Opinion

PSC is wrong

Last week this newspaper received a "news release" from a utility wishing to inform the public that it could now accept new customers. We did not publish the item, for what we think are pretty obvious reasons.

When a clothing store, a supermarket or any other business in town wants new customers, they run an ad in our newspaper. Why then should we consider printing as a news item from a utility something that is simply an ad? A utility is a profit-making enterprise, the same as any retail store in town; its stockholders are paid dividends according to profits made, the same as a store owner gets his dividends from the profit his business makes.

But even if a utility wanted to advertise for new customers, it might run into a sticky situation. Customer critics of utilities claim the companies do not need to advertise because they are monopolies that do not face competition from other firms. Only partly true. While generally electric, water, telephone and sewer firms do not have competition, gas utilities certainly do. Propane gas firms are giving them plenty of competition in some areas. And, to a degree, gas and electric utilities compete in the heating-air conditioning field.

To claim a utility does not need to advertise is ridiculous. How can it tell its customers how to save on utility bills, what new services it offers and other communication it needs with its customers if it cannot advertise. And is a utility supposed to never be in a position to offer its service to new customers because it cannot get the information out through the news media? This is a disservice to both the utility and the public.

Apparently some of this silly putty rubbed off on the Kentucky Public Service Commission, which is trying to issue a regulation that requires all utility companies to justify their advertising costs before passing them along to ratepayers. (Advertising that promotes conservation of energy or is required by law is excluded.)

Excuse our meager knowledge of economics and business procedures, but we did not know advertising costs for utilities was "passed on to their customers". The PSC allows a utility to set a rate to meet operating costs, plus a reasonable profit. Any extra costs for advertising, for example, could just as easily cut into stockholders' profits and cause an added expense to customers.

*Please turn to page 4

Agree or Not

Brown's entry muddies race

by S. C. Van Curon

FRANKFORT — The entry of John Young Brown Jr. into the already crowded Democrat race for governor has further complicated an already unsolvable situation from the political observer's viewpoint.

After making his telephone poll, Brown apparently decided the situation was so scrambled that about anybody had a chance. The multi-fractured Democratic Party may need someone to bring it together and recent polls show that none of the six major candidates, before Brown entered, was showing any signs of pulling away from the herd.

Brown's entry raises these immediate questions.

Does he see himself as the catalyst that can put the splinters together and be a formidable candidate against the Republicans in November?

Are the average Democrat voters just waiting for someone who looks like a winner?

Does Brown have enough time, with all of his money, to attract enough undecideds to become the primary winner?

As any astute political observer knows, there are always a lot of voters who want their candidate to be the winner. It is enchanting to a lot of people who want to be able to say they voted for the winner, even though they don't expect any reward.

How many votes will it take to win the primary? Will 20, 25 or 30 per cent of the Democrat vote in May win the nomination?

It is quite evident from most polls, if we are hearing right, that Terry McBrayer, generally conceded to be Governor Julian Carroll's choice, has not been able to date to crystalize the wave for a winning campaign.

Brown's late entry seems to bear out this thesis.

Brown has name recognition. He doesn't have to hustle money to finance a campaign. The native Kentuckian who made millions in the Kentucky Fried Chicken enterprise can finance his own bid. He can put on a concentrated television campaign without being beholden to any politician or special interest group.

In making his announcement Brown told reporters, "I don't think any pollster will tell you that a Democrat will win in the fall against former Gov. Louie Nunn."

Brown apparently expects to campaign as an anti-administration candidate for he said he does not expect to get Carroll's backing. He described recent political races as "shakedowns" or political "payoffs" and tradeoffs. He mentioned personnal service contracts and shakedowns of coal operators, contractors and vendors.

He said he thinks it is time for a businessman to become governor of Kentucky. He apprently forgot that U. S. Senator Wendell H. Ford was a businessman before he became governor of Kentucky.

He pictured himself as a successful businessman without political ties or obligations who would use his skills to lift Kentucky from always "being last in many things".

This brings forth another question. Are the majority of the movers and shakers in the Democratic Party ready for an independent who isn't obligated to them?

Brown's problem may be that he can't shake the image of being a millionaire and one who has traveled with the jet set. Can he get down on the level with the average Kentucky Democrat?

Meanwhile Nunn is fine tuning his organization, and much of this work is devoted to working with disenchanted Democrats.

Hundreds of state workers will privately tell you, although they are registered Democrats, that they are going to vote for Nunn in November.

You ask why? The answer is, "He gave state workers three raises when he was governor."

Many state workers didn't get an annual increment because they are as far as they can go in their classifications. Neither did they get a cost-of-living increase although some money was put in the budget for that purpose.

The raises went to cabinet secretaries, commissioners and administration favorites.

It will take some time to unravel the puzzle that Brown has created within the primary.

