

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

If any American institution is entitled to sing the American praises—all questions of false modesty aside it is the American newspaper. And National Newspaper Week, which is to be observed October 10 through 16, provides that opportunity.

Farm & Home

This office gets many kinds of questions and some of them can be pretty rough—especially when they are outside our usual files.

A large percentage of the bonds are issued either in connection with the owner dies, the surviving owner or beneficiary immediately becomes the sole and absolute owner of the bonds, and they do not become a part of the estate for probate purposes.

HOWEVER, the bonds are subject to estate and inheritance taxes, and their value must be computed, along with the deceased's other possessions in figuring the amount of the estate on which taxes may be due.

Refrigerators—How Cold: Homemakers often wonder exactly where to set the "cold control" on their refrigerator. The answer varies with climate, your family's tastes, how often the refrigerator door is opened, etc. But here's a general rule: let the milk temperature you want determine the right "coldness" of the fresh-food compartment and let the hardness decide the freezer temperature.

Removing Soft Drink Stains: Soft drinks spilled on children's clothes can cause summer problems. You may remove the soft drink stains from washable fabrics by sponging the stain with equal parts of deodorated alcohol and water. Then pour on glycerine and rub. Let stand 30 minutes and rinse with water. For best results, always treat stains as soon as possible.

From the Diary of a Country Editor

by Warren R. Fisher Sr.

A "TRAVELLER" OF THE CRAFT DROPS IN.

"When all the world is old, lad, and all the trees are hazy, And all the sports is staled, And all the wheels run down, A journeyman printer dropped in last week. He wasn't 'outin'."

So he spent the night at the shop, was thoroughly breakfasted by one of the force, was given a bit of a "stake" and trudged out of town in the morning. He had been here before, under similar conditions, but somehow he seemed to be losing the indomitable, carefree spirit, the cheerful philosophy of the "traveller." As we gave him a lift to the main highway the next morning, he told us that he had always felt that luck would "treck" his way eventually, that some unexpected good would befall him in time. But he was losing hope somehow, he said. He was a man past sixty, evidently homeless, penniless, out of work, and he was walking away a pathetic figure, the embodiment of failure, as the world would see it.

Yet to him, no doubt, has come much happiness in life. The flavor of irresponsible freedom has been his, the lure of the open road, new faces, new scenes. The irksomeness of emulsa has not been his to suffer, the repetition of the petty task. But, for this his kind must pass at last. He, poor fellow,

20 & 45 Years Ago

Thursday, Oct. 4, 1945
Carlisle High School, Troop No. 327, won first honor in the 1944-45 program contest sponsored by the National Thespians Society with a mimeographed handbill used for the production of the comedy, "Come Rain or Shine."

The local Girl Scouts gathered 4,270 pounds of scrap paper in their monthly pick-up on Saturday. Mrs. Frank Hardesty, leader, announced.

The fall horse and dog show of the American Legion was a success. Pvt. Lester Green, who has been at tation in Hawaii for three years has written his mother that he is expecting to be in the states in a short while.

The young people of the Carlisle Methodist Church enjoyed a hay ride and winner rosette last Tuesday night. 35 young people attended.

The National Senior Honor Society of the Carlisle High School met Thursday morning, Sept. 27, and elected the following officers: president Louise Hopkins, vice president, Jimmy Burshaw, secretary, Donald Cameron; treasurer, Robert Palmer.

Miss Rachel Clay and William Stacy, September 23 (Ga.), Miss Eldise Woodall and T-5 James B. Hamm, in Hopewell, Miss Elizabeth Ann Clark and A-C Ralph E. Shearer, Friday, Sept. 28, in Hilloti, Miss.

Thursday, Sept. 30, 1920
J. C. Taylor is attending Retail convention in St. Louis.

"Uncle" Elijah Howe, respected colored man, 89½ dies at home in Henryville.

Mr. and Mrs. H. M. Taylor moved into new residence on Maple Street

Newspapers Important To Economy, Henry Says

In every Kentucky county. Many of us plan to rely on the newspaper for news and information. This is why we are urging a yes vote to the November 2 decision. We want our home state to grow; we want our educational facilities, the nation's best parks system, industrial development, agricultural research and those other necessary services which can be provided through passage of this Bond Issue.

