

# The Carlisle Mercury

ESTABLISHED 1867

Published Every Thursday At Carlisle, Kentucky

Warren R. Fisher Jr., Editor-Publisher

(Mrs.) Katherine I. Fisher, Associate Editor

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## Yes Sir, Boys, You're On The Way

You've really progressed Gentlemen.

When an organization that is supposedly dependent upon all local business backs an out-of-town outfit to print an advertising map brochure at a fee that makes our stomach turn; we're ready to agree with your slogan, "the little town with the big heart" . . . for the out-of-town, non-tax-paying, non-voting, and non-banking outfit.

Yes sir, Mr. C of C President and Mr. Mayor, you've really signed a big one this time--you're hooked, you can't back out with out losing face and cash. If \$100 bucks if you break the contract, it takes \$20 to make the out-of-town concern's press roll and of course, all over \$250 your organization, the Carlisle-Nicholas County Chamber of Commerce gets one-fourth.

If there are enough suckers in the area, and there are some, you can send a thousand dollars (\$1,000) away. Now that's progress--

that's 1,000 claims you'll never get your hands on again--it will never buy hardware, food, furniture, drugs, clothing, cars, repairs, lumber, pay doctor's bills, or place a deposit to draw interest (that is locally), and you'll be paid out locally, and no local taxes; yep, you've progressed.

In addition, we've never been accorded the privilege of having a police escort when calling upon our advertisers; do you gentlemen mean, the chief of police, Eugene Kelley, has nothing better to do, than to take a sales lady around to call upon local business men? We, the Mr. Kel by does a fine job under the circumstances, but of course he has to follow orders from his superior--one thing we can say in his favor--he drops after all he has to eat too.

Yes sir, boys, you're on the way to influencing enemies and brow-beating friends.

## Form & Home

FIRE PREVENTION WEEK--

OCTOBER 3-9

Every hour fire destroys or damages 67 American homes.

Every hour and twenty minutes, one person--most frequently a child--is elderly person--dies in a dwelling fire.

These figures, from National Fire Protection Association research, are the measure of our failure to heed fire hazards, and the measurable result of our failure to correct them.

There is no mystery about the causes of most home fires. A carelessly discarded cigarette is left to smolder in an overstuffed chair, a portable oil heater is refilled while burning, electrical circuits are overloaded and overloaded, uncleaned rubbish becomes a breeding place for fires.

From the Diary of a Country Editor

by Warren R. Fisher Sr.

It has been a fall lacking in the gorgeous coloring that makes this countryside a region of beauty in October. . . Leaves showed down a sickly green from hundreds of trees. The golden leaves on the sugar maples lingered only a few days. Possibly our drab autumn is due to lack of rain. I am not a scientist enough to know. . . In parts of England I have heard that the leaves do not "turn" in the fall. I remember some distinguished British visitor a few years ago, who said, "I wonder at the variety and beauty of the forest colorings. I am sure that of that a wayfarer to whom I notified that in Shoreditch he said, "But in Scotland the woods are beautiful." I took a quick look at him. He didn't seem to be British. "The trees in Palestine are beautiful," he said. "Army?" I asked. "Yes, forty-nine months," he replied. "I enlisted in Canada, was sent to Palestine that I should be sent to Palestine. He has been sent to Allenby's army, the only General, he thought who had really accomplished his objective during the World War. No, he wasn't a Canadian. "You have seen a good deal of it," I asked. "Nearly all of it," he answered. "Then I asked the question I always ask a traveler: "Have you ever seen a region as lovely as this Bluegrass region of Kentucky?" He thought some parts of England perhaps, but no, on second thought, not. "It may be," he said carefully, "that a valley in Maryland, north of Baltimore, can be ranked with it. I asked if he were a Marylander. He admitted. "I tell you the truth," he said, "I have never seen any region just like this part of Kentucky." Perhaps he was just paying for his lift. In any

## WITH ATTENTIVE ENCOURAGEMENT



NATIONAL NEWSPAPER WEEK OCTOBER 10-16 1965

Newspapers are the schoolmasters of the people. That endless bore, the newspaper is our national glory. --Henry Ward Beecher

## 20 & 45 Years Ago

Thursday, Oct. 11, 1945 The Carlisle Musicians were their first . . . Harry Moore, 8 year-old son of Rev. and Mrs. S. L. Moore of Moore's Store, was the choir leader at the church in Nicholasville by a score of 3-6 here Friday night.

