

The Carlisle Mercury

ESTABLISHED 1867

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(Mrs.) Katherine T. Fisher, Associate Editor

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Profit Is A Traffic Cop

What is the significance of profit—what does it accomplish? There is an easy answer to this dual question—that profit is the way those who own and invest their savings in business and industry are rewarded. But profit does more...

Twenty-Four Years Ago

The feedback letter served forty guests at the roomed at the... The 1944 Carlisle High School... Married: Miss Betty Huddeon and Mr. Oliver Barton...

45 Years Ago... On Oct. 5, 1920... Married: Miss Della Mae... Died: William Clay, at home at Intimate Chapel.

FARM & HOME... into houses and farm build... You can cut down on your... Rat proof buildings with concrete, galvanized sheet...



"HOW ABOUT YOU?" Business Builders

Advertising Ideas Take Many Forms

A newspaper is read because it contains information and content which is new to the public. Research has shown that the reader, in his search for new information, does not make a great distinction between advertising and other news content.

Actually advertising sometimes has an advantage which can not be accorded straight news matter. An editor must necessarily limit news matter as to variety, subject matter, illustrations and typographical display.

T. Sgt. Crawford One Of Original Thor Launchers

Air Force T. Sgt. Archie A. Crawford, currently assigned to Walker AFB in the 37th Munition Maintenance Spt., was one of the first crew members that successfully launched a Thor intermediate ballistic missile for the first time back in December 1958.

441 is a national program for farm and city youngsters. It is a youth program that is administered by the Cooperative Extension Service and supported locally by the county 4-H Council.

4-H Club members learn useful throughout their lifetime. "Learn by doing" is their motto. Ask the county extension agent how to join 4-H.

The 4-H member pledges: "My head to clearer thinking, my heart to greater loyalty, my hands to larger service, and my health to better living."

On The Breakfast Beat... The 4-H member pledges: "My head to clearer thinking, my heart to greater loyalty, my hands to larger service, and my health to better living."

Workpower Trucks For '65! More models, more engines, more Chevy workpower! The long strong line of Chevy trucks for '65 is rolling in with miles of new working equipment.

Big Power Station At Burns To Be Dedicated Sept. 23

Several prominent officials from Washington and Kentucky will attend the dedication of the new John Sherman Cooper Station at Burns, Wednesday, September 23.

Managers of the Burns station will serve as Master of Ceremonies and will deliver the dedicatory prayer, which will be carried on the radio stations.

At Trols This Fall Lexington, (Special) The approximate time of the annual Fall Meeting of the Lexington Trot is the same but most everything is different.

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Bourbon

These Attending Letcher Reunion Sixty-nine persons attended the Letcher reunion held at the Fish and Game Club House in Nicholas County...

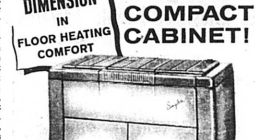
DRIVE-IN

Thurs. Fri. Color - Charlton Heston-Ava Gardner-David Niven "55 DAYS AT PEKING" Also "LIFE IN DANGER" Sat. Only Color - Western - Chill Wills "GUN FOR A COWARD" Also "THE MALED KISS"

Country Music

Starting Carl Smith-Ray Price Motion Picture - "MANY MISS" Also "GYPHY" "THE PROPER TIME" Wed., Thurs., Fri., Sat. Color - State Hits in Color "77 YEARS - 47 SONS - 17 HOURS" "COUNTRY MUSIC CARAVAN"

Big power heating performance in a compact cabinet!



A NEW DIMENSION IN FLOOR HEATING COMFORT... Naturally, it's a patented SIEGLAR OIL HOME HEATER

See Us For All your Building Needs Dorsey Bros. & Fisher

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