

FIVE DAY
forecastTHURSDAY
87/67FRIDAY
88/67SATURDAY
87/66SUNDAY
84/63MONDAY
83/63Price Changes
since 1960

Ron Cowell

The 1960s were a time of change in the United States. Young people led the revolt against society structures and fought for civil rights. There were protests against wars, environmental pollution, violations of civil rights, integration, equality, education and animal rights. Progress was made in technological advances with a walk on the moon.

1961 saw the beginning of construction of the Berlin wall. American soldiers deployed to the quagmire we know as the Vietnam War and defection of our citizens to neighboring Canada began in the mid 60s. The first disposable diaper was mass-produced by Pampers in 1961.

Six Flags opened their first park in Texas and the general admission was \$2.75 per person. The average cost today is \$27.00 or more if we add the cost of parking at their various outlets.

The average car cost less than \$3,000, depending on the model and make. A Chevy Impala station wagon was priced under \$3,000 and for the price of 0.31 cents a gallon, a driver would have an attendant check the air in the tires, wash the windshield and pump the gas. Gas stations competed for customers by offering commemorative glasses, plates and other products with each fill up there was room for negotiation.

A carton of eggs was \$0.57, a gallon of milk was priced at \$0.49 and coupons reduced the price even further. Fresh fruits and vegetables remained steady depending on the season and availability from \$0.10 to \$0.50 a pound. For less than \$0.90, a housewife could purchase six cans of Campbell's soup. For \$0.79 a one-pound of bacon could be had, but for the same price, one could purchase 2-pounds of beef chuck roast.

Home ownership required a down payment and having enough income on hand in which only one-fourth of income after taxes would go towards the mortgage or the buyer could not qualify for the typical 30-year mortgage. Without adjusting for inflation and comparing values versus actual income, the price of homes ranged in the 1960s from under \$9,000 to \$16,000 across the country.

Electronics were prac-

tically non-existent by today's standards but those that existed were out or reach to main stream Americans. For instance, the first microwave available to the masses was marketed by Amana and the cost of this basic 2-button microwave was in the \$500 range. Most microwave ovens well into the late 60s were unaffordable conveniences that only a few thousand people owned.

For those who lived through the 1960s as young adults, the biggest component of any bachelor pad included a stereo system with "high-fidelity" speakers. The prices were really high for basic bookshelf speakers and reaching into the thousands of dollars for space-hugging floor to ceiling speakers.

When it came to portable music, a small \$200 dollar transistor radio was the most basic and "affordable" choice. The perks included exclusively AM stations and one speaker for mono-sound. Recorded music consisted of vinyl record albums played in the standard, and expensive, two-speaker home stereo system.

Television sets were heavy things that dominated the family's living room much as they did in the late 1950s. Television sets in color were available but expensive to own. Programming was not as varied as it is today and people spent more time socializing than watching TV.

The average cost of a television set was less than \$300 but this was a huge expense for people earning under \$6,000 a year. Television sets did not include a remote control and physically getting off the couch to change the channel, turn the set off or adjust the volume was necessary. Reception was spotty in some locations and weather factors would completely eliminate transmission. Manually adjusting the indoor antenna or climbing on the roof to restore picture to the set was very common. I could go on and on about the price changes but once again I have run out of room. We'll talk about this in the future. In the mean time watch your dollar spending and remember that 16 oz bottle of Coke and a bag of chips for less than a quarter and the two cent deposit we got back for returning the bottle.. Stay safe and "Keep Cruizen",

A Look Back In Time
FROM MY WINDOWTHURSDAY, MARCH 16, 1972
By I. C. TOOWELL

I've got a story to tell this week concerning this newspaper. But, before I tell it, I want to personally thank all the subscribers and readers of this paper.

The Times Journal now has the largest circulation in its history, or for that matter, the largest circulation of any paper ever published in Russell County. Many, many new subscribers have joined our list and we're proud to tell about it.

Our advertising has reached a new high and we thank the many supporters of this paper. It was the wish of the late Editor-Publisher Andrew J. Norfleet, to have the top newspaper in the state, and the staff of The Times Journal sincerely hopes to reach this goal, and, with the continued support of the people of Russell County, we will reach this goal.

Although we don't like to admit it, there are a few who don't subscribe to The Times Journal, and, getting back to our story, let me tell you about one such person.

The story goes like this -

A man who was too cheap to subscribe to The Times Journal sent his little boy to borrow his neighbor's copy.

In his haste, the boy ran over an \$80 hive of bees and in 10 minutes he looked like a warty squash. His father ran to his assistance, and failing to notice the barbed wire fence, ran into that, cutting a hole in his anatomy as well as ruining a pair of \$10 trousers.

The old cow took advantage of the gap in the fence and killed herself eating green corn. Hearing a racket, the wife ran out, upset a four-gallon churn of cream into a basket of chicks, drowning the entire batch. In her haste she dropped a \$135 set of false teeth,

which the family dog buried, thinking it was a new type of bone. The baby, having been left alone, crawled through the spilled cream and into the parlor, ruining a \$250 carpet. During the excitement, the oldest daughter ran away with the hired man, a stray dog broke up 11 setting hens, the calves got out and chewed the tails off of four fine shirts on the clothesline, and the cat had a batch of kittens. All this just to save about 10¢ a week.

And, in this case, the poor guy never did get to read that edition.

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* * *

Ole I. C. is known around town for his ability in the fine art of eating. But, following a recent gathering where fresh fish was served, Ole I. C. is going to have to give the honor where honor is due.

With a superior eating ability and a tremen-

dous love for fish, Ole I. C. knew that he was just unbeatable but following the recent meal mentioned, old buddy Vernon Blankenship just

walked off and left Ole I. C. sitting in amazement. Vernon has to be Russell County's Champion Fish Eater.

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