Advertising is essential

Writes a Midwest publisher, "If there's anything Americans can excel at, it's boarding bandwagons. Right now a popular bandwagon is labeled 'anti-advertising' and all sorts of folks are leaping aboard. As consumers they may love it in the long run."

Chosen for particular attention by the anti-advertisers have been the advertising programs of investor-owned electric companies. The theory is that since there is already a soaring demand for energy, why should electric companies advertise their product? The answer is that electric companies advertise primarily to achieve more efficient use of plant and equipment--to smooth out the peaks and valleys of power consumption. High investments in generating equipment are no different than high investments in such things as airliners.

As one power company explained to its customers, "If we stopped advertising today and used that part of our budget to lower your bill, there would hardly be enough for each customer to notice the difference. In fact, the reverse would soon be true. Our 'load factor' (the amount we use of our existing equipment) would probably fall to the point where we'd have to charge more for a kilowatt to cover our expenses. Electricity today costs no more than it did in the early 1950's and advertising can be given part of the credit for keeping the cost low."

Ky. 32 in sad state of repair

(Flemingsburg Times Democrat)

While US 68 has been undergoing much needed rebuilding Ky. 32 has been taking a drubbing. Heavy traffic and huge trucks combined with the winter weather has played havoc with route 32. Although it has been patched here and there, shoulders and cracks have made it difficult to drive over and numerous accidents have resulted.

We know of no weigh-in station between Lexington and Maysville. Oversize loads and vehicles too wide and too tall have played havoc with what was once a better than average road marred only by some pretty bad curves.

They have also posed traffic problems in Flemings and Carlisle when they try to "bend" around corners never built for them.

For years we have been promised a new highway to Maysville. Now it seems that it should extend to the intersection of US 68, or at least resurfaced.

We are well aware of the problems of the highway department and we know that there are laws governing the size and weight of trucks which have been ignored in the past even where weight and check stations are located. However it seems bad that one good road should be completely sacrificed for the convenience of trucks and buses while a better road to serve them is being constructed.

It would seem that having enjoyed the use of these roads the heavy traffic would reciprocate by helping in the repair and that the weight and test stations now in existence remain open 24 hours a day and new stations set up to see that weight and size laws are not broken.

MERCURY VAPOURS

by Warren R. Fisher

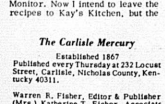
My IBM Selectric went on the blink the other day and after a call to Lexington for service help, a nice young fellow came within an hour or so and promptly put it back into good working order. But it wasn't until the next day that I noticed a bright yellow label down in its innards proclaiming a warning: Keep Personal objects (hair, fingers, bracelets, etc.) out of this area when machine is operating.

One can't say International Business Machines didn't warn one to keep his paws on the keys, to sit with good posture in front of the machine thereby keeping your long locks away from the operating mechanism, then with one's fingers on the keys in an approved manner it will be unlikely that fingers and bracelets will get into that forbidden area. Now if one can just keep the etc. out--then the problem is solved.

--MV--

The following Price List and Order Sheet came to light not long ago whilst I was cleaning out an old roll top desk prior to having it overhauled and refinished;

HAUCK'S CELEBRATED



Ready for shipment after Feb. 28th

Case of 2 dozen	BOCK	small bottle	$1.00
Barrel " 5 "	"	large "	2.00
Barrel " 10 "	"	large "	4.00
Keg " 15 "	"	large "	6.00

The prices must undoubtedly be pre-prohibition.

--MV--

Flavorful sauerkraut -- an old Chinese dish? Thus a headline piques the interest on the food page of the Christian Science Monitor. Now I intend to leave the recipes to Kay's Kitchen, but the following should answer the question:

When you think of sauerkraut you think of Germany -- that is if you're thinking ethnically, as we all are these days. You might think of the province of Alsace in France, perhaps. But neither originated this distinctive manner of preparing cabbage.

It was served in China nearly 2,000 years ago and was brought to Western Europe and ancient Rome by the conquering Tartar hordes. In Austria it got its name which means, literally, "sour plant."

From there it was passed on to neighboring countries where it became most familiar in the German cuisine but also in that of the Alsatians.

