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Remember, You Pay!

Crushing taxation has caused poverty, wars, and the downfall of governments since the recorded history of human affairs. And, strange as it may seem, exhorbitant taxation is more often than not the result of government trying to give people something it thinks they want at public expense that they think they get free.

The United States for years has been giving away more to more people than any nation in History. As a result, it is so deeply in debt and already taxes its citizens so heavily for handouts at home and abroad that our public officials are at a loss to know where to turn next or how to stop playing Santa Clause. The remedy must come from the people themselves. They are going to have to pay for whatever they ask their government to provide for them. They must see that their elected officials manage their government so that it lives within its means.

Extravagance in government ultimately has the same effect as in a family. So when your officials are the same economy in public affairs that you ask your family to practice at home. Check government income and spending as closely as the Internal Revenue Service checks you . After all, it's your money they're spending.

A Brutal Truth

A check of what is happening to the average family budget is revealing. According to U.S. News & World Report, a married man with two children, earning $7,500 a year or $144.23 a week must pay a tax and inflation "squeeze" of $35.55 each week. Broken down into individual items, his deductions look like this: federal income tax, $13.19; social security tax $6.35; state income tax (estimate for typical state) $2.19; sales tax (estimated for typical state), $6.40; local property tax (estimated for typical state), $3.62; inflation tax due to annual rises in living costs, $3.80. The tax and inflation squeeze rises rapidly as family income goes up. This is the brutal truth of rising living costs never recognized in the official solicitude for consumers as manifested in countless proposals for controls and restrictions.

The free market and competitive mass distribution provide the best assurance that consumers will continue to enjoy the highest possible living standards--commensurate with the times. Much is heard about curbing what theorists call "frills" of the marketplace. These include such things as eye-catching packages, promotion and advertising. These frills are the best evidence that the consumer is still king in the supermarket.

Advertising and promotion stimulate consumption and lead to higher voulme sales and the lowest possible prices. This is the secret of mass distribution. In countries where markets are rigidly controlled, there is no need to promote or advertise. There is not enough to go around anyway. The consumer takes what he can get and considers himself lucky.

In countries like the U.S, where the papers are filled with advertisements of food and merchandise bargains, one may be certain that the economic system is basically healthy. The "squeeze" on low living standards comes from inflation and taxes---nowhere else.

'We Need An Overture'

James A, Mayer, editor of the Marengo, Iowa, Pioneer-Republican, wrote: "In no time in our history has there been a greater need for someone to rally around, to lead the way, to outline our cause and then to tell us how we will tackle it, how we will combat it, how we will win it. So far the candidates for president haven't shown many rallying qualities--Winston Churchill--rallied the world, He made the right, the good within reach--

"Says John Ciardi, 'A people without a tongue to its cause has half lost its cause.' But we don't see a candidate yet who can capture our minds and hearts, who can tell us the solution in Viet Nam, or in the ghetto. Without that voice in the wilderness, we ponder our value in southeast Asia; we run away from poverty in the city --There are no cheerleaders in this fight, no slogans, no parades, no bands. We're fighting a war but living a peace. An uneasy peace. A troubled peace. A peace without direction, with little safety--

"We need an overture. A spine-straightening, flag waving, drum-beating march. One we can all hear; one we can all follow. One where the beat is clear, one that will tell the heart, and the heart will tell the feet and the feet will act--We need a spark, a star, a cause to believe in. And some one to tell us what we are going to (do) about it."

MERCURY VAPOURS

by Warren R. Fisher

Fred Burkhard writing in the Casey County News has some comments worth heeding:

We attended a horticulture class last week and heard an extension expert show a group of apple tree men how to make some simple grafts. We commened that this was old stuff, but we were told this was not so, by one of the county agriculture teachers.

We don't recall when we did our first grafting; but it must have been around 50 years ago. Our grandfather had a 50-50 foot fenced-in nursery where he did his grafting, budding and shipping. At one time we must have had 20 varieties of apples on the farm.

Our grandfather liked to play with apple trees that were not particularly good producers. He would put several kinds of apples on the limbs of trees a foot in diameter.

If there was a yellow delicious, red delicious, winesap, or jonathan on the place, we don't recall it. There were shortcore, spice apples, maidenblush, horsesapples, three kinds of sweet apples, two or three kinds of June or early apples, sheepnose, and some others.

Nursery stock is getting high. Unless you purchased in lots of 500 or more any apple tree is expensive. Ordered in small lots of 20 or so apple trees run better than $5.00 each. This is just about going to force somebody to start grafting apples again. It is the old case of necessity becoming the mother of invention, or as one of our friends used to say, "Mother is the necessity for invention."

