The Carlisle Mercury

ESTABLISHED 1867

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WARREN R. FISHER — Editor-Publisher

[Mrs.] Katherine T. Fisher . . . . Associate Editor

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Old Man Winter

The Indians lived close to nature. They measured time by the leaves on the trees and the snows in the winter. They did not need to look at a calendar to see on which day winter was due to arrive. If they had any bill to pay they would have calculated the due date by the phase of the moon. The ways of the Indians had their virtues.

In case you have not noticed the leaves falling, winter is just around the corner. The calendar tells us it arrives on Dec. 22--at 8:17 a.m., EST. There are many pleasant things about winter, even in the coldest climates. One of the best is the Christmas Season, when there seems to be a spontaneous renewal of faith and hope. And when the holidays are over, and we have entered the new year with renewed strength, there is the crowning consolation that each day the sun rises a little earlier and sets a little later; and when the first day of spring arrives, we think of the long winter just past, and life becomes twice as sweet. That is one of the virtues of winter. It makes you appreciate spring.

Meanwhile, as the days grow shorter, is it going to be a mild winter or a rough one? The Indian woman wise has confounded the experts and the almanac more than once.

Christianity's Precepts

Christmas is almost upon us. The cheery bells of loyal Salvation Army workers are a sure sign of the season. They and similar evidence of the gentle customs and traditions of Christmas are reassuring proof that we still live in a reasonably stable society.

If we will but observe Christmas in its broader meaning this year, it should help bring reason and humility to our aid in finding answers to man-made evils.

Christianity is the faith of civilized man. Its precepts become most clear in the endearing observances of the Christmas Season. The disorders that have swept the world and our land are a signal that we should repair to the precepts of Christianity, and there is no better time to start than this Christmas Season.

It Could Be?

Great Britain is 20 years "ahead" of the United States in the development of a welfare state--socialism. While many tend to blame the lamentable state of British affairs on international developments beyond the control of the British people, the effect of the debilitating dead-end philosophy of welfarism in Great Britain is all too clearly apparent to anyone who has followed the news stories of the British decline.

The Illinois State Journal has ably summed up the current plight of Britain: "The economy, so hemmed in for fiscal guidelines of Socialist planning, goes from crisis to crisis. Saving the country from financial disaster every other month are the short-term remedies of borrowing, price fixing, wage freezes and manipulation of interest rates.

"The utopian era which socialism promised has never quite materialized. There are still the poor. There are considerably fewer rich. There are still strikes--when the government allows them. There are still power shortages, worse railroad inefficiencies and, over all, a growing bureaucracy of alarming proportions--Capitalism is anathema. Profits are frowned upon. The 'telly' set, a weekly gamble on the soccer pools and a the life forms that inhabit this planet in the year 2067 may have some conception of the goings on in '67.

--MV--

Russell Metz, Owingsville News-Outlook, a three-time winner for best column, variety of topics in the National Newspaper Association's Better Newspaper Contest, gives 10 reasons why an editor does not have a column. He don't have a column:

"He doesn't have time to write it;

He doesn't know how to write one; There's nothing to write about in his hometown;

He can't spare the space;

It's easier to buy a column;

It isn't worth the trouble it takes to write it;

His readers would think he's an egotist;

Someone may disagree with him; Nobody would read it;

He's too damn lazy."

Additionally Metz says, "How do you know when you've written a good column? I know when my preacher approaches me in an sanctimonious manner, when my wife refuses to leave the house, when I get a bundle of nasty letters from old maid school teachers, or when the boys down at the poolroom stop hiding my cue stick."

Agree Or Not,

By S. C. Van Curon — *I Say What I Think*

Both Gov.-elect Louie B. Nunn and defeated Democratic candidate Henry Ward agreed to support the Kentucky Farm Bureau request that agriculture land adjacent to a city, potential subdivision land, be valued for agriculture use for tax purposes.

Since neither candidate went into detail on how this is to come about, undoubtedly some persons thought a mere bill in the legislature could accomplish this end.

The Kentucky Farm Bureau has been strongly opposed to 100 per cent assessment at fair cash value and fought vigorously at a public hearing in August 1965 in the special legislative session when House Bill 1 was passed rolling the tax rates back to produce the same amount of revenue as the year before under the 100 per cent assessment ruling of the Court of Appeals.