Alsac, which is one of the great gastronomic regions of France, is a land of fine orchards and vineyards, forests and farms, fish and game, as well as hotels and commerce.

The Carlisle Mercury

Established 1867

Published every Thursday at 232 Locust Street, Carlisle, Nicholas County, Kentucky 40311.

Warren R. Fisher, Editor & Publisher (Mrs.) Katherine T. Fisher, Associate Editor; Mrs. Joseph H. Conley, News Editor.

Subscripton Rates: In Kentucky, one Year $4.00 plus tax $4.20. Out-of-State, one Year $5.00.

MEMBER:
The Kentucky Press Association Inc.

NATIONAL NEWSPAPER ASSOCIATION Founded 1885
Free Press 4 Fair
NNA SUSTAINING MEMBER — 1972

DOWN MEMORY LANE

20 and 40 years ago

Thursday, March 13, 1952

Lightning struck twice in the same place Thursday night in the form of North Middletown and M.M.U. beating the Musketeers and Blue Jackets to wash them both out of the 40th District basketball tournament.

An 82-acre farm owned by Mrs. Holman Lynam and located on the Hickory Ridge Road, was sold at auction Thursday to George Sosby for $5,000.

Four Carlisle High band members presented a musical program Thursday night for the Rotary Club. They are: Bobby Gene Curtis, Donnie Sanders, "Cookie Beckett and Dennis Campbell. Mrs. Cleary Fightmaster accompanied them on the piano.

Mr. and Mrs. George Selby celebrated their 50th wedding anniversary March 6 at the Blue Lick Masonic Lodge.

BORN--To Mr. and Mrs. Osborne Withrow, a son Dennis Wayne, Feb. 22.

MARRIED--Mary Lou Myers, daughter of Mr. and Mrs. William P. Myers, West Hartford, Conn., to Sgt. Charles E. Vaughn, son of Mr. and Mrs. Henry Moreland of Carlisle.--Miss Betty Lou Hawkins, daughter of Gayle Hawkins, Flemingsburg, to Chief Petty Officer 2-C Bobby Gene Graves, son of Mr. and Mrs. Lloyd Graves, Ewing, today in Flemingsburg.

DIED--Milton Frederick, 74, Limaburg, Sunday in Covington.--Mrs. Lena B. Richards, 83, Monday at her home in Paris.

Thursday, March 10, 1932

Fithian Rye, Mocrefield, has purchased an interest in a bottling plant at Paris and will be in charge of sales for the company.

An overheated pipe of the furnace in the basement of the East Union school building Monday morning caused slight damage to the school. The students were marched from the building in orderly fashion.

The will of the late E.S. Hollar was probated in county court Monday. The will bequeaths the entire estate to the widow of the testator.

Sam Holmes, special commissioner, sold at public auction Saturday the farm of the late Charles Simons in the Miller Station section. One tract of 90 acres was purchased by W.T. Miller at $47 per acre and another tract of 66 acres was purchased by Joe Simons at $56.50 per acre.

Tom Wart Yazell of Millersburg was arrested by Bourbon county officers Friday on a charge of breaking into the garage of Ed Parsons in the Stoney Creek section three weeks ago and stealing the license plate from Mr. Parson's automobile.

A large crowd attended the opening of Ratliff Bros. Co. in the Darnall Building Saturday afternoon.

Rev. S.H. Cunningham, pastor of the Carlisle Christian Church, was one of the judges who helped judge the Oratorical and Declamation contest in the Paris high schools last Thursday.

John Irvin, nine-year-old son of Dr. and Mrs. W.G. Irvin suffers a head concussion and leg and body bruises, and his parents escape with less serious injuries in an automobile collision in Lexington Saturday morning.

At the regular monthly meeting of the city council Monday night, an ordinance was adopted fixing the tax levy for 1932 at one dollar on each $100 worth of taxable property.

BORN--To Mr. and Mrs. Richard D. Sewell of Denver, Colorado, March 8, a daughter. Mrs. Stewart was formerly Miss June Thomas of Carlisle.

MARRIED--Miss Olga Collyer and Mr. Lindsay Allen Gaither, both of the county, in Maysville Dec. 24.