Just for fun we got out the seldom-used grubbing hoe, dug out a batch of roots, cut some twigs from a favorite apple tree and made 12 grafts in less than an hour all told. If six of those grafts live (and that would be a poor average) we would be making around $10 an hour. This is pretty good farm wage income, especially when we did it at a time most farmers are whittling around the country store.

Something tells us we need an adult farm class in grafting and other propagation from fruit trees to gooseberry bushes.

--MV--

Did you know gold can be beaten out so thin that you can see light through it; medieval goldsmiths learned how to hammer out gold and so today an ounce of it could cover 100 square feet as a thin film, or it can be drawn into a thread 50 miles long.

--MV--

In the old days, prior to August, 1962, when we were printing by the letter press method, we were always misplacing the pica stick, an instrument used to measure type and cuts, the pica being 12 points and there being some six picas to the inch or 72 points. But now, the instrument misplaced most are the SCISSORS.

How can it be, we've six pairs, and our pair has been marked so that none dare touch them, much less use them. It couldn't be that we have misplaced them.

We've been on our hands and knees looking under the paste - up stands, pawing through hundreds of old papers on our desk thinking :The Scissors' then might come the sharp cry: When we ask our co-workers have you seen our scissors we're met with a shrill reply: "Where did you have them last?"

We really hate to admit it, but we have become attached to this particular pair of scissors. They have just the right weight and heft. And with them we manage to cut a straighter line. The other five are misfits in our hands. Frankly we're perturbed that we'll have to work the rest of the week with an unfamiliar pair of scissors.

CAPTIVE SUGAR DADDY!

Twenty & Fifty-One Years Ago

Thursday, March 25, 1948

Formal opening of the Mathers-Potts Funeral Chapel was held Friday. Next month the name will be changed to Mathers-Shearer as Mrs. Taylor Mathers and Henry Potts have sold their interest in the firm to Marion T. Mathers and M.C. Shearer.

Mrs. Joe Smart was elected president of the Nicholas County Teachers Association. Other officers elected were; Mrs. Rachel Hamm, Miss Fleet Allison and Armond Weddle.

Spring football practice will begin Monday with Tebay Rose as coach.

Twelve children were injured in a school bus-auto collision south of Moorefield Wednesday. The school bus was driven by Floyd Washington and the car by Cecil McCall, both of Carlisle. Cora Lee Thompson, 11, was transferred to a Lexington hospital and Floyd Washington was admitted to the Johnson Memorial Hospital.

Six students from Carlisle High School have been selected to participate in the All-Kentucky Chorus at the University of Kentucky. They are Nell Wilson, Ruthe Ballard, Pat Allison, Custer Blair, Henry Young and William E. Sexton.

Preston Leroy Kendall, who is attending college at Richmond spent the weekend with his parents, Mr. and Mrs. E.R. Kendall.

Died--Joseph Craigmyle, 51, former resident of Carlisle--Mrs. Bessie Watkins, 52, at her residence on Stoney Creek--Mrs. Jennie Watkins Ham, 90, East Union--William Hedges, Bourbon County.

Born--To Mr. and Mrs. Roy W. Dillon a daughter on March 18 at Albany, N.Y.

Thursday, March 22, 1917

The Presbyterian Chruch received new spring coat of paint. Robert Mann has the contract.

Mr. and Mrs. Ben Hardwick narrowly escaped death last Friday when they were caught by the swift current in high water at Cross Creek. The horse they were driving was drowned and the buggy was found a quarter of a mile down stream below the scene of the accident.

Local sportsmen were trying to organized an association to purchase the Parks Hill grounds.

Married--Miss Kate Shea and Elmer Moss--Miss Katherine Bailey and Early T. Flora--Miss Mattie Butler and William Ritchie, Saltwell.

Born--To Mr. and Mrs. Clyde Mastin a daughter--To Mr. and Mrs. Leslie Gifford, a son.

Farm & Home

Freeze branding, a new method of identifying cattle, has created much excitement recently among cattlemen. A demonstration for cattle owners of Nicholas County has been planned for Friday afternoon, March 22, 1:30 p.m. It will be conducted at the Sam Reynolds Farm on the Lower Jacks-town Road. Robert Herbst, Area Beef Cattle Specialist, will be in charge. All interested farmers are invited to see this new method of identification and the many advantages it offers over neck chains, ear tags or other methods now being used.

