

FOCUS

Bond's Broadcast

By Hank Bond

Going to a convention means different things to different people. As a rule going to one of those three day events is usually part of a job.

For some, it can mean a few days away from the office, and for others it can mean a chance to exchange ideas and information with people involved in the same line of work.

Last weekend, Marilyn and I had the opportunity to travel to Morehead for a three day convention of the Kentucky Weekly Newspaper Association.

There are a few members, which do not participate in the newspaper business, but they generally have some association or do business with newspapers.

This year's convention was especially interesting, since the majority of the two days was spent in comprehensive sessions in the way to best operate a newspaper.

That's right, it doesn't all come automatically. It isn't easy to put all of the pieces together each week to bring you The Mercury, or any other newspaper for that matter.

Traditionally the majority of the general public associates with a newspaper from a readership standpoint. That means you usually bring an article into the newspaper office, or you read the contents of the newspaper each week.

There are some who use the newspaper as an advertising vehicle each week, to reach potential customers and bring messages designed to attract the readers to those respective businesses.

Without the combination of both of these readers and advertisers, you would not have a newspaper. Not just The Mercury, but any newspaper.

This holds true, too, for magazines, television stations, and radio stations. Almost without fail, anywhere you see advertisements, that particular function wouldn't be able to operate without those revenue producers. This also holds true for yearbooks and many other things.

The Mercury's policy is to make every effort to bring the best possible product to the street every week.

That of course means there will be combination of reading material, pictures and advertisements. A newspaper must have all of these.

While the cost per paper, be it an annual subscription or a weekly purchase, goes toward paying for the operation of the newspaper, it doesn't nearly cover the cost of production.

Over the last 18 months most newspapers have had an 80 percent increase in the cost of operation. This is a combination of things, like increased payroll, postage increases, and the ever climbing cost of materials.

While most newspapers delay the increase from being passed along to readers and advertisers as long as possible, it just can't be helped once in a while.

A reader normally only sees the increase in the cost of the newspaper, but advertisers also see increases in the cost of purchasing advertising.

It isn't all that easy to maintain a no increase policy. For all businesses, one of the most difficult decisions is where to begin passing along these increases to customers.

A grocery store, or a furniture store, or a hardware store, can absorb a cost for a period of time, but after a while as the cost of operation increases,

it becomes necessary to raise the retail price.

The Mercury is grateful for the support it has received from the general public and the retail advertising publication is able to attract, the more readers it has, the more news and pictures it is able to afford to produce.

That's why we have Nicholas County Faces almost every week. It's also nice to bring a lot of names to the readership with honor rolls, and the like.

My biggest personal treat is the publication of special sections of the newspaper.

These can range from sports to graduation to Mother's day, and on and on. These give us the opportunity to spend the space on highlighting one subject or similar subjects, while giving advertisers a chance to tell you what they have to offer that goes along with the editorial material being presented.

This all means there is extra work. To bring a special publication or special section of the advertising sales people have to make a different approach to merchants, and the editorial staff has to direct energy to subjects in a different manner. But, this is where the attraction is.

At the KWNK convention, The Mercury was fortunate enough to win four awards. Our entries were judged against other weekly newspapers of the same size in the Kentucky office, or you read the contents of the newspaper each week.

We won a first and second place for best of our advertisements, a second place for one of our advertisements, and a third place for the best front page.

It is an honor to be recognized by peers as being one of the best.

In addition, while having the opportunity to meet many of the people we compete against each year, we have the opportunity to discuss the hows and whys of operation.

It is important to take advantage of other people's good ideas. Marilyn and I have been blessed with the opportunity to learn from Warren Fisher and Kay Fisher. They have some excellent ideas. While all of our ideas of operation do not agree, we have been able to pick out what we consider to be the best of both.

So do many of the other people I come in contact with like Russ Metz of Bath County and J.O. Budry Ray Brown of Cumberland County.

These folks have a good idea of how to put out a good newspaper. We share laughs and sorrows, we share ideas our readers have enjoyed and take great pleasure in making our newspapers better.

After all, we're in business because of you. Those reading this right now, and those who have chosen not to read this column, but something on page 10 or page 15.