This ruling was handed down in conformity to Section 172 of the Constitution which says property "shall be assessed for taxation at its fair cash value, estimated at the price it would bring at a fair voluntary sale."

The Constitution gives local government divisions the right to set tax rates up to certain limits, but these must be uniform rates. Property rates may be set by general classifications, such as industrial, homes, farmland, etc., but there is no provision to make differing rates on the same class of property.

It would seem that it would require a constitutional amendment to value property at anything other than fair cash value or to set a different rate in the same class.

Fair cash value, and 100 per cent means 100 per cent any way you want to read it.

Under the Constitutional amendment process, it would take at least two sessions of the General Assembly to get the question on the ballot. This would mean at least 1970 before the question could be voted on by the people.

The Farm Bureau understands this process and it was on this basis that they asked both candidates before the election to support their request. The question put to the candidates was would they support a Constitutional amendment through the legislature. Both answered in the affirmative.

The Farm Bureau News explained this real well in its October issue, E.W. Kessler, legislative director of the Kentucky Farm Bureau, said:

"This is just to point out, however well any question is explained, that some fail to understand and may expect a legislative act to accomplish this.

"The first big hurdle is to get the legislature to approve an amendment to the public, and then in the 1970 session to do the same thing. The last big hurdle is getting a majority of the voters to approve at the next congressional election year.

"Approval of the amendment would institute special action for making special considerations to a certain segment of the economy. What other special segment may ask for the same kind of treatment. This could open a Pandora's Box for a continual stream of special interest requests, favoring certain segments of business, industry or home-owners.

"How about home owners asking that their home be valued at what the owner thought it was worth to him strickly as a home--a roof over his head and protection from the weather?, regardless of what it cost or what it's value could be on the open market!

Let's Talk About Community Action

By Lee W. Taylor

Staff selection by the Community Action Agency governing body should be limited to employment of the executive director. Selection of all other staff members should be his responsibility, for which he should be held accountable to the governing body for the performance is concerned.

This does not mean, however, that the governing body should not take an interest in the staffing pattern, staff organization structure, internal flow of information and other matters relating to increased efficiency and administrative versatility of the staff. Staff structure is very definitely a matter of concern to the policy makers even though the staff personnel should not be within the province of governing body functions.

A staff composed entirely of generalists is normally an inefficient and non-productive staff. When too many people try to do too many things or their responsibilities in too many directions, only confusion can result.

No single staff member should be responsible for supervision of more than six people. Efficiency will increase as the area of responsibility decreases but, since administrative costs increase as the supervisory responsibilities decreases, it becomes impractical to pay supervisory salaries to a person supervising less than four other staff members.

An effective staff pattern for a beginning Community Action Agency consists of an executive director, a secretary-bookkeeper, a file clerk-receptionist, a deputy director and four field workers.

In this particular staff structure, the four field workers are responsible to the deputy director while the deputy director, the secretary-bookkeeper and the file clerk receptionist are responsible to the executive director. This keeps supervision within the limits which can be handled by inexperienced staff members.

As programs are developed, project directors will be added to the staff. The rule for keeping the supervisory responsibility of project directors to no more than six people should still be observed although, in some cases, programs may be designed where the project director is the only staff member involved in that particular program.

The normal method of developing programs is by component projects with each component application providing a staff and personnel for that particular project. The alert CAA will, however, make sure that the addition of component projects does not overload the supervisory responsibility of its basic administrative staff.

As project directors are added, a deputy director should be added in a ratio to insure that no deputy director will be responsible for supervision of more than six people. Minimum supervisory load for a deputy director should be four people.

When a sufficient number of projects or programs have been added to warrent two or more deputy directors, it will be found that the executive director's supervisory load will need to be increased. The secretary-bookkeeper position will need to be split into an administrative assistant, responsible for supervision of the project secretaries, and a bookkeeper-payroll clerk. The file clerk-receptionist position will need to be split into a file clerk, with filing responsibilities for all projects, and a receptionist - appointments secretary, also responsible in all areas. Normally the file clerk is given the responsibility for mail handling and reproduction work.

