The Carlisle Mercury

ESTABLISHED 1867

PUBLISHED EVERY THURSDAY AT 232 Locust Street, Carlisle, Ky. 40311

Second class postage paid at Carlisle, Ky. 40311

WARREN R. FISHER ..... Editor-Publisher

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

SUBSCRIPTION RATES PER YEAR

In Kentucky, one year ..... $3.40 plus 10¢ tax ... $3.50

Out-of-State, one year $4.00

Try It On The Youngsters

There is increasing comment in the newspapers on the growing crime wave across the nation. You read of pitched battles of various groups with police in the streets or on college campuses.

It is now reported that children in the 11 to 16 age group commit half of all property offences, and of all criminals arrested the most frequent age is 15.

According to an AP dispatch from Los Angeles, a judge has recommended for women an arsenal ranging from a six-inch hatpin to a derringer for use in protecting their lives and virtue. Of course, you can't carry them concealed she said. She felt a hatpin would not be construed as a concealed weapon. In the meantime, to combat the alarming rise in teenage crime, the the President is urging federal and local authorities to take action.

While all this is going on, it is time for parents to take their children in hand and begin to teach them to keep their hands off other people and other people's property. The same thought could be repeated at the opening of school classes each day. This simple little admonition could eventually save untold suffering and grief for children, parents and the public.

Twenty & Forty-Five Years Ago

Thursday,
July 3, 1947

Miss Mary Ellen Pumphrey, daughter of Mr. and Mrs. Ben H. Pumphrey is one of approximately 2,000 students registered in the Butler University summer session, Indianapolis, Ind.

Mrs. Thelma Lynam entertained Sunday at her home on the Sharpsburg road with a lovely surprise dinner in honor of her husband.

Henry T. Keller of Dallas Texas, arrived Wednesday for a 10-day visit with his mother, Mrs. S. W. Keller.

BORN TO: Mr. and Mrs. Roy Holmes Myers, a son, Michael Ray.—Mr. and Mrs. Ray McCullough, a daughter, Margaret Ann.

MARRIED: Miss Adleene Cartmill and Allen Prather, at the residence of the officiating minister, Rev. C. C. Tanner, in Maysville. -- Miss Mary Elizabeth Beaty and William Lee Cowan at the First Methodist Church, Forest City, N.C.

DIED: Mrs. Angie McLean Blount, 76, at her home on Broadway. -- Mrs. Hetty Leazer Gibson, 63, at her home in Harrodsburg. -- James W. Rogers, 97, at a Barneveille, Ohio hospital.

Thursday,
July 13, 1922

Harper's Garage was advertising Ford touring cars for $355, FOB, Detroit.

Orange Mark, well known colored man, had died at his home in Bristowville Sunday afternoon after a few days illness with double pneumonia.

W.F. Tune, proprietor of the City Stores, has rented a store room in Millersburg and was planning to open a branch store about September 1.

A small crowd has attended court here and business in the stock market was dull. Farmers reported excellent prospects for crops of all kinds. It was said that prospects for a watermelon crop were excellent.

Work was begun on repairing the Christian church here. The church was to be painted and decorated throughout and new carpets were to be laid.

BORN--To Mr. and Mrs. Leslie Sexton, a daughter, Carolyn Marie. -- MARRIED:Mrs. Sue Settle Nauman, and George H. Scott.

DIED: Timothy Shannon, 70, at his home in Cincinnati; Raymond Overby, 22, son of Rev. and Mrs. E. R. Overby, native of Nicholas county, from a head injury sustained several months ago.

Agree or Not . . . I Say What I Think

NOTE: I'm leaving tomorrow (June 22) for California and other points in between on a combined vacation and business trip. It's my intention to send you a column about what some of the people in other states are thinking over President Johnson, the proposed increase in taxes, the war situation, or a peculiar situation in some of these states. It should be a change of pace. It's kinda dog days in politics in Kentucky. The campaign will not begin in earnest until after Labor Day.)

By. S. C. VAN CURON

FRANKFORT, Ky. -- Kentuckians have heard much in recent years about the economic growth of the state, but some citizens are inclined to discount it as political braggadocio of the administration in power here.