The Mercury has continued to grow and hopefully will for some time. Please excuse us if we make mistakes or if we don't do something you like. All of us are doing our very best to bring you what we consider to be the best newspaper every week.

As you have seen, we believe we have a community commitment. Keeping You In Touch... We Make An Issue Of It Every Week.

And so, for another week, thanks and...

Report to Kentucky

SENATOR WENDELL FORD

U.S. News - Tobacco: A Foundation for Growth

While some suggest that tobacco has peaked its heyday, it remains Kentucky's leading cash crop and a mainstay of the state's economy.

Along with many other Kentuckians, I am convinced that tobacco still holds great promise for thousands of troubled but still hard-working and hopeful farm families.

My faith in this traditional crop is based in part on recent successes in our efforts to stabilize and improve world markets for U.S. leaf.

But it stems also from a belief that we can begin to see our resilient tobacco culture - and tobacco always has been a way of life in many parts of our state - as a foundation for a more diversified kind of farming in Kentucky.

You know about most of the successes: the government and tobacco companies drawing down a handsome pool of excess buyout, Philip Morris and R.J. Reemtsma selling their Kentucky farms, export markets being opened in Japan, and elsewhere.

The prospect of building on our tobacco competencies - learning to apply our tobacco labor, know-how and equipment to complementary crops - is a less familiar subject to many Kentuckians.

In my view, there are compelling arguments for this approach. I do think we are showing that tobacco farmers - more than 100,000 of them in Kentucky - can hold their own against critics who would drive them out of business. Yet we will need more than tobacco to withstand the ravages of a general farm recession that already has brought failure to uncounted Kentucky farms.

As vitally important as the state and federal supports for tobacco and other crops will be only so far toward saving embattled farmers. Clearly, we must begin looking also to national specialities, seeking a wide range of alternatives to allow farmers to choose what is right for their own operations.

Vegetables and other selected alternate crops already are being promoted as a partial credit for Kentucky's farm losses. But our best bet is to build on what we already have on almost every Kentucky farm - tobacco. And we need a plan to do that.

Under my bill, the U.S. Department of Agriculture would study every detail of tobacco production and marketing to help ways to more fully use the impressive resources already devoted to that process.

As just important, the U.S. Commerce Department would be called upon to study potential markets for crops that might be produced in conjunction with tobacco.

This extensive, six-month study could be implemented by farmers working with government leaders, the Cooperative Extension Service and other support groups.

Farmers could benefit greatly from new enterprises making use of the seasonal labor employed in tobacco.

LETTERS

I am contacting your newspaper because since childhood I have suffered from a rare, debilitating and potentially fatal disease called scleroderma.

Not only did I feel frustrated and alone, but I was also socially isolated. My mother rarely came along with this devastating disease.

In our search for answers and support we eventually located the United Scleroderma Foundation. Not only did they provide information, we received a reserved "space" that we were no longer alone.

We learned that this disease affects some 700,000 people and that President Ronald Reagan disclosed the second wave of June as National Scleroderma Awareness Week.

I'm so thrilled to no longer feel isolated that I want to shout from the rooftops so others won't have to suffer alone as I did those last 40 years.

Please make your readers aware of the USF, Inc., P. O. Box 30, Walnutville, California 95077; their toll free number is 800, 807-2019PSE. They have information and answers I never had before. Located in California call (408) 750-2020.

Barbara Walszakowski Anaheim, California

Editor: There are many things that we, as Americans, often take for granted. Among them is high quality health care and the skilled, dedicated professionals who deliver that care.

When we, a family member or friend, are ill, injured or disabled, our needs are immediate and, perhaps, critical. Yet, nurses reported to those needs, they give us their best. It is the blending of professional competence, compassion and caring that defines nursing.

May 12th is National Nurses' Day - a day to pay tribute to those in the nursing profession. Whether they care for patients in hospitals or other health care institutions, private offices or...

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GENERAL NEWS



If this is spring, winter wasn't all that bad

He wore a crown of thorns

Decorative sheets adorn these bushes (left) to protect against the freezing temperatures, which accompanied the first day of April. Good thing, since the cold weather brought in enough of the white snow family.

