

# Small business

## America's biggest business:

Each year during May, the nation celebrates Small Business Week (this year the week of May 6-11). It is an opportunity for those of us in small business and for the rest of the country to focus on the dimensions of America's small and independent-business community.

More than half of our private work force is employed by small business. Some four million Americans are employed by workers. Self-employment is the main source for about eight million people. And more than 36½ million Americans are involved in one type or another of recorded independent business activity.

While the direct contribution of smaller firms to the Gross National Product has been declining for some time now (losing ground to government), small business produces no many goods and services that it is the world's fourth largest producer, behind only the United States as a whole, Soviet Russia, and Japan.

Many of the inventions that have opened raw industries in this country and the world have the ideas of small-business owners; innovations such as air conditioning, the airplane, catalytic petroleum cracking, continuous casting, the gyro-compass, insulin, laser technology, the optical scanner, the pacemaker, personal computer, turbojet engine and microchip.

A recent study done for the Small Business Administration by Goldman Research Associates found that small firms produce 2½ times more innovations per employee than do large firms, and more importantly, they bring them to

market in two-thirds the time.

Small entrepreneurs are also innovators in the organizational aspects of business. That type of innovation has as significant an impact on productivity and growth as does technological change. Henry Ford and Ray Kroc are two examples of pioneers in organizational reform. Today many large firms are recognizing to make their management structure more like that of smaller businesses.

But perhaps the most important contribution of small business to today's economy is in the area of job creation. Professor David Birch at MIT has determined that three out of four of the net new jobs created between 1969 and 1975 were in independent business. He found that 80 percent of the new jobs were in business less than five years. Perhaps more remarkable, Professor Peter Drucker has noted that during the depression years of 1961 to 1963, the Fortune 500 companies lost a total of three million domestic jobs while entrepreneurial businesses, as Drucker calls it, added approximately one million jobs. The NFB Quarterly Economic Report for the fourth quarter of 1983 showed that employment among small-business owners continued as it had all during 1983, leading the way out of the recession.

Small and independent-business owners can be proud of this role in the American economy. During May, the rest of the nation is celebrating the contributions of America's biggest business, small business — this column was written by a small business owner, the author of the book "Small Business: The Art of the Game" published by John Stone, President of the National Franchise Association, Louisville, Ky.

## Debt capital

Rep. John Dingell, D-Michigan, on the budget.

"This Congress and this session of the Congress will be dealing with a national budgetary deficit, submitted by President Reagan, of \$20 billion. In five years — and this is not a partisan comment — in five years of Mr. Reagan's budgets, deficits will have come close to equaling the budgetary deficits of several

presidents who preceded him. And by the time he has completed his term in office, unless something rather startling is done, total budget deficits accumulated under the president will be larger than the total budgetary deficits of all the presidents who preceded him, back through, and including George Washington.

For the sake of accuracy, Washington, D.C. should be renamed Washington, Debt Capital.

## Time needed for education

The Kentucky Department of Education has expressed concern that all school districts are providing 175 full days of instruction, as Superintendent of Public Instruction Alice McDonald has appointed an advisory committee to study the problem.

The committee's task is simply to make recommendations on how it can reasonably get back to 175 school days each year," McDonald said.

"That is, after all, the law and we feel it is the minimum amount of time needed to provide a good education for the students."

The Advisory Committee on Pupil Attendance, which is being chaired by Pughall Independent School Superintendent Dr. Lawrence Allen, had its first meeting on April 16 in Frankfort. At that meeting, members agreed early for non-attendance on the kinds of problems they are being asked to investigate.

"One of the problems we've had has been the loss of time due to snow, bad weather, and other reasons," said Robert Spittman, the department's Assistant Superintendent for Local Services. "Fortunately, the Gen-

eral Assembly met in this year, and the day before Christmas, Thanksgiving or spring breaks," said Spittman. "I really don't know."