DIED--Mr. George W. Scott, 59, at his home near East Union, Tuesday night.--Mrs. Oda Wood, 65, Sunday afternoon at the home of her sister, Mrs. Mary A. Hollar on East Main Street.--Mrs. Jennie Moores Robinson, 82, Saturday night at the home of her nieve, Mrs. Ben H. Bramblett on East Main Street.--Betty Brooks Morgan, six-year-old daughter of Mr. and Mrs. W. Brooks Morgan, at the Baptist Hospital in Louisville at noon Friday.--Mr. Robert Warner Rankin, 69, Saturday night at his home in the Morning Glory section.--Mr. William T. Clark, 61, Thursday afternoon at the hospital in Winchester.

50 Years Ago

BORN--To Mr. and Mrs. Luther Medly of Nicholas County, a daughter, May Ruby, March 8, 1922.

Agree Or Not

I Say What I Think

by S. C. VanCuron

FRANKFORT--The biggest administration power play for a private interest in modern legislative history was made last week when House Bill 236, the Industrial loan bill, was revived after it had been tabled, a parliamentary maneuver that normally kills a bill.

The bill has a long history going back to the 1970 session, but the action last week demonstrates that Gov. Wendell Ford and his administration have complete control of the legislature. Seasoned observers, while they may disagree with the action, compliment the governor on his knowledge and ability to manipulate legislation.

The first version of the bill would have raised the limit of the loan from $3,000 to $10,000 and increases the time of an industrial loan from three to 10 years. It also would have increased the interest rate $7.00 per $100 to $9.00, but it was amended to make the maximum loan at $7,500 and the time to five years with a rate of $7.00 per $100.

The simple interest rate, figures out about 13 per cent, but the effective rate, with add on charges and insurance, could go above 60 per cent.

The bill was tabled by a vote of 50-34 Feb. 24.

Word in legislative halls was that the administration had a commitment to pass the bill in return for a campaign contribution the industry made to the Democrat campaign last fall. This came from a reliable source in the Democrat party.

When HB 236 was tabled, word went out that no financial bill for loans or loan institutions would be passed this session until the industrial loan bill was passed.

In the 1970 session bills were passed increasing the interest rates for banks and building and loan associations and increasing the amount the small loan companies could loan. After all of these bills had passed, the Industrial loan bill was killed in 1970.

Gov. Louie B. Nunn unknowingly set the stage for the power play this year. In 1970 he was insistent that the interest increase would be for two years only, expiring July 1, 1972.

His argument was that if the money market was still high in 1972 the legislature could pass needed legislation.

So, when banks and building and loan associations sought extension of the 1970 bill, the administration had a weapon to use that would repeal the 1970 bill and put them back where they were before that.

The administration raised little noise about the tabling of HB 236, One House administration leader commented at the time, "We'll let it mellow a little bit".

Legislative representatives of banks, building and loan associations and the small loan companies were called into a meeting and told to use their influence to help pass the industrial loan bill or theirs would not be passed.

It was just that simple.

Ergo, instead of fighting the bill, these financial representatives reversed their field and began to use their muscle to revive the industrial loan bill.

Meanwhile, administration representatives began to work on the legislative individuals with the club of helping support their individual bills in trade for helping to revive the industrial loan bill.

February 29, the parliamentary move was made to "reconsider the vote by which HB 236 was tabled". This got the bill back in position to get back on the floor for consideration. It takes a constitutional majority of 51 votes to do this. The reconsideration lasted an hour and a half. The bill was then passed by a vote of 51-39.

J.R. Miller, head of the Democrat Party, denies any connection with this, but legislators say otherwise.

That's the way it happens in Frankfort.

LETTERS from our readers

Editor, The Carlisle Mercury:

A person would have to be a terrible spoilsport to say that the Nixon jaunt to Red China did more harm than good, But there was the same enthusiasm, the same feeling of euphoria when Roosevelt went to Yalta, and when Chamberlain went to Munich.

The idea of building up Red China in the hopes it may turn against the Soviet Union is about as hopeful as going to bed with a cobra in the hope it will help you defend an outside enemy at some future date.

Much more than the man in bed with the cobra, we are the enemy in the eyes of Communist leaders. We are the ones who keep to do such degrading things as roll their own cigarettes. That's why I never made it big on the pedigree list. My makings are showing.

