

MERCURY VAPOURS

By Warren R. Fisher

This is one time we're really up a tree. What is there that is worth the trouble to put on a printed sheet? My guess is scribbled here and there on bits of paper seemingly involve more pious than happenings of a joyous nature.

An early morning chat with Police Chief Eugene Ketchum, reveals that some youngsters just can't or won't learn. That their "may now be a trip down that other road—a correction center or on to the "big time," where if they're still of this world may face life from behind bars.

Noted on another scrap of paper. Broken windshield wires, antenna, mirrors and cut steering wheels at vandalism near its head in the vicinity of the elementary school last week. Some really lack for something to do when it becomes necessary to use the steering wheel for a while.

Another breaking and entering, this time the Standard Oil building, resulting in an undetermined amount of cash, eight automobile tires and a number of

20 and 50 cent postage stamps. Since this time was no close to a week earlier, I was a wonder they didn't make off with so much as to run their chain saws. Though it's doubtful these individuals know the meaning of earning a living by the sweat of their brow."

So far, all we have no advertising days in green for St. Patrick's Day, but savings on Easter and spring merchandise there are plenty scattered among these pages.

Approved: the purchase of the C of C of 100 plastic signs in black with gold lettering, to upgrade membership of this worthy organization.

Some people go through life touching red hot poker to see if they will get burned. —William Feather

Much wisdom often goes for few words. —Sophocles

Twenty & Forty-Five Years Ago

Thursday, March 20, 1947
A pay-roll amounting to approximately \$425 was distributed among seven members of the local National Guard unit over Monday night at the Carlinale organization held in their hall since activation some months ago.

Keith Tandy Hutchings, son of Dr. and Mrs. James H. Hutchings of this city, will be ordained to the ministry of the Christian church at 7:30 o'clock Sunday night at the Carlinale church.

Miss Emily Anthony, a student at the University of Kentucky is a member of the state collegiate women's champions of the University of Kentucky, which played Eastern State College at Alumni gym, Monday night of last week.

Married: Miss Janet De-light Russell and Marlon Paul Stone on Tuesday at the Carlinale Methodist church.

Born To: Mr. and Mrs. J. D. Morris a son on February 12th.—Mr. and Mrs. Howard Allison a son on Thursday.—Mr. and Mrs. Ralph Shearer a daughter last Wednesday. She has been named Wisty Ann.

Died: S. T. Barlow, 87, Saturday at his home near Headquarters.—Mrs. Nannie Burden Richey Sunday.

near this city were thrown into jail on charges of robbing a bank in which they were riding was struck by a train at the crossing near the Carlinale Milling Company plant Thursday.

A Ford touring car occupied by Mrs. C. H. Fisher, Mrs. W. H. Fisher, Mrs. William Conley, overtook a truck on the embankment of six to eight feet last Thursday.

With the exception of a few minor cuts and bruises, no one was injured.

Miss Ruth Dayton has been appointed postmistress at Pleasant Valley to succeed J. E. Humphreys who resigned.

Among those who attended the Sousa Concert in Lexington Thursday were: Mr. and Mrs. C. H. Fisher, Mr. and Mrs. Crimes, Caywood, Mr. and Mrs. W. H. Fry, Mr. and Mrs. Robert Harper, Mr. and Mrs. J. D. Morris, Mrs. Stanley Blake, Mrs. Thomas A. Riley, Misses Louise Potts and Margaret Fulton, Messrs George Insko, W. G. Griffin, Russell Strout, Duke Young, and Mr. and Mrs. R. Burton.

BOB—To Mr. and Mrs. Emory Ashby, winners of the first prize in the DIED—Infant daughter of Mr. and Mrs. Russell Sugg.—Mrs. Clinton Cannon, aged 52 years at her home near town.—Mrs. Julia Bell Thomas, at her home on Sugar Creek, at the residence of Benjamin Walter Soper.

