

THE CARLISLE (KY.) MERCURY
Thursday January 26, 1967
The Carlisle Mercury
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MERCURY VOUCHERS
by Warren R. Fisher

The following short, short story comes from the Lebanon Enterprise "From This Corner" column written by George Trutter:
From the personal account book of an unidentified businessman—one who would obviously prefer not to be identified:
Dec. 1—Adv. for girl steno, \$1.00
Dec. 2—Violet's salary for steno \$30.00
Dec. 9—Roses for steno, \$3.00
Dec. 11—Candy for wife, .75
Dec. 13—Lunch with steno, \$7.50
Dec. 14—Week's salary for steno, \$35.00
Dec. 17—Picture-show tickets for self and wife, 80
Dec. 18—Theater tickets, self and steno, \$2.50
Dec. 19—Candy for wife, .75
Dec. 21—Lillian's salary, \$45.00
Dec. 22—Theater and dinner with Lillian, \$21.00
Dec. 23—Miscellaneous \$102.13
Dec. 24—Fur coat for wife \$765.00
Dec. 26—Adv. for male steno, \$1.00
—M.V.—
Tip For Next Christmas
E. Earle Bell reports from the Union County Advocate: IT'S a little late now for Christmas tree cards, but this one is almost too good to overlook.
"I don't know who was involved actually, but Stumpy Sale says a friend of his called each person on his Christmas card list and asked the fellow's "what size shirt collar does Fred wear?" This gesture brought him a lot of good men who had planned to send him only a greeting card, his "The day before Christmas, his



"The editor who isn't repeating tales to the unworldly should be reading a trade publication." — JACK KNIGHT in The Publishers' Auxiliary

Local Business
By E. L. Talbert
Chairman, Dept. of Journalism
University of Mississippi

Consumers Need Reasons For Remaining Loyal Customers
Agree Or Not
I Say What I Think
By S. C. VAN CUREN

The advertising advantage of the local, independent merchant or service company is often underrated—especially by the merchant himself. The local merchant holds a position which cannot be matched by the out-of-town firm or by the large chain store. Probably the major disadvantage suffered by the local merchant is lack of effort and foresight.
Apparent advantages of the local merchant, of which the larger competitor is well aware, include: Opportunity to experiment with new and different products; the large regional store must standardize stock to sell in volume to a general market. The smaller store, less limited in purchasing, is in a position to get a headstart in meeting changing demands.
The hometown merchant has a more intimate knowledge of the local consumer. He should be able to tailor his advertising appeal to the peculiar needs and wants of local people. Such advertising cannot be written or cover the whole nation or a whole region.
The local retailer is able to adjust more quickly to changes in tastes and needs of the community. He is in a position to move before his larger competitor can make changes through widely channels.
Also, however small, the advertisement of the locally-based retailer is more likely to be read than other advertisements. Local people are always interested in reading about the business of friends and neighbors. The local consumer is really looking for a reason to support the local retailer.
Loyalty toward the hometown merchant is real and strong. However, the consumer can expect the merchant to give him reasons for remaining loyal through competitive advertising.

Machine Washing
Washable plastic sheeting used for curtains, equipment, bags for a page of a sweater, shoes and such will benefit from a short wash in the washer.
Test for fading on an inconspicuous area. Use full strength liquid detergent on a white cloth wrung out of hot water. If any color comes out on the cloth wiped over the printed film it is heat wash but just dust and sponge it clean.
For fade resistant, washable plastics a short wash (2 or 3 minutes) in warm water is suggested. If your automatic washer does not have a slow spin speed, advance the control dial to shorten the wash, rinse and spin cycles. Do not put plastic through the wringer as this may cause permanent creases.
Mildew shower curtains should be removed to a bucket. First brush off the mildew, then brush on a couple to examine the object's life. Maybe the beginning of

YOUR AUTOGRAPH, GVERNOR!
Several youngsters sought Gov. Edward T. Breathitt's signature during the dedication of the new Nicholas County library on Jan. 25.



