MERCURY VAPOURS

by Warren R. Fisher

There are those who would knock anything, but on the whole Nicholas County is benefited greatly by the newly resurfaced Gallows Hill Road, aside from being an access road to the North Central 4-H Camp and to 150 acre Lake Carnico, it offers the motorist a short cut from the northern part of Nicholas County to Carlisle. Good roads are a boon to any area. All local and state officials who had a part in getting the new surface applied are to be congradulated for their foresight.

--MV--

The advertiser has been a pioneer in practical psychology. He stakes his money on his ability to influence people in a certain direction, pleasantly, unconsciously.

When one's money is being risked, one does more thinking than at any other time. The skillful advertiser does not tell his prospects that they are dunces because they are not buying his goods. He does not command them to buy his goods. He does not even tell them that they ought to buy his goods.

He suggests, often with great subtlety, that they have wants and desires which can be satisfied only by purchasing his products. The advertising banker pictures the supreme happiness of a comfortable, independent old age, and we open savings accounts. The cosmetic manufacturer allures middle-aged women with photographs of beautiful girls, and they rush to drug stores to buy his powder, cold cream and rouge. The automobile manufacturer shows his car rushing up a high hill, and young men yearn for a car like that and a girl to ride with, like the one in the illustration.

The psychology by which people are moved to do things that we want them to do is becoming so well understood that it is reasonable to conclude that this knowledge will be applied to improve countless other activities of life and to better even that old mule--human nature.--William Feather.

--MV--

Thank you Mrs. Sam Day for your encouraging words. We hope we can continue to publish a newsy newspaper, appealing to many, rather than just a few.

--MV--

On Page 6, section one, a portion of the Constitution Revision is reproduced. Since space is sometimes hard to come by--publication will in all probability be in broken doses. For those who would like to have a complete copy now, we have a limited supply. Send a five cent stamp if you wish it mailed.

Twenty & Forty-Five Years Ago

Thursday,
September 12, 1946

Preliminary plans for the annual Nicholas County FFA Fair to be held October 18-19 were made at the meeting of the fair committee held at the county agent's office Monday night.

Mrs. W.L. Smith, wife of the new pastor of the Presbyterian Church, suffered a fractured wrist when she fell while inspecting the church. They had moved to Carlisle last week from Allison, Tenn.

A dance to be held beginning at 9 tonight at the Armory will mark this years opening of the Nicholas County American Legion Horse Show. This show is expected to attract the largest crowd of any exhibition ever staged in the county.

Marriages--Miss Agnes Gertrude Flora and Robert Hugh Tomlinson. --Miss Marie Elizabeth Horne and William Edward Crouch--Miss Frances Kerr Henry and W.R. Buntin Jr.--Births --To Mr. and Mrs. William S. Massie, a son--To Mr. and Mrs. Charles Miller Law, a daughter named Elizabeth Ann--To Mr. and Mrs. Glenn Caywood, a son--To Mr. and Mrs. Rankin Hurst, a son--To Mr. and Mrs. G.P. Carter, a son --To Mr. and Mrs. Hobart Walker, a son--To Mr. and Mrs. Hubbard Fridicott, a son.

Thursday,
September 8, 1921

The annual conference of the M.E. Church closed last Sunday afternoon, after being in session in Somerset for five days. Dr. W.T. Chandler, local pastor was assigned to Epworth Methodist Church in Lexington. Rev. W.S. Maxwell of Wilmore was assigned to the church here.

At the Orpheum Theatre tomorrow night, the musical comedy "Miss robe of Love" will be rendered by local talent. The proceeds of the show will go to the newly organized band.

Special commissioner L.H. Hughes sold at auction Monday at the court house door 41.88 acres of land on the Cane Run pike in the case of the Moorefield Deposit Bank vs. Taylor Thompson, H.D. Clary was the purchaser at $65 per acre.

Leslie Barlow of near town fractured his arm while pitching a ball game at Ft. Knox, Sunday.

