

The Carlisle Mercury

ESTABLISHED 1847

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WARREN R. FISHER JR., Editor-Publisher

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CHAINS

Best Bet For Winter Drivers

Snow tires or chains? Consider buying both, but if you're trying to decide which is best, snow tires can't equal the performance of chains, especially reinforced chains, reports Changing Times.

Farm & Home

Storage Space Needs Careful Planning

Few homes have enough storage space. Although it costs less to include adequate storage facilities when the house is built, useful and attractive storage can be added later.

Build your extra storage facilities around what you have to store. Make a list of the articles to be stored and decide on the best place to put them. Keep this rule in mind: store items at the place of their first or last use.

Use the space in the most convenient places. Check the plan to be sure that closets, doors and traffic lanes will not interfere with the furniture. Cost of adding more space will depend on how much of the work can be done by the family.

From the Diary of a Country Editor

by Warren R. Fisher Jr.

Autumn Comes Bearing Gifts

How much do those whose culinary experience rarely extends beyond a menu of nonculinary French and high grade - miss these days, when the first tang of Autumn foretells those gifts to the palate the season brings to the country dweller.

For sorghum is in the offing and the delectable task of making country buttered hot soda biscuits and this golden nectar "come out even" is one of the compensations for the loss of summer. And a little later when it is windy and the fat, sizzling sausages to be separated from the skillet. These are not the sausages of commerce, nor known to the hostesses where service is expected to make up for the deficiencies of the bill-of-fare. Country sausage is compounded of the proper amount of fat and fat hog meat with the sage and the red pepper and other seasoning put in according to the spiciness desired preserved on a slip of yellowed paper that some great-grandmother wrote in the days when a double "F" was written like a double "L." If you have tasted one of these you will know that the sausage of commerce is a degenerate imitation of the real article.

BUT, ON SECOND THOUGHT...

"WE'LL BURY CAPITALISM!"



Twenty & Forty-five Years Ago

November 23, 1944 - Little Miss Brenda Garrett has returned to her home in Richmond on Saturday after a two-weeks' stay with her grandmother and aunt, Mrs. Ester Boggs and Margie and Dorothy Boggs.

Kay Roger Fisher is spending the Thanksgiving holidays with her father here. Mrs. Gaylord Barton and Mrs. L. B. Barton left Friday for Portsmouth, Va., to see Ft. Gaylord Harbor, who is in a naval hospital there.

Newer trends in insect control may eventually lead to reduced use of insecticides for the control of certain of the more troublesome insect pests.

Biological research on local and world affairs, and parasites that kill off insect pests, releasing of insect diseases into the insect community, developing resistance of plants to insects, and methods that utilize insect sterility and attractants.

Cpl. Warren Fisher has been transferred from Saratoga, Fla. to the Army Air Field at Lakeland, Fla. from England into France.

Care is Urged During Hunting Season - Hunting season again and here is a word of caution -- hunters, know what you are shooting and what is beyond the target. Stop, look, and think before shooting. Do not hunt or shoot near markers of livestock in the field; keep toward the ground or in the air if hunting with a group.

Building Business

Advertising Guides Use Of Optional Income

Money in the pocket of the American consumer is increasing at a rate never before matched. The overall family had 10 percent more to spend in 1964 than in the previous year, while the prices of goods remained stable. Millions of people have optional buying power. There is no market for goods they do not previously demand.

Each month billions of dollars of "new" money become uncommitted. The new consumer wealth may be spent at will for vast variety of goods and services.

Hence, completely unrelated firms become more and more competitive. A woman may spend her extra income for travel, insurance, automobiles, better foods, health, beauty aids, finer clothing, housing, gifts, or on whatever else promises to bring the most satisfaction.

Advertising plays a decisive role in guiding the use of optional consumer income. A newly prosperous public has formed no buying habits. Buying follows new demands which are shaped by advertising.

National manufacturers have been quick to recognize the rise of a huge new market. Production and advertising schedules for 1965 have been geared to meet the challenge.

But final buying decisions are always made locally. New money is likely to be spent for goods and services which have been best publicized by local firms in home-town newspapers.

As "Regards of which you wish to appear in the Harrison RECC Sends Two To National Meet"

READER'S COMMENT - November 11, 1964 Dear Warren: An amusing my check for three (\$3.00) dollars for a one year's subscription to the Carlisle Mercury. There have been a lot of changes in Carlisle and so mayn't I used to know before I left almost eighteen years ago are no longer around.

Dear Mr. Fisher: Thank you for the copies of the Mercury you have sent us. We feel so much part of Nicholas County and have so many friends there that we would like to keep in touch.

