The Carlisle Mercury

ESTABLISHED 1867

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(Mrs.) Katherine T. Fisher . . . . . Associate Editor

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MERCURY VAPOURS

by Warren R. Fisher

Life is getting more complicated every day, that is, pontoon boating or floating on Lake Carnico.

The Toby-Ann has been assigned the permanent registration number of Ky. 4881 T which we note must be applied or permanently attached on each side of the bow in block-type design, a solid color contrasting to the color of the hull, and be at least 3 inches in height.

Now 18 picas (three inches) shouldn't throw us for a loop, surely in this print shop we can find or devise a set of numerals to comply with the Division of Boating law.

But one of the requirements is sorta ambiguous, such as carrying a bailer or pump. The necessity of having life preservers or cushions (US Coast Guard approved) for everyone aboard, anchor and suitable line, paddle, are to us elementary. In fact, we've been considering the installation of a winch to raise our anchor. On the other hand perhaps it would be better to take a blow-torch and reduce the weight of the gadget.

But one thing is certain, if our lead flower pot molded anchor reaches the bottom, that's where the float pivots. Just how much the thing weighs, is unknown to us, but having hoisted many pigs during our tenure as a letter press printer we'd put its weight at better than forty pounds.

---MV---

My wife, Kay, the prettier one, in this combination, was the recipient of a vase of "rose twisters" or nasturtiums. They not only brighten up the front office, but horticulturists have removed the nose twist.

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

Local Business

Newspaper Advertising Has Reversed Car Sales Decline On 3 Occasions

The largest advertisers in America are the largest newspaper advertisers in America.

General Motors, the largest corporation in the world, placed more advertising in newspapers in 1966 than any other national company. The total was more than $58,000,000.

Following General Motors in the total outlay for national advertising were the Ford Motor Company and the Chrysler Corporation.

The General Motors increase was 34 percent over the previous year. This does not include the increase that was posted at the same time by local dealers. The local dealer increase was probably even greater.

Experienced local automobile dealers and newspaper advertising men take an "I told you so" attitude toward the trend. At least three times in the past decade, newspaper advertising has reversed a decline in American automobile sales. Judging by 1967 sales the reversal has taken place again.

It is easy and convenient for great national companies to advertise through network television and national magazines. Such advertising does help to creat prestige for a product. But it does not sell the product on the local level.

Advertising which does the final selling is information from a local dealer which tells how, where, when, and at what price an automobile is sold. Without local backup, national advertising cannot sell a Ford, Flymouth, or Chevrolet.

Or, for example, the largest General Motors dealer in America, depends only incidently on national advertising. His record of sales has been built largely through persistant, specific advertising in local newspapers.

Washington Report From Your Congressman

JOHN C. WATTS

The Congress Ponders Taxes

This week the House Ways and Means Committee opened hearings on the President's proposed tax program of a 10-percent income tax surcharge. The Administration's three top fiscal men, Secretary of the Treasury, Henry H. Fowler, Director of the Budget Bureau, Charles L. Schultz, and Chairman of the President's Council of Economic Advisers, Gardner Ackley, were the first witnesses to appear before the Committee. They stated that failure to enact the President's program would result in a $29-billion deficit, spiralling inflation, tight money and high interest rates, an unbalanced growth rate, increased hardship for the poor, and damage to the Nation's balance of payments.

As a member of the House Ways and Means Committee, I have the privilege and the heavy responsibility of participating in these hearings and considering this legislative proposal. I am well aware of the burden of taxation now being borne by all the citizens of our country and it certainly is not my wish to increase anyone's taxes. Before I will support any tax increase, I must be thoroughly satisfied that the present Administration and the Congress are exercising all the practices of economy that can be effected and that it appears that the preservation of the fiscal soundness and the proper and essential welfare of our country is in jeopardy by a failure to vote a tax increase. It is anticipated the Ways and Means Committee will hold long extensive hearings, will receive testimony from many witnesses, and then will carefully consider all the data presented, before taking any action.

The record of the Ways and Means Committee and Congress since I first came to Congress in 1951, has been one of reducing taxes rather than increasing them. Since becoming a Member of Congress, I have supported and Congress has passed, three Federal income tax bills totaling a 28-percent reduction in income taxes. In addition, excise taxes also have been reduced. During this same period, non-Federal taxes have been increased. Federal tax burdens on incomes and excise taxes are the only taxes which have been reduced in this country in the last twenty-odd years.