* * * * *

Did you know that by 1980 is is estimated that almost 100% of the case goods (dressers, chests and so on) will be made of plastic due to the shortage of wood? The discussion of new trends such as this in home furnishings and the opportunities in the 4-H Home Improvement projects was the purpose of the Bluegrass Area 4-H Home Furnishings Training School held recently.

From throughout the area there were 50 4-H girls enrolled in the 4-H Home Improvement project and their leaders to hear the excellent presentation of developments we can expect. Here are a few.

-A fabric called "Computer Cloth" made out of the same material as are computer ribbons will be used to upholster furniture. While this cloth has a lovely silky feel it can take harsh punishment.

-Bonded drapery material will be available in ready-made draperies or by the yard. This applied lining, which is a new acrylic called, aem-cellular, will have the characteristics of insulating against cold in winter and keeping the heat out in summer. Outside noise will be diminished and the drapery fabric protected against sun fading because of this lining.

-A non-woven fabric called "Malimo Cloth" will be used for table cloths and draperies. Its name is taken from the machine by the same name in East Germany which first made it. Threads are laid on top of each other and stitched together with tiny threads. This cloth should be especially popular because of its greater tear strength and its cheaper price due to the rapidity with which it can be made.

-A SR label means that a soil releasing finish has been applied to a no iron fabric so that the cloth will be easier to spot clean. This is being seen now.

-Metallic steel particles, called "brunamet", are being added to carpeting to cut down on the static electricity.

-Because of the "paper explosion" in clothing the new thinking in home furnishings will be that they do not have to last forever.

-Improved glues and finishes will make furniture of the future of better quality than it is today.

Local Business

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

There was a time when critics of the competitive system of distribution pointed to advertising as an economic waste. Very few such critics remain today.

It is readily apparent even to the layman that the larger advertisers move goods from the factory to the consumer at less expense. The quick demand created by advertising reduces costs at every stage of distribution. The proof can be found in the accounting of manufacturers and retailers.

A more recent clue to the economic value of advertising can be seen in new attitudes in socialist countries such as Russia and Poland. The socialist economists belatedly concluded that the worst waste of all was non-consumption. The result has been the birth of competitive promotion among state owned factories.

While the Russians have decided that it is socially desirable to cause people to want better things, some of our critics still question the social effects of advertising. But an opposite view seems sound;

C.W. Cook, Chairman of General Foods Corporation, has stated that it is natural for Americans to want to live better than their grandfathers, just as people all over the world would like to do."

Mr. Cook believes that the benefits of advertising are social as well as economic: "Advertising not only makes people want, it also helps them get. "The product and services promoted by advertising are a driving force which motivates us to work and to seek advancement in order to enjoy more and more of them. The attractive goods and services made known to us by advertising help to make us productive servants of our modern society.

BEAT THE TAX INCREASE
SUBSCRIBE NOW!

Agree Or Not,

I Say What I Think

By S. C. Van Curon

Frankfort, Ky.--Gov. Loule B. Nunn's record $2,47 billion budget has money in it for improvements in about all phases of service to the people while education gets the biggest chunk of the general fund with 68.6 percent.

Primary and secondary schools got a $90 million increase for the next year period while colleges get about $32 million and the teacher retirement fund got a $7 million increase.

Health and Welfare gets a $64 million increase of 17.6 percent of the general fund while Public Safety gets an $8 million increase.

Debt service will take $10.5 million each year while general government consumes only 4.6 percent of the general fund allotment.

Eight Democrats strayed from the fold to join Republicans in voting the governor's tax measure that raises a record $158 million in new revenue, the highest increase in history. It raises the sales tax from three cents to five cents and auto license plates from $5 to $12.50 and becomes effective April 1.

The governor had said earlier that tax collections would have to begin then to tide state government over the last three months in this biennium. The tax increases require no additional expense since the machinery is established that collect them.

Republican senators, in arguing for the bill, said the tax is easy to collect. What tax experts like about the sales tax is that collections are automatically and it is a steady and sure source of revenue.

Nunn has said that he is going to increase old age assistance payments and other welfare payments by using all federal allocations made for this purpose instead of diverting some of it to operation costs of the Health and Welfare Department.

The road fund in the Highway Department gets an additional $54 million in the budget and he has reduced the amount the department pays into the general fund for administration costs.

The 16 Democrat Senators voting against the five-cent sales tax were; Henry Beach, Mrs. Georgia M. Davis, C. Gibson Downing, Floyd Hayes Ellis, Richard L. Frymire, Tom Garrett, Tom Harris, Carroll Hubbard Jr., Walter (Dee) Huddleston, Jim Lewis, Romano L. Mazzoli, Pat M. McCulston, Delbert S. Murphy, Wilson Palmer, Joe D. Stacy, and Willaim L. Sullivan. The lone Republican voting against it was Donald L., Johnson, Ft. Mitchell.

