The Carlisle Mercury

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No Cause For Concern

A reader of McCall's Magazine wrote a letter to the editor asking this question: "Why do public utilities advertise? It seems pointless, since they enjoy monopolies. It bothers me to think that part of my utility dollar is being used to encourage me to spend even more."

The magazine carried an admirable answer by Beth Williams. She pointed out that advertising, generally, is used to stimulate the sale of more electric appliances and the use of more power—and that the more power a company sells, the lower the cost becomes. Increased use is a major reason why the per kilowatt cost of electricity declined from 17 cents in 1900 to 2 cents in a recent year.

Miss Williams concluded: "So, you see, the reason electric-power companies advertise is to sell more current. This investment in advertising does not raise the cost per kilowatt-hour to you. That's why the use of part of your utility dollar for advertising is no cause for concern. In the end, you benefit."

In fact about every line of industry, increased sales mean lower production costs. And that is as true of electric power as it is of groceries.

A Little Yappin'

By Nellie Crump

From Pensacola to Carlisle.

Mrs. Lucy Dinsmore, who has resided in Pensacola, Fla., for two years past, had a rare experience for an eighty-eight-year-old lady one night last week when she rushed from Florida in answer to a message that her brother lay critically ill in Carlisle.

The only way to get her here was by plane as for as Lexington, Ky. There, relatives would meet her. It was night and she would make the trip alone. She was willing to start. All seats were taken when the big jet reached Pensacola. There's an awful lot of big-hearted people in this world and the powers in charge had made changes that gave Mrs. Dinsmore a seat as far as Atlanta, Ga. There she would change to Delta Airlines, but news travels fast and word had already reached Atlanta that she was on the jet.

Attendants were waiting there with every convenience imaginable—even a wheelchair if needed—when the big plane landed. She was given every possible care as she was gently transferred to Delta and and was soon snug in a seat for her long journey to Lexington, Ky., where her niece and husband, Mr. and Mrs. Stanley Kenney, were waiting to bring her to Carlisle.

—Yap—

Ir Days That Are Gone.

In the issue of June 4 this column told of the return of two Carlisle boys from World War I. June 25 a notice in Forty-five Years Ago referred to the end of that war and a Nicholas County boy who was decorated for bravery.

Forty-five years is a long time. Many who were here then are gone today and many still here may not recall that Firman Lindsay "Buck" Wasson of High street is the soldier in both articles. I called up to freshen my own memory. Buck is the modest sort of hero and was a bit "mealy mouthed" at first but the list of questions I had prepared of those bygone days thawed him out and his barrage of information was more than hoped for.

Buck tells me that despite of himself and Luther Medley, of Race street, entering service at the same time, they never met again until they returned to camp Taylor on their way home.

The day came, "over there" when the enemy suddenly appeared and began throwing hand grenades at a number of soldiers in a trench. The things were known in the Army as "potato mashers with wooden handles" and were geared to explode within seconds after being thrown. Several had gone over—then came the one that didn't span the gap, 'falling into the trench near Buck Wasson. In such cases, the nearest man is expected to spread his body over the deadly thing and give his life for his buddies. In that split second young Wason made a death-defying plunge and grabbed the thing with his right hand, throwing it back to the enemy with all the power he possessed. There was an explosion, nothing more. "Guess I was thinking about myself," he added thoughtfully. However, not only was his own life saved, but also the lives of seventeen other soldiers in the trench with him.

A short time later, Wasson was decorated with the Croix de Guerre which he has among his most treasured possessions today. Shug Barnett and "Bill" Laughlin of Carlisle, both now deceased, were present to witness the decoration by Gen. John G. Pershing in person. Wasson was the only Nicholas County boy, as far as known, to receive such honor in World War I, this clipping states.

Ironically, as it seems, Wasson, who did not receive a scratch during the war, was helping James Leggett of Berry, Ky., on the farm on the Cane Ridge road a few days after his return home when the threshing machine turned over with them, breaking Wasson's leg and Leggett's arm. "You just can never tell," Buck concluded.