In the CAA will recognize in its early stages of development the merits of confining individual responsibility of staff members to supervision of no more than six people, the program can grow into an unlimited number of areas of activity without generating confusion or inefficiency. Exceeding this number, especially in a field as experimental as community action, will invite unsatisfactory results.

MERCURY VAPOURS

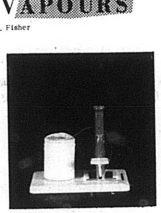
by Warren R. Fisher

Slick Salesmanship

Not that it doesn't work--it does. But why three sharp women would each plunk out $1 hard cash for a little gadget of plastic made in West Germany is a little hard to understand. It's a needle threader.

--MV--

Since we're having extra copies printed of our issue of Dec. 28, 1967, (100th Anniversary Edition), maybe someone will put a few away so that the life forms that inhabit this planet



Local Business

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

The retail trade boom of 1967 will soar into 1968, extensions of private and government economies indicate.

Expectations of more business should be a prime factor in the planning of advertising budgets for the new year. The retailer who does not anticipate progress when allocating funds for advertising is likely to fall behind more dynamic competitors.

The first essential of effective advertising is a carefully planned budget. Too many retailers arbitrarily set aside a fixed sum from year to year to be spent haphazardly, without regard to seasonal demand or the effectiveness of various media and methods.

Poorly planned advertising may result in a shortage of funds when advertising is needed most. It may result in inconsistent and ineffective advertising. It may result in the expenditure of advertising funds for locations which do not contribute to sales.

Sloppy planning of advertising, or planning at all, reflects a belief in a static economic situation. However, the retailer cannot live on a plateau. When consumer demand moves, the astute man also move or fall behind.

A good advertising budget uses past records as a guide only for evaluating anticipations of growth. It carefully spreads expenditures to reach the consumer during periods of peak demand. It firmly restricts advertising funds to legitimate advertising. Without regard to sentiment and pressure, the good advertising budget insures that the most efficient advertising media are used.

PLANNING YOUR ADVERTISING BUDGET FOR THE NEW YEAR

Let's Talk About Community Action

By Lee W. Taylor

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Twenty & Fifty Years Ago

Thursday, December 18, 1947

The holiday spirit reigned supreme this week when the entire student body, faculty and staff were served a Christmas dinner at the Carlisle City School.

Four members of the senior class were included in Who's Who for high school students. They were: William Edward Sexton, Jean Pumphrey, Betty Blake and Carolyn Stone.

Mrs. Susie Gaunce had purchased the restaurant of Roy Caywood in Paris.

Luther Hollar and W.J. Clark were in Chicago attending a convention of the Farm Bureau.

Nicholas County Burley continues to remain in the top bracket on the third week of sales. The average was $56.94, James Carter, Myers, won first prize for his tobacco at the 4-H Tobacco Show in Paris. Others from this county winning prizes were: B.F. Howard, Charles Ring, Ray Anderson, William Letcher, Billy A. Tincher, Bruce Ring, Miss Patsy Crawford, Charles Rose and James Haney.

J.E. Bradshaw sustained painful injuries in an automobile accident near Lexington. Mr. Bradshaw's car was forced off the road by one driven by Johnny Stewart of Mt. Olivet, who was arrested later on a charge of reckless driving.

Mrs. James F. Hardin entertained with a bridal shower honoring Miss Laura Jean Reid.

Died--Mrs. Louise Highlander, 65, wife of George Highlander at her home on the Pleasant Springs Road--Mrs. Sallie Clark Ockerman, 82, at her residence on the Cane Ridge Road.--Rev. Robert C. Jones, Lexington, brother of Everett and Herbert Jones of this county.--John Eads, 71, at his home near Headquarters.

Births--To Mr. and Mrs. Elgin Mitchell, a son born Dec. 11.--To Mr. and Mrs. Robert Mynear, a daughter, born at the Johnson Memorial Hospital.--Dr. and Mrs. Jasper B. Shannon of Paris, a daughter born Dec. 11--Mr. and Mrs. John Crocker, a daughter born at the Johnson Memorial Hospital.

Marriages--Miss Anna Elizabeth Atkinson of Carlisle to Alton Craig of Mt. Olivet.

