When To Stop Advertising

When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year.

When younger, and freshier, and spunkier concerns in your line cease starting up and using the Mercury to tell people how much better they can serve them than you can.

When nobody else thinks "it pays to advertise."

When population ceases to multiply and the generations that crowd on after you, and never heard of you cease to exist.

When you have convinced everybody whose life will touch yours, that you have better goods, and lower prices than they can ever get outside your store or out-of-town.

When you perceive it to be the rule that men who never do and never did advertise are outstripping their neighbors in the same line of business.

When men stop making fortunes right in your sight, soley through the discreet use of this mighty agent--ADVERTISING!

When you can forget the words of the shrewdest and most successful businessman concerning the main cause of their prosperity.

When you would rather have your own way and fail than take advice and win.

When you want to get rid of the trouble of waiting on customers.

When you want to go out of business with a stock on hand--then is the time to stop advertising.

Agree or Not,

I Say What I Think

By S. C. Van Curon

FRANKFORT, Ky.--While there have been six multi-million dollar new plant announcements this year--such as Harvey Aluminum or Chrysler in past years--40 new firms have selected locations in Kentucky for new manufacturing facilities.

A spokesman for the Department of Commerce here says the second half of the year is expected to be better than the first half.

Two new ones were announced last week--Whirlpool Corporation at Danville in an Federal-Mogul at Princeton. Whirlpool will build and operate a $2.5 to $3 million cooking range manufacturing operation that will employ about 500 when full production is reached in mid-1971.

Those announced previously will employ about 5654 persons with plant investments of about $60 million.

Forty-six announced expansions of existing Kentucky plants will increase employment by 1,904 persons with additional investments of $94.4 million.

Other announcements are imminent but Commerce Department Commissioner Paul Grubbs here guard these until the announcement is made at the plant site.

One of the brightest pictures on the industrial horizon in Kentucky is that plants are being attracted to the Appalachian area in the Eastern part of the state that was once looked upon with jaundiced eyes by new industrial prospects.

Three industries are expected to announce new plants in this area by late fall. One is a million dollar plant that will produce a building materials product and another is a company that already has three plants in the state. The third is expected to employ about 300 persons. Commerce Department spokesmen refuse to reveal the names of these companies and their sites.

Recently in speeches Gov. Louie B. Nunn has said with a great amount of enthusiasm that since Jan. 1, 1968 there have been 8,638 new jobs created in Eastern Kentucky through industrial development. This figure includes industries that are already in production as well as plants under construction and in various stages of planning.

Recent plant announcements in Eastern Kentucky include Rober Corporation at Williamsburg, Control Data in Campton, E. I. Dupont at Wurtland and American Standard in Paintsville.

A spokesman for the Commerce Department said personnel is exceptionally busy now on industrial prospects with 50 actively working sites. Citing the work load, the spokesman said that 200 inquires about locations in Kentucky have come into the office here since the first of the year.

A furniture plant has taken option on land in an Eastern Kentucky city.

Asked what is the biggest factor going for Kentucky in attracting new industry, the spokesman said, "That's easy--Our geographical location. We're near the center of population east of the Mississippi River. Next comes a quality labor supply, and then of course, transportation facilities--river, rail and highways.

Gov. Nunn has laid a great amount of stress upon industrial expansion for the state and has been an ardent disciple for vocational schools, airports across the state and good roads. He mentions these about every opportunity he gets.

Other environmental factors that are considered attractive to industry are our schools, colleges, parks and recreation facilities.

The Department of Commerce has three field of ices in the state, Louisville, London and Owensboro, plus out-of-state offices in New York, Chicago and Los Angeles. In addition to this, there is a representative in Washington who is chiefly responsible to the governor's office in the industrial growth field.

The department here had 62 employes who do research in fields of industrial development, agriculture development, wood use, economic development and minerals.

They work closely with local industrial development organizations, chambers of commerce and the statewide Industrial Team composed of representatives of utilities, railroads, chambers of commerce, banks and investment firms.

Wrinkling an eyebrow, the Commerce Department spokesman said, "Despite the tight money market, Industrial growth in Kentucky is going right along at a rapid pace. Industrial expansions in present industry is doing the same."

NOT ASKING FOR THE MOON

Looking at the Inside

By Jean B. Kirk

TAKE IT BACK DEAN HALL

All of us who have been dumfounded by the prevelance of college student reatis sesnea that has often led to campus violence owe a debt of thanks to K English Professor, Michael Adelstein, who recently took a break from his busy teaching schedule to tell us not only what causes student confrontation but how to cure them as well.