Everyone seems to understand the national economy is growing year by year, but tend not to recognize the state's economy is increasing. This latter point may be due to the flood of information through the press about the depressed economy of the Appalachian area of the state, but figures in the Kentucky Department of Revenue show steady growth and a promising picture for the future.

The three per cent sales tax enacted in 1960, that became effective July 1 of that year, is the state's biggest source of income, it also may be called the best index for measuring the economy. The sales tax also is the most flexible.

The Revenue Department can supply sales tax collections by county, and even by types of business.

Another index for growth is the state budget. Former Gov. Bert T. Combs established some kind of precedent when the state's first billion dollar budget was passed in 1962, but Gov. Edward T. Breathitt doubled this four years later with the state's first two billion dollar budget.

The growth in tax collections, and the increasing costs of state government indicate the 1968 General Assembly will be called upon to pass a budget that will exceed two billion.

Since 1960, the average annual increase in sales tax collections has been 7.1 per cent which reflects the annual average increase of taxable business throughout the state.

Here's how the figures stack up: Sales tax collections for the first calendar year of 1961 [illegible] 11 months reported the first year) totaled $94,022,660. The 1962 collection showed a healthy increase of 6.6 per cent for a total of $100,688,335 while the 1963 gain was only 3.3 per cent for a total of $106,009,215.

Since then it has taken on a steady pattern of more than 7 percent each year. In 1964 the total sales tax collection was $113,927,973 for a percentage gain of 7.5. In 1965 it jumped 7.8 per cent for total collections of $122,831,067. The calendar year of 1966 set a record of total increase of about $10 million, or a gain of 7.9 per cent on total collections of $132,500,000. This last figure is not completed, but indications are this estimate will be off true.

The above figures indicate the increase in purchasing power of Kentuckians through the years. The United States Department of Commerce reports the following on this score:

Purchasing power increased 5.9 per cent in 1962 over 1961, but dropped slightly to 4.6 in 1963 over 1962. The lowest gain percentagewise was in 1964 when it was only 4.1 per cent, but it jumped in 1965 to 8.7 per cent over 1964 and steadied at 8.2 percent in 1966 over 1965.

The average gain in personal income for Kentuckians over this period of years has been 6.5 per cent. In 1961 personal income was $5,123,000, 000. In 1962 it was $5,427,000,000; in 1963 it climbed to $5,733,000,000; in 1964 it was $5,968,000,000; and in 1965 it was $6,489,000,000; and continued its gain for 1966 to $7,018, 000,000.

The state sales tax figures include the retail sales tax for the general fund and the three percent tax on new automobiles for the road fund.

Letters to the Editor:

EDitor; The Mercury

On behalf of the members of the Teen Inn, I would like to take this opportunity to thank the people of Carlisle and Nicholas County. We thank you for donating time, effort and most of all money. The money will aid in cleaning up the Teen Inn to make it a nicer place for the young adults of Carlisle to attend. We thank you again,

Nina Young--Teen Inn

Governor's Coordinating Committee for Traffic Safety

Farm & Home

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

New Pudding for Youngsters

When instant pudding found its way to the grocery store, everyone thought it was the last word in convenience foods. Now, a new pudding has been created and it's even more convenient. It's called Shake-A-Pudd'n Dessert Mix and youngsters and mothers alike are hailing its arrival.

There's no fuss or bother--not even a dish to wash. Each package contains everything necessary to make four servings (except some water). Four packets of dessert mix, four cups, four lids, and four spoons. The youngster makes it himself--puts water in the cup, adds the pudding mix, pops on the lid, holds it tight while he shakes it for half a minute, then waits five minutes while it sets.

Simple? And it's nourishing, too, because it is fortified with non-fat dry milk solids. It's ideal for an after school snack because it gives the youngsters energy and a protein boost-- and mother doesn't have to stop what she's doing and fix it. It's perfect for little people's parties because it's a treat for them to choose a flavor and fix it themselves--and there's no mess for mother to clean up afterwards.