—Yaps—Ali . . .

Twenty and Forty-five Years Ago

Thursday, July 6, 1944

One thousand or more Nicholas county citizens gathered at the court house yard Tuesday afternoon to witness and participate in one of the biggest events of the season, A War Bond Auction Sale. The sale was an outstanding success with $81,274.90 worth of bonds sold through auction of approximately 100 miscellaneous items of merchandise.

The July quota of army men from Nicholas county was designated to the local board to be 23, none of whom were to be over 26 years old. The board was able to furnish only 10 men.

Miss Mary Lou Sears will leave today for a two weeks stay at Camp Otonko, on the Kentucky river. Miss Frances Kerr Henry is at the camp for the summer, in charge of music and activities.

Miss Anne Holton Wells was the week-end guest of her grandmother, Mrs. S. W. Keller, and accompanied her sister, Sara Blackett Wells, home Sunday.

Clyde G. (Jack) Hanley, who has been stationed in the Canal Zone for two years, has arrived in the States and is en-route home.

Married: Lt. Josephyne B. Campbell and Tp. Sergeant Peter Premick, March 27, at Charleston, S. C.

Born: To Pvt. and Mrs. John M. Stewart, a daughter on June 28, at the Harrison Memorial hospital. --Mr. and Mrs. Edwin G. Jessie a daughter on June 29, at Good Samaritan hospital. --Mr. and Mrs. Howard Irvin, a son June 30.

Died: Mrs. Sallie Barr Crouch, 70, June 28, at Good Samaritan hospital. --Raymond William McCarty, 22, June 28, Mrs. Mary Frances Kash Heflin, 84, Monday. --Mrs. Agnes Myers Black, 68, Tuesday at her home on Walnut street.

45 Years Ago

Thursday, July 10, 1919

Joe Harrison and Leslie Barlowin automobile collision near Lexington.

White & Myers Chautauqua program begins in Carlisle. Lyric Theatre to close during Chautauqua season.

John Fox, Jr., Kentucky novelist, dies of pneumonia at Knoxville, Tenn.

Mrs. Harry Stanifer and children of Santa Barbara, Cal., visiting Mr. and Mrs. John Henry.

Buck Wasson sustains broken leg and James Leggett a broken arm in accident with threshing outfit.

James Murphy of Grand Canyon, Arizona, visits friends in Carlisle.

Noel Cain receives degree of Doctor of Medicine from University of Louisville and

FARM & HOME

By Estil J. Noffsinger, County Agent, Margie Wilson Home Agent, Mason Morrison Assistant County Agent

Tractors, Drugs Are Safety Targets

July 19 through 25 has been proclaimed National Farm Safety Week.

President Lyndon B. Johnson has called on all persons and organizations in the nation to unite in a strong and purposeful effort to reduce farm, home, and rural highway accidents.

The 21st annual farm safety program sponsored by the U. S. Department of Agriculture and the National Safety Council, is built around the theme "Safer American Families Everywhere!"

Despite the effectiveness of safety programs among farm residents, accidents still cause thousands of deaths and nearly a million disabling injuries to farm people each year. This loss of human and economic resources causes a significant adverse impact upon the economy of the entire nation and must be viewed as a matter of national concern.

Primary concentration of the 1964 campaign will be on safety with farm chemicals, preventing home poisoning, and tractor safety. Farming remains the nation's third most hazardous occupation, according to Howard Pyle, National Safety Council President.

Fall Garden

Started thinking about getting that fall garden planted? Most vegetables used in homes today can be planted up through July and August and still have time to mature before the 1st killing frost which is generally around October 20.

Leaflet 221, "Safe Planting Dates for Vegetables in Kentucky", is available at the County Extension Office and is a very helpful guide in planning the fall garden.