If you are one of us who has been thinking that campus arson, library and administration building ransacking and other unlawful acts were committed by a relatively small number of "educated" hoodlums who were dedicated to the restructuring of our society then sit closer and read slower for you are about to witness a revelation.

According to our good professor the thing responsible for campus unrest at UK and across the nation is an "administration gap". If you're wondering what an administration gap is I would suggest that it is similar to the "generation gap" with which you are not doubt familiar if you have read Dr. Spock or if you happen to have a son or daughter at UK.

Part of the "administration gap," says our learned professor, "are those multi-million dollar buildings that are lovely to look at but ugly to live, in."

Now I had known this when I lived in the new UK dorm complex because it was then difficult to find an issue to protest about although I almost did one Sunday morning when I got up a little earlier than usual and found that not only had the wall-to-wall carpet not been vacuumed but the air-conditioning had been turned down, it was raining on the tennis courts, my roommate was on our telephone, it was forty minutes before breakfast time, and I had a hangover. The damnation of it all. Professor Adelstein, where were you when I needed you?

No, that's not all of the "administration gap" friends or even the most distressing part of it. The most tragic part is that college administrators do not understand us "the angry young men and women" and they aren't even trying to says the professor because if they were they would read Playboy, see and not be shocked at "The Graduate", laugh at the Smothers Brothers, listen to Joan Baez, Janis Joplin, Bob Dylan, or the Beatles, and read Malcolm X, Herbert Marcuse, James Baldwin and Eldridge Clever, UK ADMINISTRATORS. You have a duty to understand us and I, as the self-appointed representative of SMUT (Students MisUnderstood Today), demand that you immediately subscribe to Playboy, Truestory, and New Left Notes, see "I Am Curious (Yellow), "The Graduate," and "The Fox," start listening to Joan Baez, Peter, Paul and Mary, and John Chandler, read up on Malcolm X, Karl Marx, and David Brinkley, petition CBS to reinstate the Smothers Brothers, and demand that the US State Department permit Eldridge Clever to come to UK from Cuba to speak to us at an all-student convocation. August 24 at 2:47 p.m., and that 21, 347 copies of his fantastic work of genius, "Soul on Ice", be brought along and bought for the UK library.

DEAN HALL: Read this and weep. You ought to be ashamed of yourself for saying recently that we often act like spoiled children throwing a temper tantrum. We're holding our breath until you take it all back and we've already told our parents on you.

Twenty & Forty Years Ago

Thursday, August 18, 1949

The fourth annual tobacco field day will be held on Wednesday, August 24, on the farm of Hanson Judge in the Moorefield community.

James Fancher Conley, Carlisle, was one of 73 applicants to pass the state bar examinations which were given in Frankfort June 22,23,24.

Walter Ardelson Jr., Carlisle, was among the 533 students awarded degrees at the University of Kentucky's annual summer commencement held on Stoll Field.

A Jersey cow, owned by W. Buford Claypoole and a valuable riding horse owned by George D. Scott Sr., were struck and killed by lightening about 3 a.m. Monday when a severe electrical storm swept Carlisle and Nicholas County. Lightening also struck the home of Eugene Booth causing only slight damage. Heavy rains did considerable damage to corn and tobacco crops.

BORN--To Mr. and Mrs. Buford Highland, a daughter born Saturday at the Johnson Memorial hospital.--To Mr. and Mrs. Raymond Poe, a son, Danny Murrell.--To Mr. and Mrs. Warren Stephenson, a daughter, Carol Frances.

MARRIED--Miss Jean Morford Howard, Lexington, and Roland Joseph Feligerm, Houma, La., at 4 o'clock Monday, August 15.--Miss Virginia Lee Green, and Robert Douglas Coates at 4 o'clock Friday at the Carlisle Baptist Church.

DIED--Thomas Ray McClary, 50, at a Circlifiall hospital following a long illness.--Wayne Franklin Logan, two-day-old son of Edwin H. and Elizabeth Garnett Logan at the Massie Memorial hospital in Paris on Friday night.--Elizabeth Carol Bailey, five-day-old daughter of Carl Sparks and Mary Elizabeth Brannock Bailey, Paris, died Saturday.--Mrs. Marla Jane Buckler Purcelly, 75, Mexico, at her home in Ewing.--Jimmie Truman Brierly, one-year-old son of Thomas and Mary Robinson Brierley, Thursday at the St. Joseph hospital.--Constantine Shaw, 53, Tuesday at St. Francis hospital in Cincinnati.--Mrs. Clara Tilton Vaughn, 70, Saturday afternoon at the Massie Memorial hospital in Paris.