This Shake-A-Pudd'n Dessert Mix comes in four flavors: chocolate, vanilla, butterscotch, and banana.

Whether impromptu or planned-- youngsters' gathering require some forethought on the part of the mother. Here is an idea for that moment when the doorbell rings and the horde descends upon your household.

Saturday Gathering of the Little League: Win or lose, this is the time when energy needs replenishing and appetites are at an all time high. You can set out an assortment of this easy dessert and a pitcher of water so they can make their own. You might also have a supply of Chocolate Shake-A-Pops in your freezer. These are just the thing for overheated little palates. You make the pudding as directed on the package, put popsicle sticks in the center of each serving, then freeze. When the youngster is ready to eat it, he just peels away the stick.

Little Girls' Tea Party: This is a ritual of the tiny feminine set, whenever two or three of them get together. Instead of pretending they're pouring real tea, they can make their own dessert. Your daughter can be the hostess and pour water into each cup (Provide her with a little easy to handle pitcher). Then, each guest can add her pudding packet and shake away. Relain Shake-A-Pudd'n would make the party more exciting. Put a little dab of raisins in the center and each girl could use her plastic spoon to sprinkle them into her cup. Cookies, cut in fun shapes. The doorknob dripping raincoats in the hall--the small set has arrived at your house to pass away that rainy Saturday. It's good to get them started on some game so they won't get restless. The backwards Spelling Bee is a new game for a gang--you don't need any equipment to play it: line them up and give each a word he's been learning at school. Be sure he spells it backwards. If he misses, he drops from the games. Winner has the privilege of adding chocolate syrup to everyone's Choco-Banana-Shake-A-Pudd'n. Losers get to make their own pudding.

MERCURY VAPOURS

by Warren R. Fisher

Of late, my young friends, Mike and Babe in their own inquisitive way put upon me the problem of why do you use that thing--that thing, being an artificial fly or casting bait.

What's on your hook? These and many other questions I attempt to answer to the satisfaction of all, but seemingly I come up not at all satisfied with the end results, namely the catching of fish, that which I started out to do.

It's not that I'm a "purist" far from it. Many are the times I have dug worms, purchased meal worms, seined minnows, hellgramites (jack ugly to you), and crawdads--did I catch more fish--time has a way of clouding things. Seems my largest catch came on an artificial plug, the Dalton Special. Others swear by the Lucky 13, Hawaiian Wiggler, Black Knats, Poppers, Yellow Sally, etc. After all why should I feed the fish in Lake Carnico.

Besides I'm told the Department of Fish and Wildlife personnel recently inspected Lake Carnico and found, believe it or not, that fish life was normal in that body of water. Those 11-inch bass do surely tempt one.

Think how much harder they fight when they realize that the floundering thing wasn't a frog, but a mass of hooks--there is another way of looking at it. I'm teaching all these little bass. Teaching them not to fool around with odd looking frogs and bugs, so they can grow up to be lunkers.

It's been all of the twelve years since I caught a "lunker" at the city reservoir on a D' Special. It tipped the scales at 6 pounds and 4 ounces and had scales like David on pennies, but yummy 'twas good when baked with a stuffing of parsley dressing.

Might have known that food would enter the picture, and many a fish graces our freezer. I must change my way of thinking and approach this fish catching business more scientific like or I'll be buying a package of frozen acie.

--MV--

With the kind help of 36 advertisers we bring you many selected writings of my father, the late Warren R. Fisher. As we measure the six page section there are 400 column inches of type or approximately 12,000 words. We ask you to look over the advertisements, tell the merchants, "You Saw It In The Mercury."

--MV--

Dwight D. Eisenhower, addressing his granddaughter, Ann, and her graduating classmates at Shipley School for Girls in Bryn Mawr, Pa.: "Ankles are nearly always neat and good-looking, but knees are nearly always not."--Selected

--MV--

Forty-five years ago Harper's Garage was advertising Ford touring cars for $355 F.O.B. Detroit, and two weeks ago, a 1929 Model A Ford, two-door sedan picked-off the top award at Kentucky's largest annual, antique automobile rally in Lexington, scoring 395 points out of a possible 400.