Cleanliness and Caution

This is the time of year homemakers reach for the canning kettle—to capture the good fresh flavor of summertime fruits and vegetables for wintertime meals. Whether you raise the product yourself—or buy it at a roadside stand—food that you put up yourself is always something special. Be sure, however, that you process it carefully so it doesn't spoil.

Food specialists in the U. S. Department of Agriculture offer these suggestions for proper processing:

1. For fruits, tomatoes and pickled vegetables, use a boiling-water bath canner. 2. For all low-acid vegetables use a steam pressure canner. Be sure it is in good working order and that the gauge is accurate. Process the full time prescribed. 3. Wash all fruits and vegetables throughly. Use running water; wash several times. 4. Throughly cleanse jars and lids. Rinse with hot water. 5. Check the seal on the jar a day after canning. Tap the center of the lid with a spoon. A clear, ringing sound means a good seal—and good eating come wintertime.

Peanut Butter Treats

2 cups white corn syrup 2 cups peanut butter 3 cups dry milk 2 cups confectioner's sugar 2 cups cake crumbs

Combine corn syrup and peanut butter. Stir in gradually dry milk and sugar. Mix until well blended and smooth. Shape into thin rolls and slice into 1-inch pieces. Roll in cake crumbs.

Frozen Lemon Pie

1¼ cups vanilla wafer crumbs, finely rolled (approx. 25 wafers) 2 tbsp. melted butter or margine 3 eggs, seperated ½ cup sugar ¼ cup lemon juice 1tsp. finely grated lemon rind ½ pint whipping cream

Line an 8-inch pie pan with mixture. (1) mix 1 cup wafer crumbs with butter or margarine and (2) Combine egg yolks, sugar, lemon juice and lemon rind. (3) Cook on low heat until mixture thickens, stirring constantly, (4) Chill, and fold in whipping cream. (5) Beat egg whites until they stand in peaks and fold into lemon mixture. (6) Pour into lined pan and sprinkle with remaining crumbs. Steps in freezing: (1) Wrap in moisture-vapor proof wrapping, and freeze. (2) Serve frozen.

Choosing Vacation Clothes

(Special)—Getting ready for a vacation? Then choose carefully the clothes to take along. A wise choice of clothes can add much to the pleasure of a vacation trip.

Today's fabrics and simplicity of dress make the selection of a vacation wardrobe much simpler than a few years ago. Where you are going and how you are traveling will determine, to a large extent, what you need. But, regardless of where or how you go, you'll want to be comfortable and appropriately dressed.

Taking along too many clothes can be almost as bothersome as taking too few. If you choose clothes that will mix and match with each other, you'll need fewer items of clothing. Clothes that go together offer many chances for one to coordinate different costumes and accessories. And, remember, color coordination is important for the males in the family as well as the females.

Of course, if you're visiting a city, your clothes will need to be more sophisti-

Turn to page 3

JOHN F. KENNEDY MEMORIAL LIBRARY: A PROFILE OF THE MAN AND EPOCH

Among the many cultural and educational activities to which the late President Kennedy was devoted, his project for a library took first place. ". . . His interest in the Library was one of the truly great interests of his life," Mrs. Jacqueline Kennedy recently said.

President Kennedy's plan for the Library is being carried out by the American people. Already five million dollars have been collected in thousands of contributions—large and small. The total cost will be $10 million. The Library will be constructed in Boston, on a campus site selected by President Kennedy himself and donated by Harvard University.

The Library will provide a profile of the man and epoch. Even more, it will include the Kennedy Memorial Institute, a training center for young people in the understanding and practice of democracy and public service.

Through contributions to the Library, millions of Americans are expressing their own interest in President Kennedy's desire that the world of ideas and the world of affective decisions be brought together.

Names of donors will be recorded in the Great Book of Contributions, which will be on permanent display in the Library, and Mrs. Kennedy will acknowledge all contributions.

Thousands of Kentuckians have already contributed toward the state's $150,000 quota for the Library fund. If you have not had an opportunity to make your contribution, you may forward it with the enrollment card below.