Thursday, August 15, 1929

Junior Earlywine, 3-year-old son of Mr. and Mrs. Jake Earlywine, of the White Chimney section, suffered serious cuts and bruises about his face and head when the automobile in which he was riding collided with another machine driven by Frank Hubbard of Millersburg Sunday afternoon.

John Parker Ross has been appointed deputy clerk during the absence of Mrs. John Westfall, who is with her husband at a Lexington hospital.

Crops throughout Nicholas county are suffering because of lack of rain, farmers say.

While digging trenches in the streets of Millersburg, preparatory to laying pipes for water works, a large cave was found.

The Eaton Oil Works shipped equipment here this week and are oiling the Carlisle streets.

Mrs. Frank Huff is confined to her bed, suffering with a sprained back received on Friday night, when she fell in her room at the home of her daughter, Mrs. C. J. Frey.

Smith Collier, Otta B. Fryman and Oral Hollar have enrolled for the second session of the regular summer school at the University of Kentucky.

Berry Burke has succeeded Gregory McCann as manager of the local A&P store.

Mrs. Clyde Owings received word from her sister, Miss Blythe Wade, at Jacksonville, Fla., that she has received painful injury when a plate glass window blew out in the building in which she was working. A number of stitches were taken to close the wounds.

MARRIAGES--Miss Mayme Kennedy Reed and Fisher B. Henry on the 10th. --Miss Archie Anna Wilborn and A. B. Fisher on the 12th.--Miss Ruby Shaw of the county and Hubert R. Green, farmer, of near Hillsboro, Og.--on the 13th.--Miss Bessie McCarty of the county and Robert G. Colombo of Fleming county on the 14th.

BORN--To Mr. and Mrs. Marion Insko, on July 31, a son.--To Mr. and Mrs. Henry Sampson, on the 11th a daughter.--To Mr. and Mrs. Floyd Dixon on the 14th, a daughter.

DIED--Mrs. Steven Frederick, 71, at her home near Needmore Saturday.--Mr. John S. Colville, 77, of the county on the 9th.--Mrs. Lena V. Wright, following an illness of several weeks on the 8th.

Up! GUS CROCKETT in the Washington Star

Because It Is There Is Not Enough Reason to Go to Mars

(The Courier-Journal)

NO ONE SHOULD BE SURPRISED that officials of NASA are now pressing Washington to finance, at a cost of perhaps $64 billion, a program to put men on Mars. They figure the time is ripe. In the afterglow of the feat of landing men on the Moon, to lobby for an even more grandiose space program. If the Moon, why not Mars? If Mars, why not Venus, and so on throughout the solar system and even beyond?

This kind of thinking isn't surprising in NASA spokesmen, who after all have a vested interest in the space program, but it is time for the public, which finances the show, to take a more questioning attitude towards what is proposed and what is going on. Significantly there has been a lessening of sorts within NASA. Several scientists, including the science director of the Manned Spacecraft Center, have resigned amid charges that the space directors are more concerned with engineering and publicity than with the advancement of science.

There are disturbing signs that these charges are valid.

A television reporter, for example, obtained an official set of moon films before the chief lunar geologist at Houston got them, during the three-week quarantine period for astronauts, only one three-hour interview has been granted the scientific team.

All of this raises the question of whether the people running the space program are primarily motivated by a spirit of scientific inquiry. If they are not, then what is the rationale for the program?

Time for a Reappraisal

Moreover, our experience so far, including the moon flight, has not proved conclusively that manned craft are markedly superior as information gatherers to the less risky and less costly unmanned craft, such as the Mariner 7 now photographing Mars. Some respected scientists contend that we can send unmanned rockets farther and learn more about the solar system than we can by risking the lives of astronauts in the heavier, more expensive vehicles required to carry them into space.

It is time to start thinking of space exploration in more international terms, and less in terms of a race pitting nationalities against each other. We must start reckoning costs.

Retrieved in The Washington Post

"You don't feel, then, that when you've seen one planet you've seen them all?"

We cannot afford the uncritical, gee-whiz acceptance of the attitude that we must go to Mars just because it is there.

It is not enough to say that in view of our gross national product we can afford an ever more costly space effort. That is begging the question.