All night!

The port of Murmansk in Soviet Lapland is so far north that its polar night lasts about 60 days each winter and is followed by more weeks in which a faint sun appears for only an hour at midday, says the National Geographic Society's book "Journey Across Russia: The Soviet Union Today."

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Down Memory Lane

Midway Scouts go camping; Carolyn Sexton is May Queen

Thursday, April 16, 1959

The Nicholas County school lunch personnel will attend the convention of the Kentucky School Food Service Association in Louisville, April 18. They are Mrs. Clarine Lynam, Mrs. Lillian Vice, Mrs. Sylvia McQuilty, Mrs. Evelyn Bailey, Mrs. Elizabeth Conyers, Mrs. Billie Ockerman, Mrs. Shella Mae Barrett, Mrs. Wilma McClanahan and Mrs. Dorothy Curtis. Mrs. Elizabeth Clay, county director will accompany the group.

At the Blue Licks district meeting of F.H.A. held at Brookeville, April 11, Nancy Ring was elected historian of the district, and Lynda Snelling was elected first alternate to the candidate for state office. Emma Lou George was the main speaker for the meeting. Other local chapter members attending were Ann Clark, Susan Talbert, Judy Whitely, Mary Glenn Feeback and Judy Hutchinson.

Hub M. Esdicott, Midway Boy Scoutmaster, his son Malcolm and five other scouts, arrived Friday for a week's camping on the Licking River.

BORN — To Mr. and Mrs. William Garrett Dayton, a son, Mark Allen, April 14. — To Mr. and Mrs. O. M. Kington Jr. of Moorefield, a daughter, April 11 in Paris. — To Mr. and Mrs. Donald B. Sears, a son, April 11 in Paris. — To Lt. and Mrs. John Brooks Pitman, Columbus, Ohio, a son, John Brooks Jr., April 8. — To Mr. and Mrs. Robert R. Pumphrey, London, a son, March 31 in Paris. — To Mr. and Mrs. Edgar Allison, a daughter, Claudia Renee, April 8. — To Mr. and Mrs. Clyde Miller, a daughter, Rita Carol, April 12. — To Mr. and Mrs. Charles Green, a daughter, April 12. — To Mr. and Mrs. Jessie Bailey, a son, April 13. — To Mr. and Mrs. Harry H. Vice Jr., Williamsburg, Ohio, a son, Harry H. III, April 10 in Merrimount, Ohio.

MARRIED — Miss Marjorie Phillips, to Robert Jolly of Cowan, April 11.

Thursday, April 13, 1939

At a meeting of junior and senior classes of the Carlisle High School on Tuesday morning, Miss Carolyn Sexton, daughter of Mrs. Lillian F. Sexton and the late Leslie Sexton, was elected May Queen of the school. Her attendants are Miss Christina Carter and Miss Helen Linville.

The home of Mr. and Mrs. Arthur Gray on the Flemingsburg Road about two miles from Carlisle was completely destroyed by fire of unknown origin about 3 o'clock Monday afternoon.

Three gasoline pumps at the Sexton Service Station on West Main Street were destroyed by fire last Thursday morning after they had been struck by a truck driven by Arthur Taul of Carlisle.

John Fudold, 63, native of Tripoli, died at his home in Paris, Tuesday. As a young man Fudold came to Carlisle shortly after his arrival in America.

W. P. Metcalfe, son of the late Jake Metcalfe, a Nicholas County native died March 22 in Dallas, Texas.

MARRIED — Miss Bernice Baker and Reeder Little of Carlisle Saturday.

— Miss Ruth D. Hildander and William Butcher, Monday. — Miss Dorothy Burden, Florence, Ky. and Aden Muncey of Cincinnati. — Miss Mamie Lee mcElfresh and Otho Clark, both of the Moorfield section, Saturday. — Miss Elizabeth Cheatham of Paris, Ill., and Rev. Raymond L. Alber of Ladoga, Ind., March 31. — Miss Virginia Barker Paige and James B. Smathers, April 7. — Miss Joanna Vice and Malcolm Stone Wills on Saturday.

DIED — James T. Burden, 80, at his home at Barefoot on April 4. — Mrs. T. H. Waugh, 60, last Friday night. — Charles T. S. Cohen, 62, at the hospital in Versailles last week. — H. J. Medlen, 68, farmer of the Little Rock section of Bourbon County on Friday. — Sister Margaret Mary, 55, (born Mary McMahan of this county) an out-sister of the cloistered order of the Sisters of Visitation and a member of the staff of Cardome Visitation Academy, Georgetown, Monday night at St. Joseph's Hospital, Lexington.

'April winds are magical'

In a rare moment of whimsey, the transcendental essayist and poet, Ralph Waldo Emerson, departed from his usual style and jotted down this bit of doggerel:

"The April winds are magical/And thrill our tuneful frames/The garden walks are passional/To bachelors and dames."

