

# MERCURY VAPOURS

by Warren R. Fisher

Last Thursday evening we learned we had some of the greatest kidders working for us. Just as I was getting set to prance-out into the main drag and snap a front of the Madison Central band's "high stepper" this party, who had been bidding her time, grabs my shooting arm and mutters something unintelligible into my right ear -- I get a picture anyway, even if it wasn't what I started out to take.

The annual Jayce Christmas Parade chaired this year by Attorney Jack Conkey was an excellent show. And it is one of the best means we think of getting the populace to realize that the Christmas season is at hand and that Carlisle's merchants do have a vast array of desirable items for sale.

--MV--

Bill Alexander was by the office Saturday and left us an old receipt on the R. C. King Hardware Co. made out in January, 1910. The piece of paper which is in remarkably good condition was found, he said,

Dog Gone the Luck.  
Missed the Main Attraction!



Twenty & Forty-Five Years Ago

Thursday  
December 12, 1946

A program of Christmas carols, rendered by the Millersburg Military Institute pipe club, was featured even at a regular meeting of the Carlisle Woman's Club last Friday at the city school.

A square dance for the benefit of the U.S. Drive in Nicholas County will be given by the local drive committee in the Carlisle Armory Friday night. Music will be provided by the Jones Bros. of Sharpburg, from 8:30 to 11.

Henry Peters who recently entered the U.S. Veterans hospital, Lexington, developed pneumonia Saturday. Mrs. Peters is with him each day. Mr. and Mrs. R. T. Kirkland and Miss Annie Howe accompanied Mrs. Peters to Lexington Monday.

Sag Kash, son of Mrs. Clarence Kash, of Carlisle, has resigned his position as managing editor of the Lancaster Central Record, effective Dec. 1 to accept a position with the sports department of the Lexington Leader.

Born To--Mr. and Mrs.

Elmer Crawford of Myers, a son at Johnson Memorial Hospital--Mr. and Mrs. Eugene Snapp, Route 1, a son, Tuesday at the Johnson Memorial Hospital--Mr. and Mrs. George Lowe a son at Johnson Memorial Hospital--Mr. and Mrs. James C. Calhoun a son at Johnson Memorial Hospital.

Died--Mrs. Hattie Brownlager--Mrs. Anna Jackson Tucker, 74, at her home in Indianapolis, Ind.--Roy G. Potts.

Married--Miss Eva Alice Howard to Russell Harper.--Mrs. Imogene Shannon to Eugene Sparks.

Thursday  
December 15, 1921  
Dan Wenzell, realtor, sold Saturday for Cash Dixon his residence and thirteen acres of land on Carlisle and Sharpburg roads, to John M. Tapp for \$2,800.

Ormer Roberts, who has been a member of the Lancaster Central Record, effective Dec. 1 to accept a position with the sports department of the Lexington Leader.

was painfully burned about the face and arms at her home on W. Main Street, Thursday afternoon, Mrs. Lefford threw some hot kerosene leaves in the fire.

John M. Smithson suffered a painful accident last week which may cost him the sight of one of his eyes. A nail Mr. Smithson was driving glanced up and struck him on the eyeball.

The post office at Morning Glory has been discontinued.

Married--Miss Axie McCreed to Horace T. Barbee.

Born To--Mr. and Mrs. Stanley Collins, a son, at a place for nearly 30 yr. if he doesn't know the people he should know the roads after all the tax payers are paying for this. And not find the place after building is burnt down.

## Local Business

By S. C. VAN CURON  
Chairman, Dept. of Journalism  
University of Mississippi

### Direct-Mail Circulation Can Be A Costly Pursue

Waste circulation is not a commodity of the small newspaper. The best way to judge the value of advertising is to consider the number of prospective customers reached at a given cost.

The advertiser may be misled by total circulation or by the total number of radio or TV sets in an area. Total circulation of a medium may differ greatly from the number of prospective customers reached.

Large circulation is of no value to the advertiser unless that circulation is among real prospects who are in a position to buy from the advertiser. For this reason, advertisers often pay for circulation which is wasted.

When 90 percent of a direct mail circular is promptly dropped in a post office trash can, some advertiser has paid dearly for waste circulation.

When a New York merchant advertises in a national magazine, less than 1 percent of the circulation may be to prospective customers. Such advertising may be profitable but it is expensive in terms of cost per real prospect.

The retail merchant who advertises in the metropolitan or regional newspaper suffers similarly from waste circulation.

He pays for circulation which extends far beyond his primary market area. The same is true of much radio and television advertising. In all advertising media, the small newspaper gives the local merchant the highest percentage of real customer circulation.

Receiving the community paper is a potential customer of local stores. Subscribers of the paper are identical to the general public. The local newspaper advertiser gets what he pays for.