In view of our gross national product we also can afford to eliminate poverty in America and remake our cities into civilized places to live. The point is we are not doing what needs to be done here on earth, despite our gross national product. The further point is that no matter how high our GNP, in reality the government, under existing circumstances, still has limits on its financial resources. This is the context in which the critical decisions of national policy are in fact made.

We are not advocating abandoning the space program. We are advocating a more questioning and realistic approach, a thoughtful weighing of the interests of mankind and how to serve them.

MERCURY VAPOURS

by Warren R. Fisher

I HEARD SOMEWHERE...

That most marriages are happy, it's the living together afterwards that causes the trouble.

That a camel looks like a horse designed by a committee.

That an optimist is a 90-year-old bridegroom who buys a home near school.

That an old-timer is one who remembers when both the telephone and the automobile had to be cranked.

--MV--

In the fiscal year that ended June 30, 1969, the Commonwealth of Kentucky picked up more than $5 1/2 million in taxes from the bets that were placed at the pari-mutual windows of the race tracks in the state. Horses, obviously, are a profitable business.

--MV--

A bookstore received this request by mail: "Please send me the name of a book on hygiene, I'm afraid I have it."

--MV--

Some of the epigrams from the now defunct National Refining carried in a recent issue of the Ashland Oil Company's Log are:

"It's hard to turn the human crank. It's a wise child that knows less than its parents."

Getting stewed is the prune's last act.

There is no such thing as a little gamble.

Share your joys and you will enjoy them more.

Opportunities lie on every hand and so do a lot of people.

Even a mistake proves that you tried.

A man can be heard playing golf a long ways off.

Back to the old grind, he said, slipping his false teeth into his mouth.

Letters *to the Editor*

Editor, The Carlisle Mercury:

Enclosed you will find a tentative roster and a schedule for the Nicholas County Blue Jackets of 1969.

After our first week of practice, which was Monday, August 4, we have found the group of boys that we have are long on spirit but short on help. We have only twenty-four on our roster out of an approximate enrollment of 180 boys in our high school. This is less than seven per cent. We feel we should have at least forty boys participating in football as we know there are forty boys in our school capable of playing football.

Anyone from 9-12 grades who so desires to come out and help our football program to become one of the best in the state can draw their equipment at the high school anytime after 6:00 p.m. Monday-Friday.

We feel we can have a strong football program with the boys that we have, but we need more participating.

We wish to thank you for all the support that you've given our school program and athletic program in the past and hope this relationship continues.

Respectfully,
Jack G. Massie
Football Coach
Nicholas Co. Blue Jackets

Editor, The Carlisle Mercury:

I just thought I would take time to let you know how much I enjoy reading the Mercury, especially the news about the many happenings in my old home county, although we now live in Harrison County.

I never miss an issue and the first thing I read is "Looking at the Inside" and I have found the recent articles about Kentucky Village very interesting since I worked there years ago.

Sincerely Yours,
James Cox
Cynthiana, Ky.

The Carlisle Mercury
ESTABLISHED 1867

PUBLISHED EVERY THURSDAY AT 232 LOCUST STREET
SECOND CLASS POSTAGE PAID AT CARLISLE, KY. 40311

WARREN R. FISHER ..... Editor-Publisher
(Mrs.) Katherine T. Fisher ..... Associate Editor
Mrs. Joseph H. Conley ..... News Editor
Mrs. Roy Dotson ..... Mrs. Charles Pope
Advertising Saleswoman ..... Society Editor

SUBSCRIPTION RATES PER YEAR
In Kentucky, one year..... $4.00 + tax $4.32
Out-of-State, one year..... $5.00

Bike-To-School DAYS at IGA

Mom and Dad -- If you want your youngster to have a brand new Huffy Dragster Bike to ride back to school, make sure you have plenty of IGA registration tickets by drawing time, Saturday, August 23! The more often you shop at IGA, the more tickets you will have . . . the better your chances of winning one of the 50 free Huffy Bikes. No obligation. Nothing to buy. You do not have to be present at the drawing to win.

NOTE -- Under the drawing rules, only adults may receive and deposit tickets. No employees of IGA or their immediate families are eligible. Hurry! The more registrations you have the better your chances of winning.