Please Enroll Me As a Member of

KENNEDY MEMORIAL LIBRARY FOUNDATION OF KENTUCKY

and have my name inscribed in the Archives of the

JOHN FITZGERALD KENNEDY LIBRARY

Mail my Foundation Membership Card to:

Name (Please Print)

Address

Contribution _____ Mail to: Kennedy Memorial Library Foundation of Ky.
227 W. Main Street,
Frankfort, Kentucky
(Tax Deductible)

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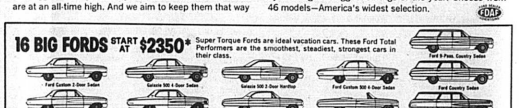
FORD

16 BIG FORDS START AT $2350* Super Torque Fords are ideal vacation cars. These Ford Total Performers are the smoothest, steadiest, strongest cars in their class.



2 SPORTY MUSTANGS START AT $2368† F.O.B. Detroit Mfrs. suggested price.

17 COMPACT FALCONS START AT $1985* With new-style Falcons, the farther you go, the fonder you are of Falcon's economy and ride—plushest ever in a compact.

8 MIDDLE-SIZE FAIRLANES START AT $2183* Fairlanes are the low-priced family cars with sports-car feel. Available with the same basic V-8 as the famed Cobra.

3 LUXURIOUS THUNDERBIRDS START AT $4486* Here's where luxury is standard—in the new Landau, Convertible and Hardtop, all destined to be classics.

*Prices cited for 2-door Ford, Falcon and Fairlane sedans with standard 6-cylinder engines and for Thunderbird Hardtop with 300-hp V-8. All prices shown are manufacturer's suggested retail prices. They do not include any options and factory-installed equipment. Dealer's prices may vary depending on optional equipment. Not do they include transportation charges, state, license and title fees, or state and local taxes. Reimbursement for federal excise tax is included. See your Ford Dealer for his selling price. †Manufacturer's suggested retail price. Destination charges and state and local taxes, and fees, if any, not included. Options, such as whitewall tires are extra cost. See your Ford Dealer for his selling price.

Ask about your Ford Dealer's Big Switch Special

HARPER'S GARAGE 254 E. Main St. Carlisle, Ky.

Atop The Highest Spot

Mrs. Margaret Hamm, 6721 Merwin Avenue, Mariemont (Cincinnati) works at the highest spot in Cincinnati - the top of Carew Tower. She sells tickets to people for the observation terrace on top of the 48-story building. The Carew Tower is taller than any building in Chicago, Los Angeles, Philadelphia, Detroit, Baltimore, Houston and St. Louis - cities in the top 10 in population in the nation. Mrs. Hamm applied for the job because she likes high places. The story of her job and the building was written up recently in The Cincinnati Post and Times Star. Mrs. Hamm is a former Carlisle resident and is the sister-in-law of Mrs. E. R. Price of Route 3, Carlisle. She also has many other relatives and friends in Carlisle.

What'll You Have?

What is your pleasure—pink or blue hydrangeas? You can make them whichever you want, say plant specialists in the U. S. Department of Agriculture.

For many hydrangeas, water the plant two or three times with a solution of one pound of aluminum sulfate in five gallons of water. Drench the soil throughly, fertilize lightly.

If you want the flowers to be pink, use a high phosphate fertilizer, such as 15-30-15, in the water.