Married--Miss Lucy F. Cook and Jesse Finnegan--Miss Stella McLean and Hubbard Hardin--Miss Jewell Himes and Jesse Bryant--Miss Anna Wright and Russell Bryant --Miss Lutie Dye and Woodford Whaley--Born To Mr. and Mrs. Harvey Coons, a daughter.

Farm Home

County Extension Agents
Estil J. Noffsinger
Margie H. Wilson
Huston F. McQuerry

Ten Commandments for Parents--from Dr. Henry H. Baker, Pastor First Methodist Church, Ft. Collins.

1. Thou shalt love thy child with all thy heart, soul and strength, but wisely with thy mind.
2. Thou shalt think of thy child not as something belonging to thee, but as a person.
3. Thou shalt regard his respect and love not as something to be demanded but earned.
4. When thou art out of patience with thy child's immaturities and blunderings, thou shalt call to mind some childish adventure and mistake which attended thine own coming of age.
5. It is thy child's privilege to make a hero of thee. Thou shalt remember this.
6. Remember that thy example is more eloquent than thy fault finding or moralizing.
7. Strive to be a signpost on the way of life rather than a rut out of which the wheel cannot turn.
8. Teach thy child to stand on his own two feet and fight his own battles.
9. Thou shalt help thy child to see beauty, understand and practice kindness, love, truth and live in friendship.
10. Thou shalt make the place wherein thou dwellest a real home--a haven of happiness for thyself, thy children, for thy friends, and for thy children's friends.

Transplanting Irises

When irises become crowded in the bed, divide the offshoots from the rhizomes. Irises should be divided 2 to 5 years after planting.

In Kentucky, divide and transplant irises in mid- or late-summer, after the plants have bloomed. Some of the better growers have found that an early division and transplanting gives the best results in growth and flowering the following year. After the plants have flowered, cut the leaves to one-third their full height. Wash away soil with a steady stream of water.

Make small divisions if you do not want to redivide the irises for at least 3, or perhaps 5 years.

Make large divisions if you want many flowers the year after planting. Large divisions should be separated again in 2 or 3 years.

Cut rhizomes apart with a sharp knife. Each division must have at least one growing point (or fan of leaves), a few inches of healthy rhizomes, and a number of well-developed roots. When separated from the original iris clump, each division is ready to plant.

In a well-prepared bed, dig a shallow hole, large enough to receive the rhizome or clump of rhizomes you are planting. Build a cone, even with the ground surface, and plant the rhizome at about ground level. Place the rhizome on the cone, parallel with the ground surface. Carefully spread the roots around the cone. Do not wad roots together.

Fill the hole with soil, and press it firmly around the rhizome. Water immediately, thoroughly soaking soil around the roots.

To obtain a good display of iris color, use at least three rhizomes of the same variety in a triangular pattern that alternates plants in rows. Place the rhizomes about 18 inches apart. Point each fan of leaves away from other plants in the group. If you want to produce masses of flowers quickly, plant undivided rhizome clumps, or set three individual rhizomes, 8 to 10 inches apart.

Dry Milk Guides

Dry milk is a very useful food product, especially in teaching and helping families who wish to keep the food budget low. It is low in cost and keeps well if stored properly, and is easy to use. Dry milk is available in some areas in the whole milk or nonfat milk form, but nonfat milk is in greatest use and the type which this discussion has reference.

Nonfat dry milk can be used in food preparation by blending it in with other dry ingredients or by dissolving it in water and using as regular fresh milk. It does have characteristics that may cause it to react somewhat differently than fresh milk.

All milk has a tendency to curdle at high temperatures but nonfat dry milk is more susceptible to curdling than fresh or evaporated milk. Be especially careful therefore, that soup and sauces made with dry milk never reach boiling temperatures.

Combining the dry milk with some of the thickening agent before adding other ingredients helps to reduce curdling. Some cooks have found that curdling is reduced by making such mixtures to the desired consistency before serving.

