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

SUBSCRIPTION RATES PER YEAR
In Kentucky, one year.....$3.50 + tax $3.68
Out-of-State, one year.....$4.00

Price Of Anarchy

Campus dissenters whose chief aim is disruption of university operation may be succeeding in a way they had not foreseen. In the last election, many bond issues and tax proposals having to do with education were down to defeat. In California, $250 million in bonds for construction in the State's troubled universities and colleges were turned down by the voters. Campus riots at Berkeley were given as one reason for the rejection. Tax increases to meet school needs were also defeated in many areas over the nation.

Evidently voters resent the use of tax-supported educational institutions as a breeding ground for riots and violence. The slowing down of the flow of tax funds for education is part of the price that everyone must pay when permissiveness becomes anarchy.

MERCURY VAPOURS

by Warren R. Fisher

Different things make for a happy Christmas for each one of us.

For me it was seeing Kay with so much spirit, thinking of the things she could do for different needs.

The young gentleman of 12 or 13 years of age approaching my desk where I was busy working on the Mercury books saying, "Excuse me sir, May I have a sheet of power paper, and saying Thank You!"

The Christmas cards from friends far and near.

A silent prayer for the three astronauts, in safety 8 an estimated 60 miles above the moon's surface, safe return to earth--now an accomplished fact.

Though bad on our waist lines--that lovely generous box of candy from Blue Grass Industries.

Speaking of waist lines, one of our employees prepared a New Year's reminder for us all. Though it is much larger than is shown here, and is posted in a prominent place, I wonder how many of us will follow it through?

--MV--

They say more people are reading newspapers. Circulation has increased from 50 million in 1946 to 61.5 million at the end of last year.

--MV--

With this issue The Mercury begins Volume 102, and can honestly pro-

Warren Fisher

Kay Fisher Joanie Conley Wanda Dotson

claim, "Over 100 years of service" to this area and its readers.

--MV--

More than $24 billion in state and federal highway user tax collections have been spent on non-road projects since 1956.

--MV--

GREETINGS! One of the first things to greet every working person in the new year will be an increase in social security taxes. And I think that I shall never see a paycheck that is all for me. Deductions keep me in the red--I should have cashed the stub instead.

--MV--

Timber makes the world a better place to live, so says an article, and it sure makes Lake Carnico a prettier place.

--MV--

Thirteen pieces in a "baker's dozen" originated when King Louis of France warned all bakers who gave under measure that they would be beheaded.

Shaving was originally a protective measure since long beards were easy for opponents in combat to seize.

Local Business Marshall Field Advocates Newspaper Advertising

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

The Marshall Field department store of Chicago ran its first newspaper advertisement in 1857. It was a successful experiment.

During the next century Field's became one of the most successful retail stores in the world. The store also became one of the strongest advocates of newspaper advertising.

Marshall Field executives, after a hundred years, still gear sales primarily to local newspaper advertising. It is not unusual for the store to place about three million dollars worth of advertising in a single newspaper in one year.

No business could chance such a huge investment without plenty of proof that solid profits result. The large department store can, and does, conduct continuous tests on the comparative results of various types of advertising.

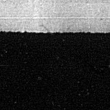
The small retailer may wonder how the experience of a giant operation like Field's can be applied to his business. But the problems of retail advertising do not vary greatly with size.

Like most other great retail stores, Field's started as a small hometown operation. It is now a large hometown business.

Field's advertising is much the same as the advertising of the small city retailer. It is made up of newsy information about the latest products. While selling individual items, Field's advertising constantly works to maintain the store's personality and identity. All good retail advertising does the same.

Of course everyone in the Chicago area knows about Marshall Field and Company. Yet, even after 100 years, the store finds it profitable to spend some five million dollars annually just to make sure that no one forgets.

My Neighbors



"Guess you'll just have to face it, dad--I'm no child prodigy..."

'ITS ALL YOURS, KID --'

Twenty & Forty Years Ago

Thursday, January 9, 1929

A report filed with City Council Monday night showed that a total of $65.68 had been collected from the parking meters in Carlisle in the first five days of operation.

During the year ending Dec. 31, 1948 a total of 2 086 motor vehicular licenses the largest number ever issued in Nicholas county are included in a summary of the work done in the office of County Clerk John F. Sugg.