War on Poverty

Albert Whitehouse, director of Kentucky Office of Economic Opportunity, made these comments Friday to the 38-member board of the Pickering Valley Community Action Program at the courthouse in Flemingsburg.
"There are 1,266 children and adults in Leslie County who had glasses prescribed and fitted as a direct result of a comprehensive health program going on in Leslie County. For these people the War on Poverty is being won."
"As in this same county, 6,000 people have had medical screening and treatment has been provided where necessary. They found 104 diabetics; seven cases of cancer from 952 Pap smears; 125 mentally retarded; 8,469 dental corrections were made including fillings, extractions, and dental flourides on 1,964 patients; 504 of our indigent patients is not otherwise qualified for medical care were treated at an average cost of \$95.34 per case."
"There are other significant numbers directly helped in this Leslie County Community Action Agency effort under a contract awarded the Kentucky Department of Health."
"Need I explain to some 16,000 persons gaining further education under Adult Basic Education programs throughout Kentucky? Surprisingly, about 64 of our indigent patients are now attending college at their own expense."
"In fact, the War on Poverty in Kentucky has reached at least 500,000 persons and has provided a chance for a better education job opportunity and an important element known as hope."
"I know the War on Poverty is being won. Not just in this county but in it, but the indispensible

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Deaths Recorded

Gary Wayne Gray and wife of 67 acres more or less in Nicholas and Fleming County to Ronnie Wilcoxson and wife, William Henderson and wife, lot on Spring Street to James Luther Heller and wife.
Cliff Ray Jolly and wife lot in Dorsey Addition to Luther Heller.
Julian Shields and wife, two tracts of land on White Chimney and Lower Blue Licks Turnpike to Raymond Frederick and wife.
Earl Jones and wife, one acre more or less on Ishauel Dirt Road to Ronald L. Watkins and wife.
Teddy Post and wife, hand on Sycamore in City of Carlisle, Kentucky to Elmer Damper and wife.



GET THE BEST FOR LESS
LUMBER
and BUILDING SUPPLIES

WE CARRY EVERYTHING TO KEEP YOUR HOME UP TO DATE.

Our complete stock of quality lumber makes it possible for us to meet all your building needs.

Ratliff Bros. Co.
PHONE 10 CARLISLE, KY.

Twenty & Forty-Five Years Ago

Thursday, January 30, 1947
A total of \$95,617 was sent for contributions for the state-wide Sports-for-Pollo drive here last Friday night as a stately representation of Nicholas County sports fans attended a charity game held at Headquarters High School.
Two junior conservation clubs to work under the sponsorship of the Nicholas County Fish and Game Club were organized in Nicholas County last week under the direction of District Conservation Supervisor John W. Currie, it was announced this week by Mrs. M. A. Shearer, president of the local game group.
Born To: Mr. and Mrs. H. C. Calbraith and sons—Mr. and Mrs. Russell Cord a daughter.—Mr. and Mrs. R. L. Gray, a daughter.—Mr. and Mrs. Douglas Lowry, a daughter.—Mr. and Mrs. Carl Scott, a daughter.—Mr. and Mrs. Herbert Shroat, a son.
Married: Miss Dorothy Martin Darrall to Roy Ross Day at the Paris Marian church with Rev. Rhodes Thompson officiating.
Died: Miss May Potts in a Louisville hospital; Mrs. Mattie Bedford Haman, 76, in the Green Nursing Home at Paris; Mrs. Carolyn Wayne at the Memorial Hospital in Cynthiana.—Mrs. Frances L. W. Davis, at the home of her sister-in-law, Mrs. W. T. Conington in Louisville.

Letters To The Editor
Jan. 16, 1967

Dear Sir,
If you're reading the Mercury, you have always taken it since we've been out here, but we would like to have some news from the same item once in a while, as that is where I was raised.
Mrs. Ernest Grammer at the next month Van Buren, Indiana 46224 46991
Cedarville, Ohio Mr. Fisher:
Enclosed you will find a check for the sum of \$7.00 to pay for the

School, Forty-Five Years Ago

newal of the Mercury for two years.
My home town newspaper, I see on "Why Father Should Read the Tobacco Control."
I don't want to miss out on any of the papers.
Thank you.
W. J. Dorton
Box 134

Form Home
Area Extension Agents
Gaul I. Nofziger
Margie H. Wilson
Helen E. McQuerry

Family Living Outlook
Prices will continue to rise in 1967 in foods, clothing and home furnishings. Food cost will increase but not as much as in 1966.
Furniture prices will rise 4% in 1967. Major equipment prices will increase 3%.
The price of shoes will increase 3-5% by spring and the price of men's suits may increase as much as 2% by fall.
Consumer prices of non-durable and services (doctor, personal care items, household help, etc.) will increase. More of the consumer services will be spent for income.
Consumer income will continue upward but will probably not increase as much as in 1966.
A list of vegetables recommended for Kentucky home gardens and commercial producers will be issued in the next month or so, says Hubert D. Waters, Chester Co. Extension Service horticulturist.
The list will give varieties, days to maturity, climatic considerations (freezing or canning), remarks on performance.