Democrats voting for the tax and budget were; J.D. Buckman, Francis M. Burke, Carl T. Hadden Sr., Edward A. Murphy, Pearl Strong, John Raymond Turner and Lawrence W. Wetherby.

Democrats made an effort on an amendment to the budget bill to channel all revenue above the $481 million to payoff existing state debt instead of putting it into the general construction fund as the bill had it. All votes on three amendments and the tax bill were 21 to 17.

It was apparent early that the Democrats were just wasting their breath in talking against the measures, but they went boldly on establishing a party position for the future.

One Republican House member said the Nunn budget could make or break the Republican Party. He cited the success of former Gob. Bert T. Combs in winning popularity after imposing the three percent sales tax. State services were increased all during the period.

The five-cent sales tax is estimated to bring in an additional $12 million from April 1 to June 1 of this year; $92 million in 1968-69 and $101 million for fiscal year 1969-70.

The $12.50 license for automobiles that goes into effect in 1969 is expected to yield $8.55 million for the first year and $9.35 million the second year.

General Fund revenue is estimated to be $91.5 million the first year and $100.5 the second year.

LETTERS from our readers

Carlisle Mercury

Enclose check for the Mercury for another year. We have been away from our home town for many years. We still enjoy reading the news from home.

Respectfully,
Olin Blake
3040 Temple Avenue
Cincinnati, Ohio

U.S. Individual Taxpayers Ask IRS

This column of questions and answers on federal tax matters is provided by the local office of the U.S. Internal Revenue Service and is published as a public service to taxpayers. The column answers questions most frequently asked by taxpayers.

Q--Can I forget about the 4th installment of my estimated tax if I file my 1967 return early?

A--If you file your 1967 return and pay the balance by Jan. 31, there will be no penalty for not paying the 4th installment. If you do file early, don't forget your estimated tax declaration for 1968. The deadline for filing this declaration and paying the first installment of any tax due is April 15, 68.

Q--I got a Form 1040A in the mail. Does that mean that I can't use the long Form 1040?

A--You should file the form that best meets your tax situation and the requirements of the law. You received Form 1040A in the mail because that was the form you filed last year.

Q--When can I expect to get my W-2 statement?

A--The law requires employers to distribute W-2 withholding statements to employees by Jan. 31.

When you receive your W-2, be sure to attach it to your return when you file. Failure to do so delayed refunds on over 200,000 returns last year.

Q--When is the next payment due on my maid's Social Security?

A--The next quarterly report is due Jan. 31. Also due by Jan. 31 is a statement to your maid covering the total amount of wages paid and Social Security taxes withheld during 1967.

This report may be made in any form suitable for the employee to keep. It should show the employer's name and address, the employee's name, address and Social Security number, the total amount of wages paid, and the total amount of employee Social Security tax deducted.

For your convenience, IRS has prepared Form SS-14, that can be used to provide this information to household employees. Copies may be obtained by sending a post card to your district director.

Q--Can you take a deduction for clothing or furniture given to charity?

A--If you made the donation to a qualified charitable organization, you may deduct the fair market value as a charitable contribution on your return. In order to do this you must itemize all your deductions rather than take one of the standard deductions.

Q--The label on the tax return I received is wrong. What should I do?

A--Draw a line through the incorrect part and put in the proper information. Return the corrected label with your return when you file so that your return will be properly identified and the needed correction can be made on your tax account.

Q--Are scholarships considered as income for tax purposes?

A--Amounts received as scholarships may usually be excluded for tax purposes. There are certain limitations however, which are described in Document No. 5375, "Scholarships and Fellowships". Send a post card to your district director for a free copy.

Q--When you support somebody over 65, can you take an additional exemption for him because of his age? A--No, there is just one $600 exemption for a dependent regardless of age.

Q--I didn't cash one of my stock dividend checks until this year even though it was issued in 1967. What year should I report it?

A--The law says income should be reported the year it is constructively received. In your case this means the dividend check should be reported as income in 1967.

Applying this same rule to interest on savings accounts, interest should be reported the year is credited to an account even though it is not entered into the savings account passbook until the following year. For example, interest for the quarter ending Dec. 31, 1967 should be reported as income on 1967 returns.

COMING
10 BIG DAYS
Rexall
1c SALE
March 28 — April 6
Carlisle Drug Co.