WELCOME

to

The Blackberry Festival

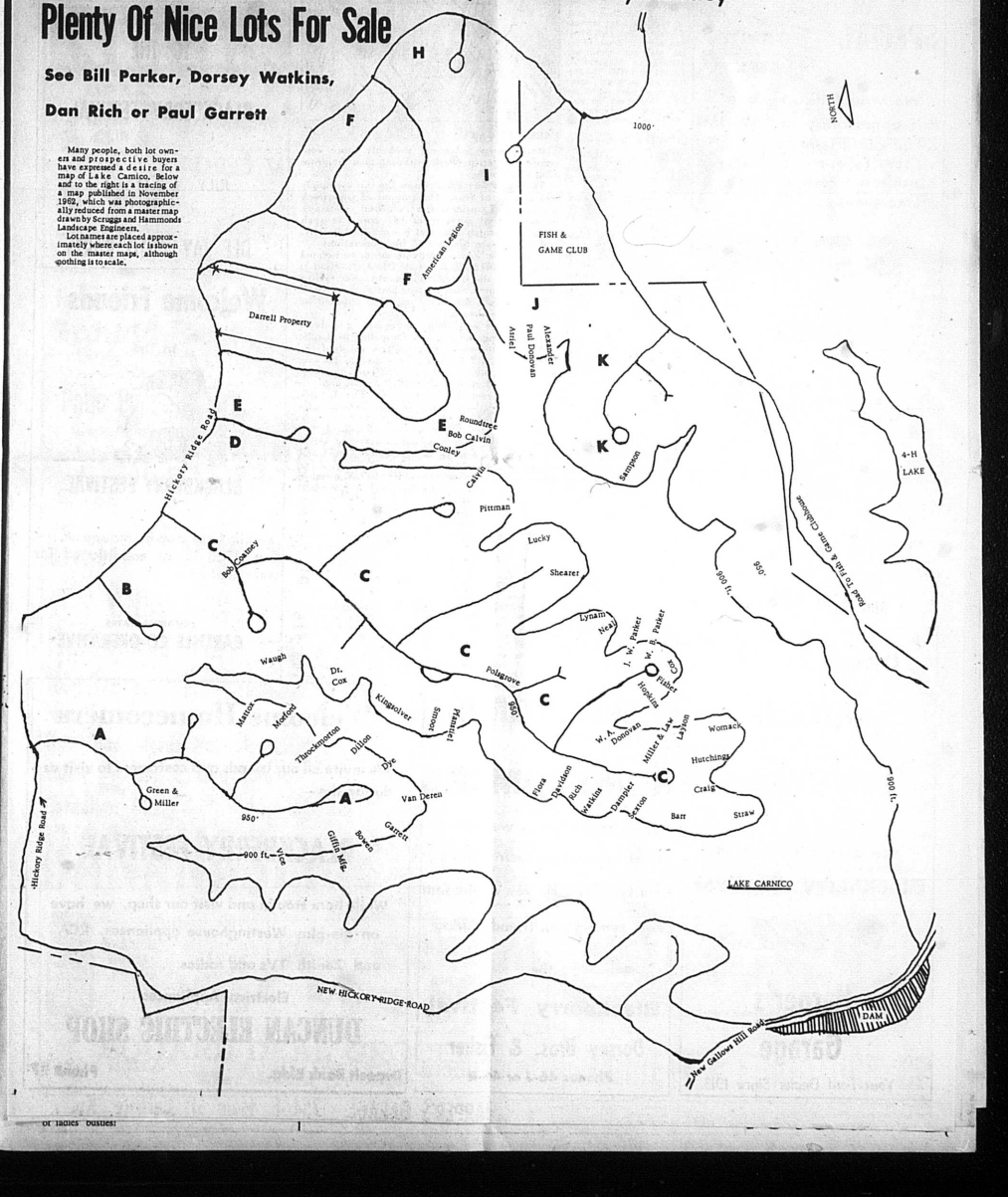
Reid, Vice & Green

Lake Carnico Map Shows Sections, Lot Owners, Roads; Plenty Of Nice Lots For Sale

See Bill Parker, Dorsey Watkins, Dan Rich or Paul Garrett

Many people, both lot owners and prospective buyers have expressed a desire for a map of Lake Carnico. Below and to the right is a tracing of a map published in November 1962, which was photographically reduced from a master map drawn by Scruggs and Hammonds Landscape Engineers.

Lot names are placed approximately where each lot is shown on the master maps, although nothing is to scale.



of ladies' dusters!