

The Carlisle Mercury

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WARREN R. FISHER JR., Editor-Publisher

(Mrs.) Katherine T. Fisher, Associate Editor

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National Newspaper Week

National Newspaper Week is to be observed during the October 11-17 period. And when over those days, editors risk the appearance of immodesty by blowing their own horns, they have a right and an obligation to do just that.

From the Diary of a Country Editor

by Warren R. Fisher Sr.

What's In A Name?

After laboriously spelling out retirement, over the telephone, this week we said: "Sign in Carlisle Mercury." "The Who?" quoth the dulcet voice at the other end.

Twenty & Forty-five Years Ago FARM & HOME

Thursday, Oct. 12, 1944 The sponsor and attendants for the 1944 Carlisle Football team were presented at the halves of the Carlisle-Faris game Friday night. They are: Sponsor, Virginia Lee Cowan; Attendants, Bobby Doyle and Helen Jane Crump.

Thursday, October 12, 1919 Miss Mary D. Thompson painfully injured when thrown from pony cart in collision with automobile. Mr. J. H. McCann and family returned to Nicholas county to reside after living in Blackwell, Okla., for over nine years.

Mr. W. L. Piper visiting relatives in Illinois. Mrs. R. N. Brock and Miss Jane Tilton attend Christian Church conference in Cincinnati. Mr. and Mrs. H. K. Veach entertain with elaborate luncheon in honor of Miss Elizabeth Veach and her fiancé, Robert Berry, Mrs. S. K. Veach give rehearsal dinner for bridal party.

Building Success Sears Spends 70 Million Dollars in Newspapers

Sears retail stores are expected to spend more than seventy million dollars on newspaper advertising during the current year. This represents a gain of five million dollars over last year. Sears, the largest and most successful retail store in the world, has increased its newspaper advertising budget every year since World War II.

Kentucky Department of Agriculture, Mason County Fair Board, Livestock Association and the Masonville-Mason County Chamber of Commerce. 4-H'ers from Nicholas County participating in the show and sale are Carl Steele, Jr., Buckler and Don Allen Darrell. Results of the event will be published and lines—any may be available.

The annual Utopia Tractor Pull will be held this coming Saturday night at the county farm building at 6:30. Tractors from several counties are expected to participate in the meet along with exhibitors from Ohio and Indiana. This will be a very interesting event and everyone will want to attend. All profits will be used to help finance Utopia activities during the coming year.

Last year, fire caused more than \$1.7 billion property damage in this country. Farm fires damage or destroy \$191 million worth of property. That's a lot of money to go up in smoke and the total is rising each year.

The pattern is a simple one whether it is used by Sears or a small independent clothing store—the use of the local newspaper to describe in detail a large variety of goods which consumers are interested in buying at a particular time.

The reason why other retailers may follow the practice of Sears with confidence is because Sears, more than any other retailer in the world, is in a position to carefully check the results of its advertising investment. Not only is this check made on sales in local stores, but also with unduplicated accuracy on the result of mail order advertisements.

"I've made 'em so often I'm beginning to believe my campaign promises... you gotta help me, doc..."

My Neighbors



THE MERCURY Brings you news and other spots pictures of hometown events.

What I Consider to be the Major Needs in the Development of youth Today

By ELIZABETH ANN CLAY Today we are living in a very rapidly changing and exciting world. Leadership extends far beyond our home country and we need to develop programs for leadership.

When machines can do the work of a number of men, distance can be covered at the rate of a thousand miles per hour, events that occur on one side of the globe can be seen and heard on the other side, and when the next step is the moon—then we recognize just how fast change is taking place.

What do We Consider the Major needs in the development of youth Today. By COLEMAN GILLISPIE President of the Nicholas County F.F.A.

Perhaps the FFA and 4-H are two of the oldest and finest school organizations in America. The Future Farmers of America is a national organization reaching from the state of Washington to Puerto Rico, from the state of Maine to Hawaii.

As an officer in the FFA, I consider as the major need of youth leadership, citizenship and cooperation. Through leadership our youth can develop a sense of participation in order that they can be well informed on the things happening in the world.

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Here Our International Farm Youth Exchange Program is a great leadership training program that goes beyond our home country and we need to develop programs for leadership.

From what I have been saying you can see that I believe in many opportunities to develop leadership and give special vocational training in home economics, agriculture, the 4-H Clubs program, social, spiritual and recreational activities through leadership, citizenship and cooperation in order that the youth of today need more education to meet the specialized demands for earning a living and afterwards spending an increased amount of leisure time in a worthwhile manner.

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THE CARLISLE (KY.) MERCURY Thursday, October 9, 1964

Citizenship is essential in developing the youth of today. You have to know how to act and be willing to act. This is a problem of the youth of today. They are not willing to act because they do not know how to act. In 4-H, citizenship is stressed because you have to have good citizenship and cooperation to have a good class. The youth should be taught more of leadership, citizenship, and cooperation in order to have a better America Tomorrow.

Bradford announced that Rural Citizens headquarters on Fourth Street just east of the Sheraton Hotel in Louisville.

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GET THE TOP DOLLAR! SELL YOUR WALNUT LOGS (12-in. Or Larger In Diameter) Naturally, we can pay you even more when you bring your walnut logs directly to our mill. (Our buyers will quote on larger amounts of standing trees.)

George E. Tomlinson Co. MACHOLLA ST. WINCHESTER, KY.

My Neighbors THE MERCURY Brings you news and other spots pictures of hometown events.

Rural Citizens Group Formed Co-chairmen of a newly formed group, whose purpose is to help the called Kentucky Rural Citizens for Johnson-Humphrey are Sam Broadben Jr., prominent Tagg and Anderson.

Total Performance 1965 Ford Hardtop

Only 17 cars (and they're all Fords) offer all these exciting new features for 1965!

These are good reasons why more and more folks are installing out-door electric lights. They're wonderful for barn yards; actually add hours to your working day. No more stumbling around in the dark. They discourage night prowlers, too!

Electric Night Light Let us install a security light at your home. Automatically lights at dusk and turns off at dawn. Special rates for RECC members. Call us today for details.

Spring Air Back Supporter, Mattress THE WORLD'S MOST MARVELOUS MATTRESS

Your Fleming-Mason Rural Electric Cooperative Corp. FLEMINGSBURG, KY.

Garrett's Furniture Co. RIDE WALT DISNEY'S MAGIC SWYWAY AT THE FORD MOTOR COMPANY'S WONDER BOTUNDA, NEW YORK WORLD'S FAIR

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