WISH I'D SAID THAT

"Opened by mistake, applies more to mouths than to letters."—James A. Williams, Jr., Southwest Virginia (Wytheville) Enterprise.

"Everyone is of some use—even if nothing more than serving as a horrible example."—Jack E. Hester, The Charlestown (Ind.) Courier.

FFA President to Visit Blue Grass Fair July 23

Greg Bamford, National FFA President, Haxton, Colorado, will visit the Blue Grass Fair in Lexington on Tuesday, July 23, in connection with Greg's visit, the Blue Grass Fair, along with the Future Farmers of America, has set up a special program saluting the FFA Association. This program will be presented in front of the grandstand on Tuesday evening with FFA members from throughout the state of Kentucky participating. William Judge, Supervisor, Agriculture Education, is acting as coordinator for this event.

Greg Bamford, a 20-year-old cattleman from Haxton, was elected to serve as national FFA president during the 7th session of the 40th National Convention. The nine president recently served a state president of the Colorado FFA Association. Greg lives on a 4,920 acre ranch where an additional 480 acres of cropland are leased. Greg's enterprises include 32 head of registered Shorthorn breeding stock, 150 yearlings, 200 feeder lambs, 30 acres of alfalfa, 200 acres of wheat and 200 acres of summer fallow.

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AT YOUR FORD DEALERS
The most successful new car in history!
New limited-edition Mustang! "C" stripe. Wheel covers. Wheel-lip molding. Flip-open chromed gas cap. Six or V-8. Special low prices at your Ford Dealer's Spring Sports Sale.
Mustang Fastback
Mustang Convertible
Limited-edition Mustang Hardtop
See the light. The switch is on...to Mustang.
Harper's Garage
254 East Main Street Carlisle, Ky.

Want to win up to $2500? Look for the official Shell "Winner's Circle" game card inserted in this newspaper and find out how.

Got it? Good. Read over the game card to see how you can win up to $2,500 by playing the Shell stamp game...and win up to $1,000 by playing the Shell TV game. Nothing to buy.

In fact, you can start playing the stamp game right now. Clip out the "Winner's Circle" stamps below and match them up with the pictures in the game card. You can get additional game materials at participating Shell stations or by writing: Shell Oil Co., Box 37207, Cincinnati, Ohio 45237.

Every Wednesday, you'll be able to win up to $1,000 at Shell every week by watching "Winner's Circle" on TV WKRC-TV, Channel 12.

NO PURCHASE NECESSARY

Thousands of cash prizes in this area.

Void where prohibited. Only licensed drivers eligible.

Your SHELL OIL Retailers

Bourbon DRIVE-IN Theatre
SAT.-SUN. ADM. $1.00
At 7:30
A WESTERN IN COLOR
ROD TAYLOR,
ERNEST BORGNINE,
JOHN MILLS
"CHUKA"
At 9:30
A GHOSY STORY IN COLOR SID CAESAR, VERA MILES
"THE SPIRIT IS WILLING"

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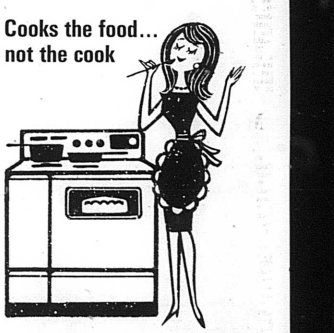
Department of Public Information, Section P28
Capitol Annex, Frankfort, Kentucky 40601
Please send, without obligation, information on Kentucky's 40 state and national parks, the finest in the nation.
Name
Street Address
City
State Zip
40 State and National Parks The finest in the nation.

Cooks the food... not the cook



automatic electric contact cooking helps keep your kitchen clean, cool and comfortable

Thanks to contact cooking on the surface units — and deep-well insulation inside the oven — *electric* heat goes into your food. Not the kitchen! Cooking with electric ranges let's you stay out of the kitchen longer, while your meals cook automatically. And electric cooking offers an oven that cleans itself...you simply set the special control. For complete details on clean, cool, contact electric cooking, see your dealer now.

UP TO $50 ON YOUR WIRING BILL IF YOU BUY AN ELECTRIC RANGE NOW! If you change from 2 wire to 3 wire, 120 ampere wiring and install an electric range anytime in 1968, we'll pay $25 on your wiring bill. Change from 3 wire to 4 wire, 240 ampere wiring and install an electric range any time in 1968 and we'll pay another $25. See your KU or CGP manager for eligibility.

GRADUATE TO AN ELECTRIC RANGE

KU
KENTUCKY UTILITIES COMPANY
Six rate reductions since 1962