Thursday, December 23, 1897

Carlisle telephone line rapidly nearing completion and to go into operation Jan. 1.

John Stewart closes Brent Brothers turkey pens for season after buying $9,000 worth of birde.

Carrie A. Hopper appointed postmaster at Headquarters, to succeed C.T. Barlow who resigned.

Harry Robinson, who had been employed at the local depot for several months, left for Willee, Livingston County to take position as telegraph operator.

M.C. Hawkins, Lower Blue Licks, files suit against county for possession of toll gate property, claiming it reverts to him by reason of being abandoned.

Born--To Mr. and Mrs. William Florence, a daughter.--To Mr. and Mrs. William Doubman, a daughter.

Married--Miss Belle Ritchie and John Glivin, both of this county.--Miss Anna Hillock and Jease Feeback--Miss Nina Belle Trimble and Roger Burris of Nicholas County.--Miss Hattie Mitchell and Harmon H. Allison, both of Nicholas County.

Died--Mrs. Jane Linehan, 90, at her home at Miranda.--Three-year-old son of Mr. and Mrs. Lon Sparks at Ellisville on December 17.

LETTERS from our readers

Dec. 1, 1967

Carlisle Mercury
Carlisle, Ky.
Editor:

Please find enclosed check for renewal for my subscription. I look forward to receiving it each week. Best wishes to you and yours this holiday season and the approaching New Year.

Thanks,
Mrs. Betty Humphries
Route #2
Cedarville, Ohio 45314

Farm & Home

Make Your Christmas Tree Safe

The live green tree is symbolic of the beauty and joy of Christmas. It is safe if used correctly. A fresh moist tree will sputter and go out if ignited but it will not burn. Outdoors a tree dries slowly. Indoors it dries rapidly unless kept in water.

Safety experts at the U.S. Department of Agriculture's Extension Service report how quickly a dry tree burns. The tree heated was, cut a month ahead of time, kept outdoors in a cool, shady place for two weeks and indoors for two weeks, but it was not put in water. This tree burned to a charred skeleton in about 29 seconds.

Extension specialists give the following rules on how to make your Christmas tree safe:

1. Buy a fresh tree. If you cannot find a fresh, moist tree, give the tree you buy the flame resisting treatment described below. A dry tree is flammable even before it gets to the shattering stage, and it cannot absorb enough water to make it safe.

2. As soon as you bring the tree home, saw two inches off the butt end, so it will absorb water and stay fresh. Put the tree in water and keep it in water until you discard it. Check water level daily.

3. Keep the tree in a cool, shady place until you decorate it. It's best to buy close to decorating time.

Here's how to make trees, wreaths, and greens flame-resistant. To three quarts of water add one pound of borax from the grocery store and one pound of ammonium chloride from the drug store. Mix until ingredients are dissolved. Spray this solution on the tree until all branches are well moistened. A spray bottle from your cleaning supply shelf will do the job. Safety is simple if you practice these rules.

* * * * *

For a relaxed holiday season, clean house now. Plan a realistic housecleaning schedule now so you will be relaxed when the Christmas holidays arrive. You can start now on a methodical room-by-room cleaning, leaving just the finishing touches for Christmas week. A sparkling house will show off your Christmas decorations at their best and leave you relaxed and confident to greet holiday guests.

* * * * *

Prepare kitchen for holiday cooking. Kitchens must do double-duty during the holiday season with all the extra baking, roasting and concocting of goodies that go along with Christmas time. To save time later, start early to put your kitchen in good working order. Scrub all cabinets and shelves with hot soap or detergent suds to prepare them to receive supplies of canned and packaged foods. Also clean the stove, giving special attention to oven and broiler racks. Defrost and wash the refrigerator, too, and scrub the food chopper, roaster and carving board.

* * * * *

Housecleaning Step-Savers. Here's a tip that can save you a lot of extra steps as you do your housecleaning chores. Keep on hand a good supply of soaps, detergents, scouring powders, and soap-filled pads--and store them near each source of running water in the house so they'll be handy when you need them.

Area Extension Agents:
Estil J. Noffsinger, Margie H. Wilson, Huston F. McQuerry

Santa Knows Best!