This can happen if Kentucky votes yes.

Curt Fowell, President
Edd Riley, Secretary

Local Business Product Disappears When Not Advertised

By R. S. TALKER
Chairman, Dept. of Journalism
University of Mississippi

Often new products are introduced into the market and make a sudden spectacular showing. Then they suddenly disappear. The cause is usually a failure in the use of advertising.

Stable companies influence purchase of their product by continuing advertising week after week. By calling the product to consumers' attention, they are able to maintain high sales records for long periods of time.

A happy medium must be reached for an advertising program to be beneficial to both the company and the consumer. Successful combinations depend on the type of product and the business field.

Researchers have found that newspapers are the most "read" and most "read" local medium available. Thus, the newspaper has become the basic retail advertising medium.

Since all business is a local advertising which finally moves the consumer to action, sales more than other media and costs the advertiser less. Such is the nature and value of newspaper advertising.

Churches

CARLISLE BAPTIST
August Peters, Pastor
The Church at Study 9:45
10:45
The Church at Worship 10:45
Evening Worship - 7:30.

SHRINE OF OUR LADY
Father Edwin H. Trimbur
Holy Masses: Sundays 9:00 a.m. and 12:30 p.m.
Weddays 7:00 a.m.

CARLISLE METHODIST
James A. Norwethy, Pastor
9:30 a.m. - Sunday Church School
10:45 a.m. - Morning Worship
6:30 p.m. - M.Y.T. Groups meet
6:30 p.m. - Prayer Group Meeting
7:00 p.m. - Evening Service
Prayer Meeting and Bible Study: Wednesday evening at 7:30.

SALTWELL METHODIST
L. J. Brooks, Pastor
James D. Gaunce, Lay Leader
Sunday School Service: (in & 3rd Sunday) 10:30 a.m.
Methodic Class Meeting: (2nd, 4th & 5th Sunday) - 10:00 a.m.
Sunday Evening Worship Service (in & 3rd Sunday) 7:00 p.m.
M.Y.T. Sunday, 6:30 p.m.

CARLISLE CHRISTIAN
Tom Lipscomb, Pastor
The Church at Study, 9:30
A class for everyone.
The Church at 10:45
10:00
Youth Banquet, 6:30. Guest speaker and special quartet from the Carlisle Baptist Church. The special music will be in charge of the evening service.

THE PRESBYTERIAN
John A. Daniel, Pastor
9:30 Sunday School. There is a class here for you.
10:45 Morning Worship.
6:30 Wednesday Youth Fellowship.

PLEASANT VALLEY CHURCH OF GOD
Frank Simons, Pastor
Preaching Service 11 a.m.
Youth Meeting - 6:30 p.m.
Evening Service - 7:30
Midweek prayer meeting, 7:30 p.m.

MR. FARMER
Now Available
To Serve
YOU.

Lime and fertilizer spreading service. We have equipment and material. See Jewell Vice or Lester Green
PHONE 605

THE CARLISLE (KY.) MERCURY
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USE MERCURY CLASSIFIERS

ROSE HILL METHODIST
L. J. Brooks
Ted Myrner, Lay Leader
Sunday School, 9:30 a.m.
Sunday Worship Services:
Sunday Evening Worship Service (in & 3rd Sunday) 7:00 p.m.
Bible Study & Prayer Meeting, Thursday, 7:30 p.m.
2nd & 4th Sunday, 10:30 a.m.
Methodic Class Meeting list, 3rd & 5th Sunday 10:30 a.m.
Bible Study & Prayer Meeting, Wednesday, 7:30 p.m.

HEADQUARTERS METHODIST
E. H. Gaines, Pastor
11 a.m. - Worship Service
6:30 p.m. - Youth Service
7:00 p.m. - Prayer Meeting
10 a.m. - Sunday School, every Sunday
11 a.m. - Class Meeting, every second and fourth Sunday
7 p.m. - Prayer Meeting, every Wednesday night.