If Emerson had had a mind to, he could have also declared that "The April skies are tearful" because this fourth month is a period of rapid and changeable weather. It is usually the rainiest month of the year and raindrops are the teardrops of Nature.

Why Mother Nature should weep in April is obvious. It is a month of springing grass, burgeoning bud, spreading root, and sprouting seed — processes that require lots of moisture for these living things to resurrect and fulfill their appointed destinies.

Mother Nature's teardrops, as the late naturalist, Hal Borland once said in effect, also carry nutrients by the ton for plant life of this earth and without them the spring season would be dead season.

Scholars say that the word April comes from a Latin word meaning "to open". If so, this designation is most fitting. April is really a time of opening buds and a season of new life everywhere in nature. Early wildflowers, saxifrage, spring beauties, bluets, and dozens of others push their way up through the thatch of the meadows and the thick carpet of leaves on the floor of forests. Migrant birds start out on their northward journey and almost all things that make for a delightful summer start putting in their appearance.

As mentioned before, this transitional month is noted for its vagaries of weather. Occasionally some of its days are so warm they seem as advance couriers of July. Then some are so cold as to stimulate recollections of January. But the most distinctive feature of this month is its showers. Changes from bright sunlight to downpours are frequent — a fact that inspired another bit of verse: "April, April, laugh thy golden laughter, but the moment after, weep thy golden tears."

But for all its failings, April is a most welcome month. Its sun is warm and bright and no frost or snow can hold out long against it. Its flower is the daisy and its gem is the diamond. It is the month when everything starts coming your way.

*Please turn to page 3

Mercury vapors

by Warren R. Fisher

Readers who are used to (by habit or necessity) dragging their weary bones out of the sack before the sun comes up may appreciate the following rendition of the Legend of the DAWN by UK writter Nevyle Shackelford. Now if we can get rid of some of these clouds so we can see a sunrise!

The dawns come earlier now and if you have an east window, it may be worth your while to get up a little earlier than usual and watch the dawn goddess, Aurora, roll back the curtains of night.

At first a faint rosy glow illuminates a narrow band of sky just above the horizon making a splendid backdrop against which the hills are silhouetted in dark and mysterious relief. As the seconds pass, this illuminated band widens perceptibly with the rosy hue changing to saffron, to purple, and finally to a deep blue as the sun climbs higher and higher above the skyline.

As this "vestibule of day" slowly opens, roosters crow, dogs bark, cattle low, birds sing, and as the poet Milton declared, "sweet is the breath" of the bright new day.

A springtime dawn is indeed a phenomenon most wonderful to see—a refreshing, celestial sight that brings to mind the ancient Greek legend of Aurora and Tithonus.

One beautiful springtime morning, as the legend goes, as Aurora was rolling back the veil of night, she looked down on the world of mortals awakening to the joys of glowing dawn to behold the fair youth, Tithonus, whose manly beauty won her heart.

Finishing her task, Aurora dropped down and gathering Tithonus up in her arms, bore him away to her bright dwelling place in that never, never land at the edge of the world. Here they were married and dreading the time when death would take the mortal Tithonus away from her, Aurora implored the gods to allow him to live forever.

Her prayer was granted but in making the request, the dawn goddess forgot one very important thing. She forgot to ask that her handsome young husband might stay forever young.

So as the years went by, Tithonus grew older and older. Also, like all other mortals subject to the aging process, the flawless smooth skin of youth wrinkled and became unlovely with age spots. His muscles shrank, he grew feeble, and his voice shrilled to a squeak.

Each day Tithonus became more repulsive in appearance until at last Aurora could no longer endure to look upon the husk of a man she had once loved so passionately. So what did she do? She changed him into a grasshopper!

Although this legend is a bit on the tragic side, there is nothing tragic about a dawn, springtime or otherwise. The dawn rescues another glorious day from night and unlocks the door of another tomorrow. As Tennyson wrote, it brings the "light that shone when Hope was born."

Letters

To The Editor:

As a result of the recent resignation of Mr. Ken Urlage from the position of administrator of Johnson-Mathers Health Care, Inc. the institution is losing a great asset. This man has truly served our nursing home and hospital in uncountable ways, above and beyond what his job title required him to do. His committment to patient-centered care has been the focus in his management of both facilities. Mr. Urlage will be a difficult man to replace as his loss from our facility will be evident in every department.

Sincerely,
Becky McDavitt, R.N.
Christy Timberlake, Dir. of Nutritional Care and
27 other employees

To The Carlisle Mercury:

The Blue Grass Auto Club (AAA), representing more than 60,000 members in Eastern Kentucky, is strongly opposed to the Department of Energy's (DOE) standby energy plan that would restrict weekend gasoline sales or impose a rationing system upon American motorists.