Check Our Gift Ideas!

Cameras
Every man, woman and child wants a camera. See the famous Kodak gift line for Christmas.

Billfolds
Famous name billfolds for both him and her at Hopkins. See our fine selection.

Toiletries
Choose from our great selection of famous brands most wanted by the entire family.

Cards
At Hopkins you'll find Hallmark cards for every Christmas attitude.

Box Candy
Boxed Belle Camp and Johnson candies are a traditional gift at Christmas. Our selection will offer practically anything they love best.

Pens
Choose from Paper-Mate, Sheaffers and many others. One of the most practical gifts you can give.

Tobaccos
Christmas packaged cigars and pipe tobaccos. Pipes, lighters and everything for the smoker.

Watches
Timex offers sturdy dependable service at practical prices.

No wonder Old Santa comes all that ground . . . when he's his Christmas shopping at Hopkins Drug. It's your best bet too. You'll like the variety, completeness and famous dependable brand names found at HOPKINS.

Hopkins Drug Co.

GOING OUT OF BUSINESS

Living Room Suites $40

Bed Room Suites $20 to $50

Couches $20 and $25

Refrigerators @$10 and Up

EVERYTHING TO BE SOLD AT COST

Main Street Furniture Co.

112 W. Main — 289-5435

Santa Letters

Dec. 4, 1967

Dear Santa Claus,

I have tried to be a pretty good little boy. I am 3-1/2 years old. My Mommy is writing this for me. I would like for you to bring me a set of drums with two cymbals, a Johny West outfit, a little tractor with plows, and anything else you want to bring me.

Santa, please don't forget my Mommy and Daddy Buckaler, the little welfare babies, also my Uncle Bill and the other soldiers in Vietnam, and all the other little boys and girls.

There will be something to eat and drink under the Christmas tree for you Santa.

Lots of love,
Michael Lynn Purvis
Box 552
Owingsville, Ky.

R.R. # 2
Flemingsburg, Ky.
Dec. 3, 1967

Dear Santa,

It's that time of the year again for me to write and let you know what we want. Our names are Danny, Gordon, and Phyllis. I, Danny, want a toy Super Market, bubble gum machine, mother hen, and a box of candy canes. Gordon wants a time bomb, toy super market, and cars in a case. Phyllis wants a Polly doll with clothes, stove, sink, refrigerator, and some dishes. We will try and be good from now to Christmas. You will find some cake and pop under our Christmas tree.

Lots of love,
Danny, Gordon and Phyllis Peratt.

Dear Santa,

I want a talking "Baby First--step" with clothes, a Casey doll one, G-Co boots, watch and band.

Love,
Mary Jane Griffith
127 Luzon Drive
Ft. Bragg, N.C.

P.S. I have been a good girl and I am eight years old.

Dear Santa,

I want a "Cary" doll, a "Chris" doll, easy-bake, story book Kiddie, "How the Grinch Stole Christmas" book.

Love,
Elizabeth Ann Griffith
127 Luzon Drive

P.S. I have been a good girl and I am six years old.

Dec. 1, 1967
Route #1
Carlisle, Ky. 40311

Dear Santa,

We are two little guys; Johnny, age 4-1/2--and Jeffery, age 3-1/2. We have tried to be good, but I'm sure you understand we can't always behave as we should. We want a small game table, a truck and a race car set. We will also be pleased with anything else you bring us.

Please remember all our friends, our grandparents and our Mom and Dad. We will leave you some cake and milk under the tree.

Your little boys,
Johny and Jeffery Howard.

PPS. Santa, please remember all the underprivileged children of the world and all our little children who don't have Mom's and Dad's like ours to buy for us, in case you miss our house on Christmas Eve.

Dear Santa;

My name is Stephen Curtsinger and I am eight years old and I have been a good boy. So I want a Johnny Speed and some match box toys and my brother Greg Lee Curtsinger, he wants a rocky horse and a few clothes. Don't forget David and Laura Long.

from Steve Curtsinger.

Dear Santa Claus,

Will you please bring me an Incredible Edible, a stove, a refrigerator, and a Fright Factory. I am six years old. Thank you, Santa, and I hope you have a Merry Christmas.