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Local Business

By R. S. TALLENT
Chairman, Dept. of Extension
University of Kentucky

For years the big newspaper advertisers have been retail stores with prices to feature—groceries, variety stores, and department stores. But in increasing numbers a growing number of institutions are becoming consistent newspaper advertisers.

Among the newcomers on a large scale are: Airlines, because all public utilities are competitive with some other service, and because their operations require public understanding on the local level.

Labor and industry, because each has a position which can stand or fall on the base of local public opinion.

Insurance companies, because regardless of national prestige, local agencies make the final sale.

Real estate agencies, because only the local newspaper locates every prospective customer. Churches, because the village church-hall no longer reaches the whole community.

Stock brokers, because 100 million people in the United States are buying and selling stocks. Government agencies, because people who join the Navy or the Peace Corps come from hometowns everywhere.

Hotels and motels, because local people make reservations for friends and relatives, and because travelers buy the local paper when they stop.

In fact, the list could include nearly any business or service.

Area Extension Agent
I. J. Hoffinger
Miss Marie McCreary

Editor: The Mercury
Dear Sir:
I am enclosing fifty cents (\$50) due on your my last subscription to the Mercury. Your paper has come to our home for some time now and we look forward each week especially since we have come to Florida to live.

Sincerely,
Mrs. G. C. Gaunce

March 13, 1967
Editor: The Mercury
We hear a great deal about the Community Action Programs throughout the state. It is my sincere hope that Nicholas County can receive many benefits from our Action Program. It is always good to see government funds in any area.

Our county needs many things such as, brush cut off of the county roads, small bridges or stabs across creeks on county roads and improvements on undeveloped areas in improved county or city.

I feel that by having an Action Program in our county it will help to solve many of our problems.

Best wishes,
Patrick F. McDowell
Pastor St. John Methodist Church, Owensboro, Ky.

Editor: The Mercury
I just wish to say "thanks" for allowing me to walk through your newspaper plant last week while I was visiting in Carlinale and speaking at the Methodist church. It was my ambition when I was about 14 or 15 years old to someday publish a small newspaper. Though I was called to the ministry and it is now my wife's work that affluity for producing the printed word has never diminished within my "make-up".

Best wishes,
Patrick F. McDowell
Pastor St. John Methodist Church, Owensboro, Ky.

friends and have a wide variety of different types of clothes. Clothes for boys, girls and men. Shoes are in the same price range as those for adults. Replacement clothes to be a major problem.

The total cost of clothing for the average child through age 17 is estimated to be about \$2,640. Housing expenses—Housing, which includes not only the annual costs on the house itself but also running and furnishing it, is the one category of consumption that brings about some reduction in the upward climb of yearly costs.

The total housing cost for the average child through age 17 is estimated to be about \$5,940. Medical Expenses—Medical care costs are estimated at \$50 per year or about \$600 for the average child through age 17 for the North Central region at the moderate cost level.

Education Expenses—The direct cost to the family for the education of the average child from elementary through high school is not great. The expenditures are mainly for school supplies and special lessons such as music, etc. (Continued on Page 9)

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Southern States SPRING SALE

March 10-25 Only... While Supplies Last

Grand Prizes 2 Given Away!

Each in New INTERNATIONAL! 48 Custom Rides... with 4 Wheel Drive and Durable Heavy Duty... 77 OTHER PRIZES Including Watches, Guns, Appliances!



Unico Formica-Top Automatic Dishwasher

Sale \$191
Regularly \$218

Pre-rinse, washes, dries—automatically! Gets service for 14 species. Automatic detergent dispenser. Built-in water heater. Plate warmer. Portable—rolls easily. Fits sink faucets without plumbing installation. No. HF2.

Unico 15.1 Cu. Ft. Frost-Free Refrigerator- Freezer Combination

Sale \$272
Regularly \$315

A 3.8 cu. ft. frost-free freezer section for 133 pounds of frozen food... plus an 11.3 cu. ft. refrigerator section with Gild-out crispers... meat keeper, ice bucket and ejector trays... avoids defrosting. No. HC15F.

