, College Park, Ga., Mr. and Mrs. Joe Hodges and daughter,

Kentucky Third Again in Cheese Production

KENTUCKY CREAMS manufactured 62,698,000 pounds of cheese last year, keeping the Commonwealth in third place among American cheese producing states for the sixth-straight year. Sampling the output of Kentucky cheese products are Mrs. James C. Hudson (left) and Mrs. James F. Durrett, Department of Public Information employees at Frankfort. In addition to the 15 cheese-manufacturing plants whose products are pictured here, preliminary process cheese is made at Litchfield and Albany. Last year, only Wisconsin and Missouri produced more American cheese than Kentucky. The Bluegrass State advanced from third to second nationally last year in the production of unweetened evaporated milk, its output of 202,344,000 pounds trailing only Ohio.

Who Took the "ICE" Out of Price?

WHO ELSE?

Keep your engine clean, too, with RPM MOTOR OILS

Every body likes to see a car that's mirror-clean. What you can't see is important, too—those hot, hard-working parts inside your engine! That's

Cincinnati, Mr. and Mrs. Jesse Smith, Mrs. Etta Caswell, Mr. Ethel Smith, Allen Stapp, Mr. and Mrs. Stanley Caswell and family, A. W. Puckett and Miss Lucie Henry, Carlisle. Mrs. Howard McCarty returned from leaving the most living children.

Saltwell

by Mrs. Fred Holler

Mrs. J. H. Jackson of Paris, Miss Pearl Jackson of Mt. Oreb, Ohio, and Tom Jackson of Barterville, spent Wednesday with Mr. and Mrs. Freddie Gaunce.

Mrs. Beas Morris and Clyde Alexander of Carlisle spent Thursday with Mr. and Mrs. Reynolds Gaunce.

Mr. and Mrs. Paul Ray Ritchie of Miles, Mich. are visiting his parents, Mr. and Mrs. Raymond Ritchie. Mr. and Mrs. James Mann of Carlisle were also Sunday guests.

Mr. and Mrs. Gratton Gaunce of Hamilton, Ohio, and Mr. and Mrs. Manuel Crawford and daughter of Carlisle spent Sunday with Mr. and Mrs. Gene Kenney and Calvert Sooby.

Mrs. Richard Cain entered Harrison Memorial hospital on Thursday for treatment and remains a patient there.

Rev. and Mrs. G. C. Gaunce were in Sulphur, Ky., on Saturday to attend the wedding of Billy Mac Gaunce and Miss Donna Jeffries. They also spent Saturday night with Mr. and Mrs. H. M. Endicott and son, and Mrs. Lizzie Martin of Midway.

Fritz Gaunce spent the past week with Mr. and Mrs. Donnie Gaunce and children of South Shore. Mrs. Gaunce was there on Thursday to accompany Mr. Gaunce home, also Debbie and David Gaunce for a week's visit.

Lane Hollar and Miss Lane of Clarksville, Tenn. and Freddie Layne Hollar of Carlisle, spent Saturday with Mr.

Former School Superintendent Recognized For PTA Work

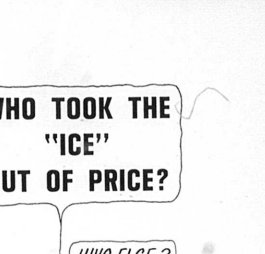
Older residents of Nicholas County and Carlisle who remembered Miss Lida Gardner were interested in the news article which appeared in "The Lexington Herald-Leader" Sunday August 11, under the heading "Miss Gardner called 'Mother of PTA Work'." A portion of that article follows:

Thursday and Friday with Mr. and Mrs. Roscoe McDuffey and children of Harrison County and Mr. and Mrs. Bob Morris of Cynthiana.

Mrs. Malinda Alexander of Carlisle is visiting Rev. and Mrs. G. C. Gaunce this week.

Miss Deloris Gaunce, Mrs. Ruby Morris and Miss Patty Holland were at Ky. Natural Bridge Sunday.

"According to historical data, the name, 'Mother of Parent-Teacher Work' in Kentucky, rightly belongs to Miss Lida Gardner of Carlisle. While serving as superintendent of schools of Nicholas County, she endeavored to organize each school district into a league



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WARREN R. FISHER, JR., Editor-Publisher
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TRACK
NEW LOWER FARE SPECIAL TO
BETTER LIVING ALL-ELECTRICALLY:
ELECTRIC HOUSE HEATING
ELECTRIC COOKING
ELECTRIC WATER HEATING
ELECTRIC CLOTHES DRYING
ELECTRICITY RATES DOWN!
YOUR FIRST CLASS TICKET TAKES YOU FARTHER THAN EVER TOWARD TOTAL ELECTRIC LIVING!

And the farther you travel the less it costs per mile!

Destination—better living all-electrically! And now you're really on your way with the latest KU rate reduction that lets you get more convenience and comfort than ever from electricity—while paying less than ever per kilowatt hours consumed. Only 1 1/2¢ when you pass 1000 kWh! So go first class—go all-electric—the world's biggest bargain in modern living!

W. B. PARKER, AGENT
Carlsile, Ky.

SYMBOL KENTUCKY UTILITIES COMPANY OF SERVICE
an investor-owned electric company

Keep your car shiny if you use RPM Motor Oil. These deposit-free oils keep moving parts so clean, so friction-free, you can save up to 1 gallon of gasoline in every 8. Take your choice of top great oils—RPM Special and RPM Supreme. Both have the new ashless detergent that keeps your engine young. So stop at Standard Oil where you take better care of your car.

STANDARD OIL COMPANY (KENTUCKY)

These Dodge Boys are at it again! They're pricing low and passing on big, big savings—because they're closing out the model year with clean-up deals on every '63 Dodge in stock. Out they go. And you save a pile of dough. The Dodge Boys are making it really easy for you to HELP KEEP OUR TOWN BEAUTIFUL WITH MORE DODGES!

Buntin's Garage
Elm & Market Carlsile, Ky.