Love,
Sara Paige Shumate.

Dear Santa,

I'm a little boy almost three. I've tried to be good, but it's so hard to do. I would like for you to bring me a tricycle, a bulldozer, a TV Lassie and anything else you think I might like. Don't forget the other little boys and girls. I'll be looking for you and will leave you some goodies under the tree.

Love,
Darrin Green.
Route 1
Carlisle, Ky. 40311

Dear Santa,

My name is Stephanie. I will be three years old four days before Christmas, I have tried to be good.

Please bring me Little Miss Fussy, some dishes, a talk-a-phone, and anything else you want to bring me.

Don't forget my Ma Mawe and Pa Pawe, Daddy and Mommy, and my brother, Stevie.

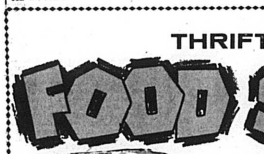
I will leave you something good to eat under my Christmas tree.

Your little girl,
Stephanie Ann Hamilton

Continued on page 6

THRIFTY SHOPPER

U.S. Choice ROUND STEAK lb. 79¢



BACON lb. 59¢

Ground Beef 53¢ lb.

Edwards Sausage 2 lbs. $1.15

Sirloin Tip or Rump Roast lb. 89¢
T Bone Steak lb. $1.09
Sirloin Steak lb. 99¢

MORTONS
Frozen TV Dinners beef, chicken, turkey, meat loaf 3/$1
Spry Shortening 42 oz. 69¢
Folgers Coffee LIMIT ONE WITH ORDER elec. perk, reg. drip, fine lb. 59¢
Birds Eye Fordhook Limas 4/$1
Churngold Margarine lb. 4/$1
VAN CAMP
Pork & Beans 2 size 4/69¢
Modern's Mel-O-Kreme Fruit Cake 1 lb. 8 oz. reg. $1.29 99¢
Keebler Cookies coconut choc. drops, danish wedding 49¢

Foil Gift Wrap 3 rolls 49¢
(26"x30" each roll) reg. 69¢
WEEK-END SPECIAL

Assortment of Christmas Cards
Indoor & Outdoor Lights.
Door Covers. Wrapping Paper.
Ribbons. Bows. and
Miscellaneous Decorations

VINE RIPE TOMATOES 25¢ lb.
INDIANA Potatoes 20 lb. bag 49¢
Golden Ripe BANANAS 10¢ lb.

Place Orders Now For Turkeys, Hams, Fruit Baskets and Christmas Candy

Assortment Of Fruit Cake Ingredients and Christmas Candy

Kewpie Peas 303 4/69¢
BIRDS EYE Awake Drink 9 oz. 3/$1
MORTONS FROZEN Corn Muffins 29¢
STOKELY Fruit Cocktail 303 4/99¢
STOKELY Peaches sliced, halves 2 1/2 3/89¢
STOKELY Beans cut green, shellies 2 1/2 4/99¢
Ajax Spray Cleaner 22 oz. 39¢
Royal Pudding 6 oz.(20 off label) 4/49¢
Silver Dust giant 59¢

HELLMANNS 59¢ 32 oz.
PET RITZ Pie Crust Shells 9 in. 2 shells 39¢
STOKELY Cream Pies lemon, choc. coconut 3/$1
BIRDS EYE Broccoli Spears 4/$1

Open Until 7:30 Friday Nights
Open Until 8:30 Saturday Nights

C&G KY FOOD STORES

Everybody loves to visit an electrically heated home!

For the warm welcome to make your home the most popular in town . . . *electric heating!* Your guests step into a brand new world of quiet, even heat warmth with never a draft. There's the unusual cleanliness, too, of flameless, fumeless electric heating without dusty ducts or moving air. The temperature of each room, of course, can be precisely, individually, automatically controlled--a specialty of electric heating and a real treat for *overnight* guests. And *if they* like it, imagine how wonderful it is to *live* with—*electric heating, the way of today.*

For further information on electric heating—or free planning ideas on the proper system for your home--stop in at our local office. No obligation whatsoever.

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Christmas Cards Gifts Toys Gift Wrap Decorations

MORRISON'S VARIETY STORE