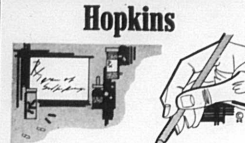


Concord
by Mrs. Alle Tapp
Mrs. Andrew Bretz and two daughters spent Sunday with Mr. and Mrs. G. T. Jolly and son Vicky King spent Saturday with Alice Faye Tapp. Warren Smith of Lexington visited his parents Mr. and Mrs. Everett Smith in Saturday.

BE SAFE—BUY ALL DRUGS FROM A PHARMACIST AT



And Remember:
...DON'T PRESCRIBE FOR YOURSELF

"But Doctor," Martha moaned from bed, "I only took what I thought would help my sick stomach, then I got these terrible pains!"
"Pace Martha! Next time, let your physician advise what remedy to take. We're busy to make up his prescriptions for you!"

Hopkins Drug Co.
Phone 18 Carlisle, Ky.



"Look, Mom... No soot!"

electric cooking is flameless & clean!



Electric cooking can't be anything but clean. It uses pure electric heat, as clean as electric light itself.

And because electric cooking is *safer* cooking, heat goes from surface

KU
SYMBOL OF SERVICE
KENTUCKY UTILITIES COMPANY
an investor-owned electric company

50 FIRST CLASS ELECTRICALLY
CLEAN
FAST WATER
EASY WASHING
FLAMELESS
COOKING
SAFER
HEALTHY
LIGHT FOR COOKING

Mr. and Mrs. Douglas Jolly and son visited Mr. and Mrs. G. T. Jolly, Friday afternoon.
Mr. and Mrs. Kash Hoelter visited Mr. and Mrs. Everett Smith, Sunday afternoon.
Mr. and Mrs. Carl Willis of Lexington and Mr. and Mrs. Harold Gaunce and daughters visited Mr. and Mrs. Alle Tapp and daughter Sunday afternoon.
Mr. and Mrs. Franklin

Vacation Land

Kentucky, A Vacation Land—All the figures are not yet in for 1962 but Kentucky's Division of Tourist and Travel Promotion say it was a real honey of a year for Kentucky business geared to serve the traveler and vacationist. More out-of-state people visited Kentucky and they spent more money than in 1961, but nobody knows how much for sure.
Charles Warnick, Tourist and Travel's director, said that all indications point to 1962 having been the biggest tourist year in Kentucky's history.
"I believe that when all returns are in," he said, "we'll find that tourists spent well over \$200 million during the year. They spent \$120 million in 1961 and I'm quite certain they spent at least five per cent more in 1962."

He noted that the state's advertising campaign in national magazines and newspapers had been an outstanding success.
"About 75,000 people wrote for information in response to coupon hearings," he said. "That's an increase of around 20,500 over 1961, over a 37 1/2 per cent gain and all but a tiny fraction came from out-of-state."
Warnick then pointed out that the ad response figure could not be directly related to the number of visitors, but that it did serve as a general indicator. He went on to explain that many factors and many peo-

ple contribute to the success of his division's work. It's impossible to determine how many visitors are with many groups, both inside and outside State government. We participate in many kinds of promotion besides the advertising we do in publications.
"For example," he said, "we played host to a group of travel editors in May, touring the state and showing them our parks and other attractions. They enjoyed themselves so much that Kentucky's praise were sung over the next several months in such national magazines as Argosy, Bride's Magazine, American Motorist, Town & Country and scores of newspapers and smaller periodicals all over the country. We couldn't begin to buy that kind of publicity on a paid advertisement basis."

Remembering that the function of his division is to attract as many people as possible from other states and to keep them in Kentucky as long as possible, he added:
"Every out-of-state visitor coming across our border is worth around \$10 apiece to Kentucky economy."
Warnick said that local groups are working effectively and harmoniously with the Tourist and Travel Division in promoting the state's attractions. He particularly mentioned the Kentucky Travel Council, jointly sponsored by the state and the Chamber of Commerce, and its program for the promotion of Russell County on the northern arm of Lake Cumberland.
"During its first year of operation," he said, "this model program increased retail sales by 30 percent. Jamestown and Russell Springs felt a noticeable impact. Russell County now has a \$100,000 budget for tourist promotion, all subsidized locally."