When preparing escalloped potatoes, the dry milk solids can be blended with the flour and seasonings, the raw sliced potatoes coated with this before adding water, then the potatoes can be topped with butter or margarine and baked. In all cooked mixtures, it is important to keep salt to a minimum to reduce the tendency toward curdling. If possible, add salt at the end of the cooking period. The above tips about curdling are especially helpful when cooking in larger quantities.

Good quality dry milk may be made into whipped topping. For this, use equal parts of instant dry milk and ice water and beat rapidly until a soft peak is formed. This topping is not as firm or stable as one made with whipping cream, and must be used shortly after whipping. A stiffer, more stable topping can be made by adding lemon juice after the milk has reached the soft peak stage and continue beating until stiff peaks are formed. The sugar is folded in after it has been whipped. Powdered sugar gives a firmer topping than granulated sugar.

If dry milk is to be used in puddings, batters and doughs, it may be mixed with other dry ingredients. Water is then added at the time fresh milk would usually be incorporated. If dry milk is to be made into fluid milk, the measured quantity of lukewarm water is placed in a bowl and the dry milk sifted over the top--they may be combined better by beating vigorously with a whisk or an electric mixer. (This is not necessary for small quantities and if instant dry milk is used.)

Dry milk combined with water appears more flavorful when prepared a day ahead of time and chilled thoroughly.

Strong Men, Flimsy Cars Started Auto Camping Trend 60 Years Ago

Washington, D.C.,--Pioneer motorists were a hardy, ingenious breed. They baked potatoes in the engine exhaust, and slept with six-shooters under their pillows.

In 1905, an automobile camper strapped a big steamer trunk to the back of his flimsy open car, fastened a large umbrella over the driver's seat, cranked 'er up, and took to the woods. Few good roads existed.

But the brave few of 60 years ago started a trend that has mushroomed into an all-American pastime. In 1966, more than 41 million Americans will go camping on wheels, the National Geographic Society says.

Sale of "recreation vehicles" has tripled in the past five years. These range from tents mounted on trailers to motorized homes complete with kitchen, bath, bedroom, and even patio.

Four Cylinders,
Six Potatoes.

The first auto campers never dreamed of such luxury. At best, they towed a two-wheeled covered trailer fitted with an ice box, stove, and table. A balloon silk tent was an added amenity.

A few cars were equiped with ovens. This optional extra consisted of an asbestos-lined tin box with the exhaust manifold passing through it. Potatoes baked in the box while the driver chugged along looking at the scenery.

Food hampers were an essential accessory; the early motorists didn't stint themselves. "A wicker basket the size of a small steamer trunk will do," an expert suggested.

At bedtime, the McMillin Auto Bed converted "your car into a Traveling Hotel." Though the contraption was slung under the roof, it was "not a hammock but a roomy, comfortable spring bed for two. Stows under the back seat in compact 12-lb. bundle."

Campers needed more than an Auto Bed for total relaxation. One writer advised: "Before going to bed be sure to lock the manipulating devices on your automobile so that no one may appropriate the carriage while you sleep. You might also place a six-shooter under your pillow. You will sleep just as well, and it might come in handy."

Denver Offered
Plumbing.

In 1919, the city of Denver opened a 160-acre auto camping site with running water and plumbing. Soon afterwards Los Angles' new municipal campgrounds offered gas stoves, shower baths, and laundry tubs with hot water. Spartan outdoor life was waning.

In 1920, more than a million motorists went camping, and 300 cities welcomed them to municipal camp sites. Unwelcome were "Tin Can Tourists," members of an association of free spirits who attempted to travel without money. Their symbol was a tin can tied to the radiator cap.

Appropriately, Henry Ford played a major role in popularizing motor camping. Between 1916 and 1923, Ford joined Thomas Edison and Harvey Firestone in a well-publicized series of camping trips.

Their caravan of touring cars and supply trucks joggled over the roads and trails threading the Catskills, Alleghenies, and Great Smokies. Henry Ford himself built the portable electric plant.