LOCUST GROVE BAPTIST
E. J. Chapman, Pastor
10:00 a.m. - Sunday School
11:00 a.m. - Morning Worship
7:30 p.m. - Evening Worship.

MOOREFIELD METHODIST
E. H. Gaines, Pastor
11 a.m. - Worship Service
6:30 p.m. - Youth Service
7:00 p.m. - Prayer Meeting
10 a.m. - Sunday School
Every Sunday morning.

YOUTH BANQUET AT CHRISTIAN CHURCH
There will be a Youth Banquet at the local Christian Church this Sunday, October 3, at 6:30 p.m. in Fellowship Hall. All youth enrolled in grade school and high school are invited. A guest speaker and special music from Christiana Bible Ministry has been invited especially for this occasion and the youth.

Color Slide Presentation To Be Given At 4th-Quarter Methodist Church
Dr. C. V. Hunter, professor of Philosophy and Religion at Ashby College of Wilmore, Kentucky, will give his slide presentation on his trip to the Holy Land at the Headquarters Methodist Church on Sunday night October 3 at 7 p.m. Dr. Hunter will be preaching in the Carlisle Baptist Church on Sunday, October 3, 1965.

See them! Drive them! The '66s
at your Ford Dealer's - a 1966 Ford - offering one of the world's quietest rides. New Stereo-sound Tape Player option - provides over 70 minutes of music. New station wagon, Magic Door-gate - swings out for people and down for cargo. New V-8 power up to 428 cu. in. New 7-Lite high-performance series. A Seven new

Standard Safety Package features (on all '66 cars from Ford) including emergency flasher system, a 13 new Fairlanes - new looks, liveliness, luxury. New convertibles, wagons, XL's, GT's and GT's. GT's have new "Sport Shift" Cruise-O-Matic - it's automatic or manual. 2 new Falcons. New America's Economy Champ! 1966.

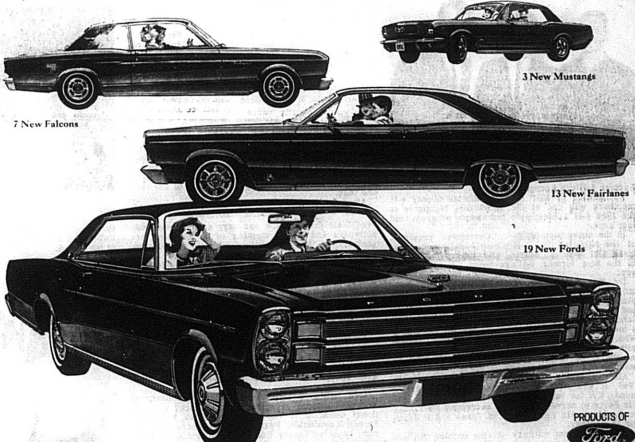


America's Total Performance Cars... 49 new models... see your Ford Dealer tomorrow!
Harper's Garage 254 East Main Street, Carlisle, Ky.

Day or Night
Ask Your Doctor
To Phone Your
PRESCRIPTION
To The
Carlisle Drug Co.
THE DRUGGISTS STORE
CARLISLE, KY.
STORE HOURS 8 a.m. to 10 p.m.
7 Days A Week
Bring Your Prescriptions to OUR DRUG STORE

ANNOUNCING THE '66s FROM FORD!

FORDS: new quiet, ultra-luxurious LTD's, new high-performance 7-Lite models with 428-cu.in. V-8. FAIRLANES: lively new XL's, GT's, convertibles. FALCONS: new flair for the economy champ. MUSTANGS: more fun-filled than ever. FEATURES: from a new stereo tape player option... to a new Magic Door-gate for wagons (swings out for people and down for cargo).



smoother, smartest, the most spacious Falcon ever. Livey 170-cu. in. Six. 3 new Mustangs - more fun than ever in America's favorite Ford Car. New stereo tape player option, new 5-dial instrument cluster, 200-cu. in. Six, bucket seats, sporty floor shift, carpeting - all standard. Come try Total Performance '66.