-tpt-

Better Homes and Gardens keeps showing fine homes that make you realize how the other half lives. One issue some time ago had a fairly large bathroom with a picture window in it. For looking into or out of I'm not sure which.

I never thought a crescent like they used to put in outhouse doors could be improved upon and now I'm more convinced. If you are the showman type, the picture window may be what you need -- if the cops don't get wind of it.

You could entertain the neighborhood kids by lying there in the tub and try to sail a toy boat across your stomach, using your navel as a beacon buoy. You can sell tickets when your wife puts her girdle on.

It is hard enough trying to get a little privacy from your own family without inviting all the neighbors to watch your toiletry performances. The only real benefit I can see is it might eliminate that constant clutter of milk hose and soggy undies hanging along the shower rod.

Maybe Better Homes and Gardens found out about the Happy Pappies who were building a mess of $700 outhouses down in the mountains and thought the picture windows would give these poverty-stricken folks a little visual culture. But when you don't have an outhouse, it's pretty hard to improve on the picture window you are already looking through.

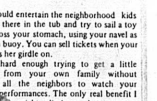
Semper fidelis.

National Award-Winning Syndicated Hometown Column

THE PIED TYPER

By Doug Metz

Leap year is for gals of 'highe and lowe estait'



Blame it on to the Scots.

Those skirted, tight-fisted blokes who gave us golf and the Kennedy clan a lot of scratch also gave us the Leap Year business.

They probably saw the custom of letting a woman pop the question as a sure way of taking spinsters off the welfare rolls and a little more money in the till. Scotland is said to have declared in 1288 that ladies "of both highe and lowe estait" shall have the privilege of proposing during leap years. That covered all women since they didn't have any middle class.

If a man refused the offer, he was fined as much as one pound -- unless he could show that another woman had a prior claim on his affections. You could call this a sort of primeval Sadie Hawkins Year.

The ladies, however, had to give fair warning that they were out to catch a man. If the edge of a scarlet flannel petticoat wasn't clearly visible, a man was absolved from paying the forfeit. A lot of Scots in those days had balk trouble.

France reportedly passed a similar law, and the ladies of Florence and Genoa are said to have been given the privilege before Columbus sailed to America. So that's why old Chris was in such an all-fired hurry to get out to sea.

The gallant English supposedly didn't need a law to make them give the fair damsels a break. But they backed up the custom by depriving a man of benefit of clergy if he scoffed at a leap year proposal.

Even if he didn't hurt the lady's feelings, he was obliged to present her with a silk gown, as a consolation prize. This custom has been carried over to America. Only the quality has picked up some. Now a reasonable consolation prize is a fur coat.

-tpt-

Those goose-stepping Germans have to be the goofiest collectors in the world. Throughout West Germany there are 129 off-beat museums, ranging from the Nonsense Museum in Munich on up.

These curious collections range from casual hobbies to full-time professions. Women, for example, may be interested in the world's only thimble museum at Schorndorf, just outside Stuttgart. The museum has garnered at least one sample of every type of thimble ever made, in gold, some whittled from wood, others studded with jewels. Its records disclose that women from India and Saxony have the slimmest fingers while women from the Netherlands and Bavaria have the largest.

Tourists can see a museum for tin soldiers in Kulmbach. There is one for bread in Mittenwald has one for violins while Verden an der Aller has one for horses. Velbert boasts a lock museum and in Freudenstadt there is one for taxes.

In Goslar, Wuppertal and Triberg are clock museums which exhibit some of the world's oldest offbeat timepieces. Wuppertal claims the oldest one, a water clock still working and dating from 1400 B.C. Goslar has two straw clocks.

At Buchenwald and Dachau, they have a sizeable collection of human skulls, something left over from when Germany was collecting countries.

You don't find that kind of nutty exhibits here in America, where everyone is sane and practical about their acquisitions. We only collect such sensible things as telephone line insulators, barbed wire and nails from covered bridges.

Another great institution has gone down the drain, along with the gold standard and gray spats. They are selling ready-made cigarettes of Bull Durham tobacco. Have been for quite a spell now.