Head Start Teachers Get Taught

Are You A June Bride?

If you are, then you have changed your name. But, did you think to change your name on your social security card? Fred Smith, Field Representative of the Lexington, Kentucky, Social Security Office, reported that some women are losing social security benefits because they failed to charge their names on their social security cards. This is so because the central office of the Social Security Administration is unable to give these women credit for their earnings since the married name reported is not the same name as listed on the social security card. It is the earnings credited to your correct name and number that determine whether you have enough time under social security to qualify for benefits in the future.

You can change your name on your social security card by getting a simple card form from your post office and completing and mailing it to the Social Security Office. You will be sent a duplicate social security card containing your married name but with your same social security number. The Social Security Administration urges you to check to be sure that your name is written correctly on your card.

For further information about changing your name on your social security card, contact the Social Security District Office, 950 Winchester Road, Lexington, Kentucky. Telephone 252-2312, extension 2676. Office hours 9:00 a.m. to 5:00 p.m., Monday through Thursday and 9:00 a.m. to 7:00 p.m. on Fridays.

Local Business

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

The retailer may waste advertising and promotion funds unless he realizes that each product should be treated differently.

A few words, constantly repeated, may help to implant the name of a soap in the consumer's mind. Such advertising could cause the consumer to make an unconscious decision in favor of a particular product.

When a more important purchase is made, impulse is not enough to effect a sale. The consumer uses his conscious mind before he spends a significant amount of money. He looks for details on what, why, and how much.

Printed media becomes more important to the advertiser as the product value increases.

Albert Lasker, famed advertising genius, put it this way: "Nobody will read a thousand words about a box of matches, but an automobile could require more than a thousand words."

There are only a few ways in which a thousand words, or even 500 words, may be presented in the whole public in a manner in which it may be digested and studied.

Not even the salesman in a store can do the job completely. The salesman is likely to pass over important points. The prospect is even less likely to hear or remember all the salesman has to say.

Thus, for competitive selling, as well as pre-selling, of any product which requires a consumer decision, the local newspaper is the most complete medium.

Tiny Japanese Quail Lend Selves Well to U.K. Poultry Experiments

Lexington, Ky. -- The Japanese raise them for food, and some sportsmen use them to train bird dogs.

These uses are all right--but the University of Kentucky animal science department thinks the selection has another use for the tiny Japanese quail known as "Coturnix coturnix japonica."

They use them experimentally in nutritional, breeding, egg-laying, and environmental studies. They apparently are so easy to raise they don't need any equipment to play it: line them up and give each a word he's been learning at school. Be sure he spells it backwards. If he misses, he drops from the games. Winner has the privilege of adding chocolate syrup to everyone's Choco-Banana-Shake-A-Pudd'n. Losers get to make their own pudding.

Dr. John Begin, who began "pilot" studies here on the tiny quail several years ago, says their space-saving advantages are tremendous. "An ordinary laying hen weighs from 3 1/2 pounds to 5 pounds at maturity. These quail go about a quarter pound at maturity. Thus, you can put 300 caged Japanese quail in a space about 10 by 20 feet. That many layers would require a laying house several times that size."

They are money-savers on feed, too. Dr. Begin figured out they eat about an ounce to two ounces of chicken feed a day. They are tame and not easily excited. In short, they are excellent for a poultry researcher in some ways.

Their laying habits are almost amazing. Though only an eighth to a twelfth as large as a laying hen, they maintain production well.

"We have a group now in its ninth egg-production period. These quail are laying what we call at 70 percent. This means that for every 100 quail, we are getting 70 eggs a day. A regular laying flock that maintains that kind of production is doing very well indeed."

He can take 100 quail and get 12 laying generations a year. It would be hard to get two generations of regular laying chickens in this period. This accelerated rate speeds up scientists' study.

Right now the section is studying the quails' growth, experimenting on nutrition, using antibiotics and trying out vitamins.

"We think there is a correlation between the quail physiology and layers. They seem to be more hardy than layers in some cases."

The mature bird, about the size of a robin, has been widely used in this country for some years. The Japanese raise them in cages for food, while some hunters in the U.S. use the birds to train hunting dogs.

