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THURSDAY, AUGUST 25, 1938

"Let There Be Light—"

A farmer hears an ailing cow bawling in the barn—in a cold winter night—and arises to get up to aid just because of his family and not groping for the lamp in the dark is delayed considerably.

A real resident, coming in from the cold on a dark and gloomy night, falls on his back or perhaps turns an ankle and becomes he had no electric light on the back porch.

A small child, getting up during the night to go to the outhouse, loses his way in the darkness of the upper hall and falls down a flight of stairs, breaking an arm and a leg, perhaps his prospective flight is ended.

A housewife of the rural section is unable to look after her sick and baby when her ancient stove flares up and that will forever be horribly disfigured.

An illness in the family on a snowy, windy night and the father, struggling through drifts to the doctor's gate, finds just an hour too late. When help returns, the girl has fluttered and gone to her cause with no power, there was no phone to call help.

These are only an uncompromising, and the tragedies pass nearly unnoticed except in the immediate vicinity.

In some ways, we live much as did our forefathers who depended on the "hawg-fat" lamp and the pine-knot for illumination.

But it's as unnecessary to exist this way as it is to refuse to call a doctor when illness occurs.

The point is that the aforementioned tragedies might have been avoided had there been electricity in the various homes for light, phone or cooking.

A few years ago, the cost would have been prohibitive. Now, an alert government provides cheap by a way by which all the rural sections of the country can be furnished power if they fulfill certain conditions.

It is by the Rural Electrification Administration, a New Deal agency to which governmental setbacks—and with pride and boast of its success and benefits.

Money for the project is donated in a lump sum the signers are allowed to conduct their respective in their own fashion with supervision and are given three years enough time to repay the loan." Further, expert aid is loaned by the government to most the projects and guide construction.

There are miles of roads in Nicholas county which lines could be stretched. There are hundreds of people who are progressive and ambitious enough to want the benefits to power for their families.

And there is the will to have such a project. Already impetus has been given it and all it needs is for the persons most affected to get busy and push the project fury till it's granted by the R. E. A. officials at Washington.

Most important, farmers, and assist in one of the greatest things in Nicholas could ever have had.

County Agent Ralph J. Matson, working with the ever-alert Nicholas County Farm Bureau, is ready to lend a hand in the drive to get the project.

Get pamphlets from him, study them, see their benefits, scrutinize the low costs, and sign for your lines at once. Light for the rural districts will be here within the next year.

Fair Enough.

Beginning on September 12th and running through September 17th, Kentucky State Fair will be held at Louisville.

In addition to the usual display of Kentucky agriculture, there will be many other features of interest to all Nicholas county. Likewise it needs to the support of the state.

As Virgil Logan has stated, "It's your fair—be there. The best is yet to be had by the drive-in and with everything you can find to enjoy in the various exhibits.

There will be many contests in the food divisions. Preserves, jellies, jams, pickles, whole grains, breads, candies as well as stock and poultry and handicraft and home arts.

It's a grand thing for the state. Its worth the time, if all you do is just look at the farm machinery and collect a fistful of advertising booklets. You at least have come away with something.

There's a spirit of conviviality and hospitality about the whole thing that's infectious. It ought to bring us closer together and cut down the barriers of county isolation and self-sufficiency.

Nicholas has as many good farmers as any other county. It has as many good home cooks as many persons expert in needlework and canning.

The competition is not pocketbook. It never hurts to enter anything. The worst that can happen is that you will not win.

The spirit of competition, and the zest and vigor it gives entertains, is worth far more than the prizes given away.

It's your fair. Be there—with every bit of spirit you have, push-ing to make it a success.

Delicious Tragedy.

We seem to be unable to forget that fellow up in Chicago who announced that the chicken "was fare bird in the South" and "that cooks down there never learned to prepare the bird properly" and was—especially after that dinner we had last Sunday. (We were the guests, not the hosts.)

First of all, the setting was perfect. The three-story red brick home nestled with its huge white columns in the midst of spacious grounds appropriately worthy of it. The thought elucidated by minds that this bespoke good living with all its interwoven characters, as it was known in the fair ladies fed. We caught our appetites before we crossed the threshold and that slight rustle was not of silks and lattice over hoopskirts and seams, but merely a vagrant breeze trembling through the trees.

Hunton Brown served the Lucullus as though it were just of the commonplaces. Mashed potatoes delicately cool and refreshing, both in appearance and taste, as placed before us. Upon its removal, a plate bearing a thin slice of cool ham and a piece of fried chicken made its entrance. Fare for a king that will forever be horribly disfigured.

As an example let us take the case of a neighborhood store in a large city. The facts as they exist in regard to this large advertiser will apply equally well to a small advertiser in the land.

With the population, the large department store appropriates two per cent of its gross income for advertising—mostly newspaper advertising. This two per cent of gross income is spent as it pays for all the full page advertisements, the special sales and the merchandise, that appear in the newspapers.

As a result of these advertisements, the store does probably five times the volume of business it would do were it to discontinue advertising. By buying five times as much goods as it would be able to move without advertising, the store gets that much lower wholesale prices that result from buying in greater quantities. Much more than the two per cent spent for advertising is saved in this way.

Store overhead is reduced as volume mounts, thus effecting another saving that is traceable directly to the full page advertisements the store inserts in the newspapers. And all of these savings are passed on to the customer in lower prices for better goods.

Advertising pays! It does lower prices. This is one of the many reasons why it does pay. Recently C. E. M. Joad, the distinguished British philosopher, who suggested to a London audience something the other day that there should be a Ministry of Happiness, was pressed to give examples of public and private health agencies and citizens. But by far the most important elements have been individual physicians' patient labor their tireless research, their conscientious devotion to the task of conserving human life.