Many a youth of 10 or 12, when Bull Durham was sold in sacks, learned to roll his own and twist up the end so the tobacco would not all run out before he could get a light. Bull Durham taught American men that the good things of life cost at least a nickel a bag and that they're hard to hold unless you are handy with your hands.

As a legitimate tobacco sold in a muslin sack, which would be used to carry marbles, small change or asafedita, Bull Durham has existed for just about 100 years. It had a great number of devotees. People used to be poor.

Henry Wadsworth Longfellow used to smoke Bull Durham, and his poetry showed it. Thomas Carlyle smoked it in a pipe, which must have accounted for this foul humor. Alfred Lord Tennyson pulled habitually at Bull Durham and was doubtlessly inspired by it to say, "Let there be no moaning at the bar when I put out to sea." An uncle of mine smoked it, too, but was never inspired to say anything worth repeating so that proves that not everyone was moved to greatness by the Bull.

Bull Durham in the sack lost out in recent years. Nobody nowadays considers it a badge of honor and skill to be seen with that paper tag hanging out of his shirt pocket, showing that he owned and rolled his own smokes. The factory-made fags bear the same old picture of a bull on its label and maybe that stirs up enough nostalgia to make them sell.

I guess it was inevitable since no one is poor anymore. You can't expect our impoverished minorities to rise above it all if they are forced

What is FHA--a report

by Connie Gates

FHA or the Future Homemakers of America is an organization at school. It's found not only in Kentucky, but all over the nation. It is a national organization. FHA is not only held locally but also at district, state and national levels. It's a group of girls and I think it's really FFA sister group.

HFA deals with Home Economics and Home Economics deals with homemaking. There are six areas of homemaking: clothing, foods, childcare and development, management, housing and personal and family relationships.

FHA is a club that helps the girls learn what they need to know when they get married and have a family of their own. Not only do we learn these things but we practice them in class. We also have home projects, doing something at home that we learned at school and home visitations, where the Home Economics teachers visit the home and talk to the girl and her mother.

This is where the degrees come in, Junior, Chapter; and State. These are problems or reports that help the girls learn to work with others--friends, teachers, members of the family and community. They also help you take on more responsibility in everyday living.

What does FHA accomplish? It helps us grow together toward being individuals and to be able to assume the responsibilities of adult life. Our main goal in FHA is "Better Home and Family Life".

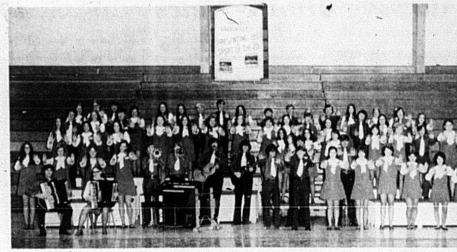
Some of the local activities we do are the annual FHA Mother-Daughter Banquet and "Daddy Date Night" which helps the parents and daughters come closer together. The Fund raising drives and making favors for the nursing home and the hospital helps us take on community responsibility and become active in the community.

Our chapter of FHA will be observing FHA Week, March 19-25.

by Connie Gates

Do you care about yourself? Do you care enough about yourself to care about others? You probably answered yes to both of these questions, right? Then why don't you show it? Take ACTION! Nothing was ever accomplished by just sitting around talking about it, it takes action. Someone has to Do something.

"To Dare Is To Care" is one of the national projects of FHA. Of course we've done something, have you? We've done projects to get this point across such as helping with fund raising drives and sending favors to the hospital and the nursing home. All of these things show we took action. The question is, "Do you care?" You have to care not only about yourself but others. If so this is a challenge to you or your group to take action and prove it!



The Sing-Out Louisville group will present a program at Millersburg Military Institute at 8:00 p.m. on Saturday, March 11, sponsored by the M.M.I. Auxiliary.

Sing-Out Louisville is the singing response of over 100 young people from 13 Louisville area schools to the challenge of today's generation. It was first organized in April, 1969, at Westport High School as a single choral performance under the direction of James Strause. With weekly rehearsals and a full schedule of bookings, the effort of this spirited group, freely given, clearly reflects their enthusiastic optimism.