On one trip, the party stopped for repairs in a small Pennsylvania town. The local mechanic shook his head, and said the troublesome radiator and fan could,'t be fixed. Henry Ford rolled up his sleeves and repaired the car with the moral support of a large sidewalk audience.

Local Business

Big Advertisers Tell Public About Store's Personality

By S. S. TALBERT
Chairman, Dept. of Journalism
University of Mississippi

Certain types of retailers have traditionally limited their advertising to listing prices and products with little emphasis on the personality of the store itself.

It was assumed that bare essentials of price and product information was all the consumer desired for grocery shopping. Major grocers have found that much more is needed to make advertising complete.

The new attitude is reflected in the current advertising of the Independent Grocer's Alliance. In 3,000 newspapers, the IGA stores are devoting 40 percent of their advertising space to the task of telling local citizens about the personality of the stores.

Other large retailers are giving similar emphasis to the role of the retail firm as a community institution.

Friendliness of personnel, reputation for fairness, convenience of location, credit policies, variety and quality of brands, availability of parking space, and even civic activities of clerks and officials may affect the shopping decision.

Institutional advertising which emphasizes the role of a company in overall community activities may serve the small store even more effectively than the large business. It is just as important to the service station as it is to the bank.

It is important to the specialty shop as it is the the department store.

Such advertising may be just as newsy, just as interesting, and just as significant to the consumer as price-product information.

For, being human, the consumer may be more interested in how he will be treated than in what he will save. Good advertising should tell him both.

The Carlisle Mercury
ESTABLISHED 1867
Published Every Thursday At Carlisle, Kentucky
Entered as second class matter at the post office in Carlisle, Kentucky, under act of March 3, 1879.
WARREN R. FISHER ..... Editor-Publisher
(Mrs.) Katherine T. Fisher .... Associate Editor
SUBSCRIPTION RATES PER YEAR
In Kentucky, one year ..... $3.00 plus 9¢ tax $3.09
Out-of-State, one year $3.50

Washington Report From Your Congressman

JOHN C. WATTS

Let Them Eat Bread

"Let them eat bread," might be considered by many persons, due to the sky-rocketing price of bread, today's equivalent of Marie Antoinette's famous remark, "Let them eat cake!"

The House Committee on Agriculture is deeply concerned about the price of bread and has been holding extensive hearings in an effort to determine to whom the monies go when the consumer buys his daily loaf. The Department of Agriculture, dedicated to both the farmer and the consumer, is also concerned, and, in testimony before the House Committee, presented statistics which made it clear the high cost of bread is not being caused by the farmer.

Secretary of Agriculture, Orville Freeman, has pointed out that, according to newspaper accounts, the retail price for a 1-pound loaf of white bread rose 3 cents from July 1965 to July 1966 but that during this same period, the farmer's return for the farm ingredients in that 1-pound loaf---the wheat, skim milk, and other farm products---rose from 3.4 cents to 3.9 cents. The price rise of the farmer, only one-half cent, compared to the 3 cent rise in the price of bread, clearly indicates the increased cost was NOT caused by the farmer.

History futher indicates the farmer has not caused other retail food prices to rise. Using the period 1947-49 as a base for comparison of price changes, farm prices in 1965 were 8 percent below the 1947-49 base period. In the first-half of 1966 they were 2 percent below, and last month they were 1-1/2 percent below the base period.

Retail food prices in 1965 were 28 percent higher than in the 1947-49 period. In June 1966, they were up 34 percent from the base period.

Last year the cost to consumers of farm-produced food totaled $77.6 billion, up $34.2 billion, or 79 percent, from the 1947-49 average of $43.4 billion. Of this $34.2 billion increase in the cost of farm-produced food, $27.6 billion, or 80.7 percent, was received by the marketing agencies, processors, and other components. Only $6.6 billion, or 19.3 percent, trickled down to the farmer for the much larger volume of products he delivered to the distribution system.

As the Representative of a farming area, I am very glad that the Department of Agriculture is making it clear that the farmer is NOT responsible for the increase in food prices.

