

The Carlisle Mercury

ESTABLISHED 1847
Published Every Thursday At Carlisle, Kentucky
Entered as second class under the post office at Carlisle, Kentucky, on March 3, 1920.

WARREN R. FISHER JR. Editor-Publisher
(Mrs.) Katherine T. Fisher Associate Editor

SUBSCRIPTION RATES PER YEAR
In State, \$2.91 + .09 = \$3.00 - Out of State, \$3.50

Clean-up and Beautification

The sportsman are dedicated to preserving the great out-of-door for the future pleasure of both themselves and their children. And you do not own a "true sportsman" unless you do everything possible to keep our woods, fields and streams litter-free. The matter of preserving Kentucky's beautiful outdoors is an obligation of every citizen.

The thoughtless acts of increasing numbers of bikers, riders, campers, fishermen, hunters, and other outdoor enthusiasts who leave behind accumulations of litter are spoiling the natural beauty of Kentucky. Because of sportsman's carelessness, many acres of land each year are being closed to the property owners are "getting fed up" with hunters and fishermen coming on their property and leaving their trash behind.

Debris left in our forest is not only unsightly, but, according to the U. S.

Twenty & Forty-five Years Ago

December 14, 1944
Mayor and Mrs. W.C. Tallent sent to Cincinnati Sunday to accompany their daughter-in-law, Mrs. E. L. Tallent and her baby daughter, here for a visit.

Mrs. Loraine Barlow, of Louisville, is the guest of Mrs. E. L. Tallent, Rebecca, and mother, Mrs. B. T. Conway is quite ill at the home of her daughter, Mrs. James Simons.

Mrs. Worth Scott accompanied Pvt. Adrian Scott to Lexington as he was returning to camp in California.

Mr. and Mrs. Wilburn House and daughters, of Lexington, were recent visitors of Mrs. John House.

BORN: Mr. and Mrs. Stanley Caswell announce the birth of a son, December 11, at their home in Head-wood, Ky. He has been named Stanley Wayne.

Mr. and Mrs. Woodard are parents of daughter, Barbara Sue, born December 11, at Johnson Memorial Hospital.

MARKED: S-Sgt. Ray H. Myers and Miss Dannel Palmer were married Saturday in Versailles, Ky.

DIED: Mrs. Elmer Clinkenbeard, 75, died Monday at her home.

Dr. Turner Brown, 66, died Dec. 14 at her home.

Dr. J. W. Vain is expected to die Tuesday in Harrison Memorial Hospital.

CARRIE SIMMS, P.O. 83, died Dec. 5.

45 Years Ago
December 18, 1919
First annual session of the Board of Education held at the home of Leonard Howard resigns as Chief of Police at expiration of term.

Dr. Clark sells residence at Versailles to W. G. P. Ledford for \$8,500.

Frank C. Healy writes from Saint Domingo that he will be home for Christmas, after two years absence in Porto Rico.

Dan Collins and Leslie Collins injured when automobile collides with

Building Business

"The most important public for a retailer's advertising is his old customers..."

This statement by a department store sales manager may puzzle the retailer who concerns himself primarily with getting "new" business.

The sales executive who considers any repeat business as new business.

"The difference is only in the start we have in reaching old customers. We do have to reach over and over. However, we know former clients are more likely to buy our advertising than anyone else."

"If they were satisfied with us they want to keep the relationship. They look for our ads. When we stop advertising they look at other advertisers."

It is true that consumers feel a special attachment to stores that have served them well. It is this feeling which causes many women to read advertising before they read the news.

In thousands of cases who does not get her daily "news" about Rich's feels that her newspaper is incomplete. In Chicago, a newspaper without shopping news from Marshall Field's would be rejected by many subscribers.

In thousands of small cities, the weekly or daily messages from local retailers are received with equal interest. Advertisers do not have to "stop" old customers. They are interested readers who look for advertising.

However, the retailer may easily misjudge long-time interest and loyalty.

But, if he is transferred when the merchant seems to lose interest in his old customers by failing to talk with them through local advertising.

John S. Schilling, County Agent, Versailles, Ky. 40383
APRIL 1964, THE AGENT

Farm & Home

10 Tips for a Safe and Sure Hunting Season
As hunters take to the woods this hunting season, these basic rules are well worth keeping in mind.

1. Treat every gun with the respect due to a loaded gun.

2. Unload a gun in an open area, then open the action.

3. Watch that muzzle! Carry your gun with the safety on.

4. Be sure the barrel is clear of obstructions and that your ammunition is the proper size for your gun.

5. Be certain of your target before you pull the trigger.

6. Never allow horseplay with a gun.

7. Never climb a fence or jump a ditch with a ready-to-fire weapon.

8. Never shoot at a flat hard surface or at water.

9. Store guns and ammunition separately out of reach of children.

10. Never mix hunting with drinking. It's a fatal combination.

Farm & Home

In the side of the plant, and to destroy the stem of the part to be removed by the kind of plant from which the branches are removed.