Unico 23 Cu. Ft. Upright Freezer

Sale \$259
Regularly \$299

Stand-up design gives 2-cu. cooler conversion. Capacity: 800 pounds. Electric temperature control. "Bookshelf" door storage. Rigid construction. No. UBU-23HF.

2-Speed 20" Electric Fan

Sale \$15.95
Regularly \$17.95

Keeps you cool and comfortable in the office or table or in window. 100% motor. Powerful motor. No. 202F.

Folding Portable Barbecue GRILL

Sale \$6.25
Regularly \$7.99

Makes delicious meals. Deep heavy gauge metal. Chrome-plated grid. Grid control lever. No. 56F.

12-ft. Steel FARM GATE

Sale \$19.95

Spinal Strong and sturdy. Rugged galvanized steel.

Grease Cartridge

Sale 29¢
Regularly 35¢

Unico 8-660 Multi-Purpose Grease does all farm tube jobs well—including heavily-loaded wheel bearings and high-speed bearings.

Save 90c on Load-A-Matic GREASE GUN

Sale \$2.95

Unico SHD Heavy-Duty MOTOR OIL

Sale 5 gals. \$5.95
Regularly \$7.15

20 or 30 weight in handy re-usable E-Z Stacker Can. Top quality for diesel, gasoline and LP powered engines.

UNICO BATTERIES

Start with the best. 36-month pro-rata guarantee. Prices include old battery trade-in.

6-Volt, Regularly \$15.50... Sale \$12.95

Fits most cars thru 1965 except Fords and Mercurys. No. U-36-1.

12-Volt, Regularly \$17.95... Sale \$14.95

Fits most cars thru 1967 except Fords, Mercurys, Olds, Cadillacs. Fits many foreign cars. No. U-36-2SM.

12-Volt, Regularly \$18.50... Sale \$15.50

Fits Fords and Mercurys (except Cruiser model) thru 1967. Edco's 1958-60. No. U-36-1NF.

Unico 23 Cu. Ft. Upright Freezer

Sale \$259
Regularly \$299

Stand-up design gives 2-cu. cooler conversion. Capacity: 800 pounds. Electric temperature control. "Bookshelf" door storage. Rigid construction. No. UBU-23HF.

2-Speed 20" Electric Fan

Sale \$15.95
Regularly \$17.95

Keeps you cool and comfortable in the office or table or in window. 100% motor. Powerful motor. No. 202F.

4-qt. Pressure Sauce Pan

Sale \$6.68
Regularly \$7.88

By Miro-Matic. Unbreakable one-piece pressure control. Never needs adjustment. UL approved. No. M-0404.

50 Ft. 1/2-in. Reinforced Garden HOSE

Sale \$3.25
Regularly \$3.95

This vinyl hose is extra strong because of its reinforced wall with built-in burst-proof. Sink resistant hose. No. PLT-53.

20" Rotary Mower 2HP reg. \$46.95. Sale \$41.95

Electric Hedge Trimmer reg. 19.95. Sale \$16.95

3 qt. Continuous Action Sprayer... reg. 3.10... Sale \$2.85

Household Cleaner reg. 66¢... qt. 47¢

3 1/2 gal. Pressure Sprayer reg. 11.80. Sale \$8.50

Universal Dairy Cleaner reg. 3.60. Sale \$3.00

DISH-washing Detergent reg. 49¢... Sale 55¢

50-lb. Plastic Clothes Line reg. 9.99... Sale \$5.50

Weed-Burning Fence Controller... Sale \$16.80

2 1/2 qt. Whisking Tea Kettle reg. 2.29... Sale \$1.85

Law Spreader reg. 22.95... Sale \$19.45

Chain Fencer 23 cut. reg \$299... Sale \$259.00

All-Season MOTOR OIL

Sale 35¢ Quart
Regularly 50¢

Use winter, summer, spring, fall. Keeps engines clean and free-running for maximum power and economy.

