# The Carlisle Mercury

ESTABLISHED 1867

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## Our Editorial Platform

1. Zoning of city for answering fire calls.
2. Consolidation of city and county schools.
3. Installation of natural gas lines.
4. Better lighted business district.
5. Establishment of a Board of Trade.
6. Location of an evaporated milk plant in Nicholas County.
7. Full support of the Nicholas County Community Chest.
8. An industry for employable males.

THURSDAY, JANUARY 19, 1950

## Not Up To Snuff

Times spent "in a little red school house" are so often spoken of as the "happiest days of one's life", by those who have long since "Pomp and Circumstanced" out into this cruel, cruel world.

They've found now that it was far easier to add and subtract in Arithmetic classes than to add and subtract income taxes. A mistake then meant only a lower letter grade. Now, it's just plain tough to make that mistake.

The school is a great institution. During the years between the ages of six and 18, no one other place, save the home, commands the active presence of youth more than the school building. Obviously so, since a State law requires children to attend school until they have reached 16 years of age. Actually, it's higher than that, and Pa to keep in school those feeling so inclined to quit in lieu of a "good job I can't afford to turn down."

Last week at a P. T. A. meeting in the city school, the few members present "chewed" the fact that **several youthful students under 16 were not in school for various reasons and sickness wasn't one of them.**

Superintendent Robert E. Davis pointed out that many such cases come as the result of broken homes, when it's all the remaining parent can do to take and scrape enough to keep body and soul together.

Still others just won't go.

No child under 16 can rightly judge what's best, especially when it's so easy to quit and so hard to keep on when no one with a "sharp stick" stands ready to render.

**No county with progressive ideals can move forward when conditions as basic as learning are not enjoyed by 100 percent of those eligible to receive its benefits.**

## Think On This

Every time a head of Nicholas grown live stock is taken to a stock market outside of Carlisle it means that another town other than our own gets the benefit of the sale while our own market loses it.

We get higher prices in ——— farmers have said in the past. However, if all Nicholas county farmers sold on their home market all those selling would realize higher prices —many buyers would be on hand for the sales and more competitive bidding would result—in plain language, just a little more money for that lamb, heifer or shoat sold.

In years past when livestock was driven on hoof to be sold, the nearest town was the logical and **only** place to take them. Now, with modern transportation no problem, neighboring markets weekly receive load upon load of Nicholas livestock. Going to ——— becomes a habit. Woven into buying and selling in these towns is the dust collects on merchandise here at home "because things are cheaper and the selection better" they say. Let's look at this a bit.

Everytime a merchant in Carlisle sells a dress, say, he can replace that dress with another in an even later made. Obviously, he can not afford to do so if he doesn't sell his stock on hand.

Last month, the local stock yard closed. On any January 5 it opened again with Floyd Ivon and Ellis Stevens at the wheel. This past Thursday, people crowded the streets and stores and Carlisle took on that busy-hum look once again.

It was good to see.

## Will Congress Sell Out

The new session of Congress may do much to decide whether or not we continue down the road that ends in station and dictatorial government, or whether we are to reaffirm the principles and the ideals that made us a great, free and prosperous people.

A determined effort is being made to fasten the welfare state idea upon the country. Congress will be asked to appropriate billions for cradle-to-the-grave security measures—all of which, of course, would be compulsory. The only logical reasoning behind proposals of this character is that the American people are no longer capable of taking care of themselves, that independence, thrift, self-reliance and pride are obsolete virtues, and that we must follow the well-worn example of near-bankrupt England and dictatorial Russia.

An equally determined effort will be made to extend government ownership and domination of industry and enterprise. This naturally goes hand in hand with the welfare state—the cloth is cut from the same bolt. The principal target will be socialism as and has long been the light and power industry. Inasmuch as electricity enters into almost every industrial, domestic and agricultural activity, political control of it would create in effect if not in name, a monopoly over land, water, basic natural resources, and the instruments of production. The completed and proposed valley authorities are perfect examples of this.

It is also possible that an effort will be made to increase the income taxes—despite the fact that they are excessively heavy now, cut deep into the purchasing power of every individual, and make it difficult and in some cases impossible for enterprises to obtain the investment capital they need. That is particularly true of new and small enterprises.

*The basic issue was well put by General* Eisenhower when he said, "Government ownership or control of property is not to be decried principally because of the hideous inefficiency of governmental management . . . . . Its real threat rests in the fact that, it carried to the logical extreme, the final concentration of ownership in the hands of government rises to it, in all practical effects, absolute power over our lives." That fine statement should be on every Congressman's desk. We have come nearer than we realize to giving government such power.