For example, only small, short pieces of the boned wood should be removed, unless it is an undesirable plant that the home owner is planning to get rid of anyway when it makes no difference.

The holly is another plant that should be cut with extreme care.

Many ungrazed trees or young plants will have long growths that can be removed. However, when it comes to cutting large branches that are 18 to 24 inches long, they may only be removed from plants that have grown out of bounds and need a severe pruning.

The junipers and arbor-vitae will usually have some branches that can be removed without the need of a saw.

The pine may be pruned with care to keep from deforming the plant.

Well established English ivy grows so well to decorations.

Just remember that in so far as the plant is concerned, it will not suffer providing, even cuttings are made with sharp tools, and care is used in selecting the part to be removed so that it will not destroy the beauty of the plant.

The foliage from the evergreens soon become dry and create a fire hazard at the holiday season.

Tuna is Nourishing Food
If your pantry shelves contain a good supply of canned tuna, you not only have the making of a good meal nutritionally but they can be "curtain raiser" in flavor. Don't let the delicacy of tuna fool you because it is a good solid food with plenty of nutritional value.

It offers a hearty nourishment, the kind that is appealing and satisfying. Not until during World War I, during a dramatic moment of importance as a Protein Food, Fish protein is a rich source of the essential building blocks for the human body. Tuna also is considered a rich source of minerals such as iodine, fluorine, and phosphorus, all essential to good health. In that regard, tuna is very healthy.

Santa Letters

Dec. 9, 1964
Morefield, Ky.
Route #1

Dear Santa,
I am a little boy 9 years old. I was a tractor, and a wagon for Christmas and lots of other toys. I was

Dear Santa Claus,
I am a little boy 9 years old. I have tried to be a good little boy, but sometimes it was hard for me to do.

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Dear Santa,
We are two little boys, ages 8 and 7. We have tried to be good boys. Douglas wants a train, an airplane and an auto transport truck. Jon wants a tricycle, a train, an airplane

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"Appreciated Gifts Bear The Winters Seal"

Sheffer and Cross Writing Instruments
Fine Diamonds
Leather Goods by Meeker
Quality Jewelry by Krenetz
Crystal by Tiffin and Letas
Kreister and Rosson Lighters
China by Lenox, Haviland, Castleton and Franconia
Watches by Hamilton, Longines, Girard-Perregaux, Francon

Stirling by Towle, Gorham, Reed and Barton, International, Lujo, Wallace and Heifetz

The A. J. Winters Co.
419 Main St. Street, Paris, Ky.
JEWELERS SINCE 1885

"We appreciate the friendship and patronage of our Nicholas County neighbors."

GO FIRST CLASS ELECTRICALLY
FURNISHES CLEANING SERVICE
FAST WATER HEATING
CLEAN COOKING
HEALTHY HOME LIFE

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

"Like you, I want my family to go first-class... and that means electric heating"

Next time you get down on the floor with your kids—ask yourself a few questions:
Do you feel a draft?
Are there warm areas... cold areas?
If you can answer "no" to all these questions, then you're already got electric heating. You know the advantages of individual room temperature control. And you've heated your walls, especially the walls and furniture.
All this is what we mean by "going first-class electrically." And when you go first-class electrically all the way, you enjoy total electric living—your rate goes as low as 14¢ per kilowatt-hour.

EXTRA

Give your crop the BEST

SALE

with a consistent LEADER

THE PARIS TOBACCO MARKET

Don't travel additional miles for a smaller check. Come to the Paris Market where you'll be happy. The sales are the best. - You're really appreciated. Support a local market that supports you. Call the warehouse and book your tobacco now.

Farmers Whse. Co. 987 3360
Paris Whse. Co. (Central Dist. Co.) 987 3388
Independent Whse. Co. (Central Dist. Co.) 987 3075

SANTAS SHOPPING LIST

- Mon: Cosmetics, Pocketbook, Hair Brush, Bible, Hair Dryer
- Dad: Shaving Needs, Cigars, Pipes, Camera, Watch, Alarm Clock
- Sis: Perfume, Brush Set, Pen, Pencil Set, Hair Dryer
- Brother: Camera, Shave Lotion, Pen, Games
- Everyone: Candy, Camera, Film, Flash Bulbs

You Can Find the "Appropriate Gift" at Hopkins Drug Co.

The pedestrian crossing a street should be shown the courtesy of safe passage to the other side, but the waiting cars are impatient and pedestrians should accelerate their pace and not be a traffic block. Be reminded, too, that the pedestrian "right of way" is at corners or in specified and marked crosswalks. These rights should be respected by motorists' right of way. If a motorist is not permitting him to become stranded in the center of a street with traffic whizzing by blocking his progress or retreat, the pedestrian must respect the motorists' right of way by not attempting to cross in the middle of the block, or wherever occurs.

Clearly, it is an obligation of both to keep traffic flowing smoothly and safely... walking or riding.