It is my sincere hope that the Ways and Means Committee, after carefully weighing all the evidence, will be able to recommend action which will not place undue burden on our citizens, but, also, will assure a stable prosperous economy and provide for the essential needs of our people.

It is my considered opinion after ten days of hearings, that there are many reservations as to whether there should be a tax increase and, if so, what the increase should be.

Buyer, Be Wise, BEWARE!

By Robert Matthews, Attorney General

Will Installments Fit Budget
Only One of Questions to Answer

You haven't asked enough questions if, when making a time payment purchase you've only asked yourself, "Can I keep up the monthly installment payments?"

You should have inquired,

"What rate of interest will I be paying?"

"What fees and service charges are added?"

"How much are they and what are they for?"

"What is the time payment differential?"

"Can I do better on my financing under another plan or elsewhere?"

and most important of all you should ask yourself—"Is the article or service worth this much to me?"

The Consumer Protection Division receives numerous letters from people who have asked only the first question and are distressed later to learn the answers to the others.

Contracts are binding. Inquire and think before you sign.

Nearly Everyone Muttered Cheese!

HEAD STARTERS and their teachers pose for the Mercury camera outside the Carlisle Elementary School prior to their attendance of the Shrine Circus at Lexington last week.

Agree Or Not, I Say What I Think

By S. C. Van Guron

The first Kentucky Youth Conference on Juvenile Delinquency has raised some questions for both youth and adult that there isn't any set formula likely to come from the meeting to solve it like a mathematics problem.

Attorney General Robert Matthews, who is sponsoring the conference challenged the delegates "to take a picture of juvenile crime as presented to them," and then, say to us who have not found the answer. "We young people are willing to tackle the problem."

Some of us oldsters who decry the hi-jinks of youth, both the foolish and the serious abregation of social mores and laws, are sometimes too hasty in expecting them to follow the pattern that was followed in our age.

There's an entirely different set of circumstances, and it's a much different world. For one thing, the youth are far more knowledgeable today and more temptation is put into their path because of more leisure time, more money, and laws that have been written to protect them.

The shift in population from rural areas to the cities has probably accounted for more problems than anything else. The farm youth of 20 and 40 years ago were put to work in the fields as soon as they were large enough to contribute any effort toward helping the family industry. Even children had chores to do around the home and gardening was one of them. Or, they found jobs around stores or their father's office to keep them busy most of the time--and at very little pay.

But the youth of that day did not have the temptations of radio and television's rock and roll music and the constant patter at them that encourages them to grow up too quickly in a fast-paced world.

Homes were not filled with electrical appliances that have lifted the burden of drudgery of housekeeping from the mother's shoulders. Washing, sweeping, cooking, canning and other household jobs that just had to be done in drudgery have been eliminated. Girls are not locked to brooms or the dishpan.

It's better life and none of us would vote to change it, but it has created problems for which we have not been able to find the answers.

With the creation of all this free time for children, we have passed laws that bar them from gainful employment, yet jobs that would interest them and occupy their time. A child cannot work today until he reaches 16, and then not in all business and industry. The age is 18 for many. The starting wage of $1.40 an hour is good in our social scheme, but it has its bad point of eliminating many youngsters from the workaday world--or at least that portion of it that could occupy their time and provide them some useful experience and knowledge.

Automobiles, once for the upper level of this economic society of ours, are now within the reach of many youngsters--either provided by their parents or by their own efforts.

Newspapers, radio, television and magazines provide youth with knowledge that many adults never gained 30 years ago or more. The youth market for everything from music to clothes and automobiles outstrips the adult market of 40 years ago.

Transportation, education, and freedom of movement have created a problem that this world of today is unable to cope with by best selling children "to behave." Even for the small fry of 9 to 12, it's not the carefree world their parents knew.

Youth gets in a hurry, but adult counsel may be of little benefit when it cannot offer a solution.

Wishing Will Make It So

Twenty & Forty-Five Years Ago

Thursday, August 28, 1947

Reglanation of Paul Garrett as chairman, selection of a five-man committee and election of a new chairman and secretary highlited the meeting of the Citizens Committee on School Construction. J. Fithian Rye was elected to succeed Paul Garrett and J. Parker Ross was elected secretary and treasurer.

An all day meeting will be held Sunday at historic Concord Christian Church, Paris, for the annual picnic of the East Union Christian Church and will be in charge of the meeting.

Miss Kay Rogers Fisher has returned from a visit with her grandparents in LaGrange.