50 FREE Huffy Dragsters Given Away At IGA

SWEET SPRED BLACKBERRY — Strawberry Jam 2-lb. Jar 59¢
SWEET SPRED Grape, Plum or Peach — Jams 2-lb. Jar 49¢

TableRite Tend-R-Aged Round Steak lb. 89¢

TABLERITE Bologna . . . 8 oz. pkg. 49¢
TABLERITE Pickle & Pimento Loaf 8 oz. pkg. 49¢
TABLERITE Liver Loaf . . . 8 oz. pkg. 49¢
TABLERITE SLICED Bacon . . . 1-lb. Pkg. 79¢

TABLERITE Sirloin Steak . . . lb. $1.29
TABLERITE T-Bone Steak . . . lb. $1.39
TABLERITE Ground Beef 2-lb. or More . . . lb. 59¢

IGA FROZEN BUYS!

IGA FLORIDA Orange Juice . . . 12-oz. Can 39¢
IGA MEAT Pot Pies Chicken, Beef or Turkey 8-oz. Pkg. 4 for 79¢
IGA BREADED Fish Steaks . . . 2-lb. Pkg. 98¢
IGA GOLDEN FRIED Fish Sticks . . . 8-oz. Pkg. 3 for $1
OLD SOUTH Fruit Cobblers Blackberry, Apple Peach or Cherry 2-lb. Size 89¢

MUCHMORE Canned Picnics $1.98 3-lb. Can
SWIFTNING PURE SHORTENING 3-lb. Can 59¢

PARKAY Soft Margarine 1-lb. 39¢ 4-of-5 Label
TABLERITE Ice Milk ½-gal. Ctn. 49¢
TABLERITE U.S.D.A. GRADE "A" Large Eggs Doz. 55¢

OSAGE GEORGIA FREESTONE Peaches 19¢ 2½ Can

MASTERPIECE PLACE MAT COLLECTION

Beautiful Reproductions of Lionel Barrymore Etchings Mounted on Sweet Plastic Laminated to Durable Plastic
EACH ONLY 49¢ With $3 Order

PREM LUNCHEON MEATS 12-oz. Can 49¢
SHIRLEY GAY NYLONS Pair 4 for $1
We Reserve All Quantity Rights
Minimum Purchase May Be Required

IGA WHITE Laundry Detergent Reg. Size 19¢

Peaches Fresh Southern Freestone lb. 10¢

VANITY FAIR Towels Regular Size Reg. Roll 6 for $1
VANITY FAIR Toilet Tissue 4-roll Pak 49¢
INSTANT BREAKFAST DRINK Special Apothecary Tang 18-oz. 95¢
RIVAL Dog Food . . . 15-oz. Can 6 for 89¢

IGA ½ gal. MILK 39¢
IGA 16 oz. BREAD 10¢

FRESH CRISP Carrots . . . 1-lb. Bag 10¢
YOUNG TENDERLEAF Lettuce . . . lb. 39¢
VINE RIPENED Cantaloupes . . . Large 27 Size Each 4 for $1
FRESH GREEN Onions . . . Bunch 10¢

IGA "Where Customer's Are Our Only Boss" Coatney's FOODLINER
CARLISLE, KY.

OPEN
Mon.-Thurs. 8a.m. to 6p.m.
Friday 8a.m. to 8p.m.
Saturday 8a.m. to 6p.m.

Nursing Home News - - - *By Virginia S. Donovan*

Everyone at the home has to really walk straight now, Edward See, police judge of Mt. Olivet is a new resident, Mr. See says he ran a barber shop in Mt. Olivet for 58 years.

Easter Swartz spent the weekend with her parents, Mr. and Mrs. Floyd Philpsey of Portsmouth, Ohio.

Mrs. Boyd Nelson and children, Sharon and Paul from North Vernon, Ind. visited her aunt Mrs. Cora Justice, Mr. and Mrs. David Earl Criswell of North Vernon, Ind. also came and brought five great great nieces.

Dirdella Thompson said she went up to Mt. Sterling twice her sister.

Mrs. Charlie Cissa says all we have, God loaned us to use for a little while.

Mr. and Mrs. Tom Harpole left for Indianapolis, Ind. to visit their daughter and family. Mr. and Mrs. Paul Skaggs of Hebron were Sunday dinner guest. Mrs. Harpole has had a two weeks visit with their grandparents, Mr. and Mrs. Harpole when they were visiting in Florida and Georgia.

Virginia Bridges entertained Mrs. Hazeline Hawkins in honor of her birthday. Mrs. Hawkins is the sister of Mr. Bridges. Those present were Mrs. Hawkins, Mrs. Bridges, Mrs. Ruth Hall, Mrs. Ruth Hall, Mrs. Mary Hall, Mrs. Frenchie Mitchell, Mrs. Elizabeth Mansfield, Mrs. Jeanette Mansfield, Mrs. Jeanette Hall