Enclosed is a check for \$2.00 for a subscription to the Carlisle Mercury. Yours Truly Jack and Evelyn Lucky 30 Cameron St. Paris, Kentucky

Jack and Evelyn Lucky 30 Cameron St. Paris, Kentucky

Some people find fault as if there is a buried treasure."

Call 98 For Your Printing Needs The Carlisle Mercury

EAST UNION

By Mrs. Worth Scott, Mrs. Russell Barr and Mrs. Ollie Scott were in Paris, Tuesday. Billy Scott and family visited Mr. and Mrs. Worth Scott, Sunday night. Mrs. Kenneth Stephenson has returned home after spending several days in Florida with her parents, Mr. and Mrs. Elbridge Miller.

Several from this community attended the funeral of Oscar Tapp, Saturday. Mrs. Mr. and Mrs. W. B. Bramlett visited Mr. and Mrs. J. W. Deatley this last Sunday. Worth Scott spent Wednesday afternoon with Jim Scott.

Kenneth Stephenson spent this last week-end with Mr. and Mrs. Elbridge Miller of Mrs. Ollie Scott and Mrs. Roy Livingston spent Sunday afternoon with Mrs. W. B. Bramlett.

Mrs. Tod Deatley of California is spending a few days with her mother, Mrs. Nina Downing of Paris spent the week-end with her mother Mrs. Barr.

SALTWELL By Mrs. Fred Hollar and Mrs. C. C. Allison have taken an apartment in Carlisle for the winter and moved there last Monday.

Notice Property Owners of Carlisle, Ky. We have in stock all necessary pipe and fittings to make your proper sewer connections.

These materials are approved and recommended by the contracting engineers and city council.

Ratliff Bros. Co. Phone 10 Carlisle, Ky.

CLEARANCE Fall Fabrics Values to 98c 66c YARD

Famous name fabrics including D & N RIVER, STEVENS, BLUE OF THE LOOM, Wash-and-wear. Solids, plaids, stripes, checks in bright colors. Priced to clear.

Smart Fabrics Values to 79c 50c YARD

Choose bright colors and cotton blends in stripes, solids and prints. Clearance priced!

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Choose bright colors and cotton blends in stripes, solids and prints. Clearance priced!

SAISFACTION GUARANTEED

Mr. and Mrs. Virgil Smith of Cynthia, and Mrs. Pearlie Morris visited Mr. and Mrs. Henry Livingston of Moorfield one day the week-end.

Freddie L. Hollar of Carlisle spent the week-end with Mr. and Mrs. Layne Hollar.

Mrs. James Snapp and children spent a few days the past week with Mr. and Mrs. E. Delaney.

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SAISFACTION GUARANTEED

STERLING CLARKE, Carlisle, and several nieces and nephews.

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Classified Deadline 5 p.m. Tuesday

TOBACCO SELLS HIGHER

MT. STERLING

U.S. DEPARTMENT OF AGRICULTURE RECORDS SHOW THAT

1960-61 Average 1961-62 Average 1962-63 Average

\$65.95 \$67.80 \$62.04

State \$63.97 State \$66.66 State \$57.90

Compare Mt. Sterling's Record For the Past 10 Years With That Of The Burley Belt

LAST YEAR'S AVERAGE \$1.58 ABOVE STATE		Mt. Sterling's Lead		Mt. Sterling's Lead			
Season	Average	Belt	Average	Belt	Over Entire Belt		
1963-64	\$61.19	\$58.96	\$2.23	1958-59	\$67.04	\$66.00	\$1.04
1962-63	\$62.04	\$58.43	\$3.61	1957-58	\$60.21	\$59.96	\$.25
1961-62	\$67.80	\$66.40	\$1.36	1956-57	\$61.53	\$61.51	\$.02
1960-61	\$65.95	\$64.22	\$1.73	1955-56	\$60.15	\$58.46	\$1.69
1959-60	\$62.97	\$60.22	\$2.75	1954-55	\$50.50	\$49.67	\$.83

The Records Show You Get More Money Selling In Mt. Sterling

Friday, Nov. 20, Is The Official Opening Date To Receive And Weigh Tobacco.

SALES AT ALL FOUR HOUSES FIRST TWO DAYS

Call the Warehouse of Your Choice Now to Arrange for Delivering Your Tobacco.

Growers Warehouse

Farmers Warehouse

Clay's Warehouse

Home Warehouse

PHONE 2450 PHONE 168 PHONE 1111 PHONE 1122