Patient days at Johnson Memorial hospital during the year ending Dec. 31, totaled 1,737.

Marriages in Nicholas County leddivorces by a margin of 71 percent while life outdistanced death by 51 percent according to statistics from the records of John F. Sugg, county clerk, Miss Beulah Hughes, circuit clerk and Mrs. Maude Seamonds, county registrar of vital statistics.

The Versailles Yellow Jackets literally swarmed all over Carlisle, stinging the Muskeeters 57-45 in a C. K. C. contest here Tuesday night.

An estimated 8 000 persons were marooned Tuesday night by a raging midcontinent blizzard.

Library gifts consisting of books and a magazine subscription for a year, have been donated to the Nicholas County Memorial Library by R. B. Sadler, former resident of Nicholas County, Mrs. Willard H. Cooper, Middletown, Ind., an aunt of Mrs. Charles Cox, and Dr. and Mrs. J. C. Edwards, Lancaster, parents of Mrs. Tommy Johnson.

BORN--To Mr. and Mrs. William Willoughby a son, William Junior, at the Johnson Memorial hospital.--To Mr. and Mrs. T. B. Kelly, a son, William Blaine, at the Johnson Memorial hospital.--To Mr. and Mrs. Charles Herbert Allison, a daughter, Patsy Lee.--To Mr. and Mrs. R. W. Nealwanger, a son, James Elwood.--To Mr. and Mrs. Harold Bascom Durham of Teflin, Ga., a daughter, Gene Lane Durham.

Married--Miss Mary Lou Bretz, Lexington and John Russell Turner, Versailles, on Dec. 25.--Miss Anna Frances Jones, Maysville, and Marshall Walton on Dec. 23.--Rose Evelyn Wagoner and Lenest D. Ritchie, Flemingsburg on Dec. 23.--Miss Jean Mc Kee and Herbert Bretz at the Mooresfield Methodist church.--Mrs. Lutie Edward Dye and Clarence D. Owings on Dec. 31.

Thursday, January 3 1929

Merchants in Carlisle report excellent business during the Christmas season. The good price being paid for tobacco has put money in circulation and relieved the depression which has existed for several months.

Sheriff L. B. Barton reported yesterday that only about $6,000 in state and county taxes remained unpaidwhen his books closed Monday night, the last day for payment of taxes before the penalty is added.

Dividends were declared by the three Carlisle banks and the Moorefield bank January1, showing the sound financial condit-n of the banks.

There were a total of 87 burials in the Carlisle cemetery during the year 1928 a net increase of three over 1927. Seventy-six of the interments were adults and 11 were children.

Clifford Hicks of Morrow, Ohio, has purchased from Books Morris the barber shop in the Kimbrough hotel building and has taken charge of the business.

Several cases of scarlet fever have been reported in the Taylor's Creek section of the county. Homes where the disease exists have been quarantined and no epidemic is anticipated.

Fire believed to have been caused from sparks from the chimney falling on the roof caused a fire alarm to be turned from the home of Howard K. Veach Sunday about noon. The blaze was extinguished with slight damage.

A special meeting of the city council will be held Monday night for the purpose of fixing the license for 1929, only a few minor changes were made in the licenses.

MARRIED--Miss Ruby Purcell and James Hughes. --Miss Ruby Baker and Edgar George.--Miss Ida Kenney Hisgue and Henry Harper.--Miss Janet McVey and Harry B. Tilton.

DIED--William L. Dorsey, 72, at his home on East Main Street.--Alfred Murray, 77, at his home on East Main street.

AREA EXTENSION AGENTS:
Estil J. Noffsinger, Margie H. Wilson
Carolyn Offut, Gerald Dryden

Farm & Home

Our county has an untapped resource that many people are not aware of having. There are approximately 60 active 4-H members in the high school and teen clubs that are eager to do more than they are now doing. They want to accomplish something meaningful from their efforts and they want recognition for the things they accomplish. These young people have a great capacity for learning; are very alert; respond quickly to new ideas and opportunities; are highly idealistic; like to plan, to make their own decisions and stand on their own feet.