### Form Home

County Extension Agents  
Earl L. Doffinger  
Nancy H. Wilson  
Irlton F. McNeary

Eleven Kentucky Youth's Bank High in National 4-H Club Competition

Eleven Kentucky 4-H Club members are among the top in the nation in 4-H project and activity records, according to announcements made here this week during National 4-H Club Congress.

Three are national winners, one is a sectional winner, and seven are alternates to top national winners. All eleven are among the 30 Kentucky 4-Hers attending this national event, which continues through Dec. 1.

Winning \$500 college scholarships as national winners are Frances Owen, three-triangle county, in entomology; Troy Costello, Logan county, in tractor; and Iagene Curi, Simpson county, in electric.

Six girls and six boys are selected as tops in the nation; records of the champions from the 50 states and Puerto Rico are judged to make these selections. In tractor, 12 national winners are chosen, and in electric, six.

Anita Douthart, Campbell county, in one of the photography who received a trip to National 4-H Congress--trips are not awarded to all champions in this 4-H project.

Three national scholarships are given in photography, in leadership. The fourth alternate to these top winners is Lisa ranking on the ball field road and if you ask some of the people who have had their don't think they will agree with you. And to Firm Chief Mr. Wilson when a person has been dead and lived 30 yr. if he doesn't know the people he should know the roads after all the tax payers are paying for this. And not find the place after building is burnt down.

## Agree Or Not

I Say What I Think

By S. C. VAN CURON

Pupils in Kentucky's public schools and colleges will have some of their lessons on the state's educational television network in September of 1968 provided the local school ties into the network.

A recent story of the ETV network telling the history of eight years of effort and expenditure of \$8.6 million making this possible led me to point out that every local school must acquire its own facilities to be able to receive the broadcast lessons in the classroom.

Don Hale, assistant superintendent in charge of instruction in the State Department of Education, said minimum cost to each local school to install equipment will run between \$600 and \$800. This will provide an antenna and necessary facilities for reception, including one television set, a normal 25-inch screen in black and white that is found in most homes.

Most of the equipment the local school districts will be required to purchase is 50 per cent reimbursable under Title 3 of the National Education Act, Hale said.

People shouldn't get the idea there will be a television set in every classroom, Hale explained, because there is only one television channel and a school can receive only one lesson at a time. Programming is going to be one of the intricate problems that will have to be worked out by the schools.

Few schools will have more than one television receiver. Additional ones will cost about \$23 each as a minimum, he believes. As for classes conducted on television, the receiving set must be in an all-purpose room, classroom, library or cafeteria where the largest number of pupils can view it at one time. This means moving from the regular classroom.

Some few schools in Kentucky already have been receiving educational television, but Hale believes not very many of the schools will go all the way to begin with in the television education program.

As Leonard Press, executive director of the ETV authority, said in the recent story, educating teachers for instructing over television, and programming is going to be the toughest jobs in the beginning. He said film lessons will be purchased from outside.

The ETV Authority was authorized by the 1960 legislature and every session since then has made some contribution toward the program that will open in 1968. Federal funds also are involved in the program. Fortunately, the Kentucky General Assembly has gone along so Kentucky could grow with the federal program.

The ETV authority is composed of a nine-member Board and Press is third executive director. Roy C. Adams of Louisville is chairman, with Dr. Richard Van Hooser, superintendent of Jefferson County Schools as vice chairman. Other members are Dr. Robert Martin, president of Eastern State University, and Dr. Lyman V. Cinger of the University of Kentucky, representing the colleges; Dr. Harry Sparks, superintendent of public instruction; Alvin H. Temple, Bowling Green, representing rural; Marion W. Gumm, Greensburg, a guidance counselor; and Marjorie Manichew, of Ft. Knox, radio education.

There are two things to remember about the ETV program from the standpoint of local schools -- first, the school boards must invest in equipment for the schools; and second, Kentucky's television set in every classroom, and probably no one class will receive more than one lesson a week.

Two Kentucky 4-Hers are second alternates -- David Shoemaker, Washington county, in the light horse and pony project and Kathy Jo Wilson, Hight county, in home management. Since six national winners are selected in the horse project, David placed eighth nationally.

Two Kentucky girls are fourth alternates to these top winners -- Susan Camenisch, Lincoln county, in home management, and Charlene Franklin, Cumberland county, in food preservation. Each is sixth alternate to the sectional winners in these projects.

Mr. and Mrs. Walter George are going to be Merry Xmas to the party who stole our dinner bell from the place of fire. We hope your bell is ringing.

Mr. & Mrs. Walter George  
1101 N. Main St.  
Kincard, at the home of his son, C. Kincard  
Covington, Monday morning.

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