The Kentucky Travel Council now has 408 Travel Hubs all through the state, each of whose establishments has a literature rack and someone in attendance with a sound knowledge of local attractions and facts.
Since Kentucky is spending around \$18 million in its vast parks and vacation facilities expansion program, a major effort is expended in promoting Kentucky as a vacation land.
"A State park with its beautiful accommodations and lavish appointments is draw people into the state," Warnick explained. "Today's vacationer has money to spend and he'll spend it where he can find the most value. A couple with two children will spend a least \$25 a day during a week's vacation. Whether they spend it in a State Park or in a private resort makes no difference. The \$25 a day is now money being pumped into the economy and its effect soon reaches into every corner of the Commonwealth."
Proof that Kentucky's new look, its appeal to vacationers and its beautiful new lodges all add up to visitor satisfaction may be found in abundance. It comes into the Tourist and Travel Division in Frankfurt with every mail. Hundreds of people from all over the nation have written in to say what fun they had, how well pleased they were on a recent visit, how much they enjoy coming to Kentucky and how they are telling their friends about it.
"This word-of-mouth publicity," Warnick said, "this warm, personally radiated sense of satisfaction is the most valuable kind in the world. It is beyond price and it is the cornerstone of our future as a vacation land. I hope everybody in Kentucky will try to make our visitors feel they are genuinely welcome."

You are reading
Nicholas Gougeon's
Outstanding Picture Paper!



- Round Steak 79¢ lb.
- Rump Roast lb. 89¢
- Ground Beef lb. 39¢
- Fields Worthmore Bacon lb. 39¢
- MORRELL PRIDE SHORTENING 3 lbs. 65¢

- Yellow Onions 3 Lb. bag 10¢
- Florida Grapefruit 6 for 49¢
- New Green Cabbage lb. 10¢
- Musselman Applesauce 8 for \$1.00
- Chase and Sanborn Coffee lb. can 59¢
- Pillsbury or Ballard Biscuit 6 for 49¢
- Sunshine Krispy Crackers lb. Box 29¢
- Joan of Arc Red Kidney Beans #303 2 for 25¢
- Dixie Belle Crackers 1 lb. box 19¢

- Scotties Facial Tissue 29¢
- Scott Towels regular size 2 for 43¢
- Waldorf Toilet Tissue 4 rolls 39¢
- Silicone Ironing Board Pad and Cover 99¢
- Gelatin OR Jello ALL FLAVORS ea. 5¢ (with \$5.00 order)
- Hershey Candy Bars 10 for 39¢

C & G
Shopworth Super Market

REGULAR SIZE
Ajax 2" 33
Fab 33¢
Vel 33¢

ROYAL
Gelatin OR Jello
ALL FLAVORS
ea. 5¢
(with \$5.00 order)

C & G
Shopworth Super Market

BOB HOPE
...for the lady who pushes the cart
It's complete satisfaction in meats you want, IGA is the place to shop. Our cuts are guaranteed to please the most particular of tastes. You can choose any portion desired and feel confident that you are serving the best choice meat money can buy. Your purchase replaced and your money back if you are not satisfied.



co-starring in Warner Brothers' hilarious "CRITICS' CHOICE"
** suggests **
IGA
HEINZ TOMATO Catsup 10-oz. bot. 19¢
TABLERITE MEATS

TABLERITE BLADE CUT
Chuck Roast lb. 43¢
Rib Roast lb. 69¢
T* STANDING
TABLERITE LEAN Short Ribs of Beef lb. 39¢
TABLERITE Ground Beef lb. 39¢
Webbers Sausage 2 lb. 89¢



new **FAB** heavy duty formula
GIANT SIZE
FAB 39¢
(One with 3 purchase)