The DOE plan to curtail gas sales on weekends would severely affect long-distance travellers, would not save a significant amount of fuel and would cause great harm to Kentucky's tourism industry.

As far as the rationing plan is concerned, there seems to be little chance that such a plan will be implemented and even less chance of its working if tried.

The Auto Club urges all motorists to take an active role in conserving energy so that the drastic measures proposed by the DOE will not be necessary.

By driving 55 m.p.h. and by keeping cars in proper tune, American motorists can save enough gas to see us through this difficult period.

Lynn D. Wiseman
Director, Public Affairs

'April's winds'

Continued from page 2

To men cooped up in town, April is a time for taking off to the countryside to fish, hike, and enjoy the blooming of the dogwood and redbud. But for the farmer, it is for something else. In April, he must plow and plant. Here are young lambs to tend and young calves and piglets to protect, and fences to be mended around the back pasture. He must check with his County Extension Agent to find out when to spray his fruit trees and what chemicals to use for best results. He must also check his bee hives, set out strawberry plants, and prune his grapevines.

The farmer has little time for recreation or dreaming in April. He has a world of young, growing things to watch over and to care for, and is glad of it.

Easter usually falls in April, something most fitting and something that adds to the glory of the month. For as April represents a new beginning of life, Easter symbolizes, not only a resurrection of life, but also a broader form of existence.

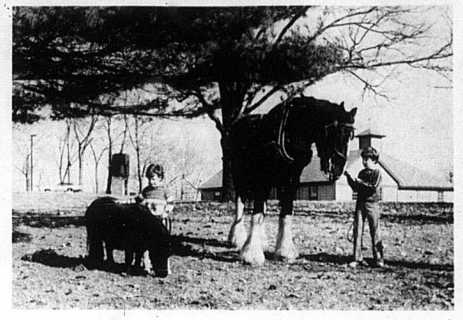
Children admitted free to Horse Park April 7

1979 is the twentieth anniversary of the United Nations Declaration of the rights of the child. To celebrate the occasion, 1979 has been designated the International Year of the Child. This is a year supported by all members of the United Nations to promote lasting action to improve the lives of children everywhere. This is a time for governments, organizations, and individuals to work together in concrete, constructive, practical programs for the benefit of all children.

Fayette County has planned a series of events to celebrate the Internatonal Year of the Child. On April 7 all Kentucky children (under 16 years old) will receive free admission to the Kentucky State Horse Park from 9 a.m. until 5 p.m. Featured at the kick-off celebration, 10 a.m., will be George Zack and the Central Kentucky youth Symphony Orchestra and members of the Kentucky Wildcats Basketball team.

In addition, a special mail box will be available at the park for children to deposit letters expressing their thoughts and desires for a better world. These letters will make up the Children's Agenda for Action which will be presented to a select group of government leaders in Washington D.C. on May 1.

All children of Kentucky are invited to take advantage of this exciting event. For more information, call Jean Sabharwal, (606) 253-1581 or the Division of Parks and Recreation in Lexington at (606) 255-0835.



Free day

Children and teens 16 and under will be admitted to the Kentucky Horse Park free on April 7, International Year of the Child Day. On hand to welcome the kids will be Bert, the big Shire, and Blackie, the miniature draft horse. — State photo.

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Association for Retarded Citizens

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They're Wild, Outrageous and Loveable!
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HIGH ROLLING IN A HOT CORVETTE
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Joseph Bottoms
Greg Taylor in a good time movie!

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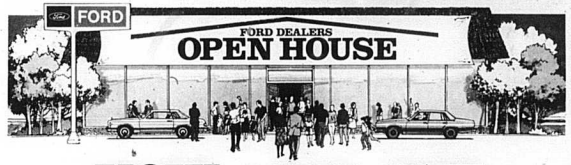

Student teachers

Crystal Weaver (left) and Mary Beth Stivers are now doing their student teaching in the Home Economics Dept. of Nicholas County High School. Miss Weaver is a native of Baltimore, Ohio and is a graduate of Liberty Union High School. Miss Stivers is a graduate of Laurel County High School and is a native of London. Both are seniors at Morehead State University. — Mercury photo.

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$294 OFF!* PACKAGE B. Includes Package A items, except Tu-Tone Paint/Tape Treatment, PLUS: Vinyl Roof, Dual Accent Paint Stripes, Deck Lid Paint Stripes. Order now, available mid-April.
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FAIRMONT (with 2.3 litre engine)
$222 OFF!*
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Joseph Bottoms... Wild, Outrageous and Loveable!
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Joseph Bottoms
Greg Taylor in a good time movie!
Music by Sherbert "I LOVE TO LOVE YOU BABY"
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