Miss Georgianna Young has accepted a position with a Lexington law firm.

County Judge and Mrs. Walter Shepherd and Mr. and Mrs. Emery Asbury have returned from a trip to Portland, Maine.

DIED; C.C. (Tommy) Thomas, 74, at the local hospital. He was a resident of Carlisle for 56 years and a pharmist at Hopkin's Drug--Luzern F. Purcell, 42, Carlisle, at the Julius Marks Sanitorium, Lexington,--Mrs. Sarah Lowe Campbell, 57, wife of Ben Campbell, at the Nicholas County Infirmary--Luther Peck Finch, 63, at the home of his sister, Mrs. Charles Gates.--Dr. Thomas Marshall Smith, 66, formerly a native of Nicholas County.

BIRTHS: To Mr. and Mrs. Carrol Vice a son August 17, at their home. To Mr. and Mrs. Henry Clay Caswell, a son, named John Allen.

MARRIAGES: Miss Joan Mafferto to John R. Boone---Miss Iva D. Workamn to Burel Workman--Miss Genevive Miller to Corp. Jessie Proctor.

Thursday, September 7, 1922

The Carlisle City School has opened with an enrollment of 605. There were 14 teachers on the staff.

The Rev. W.S. Maxwell, pastor of the Carlisle Methodist Church, was returned to Carlisle for another year by the Kentucky Conference.

Eleven of Carlisle High School graduates are either planning to enter college or business school this fall.

George McCann found a terrapin with the inscription "C.S.C. May, 1891.

A.F. Kerns has traded his restaurant on Main Street to John F. Suggs. Married; Miss Lucille Crouch to Mr. William W. Galbraith.

Farm & Home

The Kentucky Feeder Calf Association opened its 1967 fall calf sale on August 3 and will have 30 more during the fall. The dates for the sales near-by where our beef producers can sell their calves are; October 4, Paris 6:30 p.m.; October 6, Lexington (Blue Grass) 7:00 p.m.; October 28, Lexington (Clay-Wachs) 12:30 p.m.; November 1, Paris, 1:30 p.m.; November 10, Lexington (Blue Grass) 7:00 p.m.

Farmers are to notify the Extension Office or the stock yard if they have calves to sell.

Bagworms are causing considerable damage to evergreens. The best way of controlling these worms on small plants is to pick them off by hand and destroy them. Spray materials which can be used are; Malathion, lead arsenate, diazinon, sevin, or cygon.

Full-dent stage of corn is the best time to harvest this crop for silage, according to Warren Thompson, UK Cooperative Extension Service agronomist, A 20-ton corn crop will increase in value $10 per day from tassel stage to full-dent. This value is based on $5 per ton for silage. A good field of corn cut in the tassel stage for silage will make about 13 1/2 tons, but make 20 ton cut in full-dent. When the water in tassell-cut silage is squeezed out, the 13 1/2 tons make about 1 1/2 tons of actual dry-matter, the 20 tons of full-dent make about 6 1/2 tons of dry matter. Energy matter for the full-dent corn is about 40 percent higher than tassel-cut silage. Keep chopper knives sharp for a fine, clean cut. Pack the silage tightly to keep out air. Add water to the silage as you fill it, if necessary on dry crops (such as might be encountered this year).

Lime tobacco land this fall, to alleviate the problem known as manganese toxicity. Tobacco grown on acid soils often has this manganese toxicity problem. The disease is marked

Continued on page 6

Estil J. Noffsinger, Margie H. Wilson, Huston F. McQuerry

Area Extension Agents;

IGA BRANDS SAVE YOU MUCH MORE!

TABLERITE Round Steak 79¢ lb.

TABLERITE
IGA Flour 25 lb. plain or self-rising $1.79
IGA Aluminum Foil Household Roll 25 ft. 19¢
Stokely Chocolate Drink 40 oz. 29¢
Crisco 3 lb. 77¢
Wesson Oil 32 oz. 79¢

TABLERITE
Top Round or Sirloin Steak lb. 99¢
TABLERITE
T-Bone Steak lb. $1.09
TABLERITE
Ground Beef 3 lb. or more lb. 49¢
TABLERITE
Rolled Rump or Sirloin Tip Roast lb. 89¢
12 oz. pkg.
Fischer Wieners 39¢
TABLERITE
Bacon lb. Thin Sliced 69¢

HEINZ TOMATO SOUP 10-oz. can 10¢

TABLERITE
Chuck Wagon Steaks 10/$1
Fischer Bologna Sliced lb. 59¢ Chunk lb. 49¢
TABLERITE
Ground Round Steak lb. 89¢

Your Choice 39¢
IGA Fig Bars 2 lb.
IGA Peach-Apricot Bars 24 oz.