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"Red Tag" Freezer Specials

AGREE OR NOT
I Say What I Think
By S. C. VAN CUREN

FRANKFORT, Ky. — Kentucky's spring political extravaganza became a double-barreled affair last week when Jefferson County Judge Marlow W. Cook filed for the Republican nomination for governor to oppose Louie B. Nunn of Glasgow.
Highway Commissioner Henry Ward, the Democrat being supported by Gov. Edward T. Breathitt's administration, did not practice such a campaign trail with a speech at Frankfort while Atty. Gen. Robert F. Matthews Jr., who is running at his hometown of Shelbyville with former Gov. Lawrence W. Wetherby as the principal challenger, did so on the same night, but both had been seen early without following the other's plan.
The Republicans haven't chosen to have a primary, but all efforts of supporters of both failed to get Cook and Nunn together to prevent this, are promoting a vigorous campaign.
The Republican primary promises to be a simple affair in comparison to the Democrat where 11 have the second spot. Add to this the fact that Lt. Gov. Harry Lee Waterfield still says he has the firm of his list edged toward the ring.
Democrats announced for governor are Ward, former two-time Gov. A. B. Chandler; David M. Trapp, former Atty. Gen. John Breckinridge, State Senator J. D. (Gigg) Buckman, Ted Marcum, former member of Gov. Breathitt's staff handling county affairs; William Shires, Henry Stephens, Willis (Tobacco Bill) Johnson, Herb N. R. Cecil, and Mrs. Helen Breder, Buchel.
Democrats seeking nomination for Lieutenant Governor are Matthews, State Senator Wendell Ford of Owensboro, Andrew Jolly, Kenton County Judge the Rev. Henry Beech of Louisville, and Harry King Lowman, Ashland, former speaker of the House.
As one indication of the fireworks, Jolly has asked the Democrat State Central Committee to request Wetherby to resign because he made a speech for Matthews, but Wetherby countered he had promised to do this before he took his post as chairman of the Central Committee.
Normally Kentuckians are treated only to the Democratic primary, but in Cook and Nunn, Republicans have the urban area pitted against the rural. The two strongholds for the Republicans are in Jefferson County and the rural Fifth District, that stretches from Harlan County on the Virginia border to the westernmost in the Tennessee-ese border on the south to the Bluegrass northward.
Although the Republican primary is a different ball game from the Democratic in that only about 60 of the 120 counties have sufficient Republican registration to merit entering in a primary campaign, Tom Ratliff, Cook's running mate for the second spot, promises a full campaign in all 120 counties.
He said, "We intend to campaign in all 120 counties and offer the people of Kentucky a positive program for progress, a program that we Republicans in November are registered as Democrats to enable them to vote in local primaries in counties where they have traditionally outnumbered."
But a commonwealth attorney of Manchester, is a candidate for attorney general and will be on Cook's campaign team.
The war on Democracy here is that Cook and his team intend to establish their program in the primary and win the people they hope to put them in a good position in the fall. A real contingency here is that they will primary over Nunn.
Cook has an impressive list of people from about half the counties in fact the counties in his filing papers. This indicates he has made inroads on Nunn in the rural districts. Nunn lost to Breathitt in 1963 by less than 14,000 votes.
Consistent reports from reliable sources indicate that Cook's chances will be handled by co-chairman, regularly mentioned for this are Bernard Barnett and Y. V. Cooke Sr. It's also whispered strongly that Tomia Lawrence and "A Cooper" will be co-campaign chairmen. Dan the Brother of Lt. Senator John Sherman Cooper may the Cooper mentioned.

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GARRETT'S FURNITURE COMPANY Phone 69

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