Snow days have caused complications in several systems which find themselves making up days after commencement exercises are over.

"Once the date for graduation has been set, administrators are often reluctant to change it even after it becomes obvious that classes will be absent," said Spittman. "It was always assumed that classes will be absent for a few days, but it isn't the same as saying that snow banking is 'just a little piece of the overall program.'" Spittman also cited the practice of sending students to school early for non-attendance on the kinds of problems they are being asked to investigate.

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## Letters

To the Carlisle Mercury:

I received your invoice today and am happy to mail my check for the due in your paper. We have already had good responses — much more than we ever hoped. There must be many people in the midst of getting house cleaning today from the number of prints, photographs and newsletters being brought into Washington to be mailed, but we have made every effort to match new wallpaper to print. (We have the same color as the wallpaper from residents in your area regarding our lower prices compared to what

they had been paying.)

My husband and I have just run on new "shardings" county check and calico cloth. The Department of Education was glad to see districts attempt to do better quality than figures, but would also like to see them strengthen their commitment to 175 full days of instruction each year. The Advisory Committee on Pupil Attendance has formed a subcommittee to recommend acceptable methods for making up missed days. The subcommittee expects to meet again in May. We hope that the subcommittee can be completed in just a few months. We all part of a national program, said Spittman: "We as a society have



'OH SURE, WE CAN STILL AFFORD TO GET SICK... IT'S GETTING WELL THAT'S OUT OF THE QUESTION..'

## Agree or not

### Write the Pritchard commission

By R.C. Van Curen

Frankfort — While some legislation for improvement of education in Kentucky was passed by the 1984 General Assembly, probably the most important result of the continuing and increased interest from the public demanding further improvement.

Many educational reforms have been proposed and several considered by the legislature. Special interests in the education system are beginning to try and limit it only to a certain degree.

The Pritchard Commission for Assessment and Accountability was created by the legislature to study the education system in the state with a view to making recommendations to the public.

Edward F. Pritchard Jr. is leaving education to share with you individual ideas and suggestions for improving Kentucky education. Specifically, Pritchard, asked in a letter to the editor, for the education's view on:

- The purpose of schools.
- Teacher and staff career development and financial compensation.
- Creditable working conditions.
- Continuation and teacher education.
- Continuing education and in-service education.

## Down Memory Lane

### Cox receives Jaycee DS award

Thursday, May 10, 1984

Candyn Trapp, daughter of Mr. and Mrs. Harry Trapp, was awarded the champion ribbon in the health department at the district senior 441 held at Richmond last Saturday. Her father was also present.

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## The Carlisle Mercury

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## On-Ed page

### Good biscuits... made with pinch of imagination, tad of experience, smidgeon of love

Like the expression, "Don't talk with your mouth full," when you are speaking of biscuits, I should be complaining about my wife's cooking. Anyone who looks at my wife's biscuits can tell me that.

"Maybe I did something wrong," she said after another batch of biscuits came out of the oven. "But I followed the recipe to the letter."

"Of course not. Only her biscuits. They were something to be desired about the house. I can't say about them."

"But the house? We probably have the largest collection of biscuits this side of Martha White. We have cookbooks on biscuits, cooking manuals, New England looking for every recipe putting them out as premiums for subscribing to only 24 pages.

"Don't make good biscuits by recipe. You do by instinct and from a natural gift."

My mother never owned a recipe book. She didn't need one. She knew her recipe book. She knew her recipe book. She knew her recipe book. She knew her recipe book.

## Russ Metz

The go into those restaurants that before biscuits and real eating and they're not really good. You need your ingredients in the first and for to try and get a bit in a given space or a whole lot will come out of the fryer but they're not really good. You need your ingredients in the first and for to try and get a bit in a given space or a whole lot will come out of the fryer but they're not really good.