They stood there paralyzed, trying to think what could have happened to it. Suddenly two men appeared before them, clothed in shining robes so bright their eyes were dazzled. The women were terrified and bowed low before them.

Then the men asked, "Why are you looking in a tomb for someone who is alive?" He isn't here! He has come back to life again! Don't you remember who he told you back in Galilee, that the Messiah must be betrayed into the power of evil men and be crucified and that he would rise from the dead on the third day?

Then they remembered, and rushed back to Jerusalem to tell his eleven disciples - and everyone else - what had happened. The women who went to the tomb were Mary Magdalene and Jane, and several others. That the story sounded like a fairy tale to the men - they didn't believe it.

Then Jesus said to them, "You are such foolish, foolish people! You find it so hard to believe all that the prophets wrote in the Scriptures' Word is truly prophesied by the prophets that they were to do these things before entering his tomb."

"Why are you frightened?" he asked. "Why do you doubt that I'm really I? Look at my hands! Look at my feet! You can see that I'm really I. Touch me and make sure that I am not an ghost! For ghosts don't have bodies, do you see that I do?"

As he spoke, he held out his hands for them to see the marks of the nails, and showed them the wounds in his feet.

"But they were there, undoubted, filled with joy and thanksgiving. Then he asked them, 'Do you have anything here to eat?' They gave him a piece of...

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We Sell Only USDA Choice Grades of Meat

Meat Sweet Hams \$1.29 lb. Think MEAT! Sem Boneless Whole Hams \$1.09 lb.

Lil' Hams \$2.79

- Butterball Turkeys All sizes lb. 89¢
Top Bee Baking Hens lb. 69¢
Chicken Breast lb. 1.39
TableRite Ground Chuck lb. 1.39
Sirloin Tip Roast lb. 1.99
Moutaineer Sausage lb. 99¢
IGA Bacon 12 oz. 1.19

Last Week to Register for the World's Longest Easter Stacking. Drawing Sat., April 18 at 6:00 P.M. For Children 12 & Under Only

- COKE & COKE PRODUCTS \$1.79
MAXWELL HOUSE COFFEE \$6.99
MAYONNAISE \$1.19
CAKE MIXES 79¢
CHERRY PIE FILLING 89¢
CAT LITTER \$1.49
DEL MONTE VEGETABLES \$1.19
DOLE PINEAPPLE 79¢
PRINCELLA YAMS 89¢
MARBALLOWS \$1.09
IGRA ROLLS 2/1
MOTOR OIL 79¢

Think Produce

- APPLES 3/39¢
CABBAGE 19¢
SWEET YAMS 39¢
AVOCADOS 39¢
POTATOES 2.39
CABBAGE 19¢
LEAF LETTUCE 99¢
CUCUMBERS 39¢

Think Dairy & Frozen

- Large Eggs 69¢
Homogenized Milk \$1.19
Pillsbury Rolls \$1.39
Orange Juice \$1.39
Cinnamon Rolls 99¢
Fried Chicken \$2.79
Ice Cream \$1.39
Strawberries 79¢
Cool Whip \$1.19
Vegetables 79¢

Think Bakery-Deli

- BREAD 69¢
New Chocolate Chip COOKIES \$1.19
Fruit Filled 10 Pack JELLY PUFFS \$1.99
DINNER ROLLS \$1.19
POTATO SALAD \$1.79
LONGHORN \$2.49
CHEESE \$2.69
Try Our Chicken Buckets

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The April notices have been sent.

Renew your subscription to

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Check the mailing label on your paper for renewal date.

Timely renewal prevents interruption of service.

The Carlisle Mercury

(Established 1867)

Published every Thursday at 224 Laurel Street, Carlisle, Nicholas County, Ky. 40317. Postage paid at Carlisle, Ky.

- Hank Bond Editor/Publisher
John D. Owen Advertising Manager
Diane Anderson Circulation Director
Caryl Bond Business Manager
Mary Kay Miller Secretary
Richard H. Fisher Publisher

Subscription Rates: In Nicholas County (sales tax included) \$10.00 per year. All other Kentucky subscriptions (sales tax included) \$11.00 per year. Out of Kentucky... \$12.25 per year.

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...He blessed them, and then began rising into the sky...