As a consumer, along with all the constituents of the sixth District, however, I am alarmed by rising food prices, and I am hopeful that the investigation into food prices being made by the Federal Trade Commission at the request of the Secretary of Agriculture, will put the blame where it belongs. The Federal Trade Commission has advised me that, while they initiated their first investigation last week, they anticipate making depth studies in a particular market where there appears to have been substantial increases, such as milk and bread.

In addition to the Congress, the Department of Agriculture and the Federal Trade Commission, also the National Commission on Food Marketing and the Office of the Special Assistant to the President for Consumer Affairs, are working in united efforts to isolate the causes for increased food costs and, hopefully, will come up with recommendations which will assure the housewife reasonable prices while assuring the farmer a fair return.

Secretary Freeman has pointed out that there is a unity of interest between the farmer and the consumer and the food marketing system. Farmers are not asking for their efforts in order to insure consumers of a dependable supply. Should farm prices become too low, farmers will cease producing, supplies will diminish; prices will rise; and the consumer ultimately will pay much more.

Modest increases in farmer's income are long overdue and it should be remembered farmers still earn only about two-thirds of the earnings of non-farm people. Farm prices are not the same as food prices.

With so many of the Federal Government devoting attention to the high cost of food prices, I sincerely hope that it will be possible to determine the causes in order that appropriate action may be taken to assure the farmer a fair return for his work, and to enable the housewife to maintain a healthy diet for her family on a reasonable budget.

Thursday, Friday, Saturday
Sept. 8 9 10

ALL FOLKS PIN-UPS
Mothers! Get a beautiful 8x10 picture of your baby for only 98c
AGES: INFANTS TO 12 YEARS.
Here's all you do! Just bring your children to our store on the dates shown and our specialist in child photography will take several cute poses. You'll get to see your lovely finished pictures in just a few days.
Your choice from beautifully finished pictures (not proofs) 8x10's, 5x7's and wallet size . . . the "Ideal Family Package."
No extra charge for more than one child taken singly . . . so bring all the children! Groups $1.00 per child.
EXTRA SPECIAL! Finished wallet-size pictures, 2½x3½, less than 50 cents each in a group of 6, same pose. NO HANDLING OR MAILING COSTS.

LERMANS
SATISFACTION GUARANTEED

Don't Sit Under Your WALNUT TREES
. . . with anybody else but us! We specialize in Black Walnut and WANT TO BUY YOUR TREES. (You should have at least 2 mature trees, at least 12-in. in diameter shoulder high.) You can depend upon us for HIGHEST PRICE and BEST SERVICE, including professional forestry advice and free seedlings to replace trees we cut. Your Walnut trees are a VALUABLE CROP . . . be sure of the people you work with and sell to!
Write us or phone 744-4311 for free quote!
GEORGE F. TOMLINSON CO. Inc.
Winchester, Ky.

Horse, Pony Show Winners
. . . in girl's riding pony under 42 inches tall (over 2 years old): 1st.-Black Beauty, 2nd.-Sandy Collins, 3rd.-Steve Walton.
Cart Class: 1st.-Steve Walton, 2nd.-Rachel Booth and Larry Curtsinger, 3rd.-Sandy Collins.
Mare and colt by side: 1st.-Paula and Jenifer Watkins, 2nd.-D.W. Booth, 3rd.-Fred Tolson.
Colt alone: 1st.-D.W. Booth, 2nd.- Paula and Jenifer Watkins, 3rd.-Steven Tolson.
Rider only(under 13): 1st.-Rachel Booth, 2nd.-Fred Tolson.
Rider only(13 and over): 1st.-Harry Fryman, 2nd.-D.W. Booth, 3rd.-Alma Joy Carpenter.
Best show pony: 1st.-Rachel Booth, 2nd.-Sandy Collins, 3rd.-Harold Davis.
Lead pony-Rider under six years: 1st.-Pat Letcher, 2nd.-Mike Webb, 3rd.-Steve Walton.
. . . girl's riding pony, over 42 inches tall: 1st.-Paula Watkins, 2nd.-Harold Davis, 3rd.-Sally Ray Hunter.
. . . girl's riding pony under 42 inches tall: 1st.-Becky Hall.
. . . girl's riding pony, over 42 inches tall: 1st.-Rachel Booth.
. . . English Pleasure: 1st.-Sandy Collins, 2nd.-Barry Fryman, 3rd.-Karlyn Coatney, 4th.-Alma Joy Carpenter.
Costume Class, any type costume(rider and pony): 1st.-Rachel Booth, 2nd.-Sandy Collins, 3rd.-Steve Walton.
Cart Class: 1st.-Steve Walton, 2nd.- Rachel Booth and Larry Curtsinger, 3rd.-Sandy Collins.
Mare and colt by side: 1st.-Paula and Jenifer Watkins, 2nd.-D.W. Booth, 3rd.-Fred Tolson.
Colt alone: 1st.-D.W. Booth, 2nd.- Paula and Jenifer Watkins, 3rd.-Steven Tolson.
Rider only(under 13): 1st.-Rachel Booth, 2nd.-Fred Tolson.
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Lead pony-Rider under six years: 1st.-Pat Letcher, 2nd.-Mike Webb, 3rd.-Steve Walton.