"They are strong flyers. They do not cover up like American quail but act more like flocks of sparrows. Children like them because they are easily raised in cages. But don't let them out unless you have a firm grip quick getting into egg production--about 30 days. They try like chickens and are so small they take up little space."

The eggs these quail lay are fascinating. Six of them would be about the size of a regular layer's egg, Dr. Begin says.

BUYER, BE WISE, BE WARE CHECK YOUR FURNACEMAN BEFORE HE CHECKS FURNACE

Complaints being received in the Attorney General's Office would indicate the desirability of again warning homeowners to check carefully before succumbing to "bargain furnace cleaning" or "free inspection" offers.

Furnaces do need cleaning and servicing and like all other products, on occasion, do require repair or replacement. Don't however, permit anyone to disassemble your heating plant under the guise of "inspecting" or "cleaning" it.

Make certain of your dealer or get competitive bids. Use reasonable care and you will avoid being among the growing list of those who find themselves asking the Consumer Protection Division, Attorney, "What can I do about this now?"

Movies For The Asking

Movies--free for the asking--are available to clubs and other organized groups in Carlisle and Nicholas County.

C.A. Harris, Southern Bell manager, said that the company has a wide variety of motion pictures available without charge to civic, religious, community and youth groups.

"We have films on communications, advances in science, safety and general interest subjects," he said. "And at this time of year, most of them are obtained easily."

The demand for movies is high during the fall, winter and spring seasons, Harris noted. However, during summer months when school is out and when many organizations do not meet regularly, most films are readily available.

"The movies cover such a wide range of subjects that almost any group is sure to find one or several of interest," he said. "Most of the films--which run from eight to 60 minutes--are in color."

Arrangements for borrowing a film can be made through Southern Bell's local business office.

WE'VE CLOBBERED HIGH PRICES!
Quality Foods at a Saving

FOR GOOD OLD SUMMER SAVINGS!

WHOLE FRYERS lb. 27¢

Cut Up, Split or Quartered 33¢

Edwards Wieners 12 oz. pkg. 39¢

Fischers Quik Cut Hams 9 to 12 lb. avg. 79¢

Star Kist Tuna ½light chunk 4/$1

MORTON CREAM PIE
Chocolate, Lemon, Banana, Strawberry, Coconut, Neapolitin, Lime, Coffee
14 oz. 27¢

Vine Ripe TOMATOES lb. 29¢

Southern Salad Potato Salad	2 lb. pkg. 59¢
Spam	12 oz. 49¢
Van Camp Pork & Beans #2	4 for 69¢
Stokely Tomato Catsup	14 oz. 2 for 49¢
El-Zest Stuffed Olives	6¼ oz. 59¢
Star Kist Tuna	¾ chunk white 49¢
Star Kist Tuna	¾ chunk light 49¢
Hellmans Mayonnaise	quart 59¢
Mazola Margarine	lb. 39¢
3¢ off label	
Gala Towels	twin pak 39¢

PEACHES 2 lbs. 39¢

Ky. Food Store Bread 20 oz. 5 for $1

Reynolds Wrap heavy duty 18"x25 ft.	2 for 99¢
Ky. Food Store Buns 12 pak Hamburger, 10 pak Hot Dog	pkg. 29¢
Kitchen Fresh Potato Chips	twin pak 39¢
Ky. Food Stores Ice Cream	½ gal. 59¢
Birds Eye Awake	9 oz. 3 for $1
Maxwell House Coffee all grinds	2 lbs. $1.49 3 lbs. $2.19
Debbie Pink Lotion	quart 29¢
Heinz Barbecue Smoked & Plain 16 oz. 39¢	

Betty Crocker Cake Mix 3 for 79¢

WATERMELONS 25 lb. avg. ea. 95¢

OPEN FRIDAY UNTIL 8 P.M.

CLOSED TUESDAY, JULY 4th

C&G Compare KY FOOD STORES

Myers

By Mrs Rena Crawford

Mr. and Mrs. Gilbert Flacks of Tollsburg, Ky. visited Mr. and Mrs. Rondal George Sunday.