IGA Sno-kreem SHORTENING 3 lb. can 59¢
12 oz.
IGA Elbow Macaroni reg. or quick cook 15¢
IGA Pure Egg Noodles all styles 12 oz. 22¢
TABLERITE SOFT
Margarine 1 lb. 3/$1.00

Fresh, Firestone Peaches 19¢ lb.
Crisp Pascal Celery Stalk 19¢
Crisp Green Cabbage lb. 8¢
White Seedless Grapes lb. 29¢
Cantaloupes each 33¢

IGA DELUXE COFFEE 49¢ 1-lb can

IGA FROZEN FRENCH FRIES 10¢ 9 oz. pkg.
REGULAR AND KRINKLE CUT

Mootz Bread 2 20 oz. loaves 49¢
Ranch Style Bread 2 20 oz. loaves 49¢
TABLERITE
Caramel Layer Cake 39¢
TABLERITE
Fruit Filled Rolls 33¢

Richelieu Juice 5 1/2 oz. Glass 9¢ with each $5 purchase

IGA ASSORTED FROZEN Meat Pies 19¢ 4 Little Pizzas 10 oz.
Chicken, Turkey, Beef
FRESH FROZEN
IGA Lemonade . . 6 oz. cans 5/ 8 oz. pkg.
Chef Boy-Ar-Dee Cheese 49¢ Sausage 59¢

IGA Hi Power Bleach gal. jug 49¢
Golden Charms each 50¢

GOLD MEDAL FLOUR 25 lbs. $2.09
plain and self-rising

IGA Fabric Softner 49¢
IGA Pink Lotion Liquid Detergent 22 oz. 39¢

Domino or White Gold Sugar 98¢ 10 lb.
(We reserve right to limit quantities)

Clorox gal. 59¢

EGGS GRADE "A" Med. 3 doz. $1

Open Friday Night 'til 8 P.M. Close Saturday at 8 P.M.

MORE PEOPLE EVERY DAY ARE SHOPPING AT Coatney's IGA FOODLINER

TIPPER FLINTLOCK says
"Handle every gun as if it were armed"
It's your guarantee
no one will be harmed"
Be A Safe Shooter
THE NATIONAL RIFLE ASSOCIATION

We make electrical repairs
Service your TV or Radios. Contract Wiring—Call for a FREE Estimate
DUNCAN'S ELECTRICAL SHOP

Bourbon DRIVE-IN Theatre
At 7:45 Thurs. & Fri.
COLOR-ADAM WEST AND BURT WARD
"BATMAN"
At 9:45
COLOR-AUDREY HEPBURN PETER O'TOOLE STARRING IN
"HOW TO STEAL A MILLION"
1st Run Paris
Sat. thru Wed.
At 7:45
COLOR-ROY ORBISON
"THE FASTEST GUITAR ALIVE"
AT 9:30
JON VOIGHT JON VINTERS
"THE LOVED ONE"

Saltwell

by Mrs. Fred Hollar

Mrs. Roy E. Snapp spent the week with her brother, Ray Paynter of Middletown, Ohio. Mr. Paynter remains very ill at this writing.

Mr. and Mrs. Lloyd Hall and baby of Nicholasville spent Saturday night and Sunday with Mrs. Ida Hall and family.

Mr. and Mrs. H.A. Gaunce and family and J.D. Gaunce were Saturday supper guests of Mr. and Mrs. Andrew Gray of Carlisle.

Mr. and Mrs. Johnny Stewart of Cynthiana were Saturday night guests of Mr. and Mrs. Freddie Gaunce.

Rev. and Mrs. Norman Dunlap were guests of Mr. and Mrs. Ray Dunlap of Xenia, Ohio the past week.

Mrs. Phyllis McDonald spent the weekend with Rev. and Mrs. John Withers and son of Louisville, Clay and Breck Withers returned home with her for a visit.

Mrs. Fritz Gaunce was a patient at the Nicholas County Hospital during the week. Donnie Gaunce of Vanceburg was there on Friday and accompanied her to his home for a few days.