The law of compensation seems to work steadily and strongly although sometimes ironically—among human beings in their respective choices of vocations. While, in many of the world's nations, the lowest, most selfish and most vicious elements in the population are those who seize upon positive power in government, the more civilized and unselfish individuals in these same nations have been devoting their talents to scientifically conserving the lives of their fellow-men.

And to their everlasting credit be it said, the patient men of science never have attempted to—at least—the cynical question.

And now that we have saved these lives, what are we going to do with them?

Advertising Lowers Prices.

A misconception of advertising held by some is that an advertised article or service must necessarily be priced higher because the cost of advertising is passed on to the consumer.

The opposite is, in fact, the case.

Twenty-five carloads of big cattle were shipped from Carlisle this week.

A new-born baby girl was left at the door of a Carlisle resident last week.

Prospects for corn and tobacco were never better. We have had plenty of rain.

Born—To Mr and Mrs. James Woodall, a daughter; to Mr. and Mrs. Dave Brinegar, a daughter; to Mr. and Mrs. H. C. Metcalfe, a daughter.

20 YEARS AGO

Thursday, August 22, 1918

Miss Olive Robertson leaves for ville, after extended illness

But It's True

Mr. Hardy was forty-four years old when he died of pneumonia. It was not until two years before his death that he discovered he was not normal.

50 Years Ago

Thursday, August 23, 1888

Mr. Oliver is to have a junk.

Hundreds of bushels of tomatoes are going to waste in this section.

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FROM OTHER EDITORIAL PAGES

MAN'S INVENTIONS IMPOSE RESPONSIBILITIES

(Ashland Independent)

The idea that we ought to call a halt on new inventions until we have learned how to use the ones we already have is not especially new. But with the world in the state it now occupies, it is hardly surprising that this idea should be brought forward again in a magazine article recently by C. E. M. Joad, the distinguished British philosopher, who suggested to a London audience something the other day that there should be a Ministry of Happiness, whose powers were empowered to give or refuse permits for inventions likely to help or hinder happiness.

"Science," says Prof. Joad, "has given us powers for good or evil, according to the use we make of it. We are like children who have been given the means of blowing themselves to bits with a box of matches. Or, to change the metaphor, we are like monkeys who have got hold of a machine gun and have not the faintest idea how to work it."

Many of the things the airplane has done in Spain and China, and considering the thing that it is destined to do in the future, when a fulldress major war may break out, bear out Joad's statement. Yet it is hard to believe that we must look for a way by cutting down on new inventions.

Just as the job may be, our civilization can only be along the road of living up to our inventions, no matter how perplexing and far-reaching their effects may be.

It would be pretty hard, for one thing, to look at a brand-new invention and say just how greatly it would eventually affect human life. Gil Whitney's cotton gin can hardly have looked like a thing that would remake the entire South and lead to a civil war. It could have taken rare foresight to deduce, from the first coughing of the engine in our primitive forms of paved highways, truck traffic and dying railroads.

What we usually fail to realize is that the whole tangle of inventions has grown together into the term "the mechanical age." has brought about the profoundest revolution that the human race has yet had to adjust itself to. The only way to meet any such political revolution; it involves a certain fundamental change in the terms on which man exists in the physical world.

We are in the midst of that revolution right now, and we cannot possibly see what things are going to be like when it is over. But the fact that we are in the midst of it, while it may explain our blunders and our confusion, makes it impossible for us to call a halt.

We cannot put an embargo on new inventions. For better or for worse we have got to go ahead and make the best of them.

TO A ROASTING FAIR

(Bracken Chronicle)

Here's to the kingpin of summer, the good old American roasting ear. It is one of the records we can stand the heat and the fact that named this time means roast-ear time. In the old days they used to roast the corn on the cob but that was when the hunter couldn't be bothered with going a per to stick to boil the corn, as we do today. But preferred to boil the ear on the ashes and embers of a camp fire. Ask any man who's been around rather take his corn. There is a different taste to it when it is baked and when it is boiled in water. This is an ode to corn so far only, however it is prepared the golden grain of the gods which finds its proper place on the table for both the rich and the poor. Plentiful in number, all manner of men find it with no trouble on Capitol Hill.

There is no complaint about the corn notes and none that complain about the corn bread. The lower regions among the ire of mankind historians.

MORE DRUNKEN WOMEN

(Louisville Times)

Attention of Louisvillians is directed to the case of arrest of a woman on charge of drunkenness in a public place, reckless driving and resisting arrest after she was driven up a recess of a sedan ramming a telephone wall and entering the building.

Some persons infer, from this case, that more drunken women are drinking more nowadays. But there are signs that drunken rolling drunk nowadays than formerly.

That may not be true.

Smith's Service Station
"Service That Satisfies"

Tidbits of Kentucky Folklore

By Thomas Walker Ph.D.
WESTERN KENTUCKY TEACHERS COLLEGE
BOWLING GREEN, KY.

POORLY, THANK THE LORD

Much good sympathy is wasted on people who are in deep trouble, for a large percentage of us like to be sorry and to help out a sad or needless [illegible] of misfortune. Boss' wife afflicted are deservedly envied by the other fellows. Think of the [illegible] of the fellow who has a bruise or a stumped-off toenail. It is almost as good for a youngster as to have received a broken arm or a fractured leg. It is a common that person who are afraid or have suffered are supposed to develop a [illegible] for other things that they have experienced and things that they have missed. A lad with a dirty rag around his toe or with his arm in a sling can [illegible] the adverbial philosophy; he already has one and can strut around the school house as the envied of others. He may have cried like a baby when he got hurt, but now he is a hero. Even a little boy who has been long about it afterwards, [illegible] of philosophy that we read about but seldom see. Fortunately, ever the less does not [illegible] hard of [illegible] and [illegible] [illegible] [illegible]