## Citizens of Tomorrow...



Sharon Duane Kenney, Twin sons of Terry J. Bennett Kenney, 100 Sycamore Hill, Carlisle

Sarah Cutler, Daughter of Stephen & Mary Jones Cutler, Appleton Drive, Carlisle

Michael, Jennifer & Bryan Ritchie, Children of Mr. & Mrs. Jerry D. Ritchie Rt. 3, Carlisle

### Honor MOM and the Grads on your list

Russell Stover Candies Cards

### Hopkins Drug Co.

Many gift items to please  
Your Prescription our specialty

## C&G FOODTOWN

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

### FOODTOWN

RUPIER MARKETS

### We now have 8 O'clock Whole Bean Coffee - 1 lbs. and 3 lbs. Grind to suit your needs!

\*Prices in this Ad Good Wed., May 9 thru Tuesday, May 15.

- Meat Specials
- Chuck Roast \$1.59
- Shoulder Roast \$1.79
- Chuck Steak \$1.79
- Shoulder Steak \$1.99
- Stew Beef \$2.19
- Ground Chuck \$1.49
- Fresh Fish Fillets \$2.99
- Frozen Ham \$1.69
- Loy's Bacon \$1.79
- Loy's Bologna \$1.59
- Loaf of Wieners \$1.09

## Florida Tomatoes \$59c

Strawberries 69c (Quart 1.29)

Bananas .39c  
Crown Cabbage .39c  
Carrots 1 lb. 79c  
Vitamin Oranges .14 9c

2% Milk \$1.19 (Additional Gal 1.08)

Wagner Drink 99c

## Fried Chicken \$2.99

Margarine 49c

— Pantry Shelf —

- Folger's Fluke Coffee \$2.27
- Instant Coffee \$3.99
- Morton House Meat 99c
- Beane Wieners 49c
- Deviled Ham \$1.89
- Kraft Candies \$1.19
- Smurf-Bunch \$1.69
- Post cereals \$1.89
- Coffee Mate \$1.49
- Mashed Potatoes \$1.29
- Niblets Corn \$1.39
- RTS Frosting \$1.99
- Bacon Bits \$1.99
- Mrs. Butterworth's Syrup \$1.69
- Pancake Mix \$1.29
- Corneal Mix \$1.29
- Strawberry Preserves \$1.49
- A-1 Sauce \$1.89
- Grey Poupon Mustard \$1.19
- Capri Sun Drink \$2.69
- Harshay Candy Sale \$1.69
- Country Drinks \$1.69

## Wagner Drink 99c

Shurtline Sugar 99c

— DELI —

## Virginia Ham \$2.99

Boiled Ham \$3.29

Boiled Ham \$2.99

Chipped Ham \$2.49

Chicken Chases \$2.89

Cole Slaw \$1.99

Supper Sals \$3.99

Super Sals \$3.99

Bucked Delicious Fried Chicken \$4.99

Fresh Cupcakes \$15.49

— Frozen & Dairied —

Kraft Juice \$1.89

Full Squares 99c

Swanson Entrees 99c

Puff Pastry \$1.99

Kellogg Corn Flakes \$1.99

Maple Don Dog 49c

Tidy Cat Litter \$1.49

Chuckwagon \$2.69

Cap Catlow \$2.49

Purina Hi-Pro \$7.99

Tender Vittles 99c

Purina 100 \$3.89

## Hoops for the Items below may be found in this week's Foodtown Circular

Crystal Light 12 oz. 24 99c	Kool Aid 12 oz. 24 99c	Kool Aid 24 oz. 34 99c
Angel Food Cake 12 oz. 24 99c	Kool Aid 24 oz. 34 99c	Kool Aid 24 oz. 34 99c
Country Time 12 oz. 24 99c	Kool Aid 24 oz. 34 99c	Kool Aid 24 oz. 34 99c
Country Time 12 oz. 24 99c	Kool Aid 24 oz. 34 99c	Kool Aid 24 oz. 34 99c