The 4-H junior leadership program provides a means of tapping this reserve of potential leaders with a program that is both challenging and rewarding to them and to the community 4-H work. They need an opportunity to gain self confidence and to develop self control; to think for themselves and develop respect for other's ideas; to select and master skills that hold interest; and should be afforded situations for accepting guidance, but at an adult level. They need programs that help fulfill a desire to make their own choices and execute their own plans. We have a tremendous and powerful educational resource in these older 4-H members that can affect the total 4-H program here.

This is not a new concept in 4-H work. The 4-H junior leadership program has been in existence for a long time and has filled a great need. A new concept of teenage 4-H leadership extends this program to youth from 16-19 years old to include the older half of the teenagers. The name "Junior Teen Leader" has been suggested for these young leaders to replace the junior leader term. Junior leaders felt that something beyond the junior identification for their age group would be more appropriate and young people like the name Teen Leader. This program can be made available to any boy or girl in their teens with or without experience in 4-H Club work. Their role in the total 4-H program can be very significant. These young leaders may recruit his or her own group of younger 4-H members to form their own group to work on a particular project or have a group through an adult leader. The project group may have more than one teen leader, recruited by another teen leader, 4-H members or adult leaders. The program promises to put new life into many 4-H projects as younger children see older young people differently than adults and would enjoy having their leadership. Teen leaders should be permitted to assume an adult-like role in their responsibilities for a project group or club. They may secure the services of an adult advisor, such as a parent, teacher, minister or other business or professional person to help them carry out their leadership. You can see this taking the form of other self-help programs after awhile, but it is just as easy to visualize this taking place in Nicholas County with young people you know.

Authorities on the program believe that an important factor with the teen leader is the impact of his relationship with adult advisors--whether the leaders express a sense of trust and are willing to have a teen leader assume responsibilities. The program is somewhat of a radical departure from what has been practiced here, but our adult leaders already have a big load and would most likely welcome the idea. The teaching, like role of the teen leader provides an opportunity for him to test his knowledge and skills. It develops a sense of responsibility and personal pride and gives him the opportunity to watch younger 4-H members grow.

Agree Or Not,

I Say What I Think

By S. C. Van Curon

FRANKFORT, KY.--Kentuckians are going to get a progress report on the affairs and programs of state government when Gov. Louie B. Nunn delivers his first State of the Commonwealth message some time between mid-January and February 1.

The program will be telecast in prime evening time. At least, that's the tentative arrangement with television stations.

The governor's administrative assistants are now sifting information provided by commissioners and department heads for the script that hopefully will tell the accomplishments of his first year in office and his goals for the future.

Information that has been gleaned from sources close to the governor indicate that education, mental health, health and welfare, highways, industrial development, airports and his recently announced plans for the aged will come in for the most prominent portions of his report.

After all, these are the basic programs that affect most people in Kentucky, and there really isn't too much of importance left other than sound administration of government.

Like all governors in their first year in office after a change in administrations, Nunn has been troubled with putting an organization together and getting his program established. It is usually the second year when a new governor really begins to show results in his innovations and additions allowed under his budget.

The governor's first budget does not become effective until July 1 of his first year in office, about five months after it is approved by the legislature.

Education feels the impact first of a new budget since the school year does not begin until September after the budget is effective in July.

However, the big impact doesn't become effective until July 1969 to education in the governor's first budget. Teachers got an average raise of $300 this year, and another $375 next school year.

Current expenses appropriations went from $900 to $1100 the first year, but go to $1400 the second year. School building programs should pick up in the second year of the budget since only $100 additional was allowed the first year, from $600 to $700, but jumps to $1200 the second year.

This $500 addition per classroom unit in capital outlay the second year should provide increased bonidable ability for classroom construction.

Health and welfare services have been increased with additional funds. Mental Health is a large benefactor. Nunn already has approved more than $10 million for construction of a new training home for the mentally retarded near Somerset. This will replace the old Facility at Frankfort, first built in 1862.

In the health field, money has been appropriated for renovation of existing facilities and for the construction of new. In another area in the welfare field, a new facility will be constructed at Frenchburg for care of the delinquent mentally ill.

Child welfare, which has been a thorn in the state's side for many years is headed for improvements. Kentucky Village, where boys and girls are now housed, will be made for boys only with the girls being moved to a facility in Jefferson county, plus Jewel Manor. New facilities will be constructed for boys only at Kentucky Village near Lexington. Education and recreation programs will be improved at all of these facilities.