Mr. and Mrs. Gratten Gaunce of Hamilton, Ohio spent the past week with Mr. and Mrs. Charley Jones. Mrs. Jones has been ill but is better at this writing.

Mr. and Mrs. Woodrow Gaunce and Stevie entertained the following with a cook out Friday night; Mr. and Mrs. Donald Gaunce and son, J.D. Gaunce, Mrs. Martha Earlywine and Garland Earlywine and Mr. and Mrs. H.A. Gaunce and family.

The Rose Hill revival began on Tuesday night Aug. 22, with Rev. Helpenstine as evangelist and Rev. Norman Dunlap as pastor. Services at 7:30 each evening.

Bobby Kenney and Miss Alene Boland of Covington and Mrs. Gladys Kenney attended the "Legend of Daniel Boone" show at Harrodsburg Saturday night.

The Headquarters Methodist Men will have their regular monthly meeting on Friday night Aug. 25, instead of Thursday night as was announced earlier. Gary Broderick of Carlisle will be the speaker. Quarterly meeting will be on Thursday night with Rev. R.L. Anderson as speaker.

Rev. and Mrs. E.H. Gaines and baby were Sunday dinner guests of Mrs. M.T. Kennedy and family.

Our church and community has lost another one of its elderly ladies, Mrs. Dora Lee Collier, who passes away Saturday at the Bourbon County Hospital. Mrs. Collier was a dear christian lady who will be sadly missed by everyone.

Mr. and Mrs. Preston L. Kendall and family and Mrs. Whalen of Clinton, Maryland spent the past few days visiting his father Mr. E.R. Kendall.

Mr. and Mrs. Jennings Mattox and children, Miss Hailye Griffin, Mr. and Mrs. Preston Kendall and family, Mrs. Whalen and Harold Mattox were Saturday supper guests of Mr. and Mrs. Vaughn Mattox and family.

Mr. and Mrs. J.D. Mathers and family, Sterling Hollar and Miss Kitty Gibson of Clarkeville, Tenn., spent Saturday night with Mr. and Mrs. Fred Hollar and Mr. and Mrs. Layne Hollar.

Dutch Elm Disease Prevalent This Year

Lexington, Ky.--University of Kentucky plant pathologists receiving many inquiries this season on a disease killing American elms.

It is Dutch elm disease, says Dr. R.A. Chapman, U.K. Ag Experiment Station plant pathologist. Chinese elms seem to be the only species resistant to this fungus disease. The fungus can kill a healthy American elm in one season, Dr. Chapman said; occasionally a tree will live into the second season after infection but not often.

There is no cure for an infected tree, the pathologist notes. Infected trees should be cut down and burned. "Don't even save the wood for fireplaces," Dr. Chapman warns. "The elm bark beetle that carries the fungus from tree to tree hibernates under the bark of elms." Get rid of stumps, too, or at least strip the bark from these stumps to destroy the over-wintering place of the beetle.

"We seem to have had more reports of infection this year than for a good many years," Dr. Chapman says, "but we don't know why this has been a heavier "infection" year."

Infected trees will have dead branches starting at the crown(top) of the tree. Leaves die but stay attached to branches or twigs. Eventually, the whole tree is infected.

"We need small pieces of twigs from a half-inch to an inch in diameter for diagnosis," Dr. Chapman said. "These must be from trees infected this year; twigs from trees dead more than one season can't be used. It takes about five days in the laboratory to isolate and identify the fungus."

SUBSCRIBE TO THE MERCURY

Farm-City Week

August 21 thru 28

Did You Know:

1) That Farm Prices Are Low In Today's Otherwise Booming Economy.

Farm prices are normally 10¢ lower today than a year ago! Ten years ago the farmer supplied 23 persons; today he supplies 40. Food prices are 35¢ higher than twenty years ago. Farm prices are under what they were then. Twenty years ago the farmer got .50 cents of every food dollar; today he gets only .38 cents.

2) That Food Today Is Not As High As It Seems.

Food today takes only 18¢ of your take home pay. It took 23¢ ten years ago. It took 13 hours of your work to buy the family's food bought in only eight hours today. It would cost in 1947; only eight hours today. It would cost a family of four today, really $800 more a year to buy food if they spent the same percentage of take home pay as they did in 1947.

3) That The Annual Farm Income In Nicholas County Is Over $5,000,000.00.

4) That Agriculture Accounts For Over 60% Of Nicholas County's Income.

Mr. Farmer, We Salute You.

Carlisle-Nicholas County Chamber of Commerce