## Advertising Lowers Prices

(Alleghany News—Sparta, N. C.)

Howard P. Abrahams, an expert on retail trade, has said, "This year stores are planning as much and in many cases actually more advertising at the dull season of the year as at business than last year. We will see the largest retail advertising dollar expenditure in history."

Newspapers, radio, direct mail and the other tools will share in this selling drive."

Here is additional evidence that competition really is intense today. Since advertising has always served retailers first of all, it is designed to interest people in goods and to keep buying at a high level. It is also designed to create new customers, and to keep the old customers coming back. It is the usual link between those who have something to sell and those who want to buy.

Every now and then someone argues that advertising and other types of promotion are wasteful, and amount to an unnecessary charge against the consumer who buys the wares. This is about as short-sighted as any viewpoint could be. The fact is that advertising has been a potent force in holding prices down. It helps make possible mass production and mass distribution —and without them prices would really be out of sight. Furthermore, it keeps the competitive spirit at a high pitch. No merchant will last long charging out-of-line prices. His customers will read the add of competitive stores and take their trade to them. Advertising is one of the great constructive forces within the economy.

## College Radio Schedule

From the College of Agriculture 11:49 a. m., Miss Lyda Sublett and Home Economics, University- land will discuss, "What 4-H's of Kentucky, the following are Doing in Clothing." speakers may be heard at 12:45 p. m. over radio station WHAS. Jan 23, Miss Myrtle Weldon, "Farm and Home Week." Jan. 24, R. C. Miller, "Flock Management Practices;" Jan. 25, W. E. Jackson, ion man have been selected as the "Forestry on the Farm;" Jan. 26, University of Kentucky's Typical Miss Mary Louise Mitts, "What students of 1950 Chosen as the Farm and Home Week Means to University's "typical ed and coed" the University," and Jan 27, Rob- ware Frank Bassett, Hopkinsville,

## Typical Students Selected At UK

A sophomore woman and a sen- Selected as the "typical ed and coed" the University," and Jan 27, Rob- ware Frank Bassett, Hopkinsville,

Give To The March of Dimes Today!

## The Tyranny Of Words

By Dr. Gordon Wilson

Stuart Chase, S. I. Hayakawa, and others have written many books about the tyranny of words. There are more books that could be written, but all of us are victims of words in every phase of our human life. Folklore is valid in few places more than in words. So accustomed are we to assuming that the word is the thing itself that we rather resent any interference with our pet likes and dislike.

I am convinced that most political fuel feeding turns primarily on words. In the extreme western end of the our state **Democrat** does not mean merely a term applied to a certain political party. It means that has certainly changed its point of view many times; it means all that is best and noblest in humanity, in politics, and just about everything else. In the extreme eastern end the term **Republican** has exactly the same connotation to thousands of people. What's in a name? Basically there may be nothing in a name, but millions of people are ready to fight for a word and what the word means to them, regardless of its origin and its meaning to other people.

Society puts its stamp on words so effectively that most of its handling is done by a word given good standing. When **victuals** was decreed as just the thing, everyone began to appear as adepts at quaffing **food** and said **victuals**. Many people cling to **victuals** as a word, though they have no idea of the very best and most up-and-coming people, **victuals** would be good victuals. Without that our great-grandchildren will call it "food" and it will be food in good years; it is perfectly possible that it will be a word that will be overworked. What is more probable is that some word now unknown will be the up-standing word to come to the front and become a thing of the very best.

For most of my life I have lived in a college atmosphere where I have been compelled to use words of mere terms to describe ordinary things. Some of these terms have been the property of th professors and have been ginned back and fourth like some sort of international currency "motivation," "socialization," "adjustment," "correlation" so on to infinity and nausea. Society has compelled many of us students have been forced to learn the fashionable words to be given fast and solid up. by me as by others, until they learned to say the **term as a** gibbs as they used **formulas**, names and places of **residence**. And then a new textbook came out that ignored the old terminology and forced upon the teacher to learn all over again. Since I have taught grammar steadily for some ten years, that subject would be a good one to illustrate what I mean. Some of the books I have used called a certain usage of a word "correct" and another "incorrect," a pretty good term for it. I taught that term to thousands of people. Then I called the same thing a "factitive object." Which is proper knowledge of Latin, means exactly the same thing as one of the terms called it the "objective complement." Meanwhile the thing itself, regardless of its name, has been called a certain usage of a word "correct" or