Four new mill roads have been approved by the Nunn administration in addition to completion of those approved under the administration of Gov. Edward T. Breathitt.

The four new roads are from Henderson to Owensboro, Owensboro to Bowling Green, and from Bowling Green to Somerset. The fourth is the Daniel Boone Parkway from London to Hazard.

Hopefully, these all may be completed during the Nunn years, for much of the planning is underway. These are roads will open areas that have had poor access to the remainder of the state, particularly the southern portion of Kentucky.

Nunn believes that additional airports are essential to speeding up the industrial development in this space age. He expects to hear down on this phase for the rest of his term in office.

In the industrial development field, he expects new factory announcements early in the year, plus the expansion of some present industries in the state.

Since he has never spelled out his program in one big detailed package, his State of the Commonwealth message may be expected to do this.

The American Land

The American Land, a new series of television programs, takes a look at our countryside, past, present and future as Kentucky Educational Television goes to night time broadcasting Jan. 6, WKLE channel 46, Lexington.

The new series takes a look at our land's history, soil, water, wildlife, agricultural land-use planning, and land-use problems of today and tomorrow in a series of six programs beginning Jan. 6, at 7 p.m., EST, and 6 p.m., CST.

Experts predict that by the year 2000 our population may be 300 million. If so, as the small area we have today, we'll have to grow almost twice as much food, build many more homes and schools, and double the land in recreation. Our municipal water needs will double and manufacturing water needs may quadruple.

This series explores the ways we can meet these increasing demands. In brief the series presents:

The Three Faces of America--What the land looked like 300 years ago, how we changed it in our rapid development, and what we are doing on the land today, Jan. 8.

The Living Soil--a description, in basic terms, of the evolution of soil, the various kinds of soils and how some of these variations affect their use. Jan. 15.

Water--Enough For Everyone?--a discussion of the three basic water problems--too much, too little, or too polluted. Jan. 22.

Wildlife--Who Cares?--a description of the ecological relationships among plants, animals, the land and us. Jan. 29.

Our Changing Countryside; Agriculture--land use and planning for our rural lands. Changes in agricultural land planning this century, and how they affect us. Feb. 5

Our Changing Countryside; Land in Transition--Land use and planning in areas changing from rural to urban-suburban use. Feb. 12.

The series, written and prepared by the U. S. Department of Agriculture Soil Conservation Service and the USDA Graduate School, is not only intended for adults but also for classroom study by junior high and high school students. A discussion guide to supplement the series is being distributed to school systems here in Kentucky so teachers and students can further explore the problems presented by the series. The guide is also free to the public from Agriculture-TV, Washington, D. C. 20250.

Veterans Administration

Questions and Answers

Q--I desire to change the beneficiary on my government life insurance policy. Do I have to send my policy back to VA for this?

A--No, you need not return the policy. Merely write your nearest VA regional office or the office to which you make your premium payments. Your letter will be accepted as a change and you will be sent the appropriate forms to list your designated beneficiaries in a more official manner.

Q--Are widows of World War II servicemen who died on active duty or from service-connected disabilities still eligible to file applications for G. I. home loans?

A--Yes. Entitlement for these loans will not expire until July 25, 1970.

Q--I am a widow of a veteran and receive pension benefits for myself and my children. I am planning to get married soon. I understand that I will lose my benefits, but will the children lose their pension too? What if they should be adopted by my future husband?

A--Your children will not lose their benefits when you remarry even if they are adopted by their stepfather.

PRINT OF BACK PAGE SHOWING THROUGH

BLURRED PRINT

THURSDAY, JANUARY 2, 1969 THE CARLISLE (KY.) MERCURY--PAGE 3

Our New Year Wishes...
Health, happiness & prosperity!

1969

J. Berry Burnaw County Clerk

Greetings 1969

We send greetings, not as a custom, but with sincere thanks for your friendship.

Rex and Paul Shell Service

Singing our heartfelt wishes of gladness to all our customers. We pledge to serve you to the best of our ability in 1969.

First National Bank

Blessings for the NEW YEAR

As 1969 rings in, we pray that the Creator of us all will inspire men to live in peace and harmony, so that they may enjoy the many blessings He has provided for them — the fruits of the earth and the beauty of the universe.

Management and Personnel

Blue Grass Knitting, Inc.

Blue Grass Industries, Inc.