Unico Powercruiser 4-Ply NYLON TIRES

6.50 x 13 (6.40 x 13) Tubesless Black, Regularly \$17.75. Sale \$14.85 plus \$1.80 tax	7.25 x 14 (7.10 x 14) Tubesless Black, Regularly \$22.10. Sale \$17.75 plus \$2.21 tax
6.50 x 13 (6.40 x 13) Tubesless White, Regularly \$20.30. Sale \$16.15 plus \$1.80 tax	7.25 x 14 (7.10 x 14) Tubesless Black, Regularly \$22.10. Sale \$17.75 plus \$2.21 tax
7.25 x 14 (7.10 x 14) Tubesless White, Regularly \$22.10. Sale \$17.75 plus \$2.21 tax	7.75 x 14 (7.50 x 14) Tubesless White, Regularly \$24.70. Sale \$19.20 plus \$2.21 tax
7.75 x 14 (7.50 x 14) Tubesless White, Regularly \$24.70. Sale \$19.20 plus \$2.21 tax	8.25 x 14 (8.00 x 14) Tubesless White, Regularly \$26.00. Sale \$19.95 plus \$2.38 tax

20 Gal. Garbage Can

Sale \$2.29

Extra rugged and durable... Heavy 1/2 inch steel... Built bottom... Reinforcing zinc coating... 25 1/2 inch high... 17 1/2 inch diameter. No. 120.

8-Pt. 26" Cross-Cut HAND SAW

Sale \$3.50
Regularly \$4.50

28 Ft. Safety Aluminum Extension Ladder

Sale \$29.95
Regularly \$37.20

Rugged, lightweight, strong—AND extra safe. Safety approved by Underwriters Laboratories. Slip resistant rungs. Safety extension safety "shoes". Firm, standing safety "feet". Protective vinyl end caps. Rope and pulley included. No. 1028-2.

12 1/2-in. TIN SNIPS

Sale \$2.30
Regularly \$3.15

Double Zinc-Coated Barbed Wire

Sale \$6.95
80-Rod Roll

Pump Pliers

Sale \$2.70
Regularly \$3.40

Long Handle SHOVEL

Sale \$1.89
Reg. \$2.35

EXTERIOR WHITE PAINT

Sale \$3.40 Gal.
Regularly \$3.90 gal.

BLACK FENCE & BARN PAINT

Sale \$2.48 Gal.
Regularly \$2.98 gal.

Cushion-Handle FENCE PLIERS

Sale \$3.20
Regularly \$4.20

Unico 12M Motor Oil

Use winter, summer, spring, fall. Keeps engines clean and free-running for maximum power and economy.

Unico SHD Heavy-Duty MOTOR OIL

Sale 5 gals. \$5.95
Regularly \$7.15

20 or 30 weight in handy re-usable E-Z Stacker Can. Top quality for diesel, gasoline and LP powered engines.

COME TO Your Southern States Cooperative Agency

"Put It on the Front Page"

The editor hears it almost daily... requests from readers for front page space for their news.

IT WOULD BE NICE IF FRONT PAGES WERE BIGGER

...then all of the news could be printed on the front page. But they aren't... some of the news must go on inside pages.

ONLY THE MOST IMPORTANT NEWS GOES ON THE FRONT PAGE

News values are relative. What is important today, in relation to the other news, is not nearly so important tomorrow. Front page this time... page 5 next time. That's the way it goes issue to issue.

BUT EVERY NEWS STORY GETS EARNEST CONSIDERATION

Your editor exercises news judgment over every story to the best of his ability... and in all fairness. News then appears on page one, or elsewhere, according to that judgment. As a newspaper reader, isn't that the way you want it?

The Carlisle Mercury

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[Mrs.] Katharine T. Fisher... Associate Editor

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