Sing-Out Louisville believes in the inherent good of people and of our country. They seem to want to shout to all who will listen that by recognizing this basic goodness of people, that the evils of our nation and our world can be overcome. They believe that honesty, enthusiasm and cooperation are not trite cliches but are vital and relevant forces which must be put to use to bring about better understanding between men and nations. The starting point has to be people--all people--everywhere.

Admission to the program will be by program series ticket or by single admissions available at the door prior to the performance.

Sidewalk Sale

Friday & Saturday

SUIT & SPORT COATS
Buy one reg. price second $1.13

DRESS & CASUAL PANTS
Buy one reg. price Second $1.13

DRESS SHOES
Values to $13.95
$4.95
Values to $20.95
$9.95

DRESS SHIRTS
Values to $9.50
$4.99
2/$9.00

SWEATERS
½ Price

Bank AmeriCard — The C.C. Cole Co. Carlisle, Ky. — Mastercharge

Cooks tour

by Nancy Cook

We live with a concern for our younger children during the extremely busy periods of congressional activity when Marlow has many weekend engagements away from home.

A few weeks ago we decided to have the children join us on a trip back to Kentucky, even though it meant missing a day of school. Weezie, 12, and Webb, 9, had never visited the areas where Marlow had speaking engagements. They were gleeful about the prospect of the trip and especially about the school vacation!

Cumberland Falls was our first destination after flying to Louisville. The drive down from Louisville is a delight on fine Interstate highways. The views of the Kentucky River, which the children termed as "cool", are favorites of mine. As you drive southeastward, the mountains grow larger before your eyes--it's a beautiful vista!

Despite a cold rain and icy gusts, we enjoyed a hike from the Lodge down to the Falls. That rush of crystalline water is indeed magnificent, and the children thought it sensational! Webb wanted to know if anyone had ever gone over the Falls and still lived. (No answer on our part.)

At DuPont Lodge, Weezie and Webb joined us at the banquet feast, choosing end seats of a rear table while we were at the speakers table. Shortly after dinner and before the major speech, they slipped out, choosing the game room for their evening's entertainment. I asked Weezie later how she liked such a big dinner with speeches. Her choice reply was, "Hey, Mom, do I feel sorry for you!"

The next day we were off to Covington. Once again a great Interstate made our drive an easy and pleasant trip. On the way, we viewed some horse farms in the Bluegrass area. In Covington, Weezie and I especially enjoyed seeing the old houses on narrow streets. Webb, a sports enthusiast, preferred viewing the new Cincinnati Stadium across the river!

The younger cooks preferred pizzas and television in the motel rather than another "big dinner". When Marlow and I returned from the dinner, Webb was playing doorman and thoroughly enjoying himself!

Another drive, back to Louisville this time, finished our weekend tour of Kentucky. The highlight of the trip for the children was visiting their old friends--that adds a bit of refreshment to working trips for all of us. As a truly weary group, we departed for Washington Monday morning. Webb, who rarely stops moving, fell asleep on the plane at 9:00 a.m.!

It was a happy experience for the Cook family to be back in Kentucky.

Be sure to visit BAKER'S

SIDEWALK SALE

Friday and Saturday Only!

The buys are great from every department in our store . . . be sure to bring the family . . . these bargains are sure to go.

SIDEWALK SALE

Winter Merchandise- Mens-Womens and Childrens--Prices to Clear

4 pc. Braided Rug Sets 99% nylon app. 9x12 $47

100% Polyester Rugs room size $19.99

Armstrongs Vinyl Rugs 9x12 $8.00

Polyester Knits
Solid Colors $1.50 yd.
Fancy Patterns $2.39 yd. $2.99 yd.

Terry Colorful Bath Towels 3/$1

LERMANS
SATISFACTION GUARANTEED

Indoor-Outdoor Carpet 9x12 $19.99

The Old Timer

"While wall mottoes exhort employees to think, most companies expect them to keep busy, too."

Grandfather Clock

Beautiful Maple with Westminster Chimes Weight Wind

$299.00

GARRETT'S FURNITURE
Carlisle, Kentucky

SIDEWALK SALE

You are cordially invited to

Abraham's Sidewalk Sale

Fri. & Sat. March 10-11

(Something for everyone: "Giveaways", bargains and drastically reduced seasonal merchandise).