Simon S. Willis, governor of Kentucky, will be the speaker at the Armistice Day celebration here.

Ralph Bowen, W. T. 2-c received his honorable discharge from the Great Lakes Training Camp, Chicago, and returned home Thursday.

Henry Clay Caswell arrived Friday for a 45-day furlough from Camp Atterbury, Ind., with his wife (Caroline Sexton) and baby daughter and parents here.

Born To: Mr. and Mrs. Bruce McCord of Indianapolis, Ind., a daughter, on Oct. 6.

Married: Miss Joyce Napier and Frank Kennerly Collins, Saturday.

Died: Douglas Fryman, 64, at the home of a son, William Fryman, Mrs. Nancy Hill Harris, 78, at her home in Newport on Saturday; Ed G. Flora, 72, Tuesday night at Johnson Memorial Hospital; Mrs. Rebecca Mitchell, 73, Monday at the home of her son, William Mitchell; Jones Robinson, 85, well known farmer, Tuesday; W. W. George, Winchester, Monday.

Thursday, Oct. 7, 1920 Henry Harper injured his leg while working at the University of Kentucky.

Howard Allison substituting on Route 5 for Al- bion Feaback who is on vacation.

Over \$2,000 in additional money will be needed. Our next meeting is Tuesday night at 7:30 at the new Harper Garage.

One of us is planning to attend if at all possible. If you cannot attend the meeting, but would like to join the Boosters, you may mail your dues to the Nicholas County Band Boosters, 1 c/o Nicholas County High School, or send them to Mr. Hall by your child's membership card will be promptly sent.

Sincerely, Marilyn Sams, President.

R. N. Brock heads Medicine Valley. To stand and look up at one of those, so old that Science doesn't hazard a guess at their age--the oldest living thing in the world--filler. "I would like to see any night I have ever seen," he said. "And so be left me, to walk with another member over to be raised hand. A globe-trotter, a bit of a traveler, given a lift of an arm morning. (Heigh!) Who knows if I survive this foolish custom of picking up strangers) that adventure may yet help for me along the broad highway?

## Local Business Gets Best Results For Less Money

Samuel S. Talbert, Ph. D. Department of Journalism University of Mississippi

It is misleading to give a single reason for the dominance of newspapers as a retail advertising outlet. A company may buy newspaper space for many reasons.

"Our customers appear to see our ads in the newspaper," 31 retailers replied. The fact that advertising is published in a newspaper gives the advertising an air of "newsmen" was among reasons listed by 31 sales managers.

Creating good will and long-range prestige were reasons given by 17 stores for using newspapers. Seventeen respondents wrote the newspaper was the only advertising medium which assured "satisfaction among potential customers."

Some twenty other reasons for concentrating advertising were given. Reasons far exceed the number of stores, because nearly every store could justify the use of local newspaper advertising for at least six purposes each of which led to better business.

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## Wallet PHOTO SPECIAL

20 for \$1.00 From one pose of any photo or negative

1-Day Service On This Special

CARLISLE DRUG CO.



Reader Comment

To the Mercury: This letter serves to inform members of the Nicholas County Band Boosters for this school year.

1. Donation of \$500 to the Board of Education toward purchase of band uniforms.

2. Purchase of two new fiberglass sopranoes with a value at \$700.

3. Travel expenses for the band of approximately \$150.

4. Camp expenses of over \$300 for our majorities.

The money for these projects membership dues (\$1 per year) and by the annual panhandle show in the spring. This show is produced by Band Boosters; however, it is not necessary for members to perform in the show. We need you as a member whether you have a yen for the spotlight, desire to assist in other phases of the show, or just simply desire to support the band.