Mr. and Mrs. Arnold Bowen spent Sunday afternoon with Mrs. Dee Bowen and Miss Judie Hill.

Mr. and Mrs. Hiram Hogg and family, Mr. and Mrs. Estil Walton and family of Carlisle spent one past Sunday with Mr. and Mrs. Farie Flora.

Billie Neal of Detroit, Michigan is visiting his sister, Mrs. W.J. Flora.

W.J. Flora and Billie Neal celebrated their birthdays Sunday with a birthday dinner. The following guests attended: Mrs. Frances Patton and family, Mrs. Leona Sorrell, Mr. and Mrs. Doug Pelfrey, Billy Gene Sorrell, Mrs. Raymond Willoughby, Carlisle; Mr. and Mrs. Frank Flora, Mrs. Rosemary Kinder and children, Mrs. Rena Crawford, Miss Penny Hogg, near Carlisle, Mr. and Mrs. Billie Wayne Flora and family.

Little Pam Nibbett was given a birthday supper Sunday night at the home of her grandparents, Mr. and Mrs. Milton Flora.

and Mrs. Royce George and children, Mrs. Ruby Smart's daughter, Joyce and family of Mt. Sterling were Sunday afternoon guests of Mrs. Smart.

Sunnyside

BY MRS. BESSIE JACKSON

Mrs. Ruby Smart was Friday night and Saturday guest of Mrs. Besseline Smith and son of Paris.

Mrs. Alvin Hicks and daughter were supper guests Thursday night of Mrs. Clarence Frazier and family.

Mr. and Mrs. George Ledford had company over the weekend.

Mrs. Roger Trussell and boys were guests last week of her sister, Mrs. Earl Pettit and family of Bath county.

Misses Patsy Ann and Ruth Ellen Frazier were Sunday afternoon guests of Mrs. Alvin Hicks and family.

Mrs. Leroy Bowles entered a Lexington hospital Monday for surgery.

Mr. and Mrs. Dan Smart and girls were Sunday afternoon guests of Mr.

Open July 4th, 7:30-9:30 A.M.

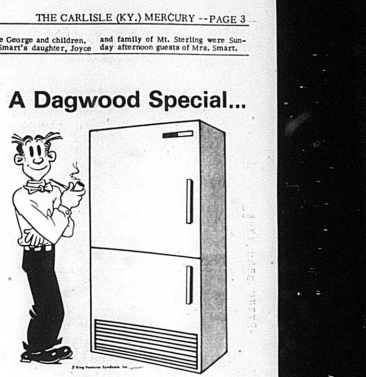
Meet David Zachary
PHARMACIST

SERVING THE HEALTH OF THE COMMUNITY

All the newest drugs and health needs are stocked to help you and your neighbors enjoy the very best of health. Come in and get acquainted! Phone 18

Hopkins Drug

A Dagwood Special...



The lazy man's refrigerator-freezer! The biggest ever... and it never needs defrosting!

Owning an *electric* refrigerator-freezer doesn't necessarily mean you're lazy . . . just smart! It means you know that *electric* refrigerator-freezers now hold more than ever before . . . in less space . . . so you make fewer shopping trips, store more of the "already prepared foods," and save money by buying an abundance of in-season foods. And you're smart again because you know *electric* refrigerator-freezers never need defrosting in either compartment.

Lazy? Well, it really means you're smart enough to live better . . . electrically . . . the way of today.

KU JOINS HERE TO LOVE YOU ALL ELECTRICALLY

KENTUCKY UTILITIES COMPANY

Five rate reductions since 1952

EVERY CHILD IN AMERICA
MUST SEE IT! SAYS... HUGH DOWNS FAMOUS TV STAR

SPONSORED BY THE CARLISLE ROTARY CLUB

Here JUNE 30-JULY 1-3-4

Authentic moving scale models in minature!

Completely absorbing for adults and children alike.

Pure Magic for All...Don't Miss It!

The only one of its kind in the entire world

30 YEARS IN THE MAKING

"GROSSLAND"

The Wonderland of Animated Action