SEE US FOR Kodak film
KODAK film
Free Film
new KODAK INSTAMATIC
Black and White or Color
Sizes 126-127-620-120
Every Time You Have Your Film Developed Here You Get A Fresh Roll Absolutely Free
We Process All Types of Film
24 Hour Service on Black & White
3 Days on Color
Carlisle Drug Co.
CARLISLE, KY.

Gaunce To Preach At Moorefield
James Gaunce, a lay leader and speaker in the Methodist Church, will be the guest minister at the Moorefield Methodist Church this Sunday of Sept. 11 in the 11:00 a.m. and 7:00 p.m. worship services. Mr. Gaunce is a Lay Leader in the Sanwell Methodist Church and Chairman of Committee II Methodist Men of Nicholas County.
The pastor, Rev. H.H. Gaines, and his family are visiting relatives in Denver, Colorado before returning to Asbury Seminary in the fall quarter to resume his B.D. studies.
Please include your Zip Code Number

Paint an Entire Room in One Morning

Get a can-a-
HANNA SATIN SHEEN
FLAT WALL FINISH
• Dries in 20 minutes
• Covers in one application
• Apply with brush or roller
• Wide range of colors
• Available in matching semi gloss colors
$6.00 Gal.

Dorsey Bros. & Fisher

THE CARLISLE (KY.) MERCURY
Thursday, September 8, 1966 Page 3

Game time 8 p.m.
N.C.H.S. Athletic Field
Friday
Be There !

SPECIALS!
66's Must Go !
FACTORY PRICE SPECIAL

CORONET $2784.65 $2395.00
CHARGER $3525.60 $2989.58
318 V-8 Engine Automatic--Radio--Back up lights--Padded dash--White walls
DODGE PICKUP $2307.81 $1895.00
8 Ft. Bed--Swept Sides--Oversized Tires--Extra Trim
INTERN'L PICKUP $2396.35 $1895.00
V-8 Engine--Long Wheelbase--8 Foot Bed--Heater

Hot Used Car Specials
65 Dodge Coronet 440, Power, still 20,000 mile warranty.
66 Plymouth, Belvedere, 4 door Sedan, V8 Automatic transmission, Power Steering.
66 Falcon, 6 Cyl., std. shift. Cars saver.
66 Dodge 880, V8 Automatic steering, 6 gal local owner.

Register Now for World Series Tickets and $500 in Cash
Offer Ends Sept. 17
BUNTIN'S DODGE
One of Kentucky's oldest Dodge dealers

YOUNG HO! GO CHEVRON!

Chevron' gasolines put Young-Ho spirit in your car! It's a spirit that puts new fun in your driving. Look for the Chevron on the pump, at your Standard Oil Station.
STANDARD OIL
W. B. PARKER, AGENT
Carlisle, Ky.