This year the Boosters hope to help send the band to a festival at Indianapolis and Virginia Beach.

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Advertisement for Action! Put your messages where ACTION PEOPLE look...in the Yellow Pages

TRY THE CLASSIFIED FOR QUICK RESULTS

Yellow Pages

## Rural Housing Loans Total \$133 Million

Nearly 16,000 low-income families used over \$133 million of Farmers Home Administration credit during the fiscal year 1965 for improved housing facilities.

Improvements made by borrowers on the 17 homes have increased the tax base, making it easier for local communities to finance improvements in roads, schools and other community facilities.

Since the program was expanded four years ago, over 60,000 rural families have borrowed more than \$567 million to improve their housing. Loans have been made in all 50 states, Puerto Rico, and the Virgin Islands.

Payments of principal and interest equal 104 percent of the total amount due since the program began. Many of the loans are repaid ahead of schedule.

Loans on Farmers Home Administration rural housing loans since the program started are less than two one-hundredths of one percent of the total loaned.

Loans by the Farmers Home Administration are made to applicants who are unable to obtain credit from private lenders at reasonable rates and terms. Loans are tailored to individual needs and are accompanied by assistance in farm and financial management.

Loans for construction and improvement of individual senior citizens' homes during fiscal 1965 continued to make substantial gains--a total of \$7,656,000 for an increase of 26 percent over the previous 13 months, Mr. Freeman said.

In addition, \$3,018,000 was advanced for improved housing facilities for senior citizens in rural communities.

Housing loans to individuals other than senior citizens totaled \$123,340,000. These loans ranged from small amounts for minor repairs to loans for construction of modest but adequate rural homes. Some of the funds were used to improve or construct essential farm buildings.

"The rural housing program has brought untold benefits to local communities as well as to the people involved," Secretary Freeman said. "Improvements made by borrowers on the 17 homes have increased the tax base, making it easier for local communities to finance improvements in roads, schools and other community facilities."

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## A GOOD WORD FOR YOUR PHARMACIST..

The health of the community is of primary importance to a pharmacist. . . he has devoted years of study and training in order to serve you need!

PHARMACY

NATIONAL PHARMACY WEEK, OCT. 3-9

We Have Hearing Aid Batteries Now! MAKE YOUR BATTERY HEADQUARTERS

Hopkins Drug Co. Carlisle

Phone 18

1-Day Service On This Special

CARLISLE DRUG CO.

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TRY THE CLASSIFIED FOR QUICK RESULTS

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## THE CARLISLE (KY.) MERCURY

Thursday, October 7, 1965 Page 3

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10c SAVE 10c - SAVE 10c 10c

THIS COUPON WORTH 10c ON A PURCHASE OF A SIX-BOTTLE CARTON OF 12c OZ. MOUNTAIN DEW.

Present this coupon plus usual bottle deposit or bottle exchange to your dealer who displays Mountain Dew. Offer expires Nov. 30, 1965.

Mr. Dealer: One million will redeem this coupon for 10c. Offer limited to territory served by the Pepsi-Cola Bottling Company of Ripley, Ohio, Inc. (Cash value 1/20 of 1c.)

SAVE 10c

10c SAVE 10c - SAVE 10c 10c

NOW ALL YOU CITY COZINS KIN ENJOY MOUNTAIN DEW!

Yep... now all you city fellers 'n gals kin stomp right on down to yer fav'rit store for a bottle of dew-lush-uh MOUNTAIN DEW anytime you takes a fancy to!

MADE FROM SELECTED SPECIALLY BLENDED IN THE TRADITIONAL MOUNTAIN DEW MOUNTAIN DEW

Bottled under the authority of The Top Corp. of America

AT YORE FAV'RT STORE!