- Stokely Bartlett Beans 203 can 4/99¢
- Blue Water Fish Steaks 2-1/2 lb. 4 oz. 1/19¢
- IGA Frozen Pie 20-oz. 3/81¢
- (Apple, cherry, peach & mince) 1/19¢
- Stokely Bartlett Peas 2 1/2 can 3/99¢
- Pillsbury or Ballard Biscuits 8-oz. 3/49¢
- Shedd's Fruit Juice 32-oz. 89¢
- Blue Bonnet Whipped Margarine 3-1/2 lbs. 2/19¢
- Vanity Fair Facial Tissue Soft 400's 2/19¢
- Vanity Fair Toilet Tissue 2 1/2 2/19¢
- IGA Oven Fresh Maple Rolls 2/19¢
- IGA Sugar Donuts 2/19¢
- IGA Danish Apple Coffee Cake 2/19¢
- IGA Brown N' Serve Rolls 2/19¢
- Calgon 2/19¢
- Looney Mixed Chinese Vegt. 303 can 2/41¢
- Green Giant Peas 303 can 2/39¢
- Nibbles Corn 12-oz. 2/49¢
- Mexicon 12-oz. 2/49¢

THIS MONTH'S IGA SPECIAL
Adults to age 18
TWILIGHT Electric Blanket
\$12.88
\$19.95 VALUE
Your Choice of ROSE or BLUE

WISCONSIN ROUND WHITE
Potatoes
10 lb. Bag 39¢

FRESH, CRISP
Green Peppers 3 for 19¢
Red Grapes lb. 19¢
Yellow Globe Onions 3 lb. bag 19¢
CHICKEN OF THE SEA...

Tuna 3 for 89¢
CHUNK LITE 6 1/2 oz. CAN

Coatney's IGA FOODLINER

CARLISLE WEST HOMEMAKERS MEET
Mrs. Albert Henry and Mrs. Frank C. Henry Club leaders, presented the lesson on the making of needlepoint to the Carlisle West Homemakers Club members, meeting at the home of Mrs. Grimes Caywood on Friday afternoon.
The landscape lesson for the month was a reminder that this is the time to make plans for new planting, after first learning their specific growth habits and soil needs.
Mrs. Eugene Neal, president discussed projects that might be used in the club next year. She urged each member to attend the Farm and Home Convention to be held later this month at the University of Kentucky. The meeting was closed Charles Mrs. J. R. Harter following the recreation followed by members forming a Friendship circle and singing, "Sing Your Way Home."

GEORGETOWN COLLEGE TO HOST YOUTH MEET
A youth rally for all high school college and career young people of Georgetown area and surrounding counties will be held on the campus of Georgetown College on Sunday afternoon, January 20, beginning at 2:30 in the college chapel. The rally will feature a student testimony and a message by Doak S. Campbell, Dr. Campbell is a Christian education consultant for the Kentucky Baptist Convention.

MERCURY WANT ADS PAY!

SLEEP AWAY YOUR BACKACHE

Oakland Mills
MRS. EARL HAMM
Mrs. Eugene Sparks and daughter Sue of Paris, Mrs. Hobart Shannon and daughter Shirley Collins and daughter, Sandra spent Thursday afternoon with Mrs. Earl Hamm and family.
Mrs. Elmo McCord of Cowan Station visited her parents, Mr. and Mrs. Charles McWhorter and family one night the past week.
Fithian Hardin who is on the sick list is some better. Mr. and Mrs. Carl Leitcher had as Sunday afternoon guests, Mr. and Mrs. Robert Puckett and son and Mrs. Charles Fuller of Paris.

Henryville
by Harrison Hamilton
Mr. and Mrs. Carl Blount of Lexington, were here Sunday.
Mrs. Mary Lou Carlisle of Paris, visited her parents, Mr. and Mrs. Carl Leitcher, at the home of Mrs. O'Hara on Jan. 14.
Edward Grooms of Lexington, visited here Sunday with relatives.

AUCTION SALES CATTLE, SHEEP & HOGS TUESDAY & WEDNESDAY, 1 P.M.
PRIVATE SALES DAILY
(In The Center Of The Packing Industry) Phone 377
Local Representative: **BLUE GRASS STOCKYARDS CO.**
Phone 3-0787, 3-0788 LISLE ROAD Lexington, Ky.

BUILDING SUPPLIES

The quicker your new home is built,
the less it will cost you. provided, of course, that the work is good. Ratliff's complete facilities assure you speed, high construction standards—individual workers can take the time to be exact and still finish their jobs ahead of usual schedules.

FOR THE BEST IN BUILDING OR THE BEST IN BUILDING MATERIALS SEE US
Ratliff Bros. Co.
Phone 10 Carlisle